Why Whitman?

Students are admitted to the Martin J. Whitman School of Management at Syracuse University as freshmen, requiring them to take two business courses their first and second semesters. With seven additional business courses in the sophomore year, students are exposed to the major functional areas of business early in their program. The majority of our students take advantage of this flexibility in their junior and senior years to pursue a double major at Whitman or a second degree or minor in another school on campus.

With one internship required for graduation (it is not unusual for students to complete two or three), students can pursue opportunities during a regular semester, the summer or even overseas. In fact half of Whitman students complete their global perspective requirement with a semester overseas through SUAbroad, one of the largest international programs in the U.S. with eight centers around the world and fifty world partners.

We take pride in the opportunities provided students to apply the knowledge they learn in class. From our required Capstone Business Plan course, where students develop unique business ideas and present a supporting business plan to a panel of entrepreneurs, venture capitalists and faculty, to our Orange Value Fund, a $1.2 million student-run hedge fund, students have numerous career-building opportunities. Fifteen Whitman student clubs provide a chance to learn from professionals and demonstrate leadership capabilities.

State-of-the-art facilities, combined with a commitment to the latest technology, offer a learning experience second-to-none. With small class sizes, students have easy access to faculty, but also the resources of a large University. With our own Career Center, plus the University’s, we provide career counseling and programs starting in the freshman year. From our incubation center for student start-ups to trips to Wall Street to meet alumni, Whitman provides the opportunities our students need to succeed and add value to the companies who hire them.
Discover your career path:

>> ACCOUNTING
The major in accounting provides students with the academic training and experience needed to become professional accountants. Job opportunities include careers in public accounting, business and industry, not-for-profit organizations, and government.

>> ENTREPRENEURSHIP & EMERGING ENTERPRISES
Entrepreneurs must deal with numerous challenges and opportunities. These exciting challenges require new ways of thinking, creating, and managing. Our EEE program is designed to link educational excellence and entrepreneurial ingenuity.

>> FINANCE
The study and understanding of finance is an integral component of decision making in all levels of management. It offers a unique blend of theory and practical applications. To prepare themselves for the study of finance, students should pay special attention to economics, accounting, and qualitative methods.

>> MANAGEMENT
The management major combines courses in personnel and organizational behavior, along with strategic management and legal courses, to prepare students to lead organizations and people. The knowledge and practices developed in the courses allow graduates to analyze and use all the processes and resources necessary to manage their positions and other employees.

>> MARKETING
The marketing management program is designed for students to encounter all the basic challenges in the industry. Students work to create go-to-market strategies for product development, pricing, promotion, and distribution, while learning how to respond to the demands of competitors, the government, and larger social issues.

>> REAL ESTATE
The real estate major focuses on the management perspective of real estate and real life experiences, providing students with the skill set and knowledge required to excel in the increasingly competitive landscape of the industry. An understanding of real estate fundamentals, and the capacity to maintain this knowledge base in a challenging commercial environment, is an emphasis of the program.

>> RETAIL MANAGEMENT
The retail management program prepares students for careers as buyers, store managers, apparel product developers, and sales and marketing representatives. Our program provides the basis of theoretical and practical knowledge that students need to succeed in the competitive and ever-changing retail environment.

>> SUPPLY CHAIN
Supply chain is a pipeline of information and materials, frequently global in scope, including not only the organization, but also the suppliers, buyers, and others with whom it interacts. An understanding of supply chain management is an asset to any manager, and there is a strong demand for specialists who can comprehend and manage the entire chain.