

Transforming the **Future of Business**



Culverhouse
College of Business



*The Culverhouse College of Business is an inclusive community engaged in innovative research, service, and rigorous learning – **with a personal touch** – that develops highly respected business leaders who solve challenges of the global society.*



Since our founding in 1919 under the leadership of our first dean, Lee Bidgood, the Culverhouse College of Business has promised to equip young adults with the tools necessary to start, grow, and lead business ventures. Now one hundred years and 60,000 alums later, we live and work within a world in which the normal rules of business no longer apply.

Our students graduate with the tools needed to excel in a data-driven global economy. Our faculty conduct innovative research that shapes the conversation. And our outreach centers make positive impacts in communities, both large and small, throughout the state.

We take a full-circle, comprehensive approach toward charting our course, with a laser-like focus on how to better empower the budding entrepreneurs and innovators who will launch paradigm-shattering companies. We understand that data rules everything around us and as a result have launched specific programs that examine the intersection of business and data. We understand that deep learning happens when it is hands-on and, as a result, we strive to deliver a signature immersive educational experience for all our students.



What Sets Us Apart

STEM and CREATE Path to the MBA

An incredibly unique program that allows high-achieving undergraduate students in engineering, science, and select creative majors to earn an MBA from the Manderson Graduate School of Business with only one additional year of study.

Marillyn A. Hewson Data Analytics Lab

Data analysis and business applications come together at this high-tech facility, where students collaborate on finding solutions to real-world problems. Faculty and researchers from all of our departments are involved in programs in the lab.

Vulcan Value Partners Research Library and Trading Room

Here as part of the Culverhouse Investment Management Group, students gain critical skills in value investing, guided by renowned industry veterans. Making live trades with a portfolio of over \$550,000, they gain a competitive edge as they enter the professional world.

Interactive Decision Experiment Lab

A behavioral research laboratory focusing on understanding various aspects of human behavior as it relates to business activities. It features a shopper insights lab and virtual reality technology.

Culverhouse Executives Society

Through events and learning opportunities all over the country and on campus, Culverhouse alumni are able to get involved, build connections, and help grow the next generation of business leaders.

UA Business LEAD

Students boost their leadership skills through competency-building digital workshops.



Unique Culverhouse Events

Capstone Student Investment Conference

Speakers from firms like Goldman Sachs, Fidelity Investments, and Vulcan Value Partners discuss investing methodologies and careers with students.

Culverhouse Business Analytics Symposium

The science of data analysis and how it relates to the business world is at the nexus of this event, which has featured speakers from GM, PBS, ESPN, and NASA.

International Business Symposium

Working abroad presents tremendous opportunities. Students hear from international business vets about building collaborations and partnerships across borders.

Edward K. Aldag Jr. Business Plan Competition

Students pitch their business concepts to regional execs for a chance to win \$50,000, business mentoring, and space in The EDGE incubator.



The Future of Business

Hewson Hall

Hewson Hall will be a transformative addition to the Culverhouse College of Business, establishing a new heart for the college that is on par with the very best business school facilities in the country. This state-of-the-art facility offers a place for students to create and collaborate and faculty the room to conduct innovative research.

The 108,000-square-foot building is centered around a three-story atrium — a light-filled, dynamic space that is designed to connect faculty, staff and students. It will feature a large lecture hall, collaboration and teaching rooms, executive boardroom, and other unique spaces.

Learn More

culverhouse.ua.edu

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culverhouse.ua.edu/visit

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culverhouse.ua.edu/apply

Give Back

alumni.culverhouse.ua.edu

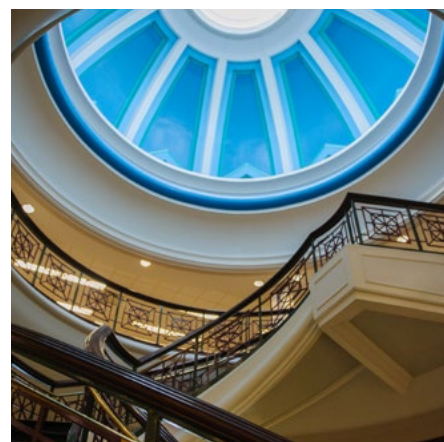
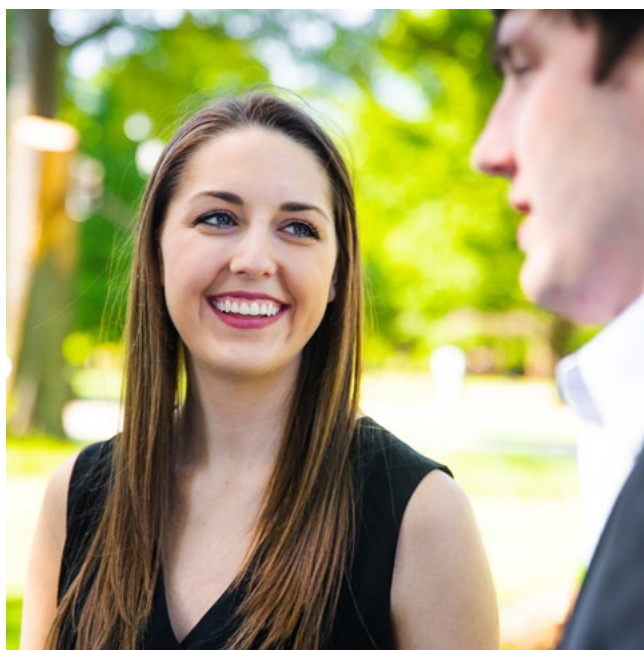
See Our Impact

