Regardless of the major you choose, the experiences you gain outside the classroom will help you develop marketable skills to increase your future employability anywhere:

- Internships and volunteer work [buffalo.edu/career](http://buffalo.edu/career)
- Part-time or summer employment [buffalo.edu/career](http://buffalo.edu/career)
- Assisting a professor with research [curca.buffalo.edu](http://curca.buffalo.edu)
- Participation in student clubs and other organizations [buffalo.collegiatelink.net](http://buffalo.collegiatelink.net)
- Writing skills [www.buffalo.edu/cas/writing](http://www.buffalo.edu/cas/writing)
- Public speaking on and off campus [leadership.buffalo.edu/course](http://leadership.buffalo.edu/course)
- Community involvement [leadership.buffalo.edu](http://leadership.buffalo.edu)
- Other workshops [workshops.buffalo.edu](http://workshops.buffalo.edu)

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**Resources**

**UB Resources**

Choosing a Major
[advising.buffalo.edu/yourmajor/choosing.php](http://advising.buffalo.edu/yourmajor/choosing.php)

College of Arts and Sciences
[casadvising.buffalo.edu](http://casadvising.buffalo.edu)

Counseling Services
[ub-counseling.buffalo.edu](http://ub-counseling.buffalo.edu)

Undergraduate Advising
[advising.buffalo.edu](http://advising.buffalo.edu)

Undergraduate Catalog
[undergrad-catalog.buffalo.edu](http://undergrad-catalog.buffalo.edu)

**Business-Related Resources**

American Marketing Association
[www.ama.org](http://www.ama.org)

Careers in Marketing
[careers-in-marketing.com](http://careers-in-marketing.com)

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**Student Success and Retention**
Office of Student Advising Services
109 Norton Hall
716-645-6013
sas-advisor@buffalo.edu
sas.buffalo.edu

Student Advising Services
Division of Academic Affairs

*Revised August 2015*
Alternative Majors

Communication
359 Baldy Hall • 716-645-2141
buffalo.edu/cas/communication
As a communication major, you will gain comprehensive knowledge of the nature of human communication. The coursework for this liberal arts degree emphasizes writing, speaking and theory, and places less emphasis on math skills than the degree in business administration. Communication majors can be found in marketing, public relations, human resources, mass media, advertising and a variety of other areas in business.

Economics
415 Fronczak Hall • 716-645-2121
economics.buffalo.edu
An economics degree focuses on production and employment issues; money and banking systems; government taxing and spending; and international trade and finance. The theories learned in this social science about the efficient use of resources are widely applicable to a number of business areas. Other options to consider include a minor in economics or a joint degree in economics and geography.

Geography - International Trade
105 Wilkeson Quad • 716-645-2722
buffalo.edu/cas/geography
Geography is not just about maps! Coursework in this major covers topics such as human perception and behavior, urban growth and development, regional planning and policy, interactions of people and places, and the diffusion of information and ideas. A degree is also available in International Trade, which focuses on the study of global production and innovation networks, international trade patterns and regulations, the impact of global business on communities and regions, and intercultural business practices. The geography department encourages joint majors, and you can also minor in geography.

Design a Special Major
College of Arts and Sciences
275 Park Hall • 716-645-6883
casadvising.buffalo.edu/majors/special_majors
With the guidance of two faculty members and an advisor, you can create your own academic major program. For example, arts management and international marketing are just a few creative ways to combine courses into a business-related degree.

Social Sciences Interdisciplinary
203 Clemens Hall • 716-645-2245
sscidp.buffalo.edu
The social sciences interdisciplinary degree programs offer a broad range of knowledge, skills and training for a business career. While there are six to choose from, the two majors below have the largest business components. Structured internship courses add to the diversity of experience available with these majors:

- International Studies
  This major provides a useful background for careers with international involvement and emphasizes foreign language studies, politics and trade.

- Urban and Public Policy Studies
  This degree concentrates on issues pertaining to urban planning and public policy and can lead to a career in management, politics or government.

Other Alternative Disciplines for Students Seeking a Career in Business
Believe it or not, a degree in psychology, English, history, sociology, political science, computer science or any other liberal arts field will prepare you well for success in the 21st century business market. And with over 100 majors to choose from, you’ll have a lot of options at UB!

The majority of college graduates are successfully employed in fields not directly related to their academic majors. In most cases, no one major is required in order to gain admission to an MBA program. More than 70 percent of MBA students admitted to UB have majors outside of business.