

TERRY COLLEGE OF BUSINESS

All UGA students who plan to pursue a BBA degree or the AB Economics degree are initially admitted to the Terry College of Business as Intended-business majors and typically apply to their specific field of study during the second semester of their sophomore year.

MAJORS

Accounting

The J. M. Tull School of Accounting prepares students for careers as professional accountants, whether as tax experts, members of management, computer systems specialists, or as certified public accountants. The curriculum acknowledges that accountants also need to be competent business people. Thus, the academic program includes a significant exposure to courses in business, economics, and management and is designed to give the student an understanding of the theory of accounting as it is used in our society. An accounting education provides an excellent background for non-business professions, such as law, and is helpful for advancement to top-level management positions. Because of the various areas within accounting, BBA students are given a broad background of accounting classes to provide the basic tools to enter an accounting position. Should a student wish to specialize in a specific area, he or she would need to pursue the Master of Accountancy that allows specializations in Audit, Taxation, or Systems.

Economics

Economics includes the study of the ways in which people make a living, the production, distribution, and consumption of goods and services, and the analysis of inflation, unemployment, and efficient use of natural resources. For students interested in business careers, Economics (BBA) is an essential foundation for business education. Similarly, when it is viewed in the broader sense of a liberal arts education, Economics (AB) is a core discipline and an integral part of a well-rounded course of study. Economics majors develop both analytical and communication skills while focusing on the application of economics to the real world. In addition to foundational courses in economic theory, the Economics Department offers classes that reflect broader interests, including environmental economics, sports economics, game theory, economic analysis of law, urban economics, and the economics of education. The Economics Department also offers areas of emphasis in Public Policy and in Consulting.

Finance

Finance is a broad term that describes two related activities – 1) the study of how money is managed, and 2) the actual process of acquiring needed funds. Because individuals, businesses, and government entities all need funding to operate, the field is often separated into three subcategories: personal finance, corporate finance, and public finance. All three categories are concerned with activities such as the pricing of assets, decisions on how firms should decide what projects to undertake and how to fund those projects, decisions on appropriate investment strategies by individuals and institutions, and how financial markets work both domestically and internationally. The UGA Finance Department curriculum provides students with an enhanced understanding of the interdependent disciplines of financial management, financial markets and institutions, and financial planning. This knowledge helps students sharpen their analytical skills, broaden their comprehension of today's markets, and develop a foundation for advanced scholarship and research. The Finance Department also offers an area of emphasis in Pricing & Valuation.

Management

The Terry College Bachelor of Business Administration in Management provides students an excellent business education designed to advance them into future leadership roles in enterprise as an individual, scholar, and professional. The primary objective of the major is to help students develop the global perspective, problem-solving skills, and versatile knowledge base needed to manage and lead the modern organization. Management is a general business major and graduates with this degree work in a variety of industries including banking, hospitality, insurance, logistics, retail, and transportation. The Management Department offers areas of emphasis in Human Resource Analytics Management and in Operations/Supply Chain Management.

Management Information Systems

A Management Information Systems (MIS) major prepares students for a future as information systems professionals, innovators, and managers. The coursework choices also provide preparation for a variety of technical leadership positions. The program is interdisciplinary in nature with specialized training in information systems, information management, and information technology so that graduates can ultimately assume managerial positions and provide leadership in information systems innovation. MIS is a rapidly growing industry and a very competitive and rewarding field. The MIS Department offers areas of emphasis in Data Analytics and in Information Security.

Marketing

Marketing focuses on the process by which consumer and business needs for products and services are anticipated and satisfied. Marketing stresses research and analysis to understand consumer behavior and then uses that analysis to design, price, promote and make available products or services that meet consumer demands. The discipline includes such topics as new product development, sales, pricing, advertising, distribution, etc., and can lead to careers in research, sales, advertising, retail management, merchandising/ buying, product planning, logistical management, public relations, hospitality, consumer development, event planning, social media and many other fields. The Marketing program at UGA offers emphasis areas in Professional Selling (sales) and in Digital Marketing, which may be obtained through completing specific coursework and internship requirements. Marketing majors may also pursue electives related to market research.

Real Estate

The Real Estate program has a strong reputation for the quality of the educational experience provided to their students. Real Estate is the study of site selection, acquisition (lease or purchase), management and disposition of real property. Many people assume that a career in real estate translates to the selling of residential houses. Becoming a residential real estate agent is an option, but not the only career path available. The study of real estate can lead to opportunities in any of the following areas and more: residential property management, commercial property management and sales, mortgage banking, brokerage, leasing, appraisal, and site location and procurement. The Real Estate major at the University of Georgia is consistently ranked #5 in the nation among all institutions.

Risk Management and Insurance

Risk management and insurance professionals focus on the function of executive leadership in handling risks facing the business enterprise. The risk management and insurance industry offers careers that help individuals and businesses manage (or anticipate) risk to protect themselves from catastrophic losses. These professionals help clients understand their insurance needs and options. The first thing that comes to mind for most people when they think of jobs in insurance is sales – but that's only one aspect of the field. Other areas include consulting, underwriting, asset management, human resources, customer service, actuarial and legal services. Some Risk Management majors pursue related Terry College certificate programs, such as the Certificate in Legal Studies or the Actuarial Science certificate. These qualifications require specific coursework and are closely tied to the student's career interests. The Risk Management and Insurance major at the University of Georgia is consistently ranked #1 in the nation among all institutions.