culverhouse.ua.edu/impact

Get in Touch

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culverhouse@ua.edu



The Culverhouse College of Business is proud to be AACSB Accredited by AACSB International and is recognized by our commitment to fulfill our mission, and continued sustainment and improvement of our undergraduate, graduate, master's and doctoral degree programs according to the AACSB International standards.

THE UNIVERSITY OF
ALABAMA

Culverhouse
College of Business



AACSB
ACCREDITED

Major in **Accounting**

accounting.culverhouse.ua.edu

The Culverhouse School of Accountancy is one of the oldest and most respected accounting programs in the United States. Our majors work with the newest information systems technology and receive a broad liberal arts foundation and an intensive education in the business and accounting disciplines. They develop communications, problem-solving and interpersonal skills and master the knowledge and skills demanded by employers.

About the program:

The School of Accountancy was established in July 1978 as an academic unit of the College of Commerce and Business Administration. The school was named in honor of Hugh F. Culverhouse, Sr. in February 1989. Culverhouse was an alumnus of The University of Alabama, a noted lawyer, and businessman and a major supporter of the accountancy program. The Culverhouse School of Accountancy is a charter member of the Federation of Schools of Accountancy. The School holds accounting accreditation at both the undergraduate and graduate levels. In addition to the bachelor of science degree, the Culverhouse School of Accountancy offers two professional master's degrees, the master of accountancy (MAcc) and the master of tax accounting (MTA), and a doctor of philosophy (Ph.D.) degree with a concentration in accounting.

Accountants provide vital functions by offering a wide array of business and accounting services to their clients. Our internship program enhances an accounting major's chances of success. Graduates of the master programs should be well prepared to sit for professional examinations in accounting such as the CPA and CMA exam.

Concentrations:

Professional Accounting

The Professional Accounting concentration is designed for students who want to increase their breadth of knowledge in accounting, plan to pursue a master's degree in accounting (MAcc or MTA), and intend to sit for the CPA exam. A 2.000 concentration GPA is required.

**The concentrations listed above is restricted to Accounting majors only.*



Culverhouse
School of Accountancy



Major in Accounting

accounting.culverhouse.ua.edu

Overview:

Accounting is a great major for students seeking a challenging career with unlimited opportunities. Top skills looked at for promotion and success for accounting majors include communication and people skills with behavior that is professional, respectful, and polite. A student should be a team player and use time management as time costs. Research and problem solving is important as well. Accounting students should stay on top of the latest information, news, and trends. Students should be motivated and have initiative and drive. Ethics and professionalism are a must.

Admission and Retention Policies:

A prospective Culverhouse School of Accountancy student must submit an application verifying that all criteria for admission have been met. Students are eligible for admission if they meet the admission criteria to the upper division of the College of Business. A student whose GPA falls below these standards may petition the associate dean of Undergraduate Student Services for admission to the upper division and to the Culverhouse School of Accountancy if the student's GPA for the last 30 hours attempted at The University of Alabama is at least 2.5.

Please visit catalog.ua.edu for a comprehensive overview of the Culverhouse School of Accountancy admission and retention policies.

Career Opportunities:

Accounting professionals can be found in public accounting firms, banks and financial institutions, corporations, public utilities, hospitals, the media, law firms, government, manufacturing companies, and nonprofit institutions.

Employment opportunities for our graduates range from large international to small accounting firms, public and private business enterprises, government agencies such as the Internal Revenue Service or the FBI, and nonprofit organizations in positions such as staff accountant, financial analyst, or financial consultant.

Accounting Manager	Consumer Credit Officer
Auditor	Controller
Bank Examiner	Director Of Finance
Benefits Administrator	FBI or CIA Agent
Budget Accountant	Financial Analyst
Certified Public Accountant	IRS Investigator
Chief Financial Officer	Loan Administrator
Claims Adjuster	Partner/Stockholder
Computer Systems Analyst	Tax Specialist
Consultant	Wealth Manager

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Major in Economics

efls.culverhouse.ua.edu

Economics majors are well versed in math, acting as exceptional logical thinkers with an interest in human systems. A degree in Economics takes Culverhouse graduates from the classroom to the boardroom with excellent preparation for those interested in a wide array of fields.

