
Subject: BUSINESS ADMINISTRATION Restructuring

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April 5, 2023

Dear Hornet Nation,

Emporia State University's School of Business has restructured its business administration program to focus on the skills our students need when they apply for jobs. These changes come after conversations and feedback from business recruiters who hire Hornets.

Employers are looking for three main strengths:

- Well-rounded background of general business from accounting to marketing to management strategy.
- Skill sets developed for specific jobs.
- Soft skills such as interpersonal communication, listening, problem-solving, teamwork, emotional intelligence and critical thinking.

To provide specific skill sets to our graduates, the School of Business has 11 concentrations within the Business Administration major. The two newest concentrations are Management and Marketing. Full list of Concentrations:

- Accounting Services
- E-Commerce
- Entrepreneurship
- Financial Services
- Human Resource Management
- Insurance
- International Business
- Management
- Marketing

- Marketing Communication
- Sales Management.

Students who graduate with a degree in business administration will now benefit from both broad experience in business combined with specialized education in their concentration, making them very attractive candidates for employers.

Additional Resources:

- Video from Dr. Ron Christian, assistant professor of marketing, and Dr. Yankun Jia, assistant professor of management: <https://youtu.be/rMsF2gwnv2w>
- News release about this restructuring: <https://www.emporia.edu/news/april-2023-business-administration-restructuring/>
- Website about all of the announced reinvestments: emporia.edu/future

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