

# Exploring Co Majors

## Why pick a co-major?

Co-majors are great options to add knowledge and skills to yourself, and clout to the resume. When selecting a major and co-major, keep in mind a combination of what you like to do (your strengths and passions), what types of career you seek (your career goals), and what jobs are offered under each major / co-major (what the job market is like today and in the future).

A co-major means that you must select a "regular" full major\* in addition to one of the co-majors offered below. Co-majors are typically broader subjects that can provide targeted study to enhance your chosen major, and can also help to differentiate or brand you to recruiters. Co-majors add concentrated knowledge and strengths.

## Business Analytics:

Business today is data driven to make intelligent business decisions by leveraging data for competitive advantage. Business Analytics helps companies find the most truth from data by crunching numbers through data mining and econometric analysis and seeks to find meaningful relationships to predict future events and implement business change. Business analysts speak strategic and technical languages to serve as the bridge between top strategy makers and database specialists – the latter who provide the information for analysis. This is an excellent co-major to add if you truly enjoy data analysis.

This challenging co-major pairs well with Finance, Marketing, and Supply Chain Management, and others, along with positions in Consulting. Selecting this co-major will make you the go-to person at your company for data analytics.

Strengths required: Math skills, analytical skills, savvy with technology, ability to understand complex business problems

## International Business:

This co-major focuses on the new and dynamic patterns of international business. Many of today's companies are now becoming multinational, with production units in numerous foreign countries, so business students are wise to learn about the underlying economic, political, and social trends of foreign nations.

Career options include various positions in all aspects of business, particularly in companies with a multinational focus.

Strengths required: Global mindset, interest in socioeconomic cultures / global economic drivers

## Technology Management:

Systems are combinations of hardware, software, and networks built to solve business problems or capitalize on business opportunities in order to gain a competitive advantage, reach more customers, or improve service. This major is designed to provide Kelley students the opportunity to complement their primary major with systems-related course work designed to enhance understanding of systems and the roles they play in areas such as customer relationship management, accounting, and financial systems.

Career opportunities lie in both the corporate and consulting worlds as business analysts, systems analysts, database designers/administrators, applications programmers, security officers, network administrators, and chief information officers.

Strengths required: Interest in technology, team player, interpersonal skills

# Co Majors .....

## **Law, Ethics, and Decision-Making (LEAD):**

Ever wanted to know how to patent a new idea? Or how to read a contract? Or how to build an ethical culture in a company? The Department of Business Law & Ethics provides many opportunities for students to study these questions and other current legal and ethical issues and trends affecting business and society.

Someone who lacks knowledge of the fundamental principles of business law and ethics lacks a fundamental knowledge of business. The law influences every transaction and interaction in the business world; therefore, learning about law is essential. The Law, Ethics & Decision-Making (LEAD) co-major can make you a better decision-maker with greater awareness of the global legal environment of business and the ethical dimensions of business decisions.

The LEAD co-major is taught by some of the top scholars in the fields of business law and ethics. Our faculty will challenge you and assist you in improving your skills in critical thinking, writing, advocacy, and dispute resolution. These skills can and will distinguish you from your peers and help you excel in your chosen career or graduate course of study.

Strengths required: Critical thinking, interest in good business practices and how law impacts business, presentation skills

## **Sustainability:**

Firms are increasingly facing added pressures to employ more sustainable business practices. Thus, employers are placing added weight on recruiting employees that have perspective on integrating sustainability into corporate strategy. The Sustainable Business co-major takes an interdisciplinary approach, drawing on faculty and courses from several Kelley departments, as successful sustainable business strategy is implemented across all the functional areas of business. In this regard, the Sustainable Business co-major is designed for students who wish to complement a functional area of business with a strong background in sustainable business strategy and implementation. The Sustainable Business Co-Major can be paired with any other Kelley School of Business undergraduate major.

A sustainable enterprise is defined as any human endeavor with integrity in three interrelated dimensions – environmental, cultural/social, and economic—and whose collective actions meet the needs of the enterprise and its stakeholders today without compromising the ability of future generations to meet their needs. This major provides information on how to improve processes, pursue growth and add value to companies while managing financial, social and environmental concerns.

This co-major can be paired with any business major. Selecting this co-major will help you to provide insight into how business decisions impact the planet and posterity.

Strengths required: Strategic mindset to develop short-term and long term organizational change (game changers), passion for making a difference, see the “big picture”