About the program:

The Department of Economics, Finance, and Legal Studies is home to world-class teaching and research faculty and offers a wide variety of undergraduate and graduate degree programs. Economics studies human behavior and how scarce resources are allocated among competing agents and uses. Since economic choices affect business decisions makers, economics offers a unique blend of liberal arts and business topics. Therefore, the department offers a major in economics through both the Culverhouse College of Business and the College of Arts and Sciences. Students majoring or minoring in economics are urged to consult an undergraduate advisor for recommendation about 400-level economics courses and general electives consistent with their career goals and objectives.

Concentrations:

Econometrics and Quantitative Economics

The Econometrics and Quantitative Economics concentration is designed to enhance the students' critical thinking abilities and develop their quantitative economics reasoning. Students will learn how to use econometrics and statistics methods to explain and predict consumer behavior, markets trends, and industries evolution. In addition, students will learn

how to use game theory and experimental methods to understand individual and interactive decision making. The concentration prepares students to use economic modelling to conduct applied econometrics and statistical research to the industry and government, as well as to enter a graduate program of studies.

Economic Policy

The Economic Policy concentration provides students with a rigorous sets of skills for thinking about the economy and about economic policy, with a focus on evaluating economic policies and measuring the success or failure of government programs. Students can choose courses that will help explore various areas including law, trade, competition, monetary, environment, healthcare, labor, urban and development. Students will be prepared for careers in industry and government, as well as graduate studies in law, business, and public policy.

**All concentrations listed above are restricted to Economics majors only.*

Admission and retention policies:

Visit catalog.ua.edu for more information on specific program admission and retention policies.



Culverhouse
College of Business
Economics, Finance & Legal Studies



Major in Economics

efls.culverhouse.ua.edu

Overview:

The EFLS's economics program offers an extensive array of courses to develop the student's analytical abilities and critical thinking skills. Students will master economic analysis applied to business, public policy and social issues and will be ready for rewarding careers in business, industry and government. Economics is a good major for pre-law students and provides a sound foundation for postgraduate studies in a variety of fields, such as a Master of Business Administration, a Master in Public Policy, or an advanced doctoral degree in economics or finance. Economics majors are required to select a concentration, or a second major, or an approved (business or non-business) minor.

Career Opportunities:

The opportunities for students who complete a bachelor's degree in economics range from positions in banking and financial services to real estate, insurance, enterprise risk management, consulting, and the public sector. Because of their analytical, quantitative and decision-making skills, students who major in economics are sought after for a wide range of positions in large organizations and government agencies that forecast business conditions and analyze economic data.

Budget, Financial or Public Policy Analyst
Information Scientist
Intelligence Analyst
Journalist
Attorney
Financial Advisor
Loan Officer
Market Research Analyst
Research Assistant
Statistician
Technical Writer
Urban Planner

To learn more about a career in economics, visit

efls.culverhouse.ua.edu

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THE UNIVERSITY OF ALABAMA®

Major in Finance

efls.culverhouse.ua.edu

Careers in Finance allow graduates to choose which of today's market sectors will define tomorrow's economies. The undergraduate Finance program offers courses designed to develop the student's analytical skills and abilities.

About the program:

The Department of Economics, Finance, and Legal Studies is home to world-class teaching and research faculty and offers a wide variety of undergraduate and graduate degree programs. Finance studies the ways in which individuals, businesses and other organizations allocate financial resources over time and make decisions in the presence of uncertainty. The programs in Finance offer students the necessary skills to work in all areas of finance, in both the private, corporate and public sectors. In addition, concentrating in finance equips students well for careers in law and government.

Concentrations:

Banking & Financial Services

The Banking and Financial Services concentration provides students the background of the institutional and regulatory environment, and management issues facing financial institutions and prepare the students for entry-level positions within the financial services sector. Students learn the basic theories of financial intermediation and about the various services financial institutions provide. Students also learn how to identify and analyze the different types of risks faced by financial institutions (focusing on interest rate risk, market risk, liquidity, and credit risk).

Financial Engineering

The Financial Engineering concentration equips students with the knowledge, skills and abilities necessary to measure and manage various market risks, including foreign exchange, interest rate, equity price, commodity price, as well as many others. Students in this concentration will learn state-of-the-art quantitative techniques for efficiently and effectively managing market risks. With these capabilities, students will be able to contribute to optimal management of a host of entities, including global corporations, municipalities, pension funds, endowments, among the others.

Value Investing

The Value Investing concentration provides students with a strong foundation for examining the critical aspects of investing decisions, including generating good ideas, conducting fundamental business and industry research, analyzing financial statements, and credibly estimating what businesses and companies are worth. The focus is on practical applications. Students will be prepared for a broad range of business careers, including investment management, investment banking, private equity, management consulting, corporate business development, corporate finance and entrepreneurship.

**All concentrations listed above are restricted to Finance majors only.*



Culverhouse
College of Business
Economics, Finance & Legal Studies



Major in Finance

efls.culverhouse.ua.edu

Overview:

The major in Finance offers students the necessary skills to work in all areas of finance, in both the private, corporate and public sectors. Careers include those in asset management; commercial and investment banking; corporate financial management; venture capital; mergers and acquisition; risk management and insurance; actuarial science; and real estate. In addition, concentrating in finance equips students well for careers in law and government.

