

## ABOUT THE MAJOR

At the David Eccles School of Business, the classroom is more than a place of teaching and learning; it's a place of doing. You'll learn from our world-class faculty who channel their business backgrounds and industry-leading research to infuse an entrepreneurial spirit in each student they teach. We emphasize collaboration with other disciplines on campus to provide you with the perfect environment to build your strengths. The Eccles School values embody the legacy of Utah's first entrepreneur and the school's namesake, David Eccles. David Eccles forged a path and paved the way for the state's enterprising business success and the school's culture by emulating leadership, excellence, legacy, and perseverance. The Eccles School teaches, coaches, and works alongside current and future business leaders. We prioritize community, entrepreneurship, innovation, scholarship, and transformation to form the foundation for your educational and professional success. With nine majors, five minors, and a certificate program, the Eccles School offers you a breadth of opportunities to explore all aspects of business. You will receive training in all core business disciplines (accounting, finance, entrepreneurship, management, marketing, information systems, and operations and supply chain) before taking a deep dive into your chosen major. With our holistic, problem-based curriculum that blends technical skills with the exploration of cultural, social, and ethical factors, you'll develop a foundation in business that prepares you for careers in increasingly integrated workplaces.

## LEARNING OUTCOMES

- Develop a thorough understanding of the functional areas of business.
- Learn to apply foundational business knowledge through utilization of quantitative, analytical, and critical skills.
- Learn to write and speak clearly and to work within group settings to effectively accomplish personal and professional goals.
- Develop the capability to employ innovative and entrepreneurial mindset and skills as appropriate.
- Become an ethically and globally aware citizen.

## PLAN & PREPARE

At the U, we plan for our students to have an Exceptional Educational Experience identified by four broad categories we call the Learning Framework: Community, Knowledge & Skills, Transformation, and Impact. This major map will help you envision, explore, design, and plan your personalized Exceptional Educational Experience with the Learning Framework at the core. In addition to assisting you in planning your coursework and navigating the requirements of your major, it will help you incorporate other kinds of experiences that will expand your knowledge, support your development, and prepare you for the future you want.

### Get started today

-  Schedule an appointment with an advisor: [advising.utah.edu](https://advising.utah.edu)
-  Visit [ugs.utah.edu](https://ugs.utah.edu)
-  Learn more about the Learning Framework [ugs.utah.edu/learning-framework](https://ugs.utah.edu/learning-framework)



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THE UNIVERSITY OF UTAH  
**EXCEPTIONAL  
EDUCATIONAL  
EXPERIENCE**  
*The Office of Undergraduate Studies*

# BUSINESS

ECCLES SCHOOL OF BUSINESS

## 2019-2020 MAJOR MAP

ACCOUNTING | BUSINESS ADMINISTRATION |  
ENTREPRENEURSHIP | FINANCE | INFORMATION SYSTEMS |  
MANAGEMENT | MARKETING | OPERATIONS & SUPPLY CHAIN |  
QUANTITATIVE ANALYSIS OF MARKETS & ORGANIZATIONS



*"The most important thing I learned at the Eccles School is to build and foster genuine relationships with people around you. A lot of the success I had in school and have currently in my job is due to these strong relationships."*

**>> Annet Unda**  
Finance BS, 2017 - Microsoft



## GETTING STARTED

## MAKING PROGRESS

## FINISHING UP

## WHERE CAN I GO AFTER GRADUATION?

### COURSES

Your academic journey begins here:

- Start taking pre-business courses such as BCOR 1010, 2020, & 2040
- Explore with Gen Ed courses

Dive deeper into business:

- Take the upper-division business core to explore how it all fits together
- Pick one of our nine majors to focus your business education

Keep building your foundation:

- Finish up the core
- Stay on track with major requirements
- Enhance your Eccles degree with Gen Eds, a minor, or other coursework

Bring it all together:

- Take the final courses for your degree program
- Check your Degree Audit & meet with your academic advisor

- Accounting
- Advertising & Marketing Management

### COMMUNITY

Explore your new home:

- Attend Eccles Welcome & PlazaFest
- Look into Scholars Programs & learning communities
- Participate in Eccles Inclusion Week activities
- Join a student organization

Spread your wings – how can you lead in your community?

