SUNY Taking Care of Business

GENERAL BUSINESS

General Business careers attract students who enjoy analyzing problems and creating solutions from a broad organizational perspective rather than a specific functional area. These generalists—with an ability to see the big picture—are becoming more important in today's business environment. Degrees consist of a broad range of business courses and flexibility in choosing electives.

Business, Management & Economics
Empire State College [B]

General Business
New Paltz [B]

ACCOUNTING

Accountants gather, record, analyze, interpret, and communicate information to assess an individual's or organization's financial performance and risks. Accounting requires an in-depth knowledge of how accounting systems are structured and implemented. The understanding of these systems requires an ability to focus on details, a memory for the federal and state laws that control such systems and a broader view of how business organizations function.

Accounting
Adirondack [A]
Albany [B]
Alfred State [A]
Binghamton [B]
Broome [A]
University at Buffalo [B]
Brockport [B]
Canton [A]
Cayuga [A]
Clinton [A]
Cobleskill [A]
Columbia-Greene [A]
Corning [A]
Delhi [A]
Dutchess [A]
Farmingdale [C]
Finger Lakes [A]
Fulton-Montgomery [A]
Fredonia [B]
Genesee [A]
Geneseo [B]
Herkimer [A]
Hudson Valley [A, C]
Jamestown [A]
Jefferson [A]
Mohawk Valley [A]

Accounting (cont.)
Monroe [A]
Morrisville [A]
Nassau [A]
New Paltz [B]
Niagara [A]
Old Westbury [B]
Onondaga [A]
Oswego [B]
Orange [A]
Plattsburgh [B]
Rockland [A]
Schenectady [A]
Suffolk [A, C]
SUNYIT [B]
Tompkins Cortland [A]
Ulster [A]
Westchester [A]

Information Systems Auditing
Delhi [B]

Professional Accounting
Oneonta [B]

Public Accountancy
Fredonia [B]

INSURANCE

Insurance programs include sales agent preparation, underwriter careers and risk management. Underwriters focus on the evaluation of insurance applications to determine coverage amounts and premiums, while risk managers identify risks that affect a company's business and find ways to mitigate and offset those risks.

Insurance
Mohawk Valley [C]

Risk Management and Insurance
Oswego [B]

ADMINISTRATION AND MANAGEMENT

Administrators and managers plan, organize, direct and control an organization's activities. They determine objectives and major policies and implement them in accordance with an organization's goals and objectives.

Aeronautical Science-Professional Pilot
Farmingdale [B]

Arts Management
Purchase [B]

Business
Broome [C]
Cayuga [C]
Schenectady [C]

Business Administration
Adirondack [A]
Albany [B]
Alfred State [A, B]
Binghamton [B]
Brockport [B]
Broome [A]
Buffalo State [B]
University at Buffalo [B]
Canton [A]
Cayuga [A]
Clinton [A]
Cobleskill [A, B]
Columbia-Greene [A]
Corning [A]
Delhi [A]
Dutchess [A]
Erie [A]
Finger Lakes [A]
Fredonia [B]
Fulton-Montgomery [A]
Genesee [A]
Geneseo [B]
Herkimer [A]
Hudson Valley [A]
Jamestown [A]
Jefferson [A]
Monroe [A]
Morrisville [A, B]
Nassau [A]
Niagara [A]
North Country [A]
Old Westbury [B]
Onondaga [A]
Orange [A]
Oswego [B]
Plattsburgh [B]
Plattsburgh at Queensbury [B]
Potsdam [B]
Rockland [A]
Schenectady [A]
Suffolk [A]
Sullivan [A]
SUNYIT [B]
Tompkins Cortland [A]
Ulster [A]
Westchester [A]

Business Applications
Columbia-Greene [C]

Business Entrepreneurship
Rockland [A]

Business and Entrepreneurial Studies
Ulster [A]

Business Information: Information Business
Broome [A]
Tompkins Cortland [A]

Business Information Management
Broome [A]

Business Management
Alfred State [A]
Farmingdale [B]
Mohawk Valley [A]
Niagara [C]
Orange [A]
Suffolk [A]
Stony Brook [B]
Tompkins Cortland [C]

Business Marketing, Management & Sales
Broome [A]

Business Office Technology – Administrative Support
Nassau [A]

Business Studies
Orange [C]
Sullivan [C]
Ulster [C]

Business Technology & Applications
Fulton-Montgomery [A]

Customer Relationship Management
Genesee [A]

Entrepreneurial & Applied Business Studies
Monroe [A]

Entrepreneurship
Alfred State [A, C]
Broome [C]
Erie [C]
Genesee [A, C]
Hudson Valley [A]
Jamestown [C]
Plattsburgh [B]
Tompkins Cortland [A]

Entrepreneurship Management
Herkimer [A]
North Country [A]

Entrepreneurship & Small Business Management
Morrisville [B]

Entrepreneurship for the Fashion and Design Industry
Fashion Institute of Technology [B]

Fashion Design & Technology
Westchester [A]

Fashion Merchandising Management
Fashion Institute of Technology [A, B]

ADMINISTRATION AND MANAGEMENT (cont.)