Finance majors are required to select a concentration, or a second major or an approved (business or non-business) minor. Finance majors must also complete the core computer language requirement by taking FI 389 Financial Analysis & Modeling.

Admission and retention policies:

Visit catalog.ua.edu for more information on specific program admission and retention policies.

Career Opportunities:

The opportunities for students who complete a bachelor's degree in finance include positions in banking and financial services, corporate finance, investment management, real estate, insurance enterprise risk management, consulting, and the public sector.

Actuary
Asset Management
Bank Examination
Claims & Brokerage
Corporate Finance
Financial Analyst
Financial Services
Insurance Company Agent
Investment Advisor
Investment Banking & management
Loan Officer
Personal Financial Planner
Real Estate Develop
Real Estate Management
Sales & Trading
Underwriting

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THE UNIVERSITY OF ALABAMA®

Major in General Business

management.culverhouse.ua.edu

The general business major program is designed for students desiring an extensive understanding of business that spans all facets of the business enterprise, providing them with a broad philosophical and economic perspective about business operations.

About the program:

From law to economics to accounting, students in the Business major learn that knowing a little about a lot is what others regard as wisdom. But the skills learned in the Business major's required courses lead to more than a "bigger picture" understanding of the economy—they lead to an economy where Culverhouse students are the picture's subject and focal point.

Classes required for various specialization paths may vary.

About the Management Department:

Every successful person, at some point, has to manage others. Some people experience this early in their careers when they are appointed to lead a key team on a major project. Others may encounter this experience later in their careers as part of a successful business venture where the hiring of additional personnel is required. No matter when it happens, you will likely need, use and desire skills taught within the Management department.

Students enrolled in management courses hone skills and add to their knowledge base through courses in leadership, innovation, communication, and decision-

making. The content taught within these classes is supplemented by the latest trends in technology and by the global perspective necessary for success in today's multicultural world.

Faculty within the Department of Management stay on the leading edge of current trends and research findings and remain dedicated to making sure that each student has a meaningful educational experience in all of our classes.

Admission and retention policies:

A minimum GPA of 2.0 is required for admission to the general business major. Visit catalog.ua.edu for more information on specific program admission and retention policies.



Culverhouse
College of Business
Department of Management



Major in General Business

management.culverhouse.ua.edu

Overview:

The general business major program is designed for students desiring an extensive understanding of business that spans all facets of the business enterprise, providing them with a broad philosophical and economic perspective about business operations.

This major is intended for business students who wish to gain breadth in skills and knowledge within their undergraduate studies. It is particularly appropriate for students who wish to combine a study of business with a minor or extended coursework in a non-business field. The general business major is also suitable for students who intend to pursue a specialized master's degree in business or who are interested in law school or other professional fields.

Career Opportunities:

Since the general business degree offers students a broad introduction to business, students use this degree as a precursor to pursuing a specialized master's program. Other career opportunities are in the general management area.

Administrative Manager
Assistant Administrators
Assistant Managers
Business Owners
Customer Service Representatives
Director Of Human Resource Management
Entry-Level Positions
Management Trainees
Vice President

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THE UNIVERSITY OF ALABAMA®

Major in Management

management.culverhouse.ua.edu

The Management major provides students the opportunity to develop analytical and interpersonal skills that create value for any enterprise.

About the program:

Students enrolled in management courses hone skills and add to their knowledge base through courses in leadership, innovation, communication, and decision-making. The content taught within these classes is supplemented by the latest trends in technology and by the global perspective necessary for success in today's multicultural world.

Concentrations:

Entrepreneurship

The mission of the Entrepreneurship specialization is to equip students with the knowledge, skills, and abilities necessary to innovate in existing firms and to launch new ventures. Students will learn how to identify and evaluate opportunities, and how to capitalize on these opportunities. In doing so, they will work closely with faculty and experienced entrepreneurs to gain hands-on experience in key activities necessary to build sound business models and to acquire critical resources as they help established firms innovate and create profitable enterprises.

Health Care Analytics

The Health Care Analytics specialization provides undergraduate students with the skills to meet the complex needs of healthcare organizations. Students in the healthcare analytics specialization learn how to

harness data, process the data and produce evidence-based decisions. The daunting challenges confronting healthcare organizations today will require smarter, more informed decisions driven by data to improve outcomes and offer the value that market dynamics, governmental regulations and consumers demand. The six-course sequence aims to develop analytics competencies in our students to prepare them for entry-level analyst positions in a variety of healthcare settings.

Human Resource Management

The Human Resource Management specialization develops student skills for the effective management of human resources in organizations. The program trains students to strategically address human capital management to improve organizational performance. The six-course curriculum covers a range of topics, including employee recruitment, selection, training and development, compensation, performance management, employee relations, and strategic human resource management. The curriculum is aligned with the Society for Human Resource Management (SHRM) curriculum guidelines and prepares students to pass the SHRM-CP Certification exam as well as Human Resource Certification Institute (HRCI) exam.