- Get involved with BLInc<sup>1</sup>
- Attend leadership workshops & trainings, club meetings, & events
- Look into Beacon Scholars

Take charge & become a student leader:

- Apply for an Eccles student leader position
- Take on a leadership role in a student organization
- Consider running for office within ASUU<sup>2</sup>

Expand your community:

- Volunteer in your local community
- Connect with the Eccles alumni network
- Seek out a leadership role with the Bennion Center

- Brokerage
- Consulting
- Commercial Banking
- Data Analysis
- Database Administration

### KNOWLEDGE AND SKILLS

Learn what you need to know to get started:

- Meet with your academic advisor regularly
- Visit the Business Tutoring Center
- Attend major exploration events
- Research scholarship & other financial support options

Expand your horizons & practice your skills:

- Share your knowledge – become an Eccles tutor
- Take your education global with Eccles Global Learning Abroad
- Practice what you're learning with an internship

Dig deeper:

- Explore undergraduate research opportunities
- Go beyond the classroom - explore Student Investment Fund, AdThing, & Profiles of Leadership
- Participate in a case competition such as the Daniels Ethics Fund Competition

Share your knowledge with the world:

- Present or publish your research
- Write an honors thesis
- Use your experience with campus to guide others as a Student Success Outreach Ambassador

- Financial Analysis
- Financial Planning
- Forecasting Analyst
- Graduate School (Master's or PhD)
- Health Administration

### TRANSFORMATION

How will you grow?

- Discover your why by exploring Lasonde, Bennion Center, & others
- Find a mentor by connecting with academic advising, faculty, & student leaders

Build towards your purpose:

- Attend a Hinckley lecture
- Join an Eccles or student organization
- Attend a Lasonde meet-up
- Participate in Eccles diversity and inclusion programming

Give meaning to your academic experience:

- Participate in SMART Start mentoring
- Transform through a deeply engaged learning experience like MUSE<sup>3</sup>

Celebrate your transformation:

- Attend the BLInc Leadership Luncheon, Eccles Award Ceremony, & graduation events
- Share your growth - present research, plan a club event, or mentor a new student

- Insurance
- Investment Banking
- Operations Manager
- Real Estate
- Research Analysis
- Private Equity

### IMPACT

How will you make an impact?

- Take a Lasonde workshop
- Pick one event from the U calendar to attend each week

Use your skills to shape your community:

- Apply to be a Sorenson Impact Fellow
- Join a team at Lasonde & enter a competition
- Combine classroom & global experience with a short-term Eccles Global course

Take action:

- Participate in an alternative break experience
- Join a Legacy of Lowell Service Project
- Apply to be a Goff Scholar
- Share your voice at Business Student Council meetings

Expand your reach:

- Apply your experience through an ASUU Student Initiative
- Leverage your experience to launch a company
- Enhance your research with support from UROP<sup>4</sup>

- Public Relations and Fundraising
- Sales Management
- Software Development
- Statistics
- Supply Chain Management

### CAREER

It's never too early for career prep:

- Meet with your Career Coach
- Find your strengths with Clifton Strengthsfinder
- Draft a resume
- Create LinkedIn & Handshake profiles to start connecting

Take the next steps towards your career:

- Network at U of U & Eccles career fairs
- Update your resume & cover letter
- Polish your interview skills
- Build on classroom experience with an internship
- Expand student organization involvement

Research and engage:

- Use Business Career Services resources to research industries & companies
- Keep resumes & cover letters up to date
- Use your skills in leadership roles & internships
- Put it all together at the Career BASE Camp

Plan your strategy with your career coach:

- Tailor resume & cover letter for desired jobs
- Fine tune interviewing skills
- Apply for jobs on Handshake
- Attend grad school fairs

- Training & Development
- Web Development

<sup>1</sup>Business Leaders Incorporated <sup>2</sup>Associated Students of the U of U <sup>3</sup>My U Signature Experience <sup>4</sup>Undergraduate Research Opportunity Program