Fashion Merchandising Management (cont.)
Genesee [A]
Herkimer [A]
Westchester [A]

Global Business Management
Farmingdale [B]

Health Services Management
Herkimer [A]

Human Resource Management
Herkimer [A]
Oswego [B]

Management
Canton [B]
Farmingdale [C]
New Paltz [B]
Plattsburgh [B]

Management Information Systems
Plattsburgh [B]

Management: Management Science
Fredonia [B]

Management, Marketing and Entrepreneurship
Adirondack [A]

Manufacturing Resources Management
Broome [C]

Music Industry
Oneonta [B]

Music: Business
Schenectady [A]

Office Management
Erie [A]
Tompkins Cortland [A]

Operations Management & Information Systems
Oswego [B]

Public Relations
Monroe [A]

Retail Business Management
Nassau [A]
Niagara [A]
Suffolk [C]

Sales & Customer Service
Genesee [C]

Small Business Entrepreneurship
Westchester [C]

Small Business Management
Columbia-Greene [C]
Herkimer [A, C]
Mohawk Valley [C]
Monroe [C]

Sports & Events Management
North Country [A]

Sports Management
Alfred State [A, B]
Brockport [B]
Broome [A]
Canton [B]
Cortland [B]
Farmingdale [B]
Fredonia [B]
Jefferson [A]
Monroe [A]
Niagara [A]
Tompkins Cortland [A]

Supermarket Management and Operations
Hudson Valley [C]

Supervisory Management
Mohawk Valley [C]

Technology Management
Oswego [B]

ECONOMICS

Economics is the study of the production and consumption of goods and the transfer of wealth to produce and obtain those goods. Economists analyze how people choose to use resources through mathematical theories of probability and statistics.

Applied Economics
Farmingdale [B]

Business Economics
Cortland [B]
Oneonta [B]
Potsdam [B]

Economics
Albany [B]
Binghamton [B]
Buffalo State [B]
University at Buffalo [B]
Cortland [B]
Fredonia [B]
Geneseo [B]
New Paltz [B]
Oneonta [B]

Economics (cont.)
Oswego [B]
Plattsburgh [B]
Potsdam [B]
Purchase [B]
Stony Brook [B]

International Business & Economics
Brockport [B]

Mathematical Economics
Oswego [B]
University at Buffalo [B]

Politics, Economics & Law
Old Westbury [B]

Key: B = Bachelor's Degree A = Associate Degree C = Certificate

FINANCE

Finance professionals manage money and risk to help others set and meet financial goals. They are responsible for the overall financial health of an organization. Finance professionals also provide guidance to businesses and individuals regarding investment options and assist with decisions related to investments, taxes and insurance.

Finance
Brockport [B]
Canton [B]
Fredonia [B]
New Paltz [B]
Oswego [B]
Plattsburgh [B]

Financial Markets
Nassau [C]

Financial Planning
Alfred State [B]

Financial Services
Alfred State [A]
Broome [A]
Cobleskill [B]

Financial Services Management
Mohawk Valley [A]

LABOR AND INDUSTRIAL RELATIONS

The welfare and performance of employees is the focus of labor and industrial relations. This interdisciplinary field combines the study of economics, public policy, leadership and management strategies, negotiations and conflict resolution to analyze data and to make sense of labor history.

Industrial & Labor Relations
NYS School of Industrial & Labor Relations at Cornell University [B]
Old Westbury [B]

Labor Studies
Empire State College [A, B]
Onondaga [A]

MARKETING

Marketing professionals are the backbone of successful business organizations. They focus on how to attract customers and promote products and services to build a large and loyal customer base. Areas of emphasis include buyer behavior, market research, demand analysis, cost-volume and profit relationships, pricing theory, marketing campaign and strategic planning, advertising methods, sales operations and management, consumer relations and retailing.

Advertising & Marketing Communications
Fashion Institute of Technology [A, B]

Business Marketing Management & Sales
Broome [A]

Education: Business and Marketing
Buffalo State [B]
Oswego [B]

Graphic Communications: Sales and Marketing
Herkimer [A]

Information Technology & Electronic Marketing & Publishing
Morrisville [B]

Marketing
Alfred State [A]
Brockport [B]
Delhi [A]
Farmingdale [C]
Finger Lakes [A]

Marketing (cont.)
Fredonia [B]
Herkimer [A]
Hudson Valley [A]
Nassau [A]
New Paltz [B]
Orange [A]
Oswego [B]
Plattsburgh [B]
Rockland [A]
Suffolk County [A]
Sullivan [A]
Westchester [A]

Media, Marketing and Management
Mohawk Valley [A, C]

Textile Development and Marketing
Fashion Institute of Technology [A, B]

Winery Management & Marketing
Jefferson [A]

Wine Marketing
Tompkins Cortland [A, C]

ADMINISTRATIVE STUDIES

Administrative assistants are an important part of any leadership team. They serve as the first point of contact for customers and play a key role in keeping an office organized. Programs are designed to meet the needs of the modern office environment and develop skills for successful careers.