APPLICATION ELIGIBILITY REQUIREMENTS

Students must meet the following application eligibility requirements by the application deadline to be considered eligible to apply; meeting these minimum requirements does not guarantee admission to a Terry BBA major. If any of the below referenced coursework has not been posted to your UGA transcript, proof of coursework must be attached to the BBA application by the application deadline. Applicants who do not provide proof of coursework by the deadline will become ineligible. Students who withdraw from any of the below required courses are at risk of having their major admission offer rescinded.

- **Eligible for current enrollment at UGA:** Applicants are not required to be registered for courses ("currently enrolled") during the semester in which they apply, but they must be eligible for current enrollment at the University of Georgia.
- **Minimum GPAs:** Applicants must be in "good academic standing" at UGA, meaning they must have a 2.0 or higher UGA GPA, or no UGA GPA for a new transfer student. Applicants must also have a 2.6 or higher earned overall GPA (transfer and UGA coursework combined).
- **MATH 1113:** Applicants must have successfully completed or have earned an exemption for [MATH 1113/E](#) or a higher-level MATH course.
- **ACCT 2101:** Applicants must have successfully completed [ACCT 2101/E/H](#).
- **BUSN 3000 (Formerly MSIT 3000):** Applicants must have successfully completed or be enrolled in [BUSN 3000/E/H](#).
- **Other Curriculum Requirements:** Applicants need to have completed or be in the process of completing the BBA General Education Core Areas I–VI, OR applicants need to have completed or be in the process of completing the BBA General Education Core Area VI and have a minimum of 58 hours completed or in progress.

Standardized Testing: Students are required to submit ACT or SAT scores and sub-scores to the University prior to being considered for admission to a Terry College major. In addition to required ACT/SAT scores, students may also supplement their application by submitting a score from the ETS Proficiency Profile if they believe their ACT/SAT scores do not represent their current performance level. The ETS Proficiency Profile is a standardized, multiple-choice assessment of the academic skills developed in General Education Areas I-IV of the core curriculum (reading, writing, critical thinking and mathematics). The ETS may be taken a maximum of three times.

Terry Accounting Exam: Accounting and Finance applicants must also take this exam prior to applying. Contact UGA Testing Services online at testing.uga.edu to schedule an appointment and with all questions regarding testing times, registration, and costs.

CRITICAL INFORMATION

Required for a BBA Degree:

- Lower Division General Education Core Curriculum Courses (minimum 58 – 60 hours)
- Upper Division and Major Courses (minimum 60 hours)
- Physical Education (1 hour)
- Total required for a BBA = 120 Semester Hours plus PE credit

Terry College Graduation Requirements:

- Terry College Residency: 30 hours of Terry coursework satisfied through UGA
- Terry Speech: [BUSN 4900](#) or [COMM 1000](#) or [COMM 1110](#) or [COMM 1500](#) or [COMM 3200](#)
- Terry Economics: Any 3-hour course with the [ECON](#) prefix, including non-equivalent transfer courses (excluding [ECON 2105](#) and [ECON 2106](#))
- 2.0 Terry College grade point average (Terry College prefix courses satisfied through UGA for BBA degree requirements)

University-wide Requirements:

- UGA Residency: 45 of last 60 semester hours earned are to be satisfied through UGA – does not include PE credit
- American and Georgia History (may be satisfied with HIST 2111 or 2112)
- Federal Constitution (may be satisfied with POLS 1101, if completed in Georgia)
- Georgia Constitution (may be satisfied with POLS 1101, if completed in Georgia)
- Environmental Awareness Requirement (Terry course ECON 2100 satisfies Environmental Awareness Requirement)
- Experiential Learning Requirement
- Cultural Diversity Requirement (Terry course ECON 2200 satisfies Cultural Diversity Requirement)
- Physical Education – one hour
- 2.0 University of Georgia cumulative grade point average for graduation certification

HOW TO GET TRANSFER COURSEWORK EVALUATED

- Please check the transfer equivalency website located on UGA Admissions website: <https://apply.uga.edu/portal/transfer-equivalency>
- If you are transferring from a USG (University System of Georgia) institution, UGA applies core-to-core transfer of these courses. Please find more information on USG institutions here: <http://www.usg.edu/inst/>

WHAT TO DO PRIOR TO TRANSFERRING TO UGA

- It is recommended that you transfer to UGA as soon as possible.
- If you are at a USG institution, it might best serve you to work on your core courses.
- It would be a good idea to satisfy the MATH 1113 requirement, so that you are not delayed as far as eligibility for the Terry major application.
- Please keep in mind that the transferring in of upper-level business courses is up to the discretion of the major departments and usually no more than 1 can be transferred in, if any.
- Upon acceptance to UGA you will schedule an orientation session through UGA Admissions. Prior to registering for classes, you will meet with an intended business advisor who will assist you in designing a schedule for your first semester, evaluate where you stand on Terry major application eligibility requirements, and give you a timeline to apply to a major.
- Please note that admission to UGA does not guarantee admission to a Terry major.

CONTACT INFORMATION

Cindy Schulman – Prospective and Transfer Advisor – cschulman@uga.edu

Review resources for prospective students and schedule a tour of the Business Learning Community at <https://www.terry.uga.edu/academics/advising/prospective-students>