**All concentrations listed above are restricted to Management majors only.*



Culverhouse
College of Business
Department of Management



Major in Management

management.culverhouse.ua.edu

Overview:

The management major provides students the opportunity to develop analytical and interpersonal skills that create value for any enterprise. Students learn to efficiently organize and use the organization's assets, especially its human assets, in a manner appropriate to 21st century enterprises. Students develop their skills and talents through 21 hours of coursework, including one foundational course, "Leadership and Ethics," and a collection of six courses within one specialized area, or specialization. The three concentrations that may be applied toward the management major are entrepreneurship, health care analytics, and human resource management. These concentrations provide students with the in-depth knowledge and experiences necessary to compete in today's complex marketplace. Many graduates secure careers in such fields as corporate development, family business, health care management, human resource management, and corporate communication. Others choose to continue their education by attending some of the best graduate programs in the nation.

Admission and retention policies:

Visit catalog.ua.edu for more information on specific program admission and retention policies.

Career Opportunities:

The types of jobs available to our graduates include entry level positions, supervisory jobs, foremen, team leaders, and middle and upper management. Those with a master's degree may obtain careers in human resources or international management, or start their own business. Doctoral degrees usually take on academic positions such as assistant professor, associate professor, and professor.

Assistant Administrator
Assistant Manager
Business Owner
Chief Executive Officer
Chief Financial Officer
Customer Service Rep
Director Of Human Resource Management
Entrepreneur
Health Care Administrator
Management Trainees
Patient Flow Specialist
Recruiter
Vice President Of People

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THE UNIVERSITY OF ALABAMA®

Major in Management Information Systems

mis.culverhouse.ua.edu

Today's commerce runs on information technology. The MIS program provides the building blocks and experiences for its graduates to thrive as business increases its dependence on IT/IS. The program produces MIS and Cyber professionals that understand how to safely leverage technology to increase business value.

About the program:

Competing in today's information-based society, three of the five fastest-growing occupations in the United States require a thorough understanding of business needs, coupled with the technical knowledge to help organizations succeed. Today, the information age. Tomorrow, ageless information.

The MIS program focuses on the innovation of business-oriented information technology to open new markets and improve business operations by leveraging information systems. Students learn to combine knowledge of core business and technology to excel in future careers such as business analysts, consultants or app designers. Graduates choose from opportunities in consulting, corporate, government, not-for-profit, and start-up organizations.

The program culminates with a semester long half-time practicum (20 hours per week), during which students work in a team setting to conduct real IS projects for real clients to deliver real value to the organizations. This emphasis on experiential learning through application of classroom concepts results in graduates who are highly sought after by firms across the nation.

Admission and retention policies:

Students are eligible for admission to the MIS program if they:

- meet the admission criteria to the upper division of the Culverhouse College of Business
- have completed at least 61 semester hours of college credit with a cumulative GPA of 2.5 or higher for all coursework attempted or a GPA of at least 3.0 for the last 30 hours attempted
- have completed MIS 221 Business Programming I with grade of C- or higher

MIS majors must complete all required MIS courses with a grade of C- or higher. A student who enrolls in any of the required MIS courses twice and fails to earn a passing grade will not be permitted to take additional MIS courses or to receive a degree with MIS as the major from The University of Alabama. Enrollment is defined as registration for a course that results in the recording of hours attempted on the student's record. A grade of W is counted as an enrollment. Priority for enrollment in upper-division MIS courses is given to students who are not repeating the courses.



Culverhouse
College of Business
Information Systems, Statistics and
Management Science



Major in Management Information Systems

mis.culverhouse.ua.edu

Overview:

Students should be interested in how to apply technology to improve business value and quality of life for individuals. MIS is where business meets technology. Students should be interested in jump-starting their careers to become business analysts, consultants, innovators, and entrepreneurs. Students interested in MIS are typically good problem solvers, can multi-task, like a challenge, like working on new projects, can handle ambiguity, like to work in teams, are not discouraged easily, can see both the big picture and work on the detail, and will work hard for high payoff. Students should consider specializations available in the business school to supplement the core business and MIS curriculum, including areas such as: management communications, professional sales, international business, supply-chain management, international business, and accounting. Some students minor in computer science or a foreign language.

Career Opportunities:

MIS majors are among the most sought-after graduates, with virtually 100% placement. Graduates go to leading consulting firms, corporations and startups. Typical job titles include:

Entry Positions:

Business Process Analyst
Data Analytics Consultant
Cyber-Security Analyst
Risk and Assurance Advisor
Project Manager
Solutions Architect
Data Scientist
Programmer / Analyst
Software Engineer
Pre-Sales Engineer
Startup Entrepreneur
Scrum Master
Product Owner

Career Positions:

Chief Information Officer
Chief Technology Officer
Chief Knowledge Officer
Partner, Senior Executive
Executive Vice-President

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THE UNIVERSITY OF ALABAMA®

Major in Marketing

marketing.culverhouse.ua.edu

Marketing is all about creating and delivering value to customers. Housed within a nationally ranked business school, UA's world-class Culverhouse marketing program provides a 360-degree perspective on marketing trends, tools, and strategies to prepare students for a wide range of marketing career opportunities.

