



Business Administration, B.S.

The School of Business promotes an inclusive and rigorous educational environment. We focus on ethics, active learning, entrepreneurial thinking, and strategic sustainability. Our core curriculum provides a strong foundation of business principles. Our concentrations of Accounting, Finance, Economics, Marketing, and New Venture Management enable you to specialize in the area of your interest.

Experience Your Learning

The North Coast provides a unique learning environment for students—only 5% of the redwoods remain. Today, the climate crisis cannot be ignored and “business as usual” is no longer viable. The School of Business strives for visionaries who center their business goals around strategic sustainability.

Students learn best by doing. That’s why we provide you with hands-on learning experiences. Opportunities include place based learning communities, student led clubs, business competition, and others.

Our competitive internship program provides experiential learning opportunities in local business community settings.

Our Volunteer Income Tax Assistance (VITA) internship program provides students with tax preparation experience in assisting community members file tax returns.

Did you know?

- Our program prioritizes strategic sustainability for competitive advantage.
- Small classroom sizes enable deeper connection with instructors and your peers.
- We provide competitive paid internships (\$1,250 to \$2,500) for gaining practical experience.
- Various scholarships are available to qualified business students.
- We strive for environmental and social justice to go hand in hand with business goals.



Academics & Options

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Concentrations

Accounting: Accounting is the common language of business. Accounting graduates work for various organizations, including for-profit firms, government, and the non-profit sector.

Economics: Provides theoretical foundations of business's role in an economy. The subject explains the role that economics plays in society.

Finance: A finance degree can prepare you for careers in businesses and government offices. Students learn how organizations can create value, and solve social and environmental problems. It prepares students to make sound financial decisions.

Marketing: Marketing graduates are valuable additions to any organization offering products, services, programs, initiatives, and ideas. The marketing major is also a great place to start when thinking about running your own business.

New Venture Management: For students who want to explore their potential and create original business opportunities, as well as for those who want to develop hands-on skills that will be valuable to employers.

Minor

Business Administration Minor

This minor allows you to become more marketable in today's ever-changing job market, own, operate and prosper in your own business, bridge the gap between college and a career, and prepare for Cal Poly Humboldt's 1 year MBA Program.



Careers

Businesses need people who are thinkers and communicators. Our program provides an educational approach emphasizing important business skills that prepares students for success in their chosen career.

- Accountant
- Auditor
- Budget Analyst
- Business Manager
- Credit Analyst
- E-Commerce Coordinator
- Social Media Coordinator
- Financial Planner
- Entrepreneur
- Marketing Coordinator



The professors in the School of Business definitely care about teaching and getting the students to learn, because it's not all just coming from a textbook. The professors really focus on getting us opportunities with local businesses and the community around us—we're able to work one-on-one with the owners and look at their business. This hands-on learning experience has made my education a lot more beneficial."

Ana Cortes, Business Administration