Administrative Business Technology-Medical
Nassau [A, C]

Administrative Business Technology-Legal
Nassau [A, C]

Administrative Information Management & Technology
Hudson Valley [A]

Clerical Office Assistant
Orange [A]

Court & Realtime Reporting
Alfred State [A]

Court Reporting & Captioning
Alfred State [C]

Legal Office Assistant
Sullivan [A]

Medical Administrative Assistant
Fulton-Montgomery [A]
Genesee [A]

Medical Billing & Coding
Westchester [C]

Medical Office Administration
Morrisville [A]

Medical Office Assistant
Columbia-Greene [A]
Genesee [A]

Medical Transcriptionist
Broome [A]

Office Administration Management
Morrisville [A]

Office Assistant
Erie [A]
Genesee [A]
Niagara [A]
Sullivan [A]

Office Management
Suffolk County [A]

Office Technologies
Jamestown [A]
North Country [A]
Rockland [A]
Westchester [A, C]

Office Technologies - Medical
Jefferson [A]

Office Technologies - Administrative Assistant
Finger Lakes [A]
Jefferson [A]
Monroe [A]

Office Technology: Medical Office Assistant
Monroe [A]

Office Technology: Office Administration
Monroe [A]

Office Technology: Specialist
Monroe [C]

Paralegal
Broome [A, C]
Dutchess [A, C]
Erie [A,]
Finger Lakes [A, C]
Genesee [A]
Herkimer [A]
Jefferson [A]
Monroe [C]
Nassau [A, C]
Rockland [A]
Schenectady [A]
Suffolk [A, C]
Tompkins Cortland [A, C]
Ulster [A]
Westchester [A, C]

Secretarial: Administrative Assistant
Columbia-Greene [A]

TRANSPORTATION

Explore behind-the-scenes and frontline careers that lead, manage and support public transportation. Transportation careers include aviation management and trade and international commerce. They also include the logistical components that support public transportation, such as moving goods and people from place to place with maximum efficiency.

Aviation Administration
Farmingdale [B]

Aviation Management
Dutchess [A]

International Transportation and Trade
Maritime [B]

Logistics & Transportation Management
Nassau [A]

Marine Operations
Maritime [B]

Transportation Management
Mohawk Valley [C]

HOTEL AND RESTAURANT MANAGEMENT

Hospitality and tourism professionals supervise hotels, restaurants, travel agencies, and other businesses that serve travelers and vacationers.

Culinary Arts
Cobleskill [A, B]
Finger Lakes [A, C]

Food Service Administration-Restaurant Management
Cobleskill [A]
Morrisville [A]
Nassau [A]
Oneonta [B]

Gaming & Casino Management
Morrisville [A]
Schenectady [A]

Hospitality Administration
Buffalo State [B]

Hospitality & Tourism
Adirondack [A]
Jefferson [A, C]
Rockland [A]
Sullivan [A]
Schenectady [A]

Hospitality & Tourism Management
Schenectady [A]

Hospitality Management
Delhi [B]
Genesee [C]
Monroe [A]
Niagara [A]
Onondaga [A]
Sullivan [A]

Hospitality Management: Club Management
Delhi [B]

Hospitality Management: Culinary Arts
Delhi [B]

Hospitality Management/ Hotel & Restaurant Management
Delhi [B]

Hospitality Management: Hotel & Resort
Delhi [B]

Hospitality Management: Travel and Tourism
Delhi [B]

Hospitality Operations
Niagara [C]

Hotel & Resort Management
Suffolk County [A]

Hotel & Restaurant Managememt
Finger Lakes [A]

Hotel Management
Monroe [C]

Hotel, Restaurant & Tourism Management
Plattsburgh [B]

Hotel Technology Management
Nassau [A]

Technology Management: Resort & Recreation Services
Morrisville [B]

Tourism & Hospitality Management
Genesee [A]
Sullivan [A]

Tourism Management
Finger Lakes [A]

Tourism Studies
Finger Lakes [A, C]

Travel & Tourism
Monroe [C]
Morrisville [A]

Travel & Tourism: Hospitality & Events Management
Herkimer [A]

INTERNATIONAL BUSINESS

International business programs provide students with an understanding of international business principles and the languages and cultures of other regions. The ability to think globally, combined with an understanding of cultures, is essential for success in today's global economy.

Global Supply Chain Management
Plattsburgh [B]

International Business
Herkimer [A]
Monroe [A]
New Paltz [B]
Niagara [A]
Plattsburgh [B]
Rockland [A]
Tompkins Cortland [A]

International Business & Economics
Brockport [B]

International Trade
University at Buffalo [B]

International Trade & Marketing for the Fashion Industries
Fashion Institute of Technology [B]

International Transportation & Trade
Maritime [B]

Language & International Trade
Oswego [B]

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For more information about these academic programs, contact SUNY campuses on the Web at **www.suny.edu/contactcampuses**