About the program:

The Marketing Department at Culverhouse is perfect for students who want to explore how marketing fosters innovation, influences strategy, and ultimately drives corporate performance. A Culverhouse marketing degree prepares students to steer organizations in the right direction, with a combination of marketing knowledge, market analysis skills, decision-making, and communication. Culverhouse marketing students learn from internationally renowned marketing faculty and industry professionals, offering knowledge that goes far beyond a textbook. Marketing students learn about managing products, customer engagement, distribution systems, and sales. They also develop strong communication skills, gain an understanding of consumer psychology and marketing research, and conduct marketing analyses. In addition to applying core marketing concept knowledge to real-world challenges, marketing students may add depth to their marketing degree with a concentration in professional sales, services marketing, or international marketing. Culverhouse marketing prepares students to hit the ground running and contribute immediately when they enter the workforce; because they learn and apply the same concepts used in real-world marketing.

About the Marketing Department:

Success in the marketplace requires firms to develop and execute marketing strategies that consider factors such as customers, competitors, economic conditions, and global opportunities. In support of a firm's customer-focused mission, marketers engage in such activities as professional selling, services marketing, new product development, supply chain management, international marketing, social media marketing, as well as market research and strategic planning activities that undergird all activities in today's data-driven economy. The marketing department at Culverhouse is for students whose interest is in the customer interface in either a B2C (business to consumer) or B2B (business to business) setting. Typical marketing activities (for both profit-seeking and non-profit organizations) include:

- Identifying and segmenting potential customers
- Determining consumer wants and needs
- Developing products to satisfy customers
- Determining product pricing which reflects costs, competition, and the customer's ability to purchase
- Managing products to meet customer needs and ensure satisfaction



Culverhouse
College of Business
Department of Marketing



Major in Marketing

marketing.culverhouse.ua.edu

- Communicating information about products to prospective customers
- Developing marketing campaigns and strategies to maximize value for a firm's customers

Overview:

Advertising and selling are the most visible parts of marketing, but there is so much more. Marketing is a broad and integrated system of activities helping businesses provide products and services that satisfy customers. Marketers not only conduct research to gain insight into consumer motivation and behavior, but marketers manage products and product lines, close sales, and establish distribution systems. Marketers understand the psychology of consumer behavior and use strategy to provide products and services, with the right message, at the right price, at the right place and time. Study marketing at Culverhouse, and when you graduate, you'll be well prepared and ready to light the business world on fire!

Admission and retention policies:

Visit catalog.ua.edu for more information on specific program admission and retention policies.

Career Opportunities:

Culverhouse marketing graduates obtain jobs with all kinds of organizations, from corporations to non-profits, government agencies, consulting firms, and startup ventures. Numerous opportunities exist for Culverhouse marketing program graduates in:

Account management
Category management
Marketing analytics
Product/service management
Digital marketing
Web design
Market research
Public relations
Professional selling
User experience design
Social media management
Event management
Media buying
International business
Supply chain & logistics
Sales

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THE UNIVERSITY OF ALABAMA®



Major in Operations Management

ism.culverhouse.ua.edu

The COOs of tomorrow specialize in Operations Management today. Operations management focuses on the effective management of the resources and activities that produce and deliver the goods and services of any business

Operations management focuses on the effective and efficient management of the resources and activities that produce or deliver the goods and services of a business. The principles of operations management are applied in every industry, from banking, financial services, and health care management to manufacturing, warehousing, logistics, and distribution. Well-known companies such as Amazon, Verizon, Cisco, Walmart, General Motors, and United Airlines put vast amounts of effort into their operations practices because they understand the substantial impact it has on their profitability and competitiveness. They use principles of operations for every aspect of their processes, including sourcing, purchasing, procurement, processing, warehousing, logistics, distribution, quality control. Operations management is vital in successfully producing and creating goods and services.

About the program:

The University of Alabama's Operations Management program teaches students to understand, model, and analyze real-world processes and systems quantitatively. Our curriculum is up-to-date, technology- and data-oriented. Our major will provide students with the knowledge and skills to understand data, convert it into information, and advantageously use the information to drive decision-making. Courses focus on understanding

key trade-offs and applying appropriate quantitative and strategic methods to solve real operations problems. Undergraduate courses frequently have collaborated with large companies, such as Georgia Pacific and PepsiCo, to assist in solving real-world operations problems. These experiences prepare students for problems they might face after entering the workforce and help develop their networking circle.

