

# BUSINESS ADMINISTRATION



Is a career in business for you? A degree in business administration can open doors to countless fields such as management, finance, human resources, accounting, marketing, customer service and operations management, organizational behavior and international business.

## DEGREES/CONCENTRATIONS

The business administration program at Millersville University includes two departments: Accounting and Finance, and Management and Marketing. It offers a Bachelor of Science in business administration with five available areas of concentration:

- Accounting
- Finance
- International Business
- Management
- Marketing

The business administration program also offers minors in Accounting, Finance, General Business, Management and Marketing.

The business administration curriculum is designed to provide study in the subjects required for employment in any business or in a for-profit, nonprofit or public-sector organization.

The curriculum also provides excellent preparation for graduate and professional studies leading to degrees such as the M.B.A., M.S., Ph.D. and the J.D. Accounting students have available all the necessary coursework to sit for either the CPA or CMA, CIA or the CFE examinations.

## ACCREDITATION

Millersville University's business administration program is internationally accredited by the Accreditation Council for Business Schools and Programs (ACBSP) to offer a Bachelor of Science (B.S.) in business administration.

## FACULTY

The diverse faculty of the business administration program have extensive real-world business experience and academic training. Our business administration courses are taught by qualified faculty, not teaching assistants or graduate assistants.

Our faculty members are experts in their fields. In addition to their teaching assignments, our faculty are active scholars who regularly publish their research and present at regional, national and international conferences. They are also active in community organizations, provide service to boards of professional organizations and are engaged in professional activities that enhance our students' classroom experience.

## CAREER OPPORTUNITIES

Millersville's business administration graduates are competitive, and many succeed in landing their first postgraduation job in their chosen field in an increasingly complex job market. Recent examples include Cisco Systems; Dell, Inc.; Hershey Entertainment & Resorts; Lancaster General Health; Morgan Stanley; High Industries, Inc.; The Franklin Institute and Wells Fargo Mutual Funds. Millersville graduates have gone on to postgraduate programs at Dickinson School of Law, Drexel University, Temple University and Pennsylvania State University, among others.

*Business administration is one of Millersville's largest majors, with **nearly 900** students enrolled in the program.*



## INTERNSHIP OPPORTUNITIES

Internships are highly encouraged, and our flexible curriculum permits internships and cooperative education with local industry. With internships, students can earn academic credits, and often get paid, while gaining valuable work experience and developing skills. Our students have interned at American Express; Harley-Davidson, Inc.; Fulton Bank; Lancaster General Health; American Heart Association; Franklin Institute Museum; Morgan Stanley Wealth Management; Hajoca Corporation and Citizens Bank, among others.

## CLUBS & ACTIVITIES

Clubs and student organizations provide enrichment opportunities to expand your skills and networking through presentations by visiting speakers, field trips to industries and attendance at regional and national conferences.

**Collegiate Entrepreneurs' Organization (CEO)** – The premier entrepreneurship network, with chapters on university campuses across North America and beyond. CEO provides student entrepreneurs with opportunities, events, activities and conferences to help start businesses.

**Delta Mu Delta** – An international business honor society that recognizes and encourages academic excellence of students and fosters the well-being of its individual members through lifetime membership.

**ENACTUS** – Provides students with the opportunity to develop leadership, teamwork and communication skills through learning, teaching and practicing the principles of free enterprise. This community of student, academic and business leaders is committed to using entrepreneurial action to transform lives and shape a better, more sustainable world.

**Society for the Advancement of Management (SAM)** – A national business organization that focuses on improving managerial and leadership skills for a successful career. SAM also participates in an annual convention that features a national competition for students in a comprehensive case-study presentation.

**Student Business Association (SBA)** – Provides students with the opportunity to network with peers as well as local business professionals. The organization offers services to its members that include: resume critiquing, networking workshops, guest speakers, community service and internship opportunities, dining etiquette sessions, advising and more.

## SAMPLE COURSES

**Business Research Methods** – The theory and practice of a number of widely used research techniques as an aid to decision making. Business application will be emphasized with cases and problems from the areas of management, marketing, finance and accounting. The course uses computer programs for data analysis, interpretation and presentation of research results.

**International Management** – Examination of management challenges associated with developing strategies and managing operations of firms whose activities extend across national boundaries. Theoretical, institutional and case analysis of major issues, including the impact of international codes and organizations on corporate policies, the effect of government policies, techniques for assessing foreign environments, and strategies for managing international business operations, are covered.

**Consumer Behavior** – Analysis of individual and collective consumer behavior patterns both within and outside the marketplace through theoretical model building and empirical research findings. Emphasis on the role of consumer research in identifying, planning, implementing and evaluating both short-term and long-term marketing strategies.

## Did you know?

- Millersville helps students land amazing internships. Over the past few years, Millersville students have interned at companies such as Disney, Vanguard, IBM, NBC Olympics, Cisco Systems and so many more.
- Millersville accounting students generally score within the 99th percentile of their major field exams, and finance students score within the 95th percentile of their major field exams (according to Educational Testing Service).