Concentrations:

Supply Chain Management

Supply Chain Management (SCM) refers to the coordination of processes across a supply chain to effectively manage the flow of materials, services, and information to satisfy customer demand. Our SCM specialization follows the Supply Chain Operations Reference (SCOR) model focusing on the Make-Source-Deliver processes of supply chains. There are four required courses to support the SCOR model.

**The concentration listed above is restricted to Operations Management majors only.*

Admission and retention policies:

Visit catalog.ua.edu for more information on specific program admission and retention policies.



Culverhouse
College of Business

Information Systems, Statistics and
Management Science



Major in Operations Management

ism.culverhouse.ua.edu

Overview:

Operations Management is one of the most important components of running a business. While well-run business operation processes might not grab headlines on a regular basis, it is nevertheless very crucial to a company when delivering innovative products to consumers around the world in a cost-effective and timely manner. Operations Managers are responsible for a number of key functions of a business, including:

- Managing logistical processes and the overall supply chain
- Overseeing production and assuring product quality
- Initiating and building relationships with vendors
- Ordering, warehousing, and managing the flow of materials

Put simply, operations management ensures that the day-to-day operations of the business are working as efficiently as possible for the company to achieve its objectives. Operations management graduates may assume a number of different roles including purchasing manager, materials manager, supply chain planner, supply chain analyst, and many others.

The operations management career outlook is positive and can be an excellent profession for those who are highly organized, and enjoy the planning and scheduling of activities related to the creation and on-time delivery of quality products and services at acceptable cost.

Career Opportunities:

Many students choose to pursue internships or Co-ops while studying Operations Management. The University has a thriving Co-op program and many students gain valuable experience at companies like Mercedes-Benz U.S. International each year. A number of the other local companies offer internships including Honda, Nucor, Target, DHL, PNC Financial Corporation, and others. These experiences are a great way for students to enhance their in-class learning and apply relevant skills to reinforce classroom concepts.

After graduation, some students even accept job offers from companies where they previously interned. Even for those who do not, there is a wide array of career paths available. Former operations management students have gone on to be:

Materials Managers
Production Planners
Operations Managers
Quality Managers
Supply Chain Managers
Inventory Analysts
Purchasers
Plant Managers
Logistics Directors
Vice Presidents of Supply Chain
Vice President of Operations
Chief Operations Officer

Contact us for more information:

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Alston 300
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THE UNIVERSITY OF ALABAMA®

Culverhouse College of Business Minors

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Culverhouse School of Accountancy

Accounting

The Accounting minor for non-majors offers students a way to learn accounting without the expectation of a career centered on it. This minor is recommended for students who anticipate a need to manage the financial health of an organization, whether from a CEO's perspective or from various levels in business.

Department of Economics, Finance, and Legal Studies

Actuarial Science

The Actuarial Science minor offers a wide variety of career paths consistent with many attractive lifestyles. Students who minor in this subject receive a solid foundation for passing professional examinations that are required to become an actuary.

Economics

The Economics minor is intended for students who have a strong interest in rigorous economics and want to acquire problem-solving skills and develop a logical way of analyzing various social problems.

Finance

The Finance minor is intended for students who have an interest in developing a strong foundation in financial decision-making by offering courses designed to develop the student's analytical skills and financial problem solving abilities.

Personal Wealth Management

The Personal Wealth Management minor qualifies students to sit for the Certified Financial Planner™ exam. The course selection extensively covers all aspects of personal finance including investments, estate planning, taxation, risk management and insurance, employee benefits, and retirement planning.

Real Estate

Designed to provide students with a background in real estate fundamentals and decision making, the Real Estate minor combines many different academic disciplines including: economics, finance, sales, management, and law.

Risk Management, Insurance, and Financial Services

Students in the Risk Management, Insurance, and Financial Services minor learn to identify and manage risks. They are trained for careers in the insurance and financial services industries, as professional risk managers, and as knowledgeable consumers as they navigate the risks in their own lives.

Department of Information Systems, Statistics and Management Science

Statistics

The Statistics minor equips students with a general introduction to statistical theory followed by further training in statistical methods and computational statistics. Through this minor, students will gain the skills necessary to participate in statistical analysis



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Culverhouse College of Business Minors

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and data science in business, engineering, or scientific fields and greatly enhance their preparedness for graduate school in disciplines involving quantitative analysis.

Department of Management

Entrepreneurship

The mission of the Entrepreneurship minor is to equip students with the knowledge, skills, and abilities necessary to innovate in existing firms and to launch new ventures.

General Business

The General Business minor is designed for non-business students who want to gain a broad understanding of the business world. This minor pairs well with a variety of undergraduate majors across campus.

Human Resource Management

The Human Resource Management minor develops student skills for the effective management of human resources in organizations. The program trains students to strategically address human capital management to improve organizational performance.

Management

The management minor is a five-course sequence which provides students the opportunity to develop analytical and interpersonal skills necessary to focus an organization's crucial processes on the achievement of its mission.

Management Communication

The courses in this minor help students manage what they communicate as young professionals. They gain

professional experience by managing a client project that brings real-world experience to the classroom and engages students in the application of strategic communication to navigate team relationships, resolve conflicts, and facilitate effective project governance.

Department of Marketing

International Business

The International Business minor prepares students to engage with a globally connected marketplace by developing their awareness, understanding, and ability to critically analyze the globally connected world.

Sales

The Sales minor curriculum provide students with sales theory and up-to-date sales technologies, practical process applications and engagement with live business-to-business selling environments. Students who have earned the minor can contribute revenue to a hiring organization while also being more prepared to accept continued sales and management training.

Services Marketing

Services Marketing is a minor designed for students interested in working in and managing teams of people to analyze, develop, and deliver world-class service, manage customer relationships, and work cross-functionally with other aspects of the organization such as sales, logistics, and operations.

Contact us for more information:

Culverhouse College of Business Student Services
Bidgood Hall, Room 10
Box 870223
Tuscaloosa, Alabama 35487-0223
205-348-4537

Lauren Bennett, Director of Undergraduate Programs

labennett@culverhouse.ua.edu

THE UNIVERSITY OF ALABAMA®

STEM Path to the MBA

stemmba.ua.edu

"In addition to the curriculum and all that I've learned about business, I've learned so many valuable lessons about public speaking, presentations, and communicating with team members that I couldn't have learned just anywhere else. This program is one-of-a-kind, unique, and incredibly effective in creating well-rounded students." - Jane Gillette, STEM-MBA Class of 2021

About the program:

Launched in Fall 2011, the STEM Path to the MBA allows high-achieving undergraduate students majoring in STEM disciplines to complete coursework to earn an MBA from the Manderson Graduate School of Business in only one calendar year beyond the completion of an undergraduate degree.

The program is centered around innovative solutions to real-world problems. Using nontraditional classroom methods and experiential learning opportunities, you have the opportunity to grow both academically deep into your major of study and functionally broad across different areas like communication, leadership, and professionalism. The resulting sum of experiences develops a solid foundation for you to grow into management roles in high-tech companies.

Admissions:

You can apply to the STEM Path to the MBA after being admitted to The University of Alabama. Applications are open until the seats in the freshman class are full, at which point students are eligible to be placed on the waiting list. ***It is better to apply for the STEM Path to the MBA earlier rather than later to secure a spot in the freshman class. Application deadline is November 15th of junior year.***

Undergraduate Admission

High School GPA	3.5
ACT/SAT	28/1310
Eligible Major Declared	
Online Application	

Graduate Admission

(minimum requirement for consideration for admission)

Undergraduate GPA	3.0
GMAT/GRE	600/305
Eligible Major in Progress	
Online Application	

Eligible STEM Majors Include:

Any Engineering Discipline	Kinesiology
Biology	Marine Science
Chemistry	Mathematics
Computer Science	Microbiology
Environmental Science	Nursing
Food and Nutrition	Physics
Geology	Pre-Health Profession



Culverhouse
College of Business
STEM Path to the MBA Program
CREATE Path to the MBA Program



CREATE Path to the MBA

creatempa.ua.edu

**"I love how the CREATE Path to the MBA bridges my creative major with business so I can understand both aspects." -
Melanie Marshall, CREATE-MBA Class of 2021**

About the program:

Launched in Fall 2016, the CREATE Path to the MBA offers high-achieving undergraduate students majoring in traditionally creative disciplines the opportunity to complete coursework to earn an MBA from the Manderson Graduate School of Business in only one calendar year beyond the completion of an undergraduate degree.

The program is centered around innovative solutions to real-world problems. Using nontraditional classroom methods and experiential learning opportunities, students on the CREATE Path to the MBA have the opportunity to grow both academically deep into their chosen major and functionally broad across different areas like communication, leadership, and professionalism.

Admissions:

You can apply to the CREATE Path to the MBA after being admitted to The University of Alabama. Applications are open until the seats in the freshman class are full, at which point students are eligible to be placed on the waiting list. ***It is better to apply for the CREATE Path to the MBA earlier rather than later to secure a spot in the freshman class. Application deadline is November 15th of junior year.***

Undergraduate Admission	
High School GPA	3.5
ACT/SAT	28/1310
Eligible Major Declared	
Online Application	

Graduate Admission (minimum requirement for consideration for admission)	
Undergraduate GPA	3.0
GMAT/GRE	600/305
Eligible Major in Progress	
Online Application	

Eligible CREATE Majors Include:

Advertising	Music
Apparel and Textiles	Music Composition
Art History	Music Performance
Art Studio	Music Therapy
Creative Media	Music Theory
Dance	News Media
English	Public Relations
Interior Design	Theatre

Contact us for more information:

STEM & CREATE Path to the MBA Program
214 AIME Building
Box 870262
Tuscaloosa, AL 35487
205-348-4011

Robert M. Morgan, Ph.D., Director, STEM Path to the MBA/CREATE Path to the MBA
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Undergraduate Admissions:

STEM/CREATE Program Contact
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Graduate Admissions:
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