

School of Business Administration

Dean: R.F. Kershaw

Assistant Dean: E. Keidat

Assistant Dean: M.S. McDonald

Faculty: S.L. Borowsky, S. Bradley, S. Christoffersen, A. Datta, M. Faust, G.C. Frampton, S. Frumkin, C. Hopson, E. Keidat, I. Kink, H. Lermack, C.M. Lim, D.K. Malhotra, E.L. Mariotz, M.S. McDonald, J.T. Naidu, R.R. Poteau, C. Rusinko, P. Russel, L.C. Russow, J.F. Sanford, J.N. Solano, L. Sztandera.

Our focus in the School of Business Administration at Philadelphia University is on preparing students to become leaders in the 21st century business world. Like most business schools we teach students about accounting, marketing, finance, etc. which is necessary but no longer sufficient for success in a dynamic, competitive, global business environment. Therefore, we focus on developing the skills that employers value (e.g. communication, teamwork, and problem solving) and will allow students to advance their careers. We accomplish this through a learning approach that is experiential, collaborative, and real world. From day one of their freshman year, students learn about business by working on real business problems and interacting with real business executives. At the Philadelphia University School of Business, we connect the textbook with the real world and students don't just read about business, they experience it.

One of the ways we connect our students to the world of business is through our internship program. All of our business students are strongly encouraged to do at least one internship experience as part of their program. These experiences not only allow students to learn by linking concepts discussed in class to a real business but also allow them to "test drive" a particular job, industry, or company. Increasingly, employers are requiring that new college graduates have experience when they graduate and are using internships as a way to recruit talented graduates to their companies.

The nature of our faculty is another key ingredient in preparing students for the challenges and opportunities of business. Since most of our professors have extensive backgrounds in the world of commerce, they are able to make the classroom "come to life" by bringing their experiences to the subject at hand. Their connections to business also play an important role in our students' ability to successfully launch their careers. Our faculty are dedicated teachers who are focused on helping students learn and grow in order to achieve their career aspirations.

Many of our students also explore the global nature of business by participating in the university's study abroad programs. Since the marketplace is truly global, we encourage students to experience the culture, language and business practices of a different country or region. All students

in our full time MBA program participate in an international experience that exposes them to companies and business culture of countries such as China and India.

The School of Business Administration is a member of AACSB International – The Association to Advance Collegiate Schools of Business – and the curricula are designed to be consistent with the guidelines set forth by AACSB International. We are also committed to becoming fully accredited by AACSB within the next several years.

Majors within the School of Business Administration:

- Accounting
- Fashion Merchandising
- Finance
- Financial Information Systems
- International Business
- Management
- Management Information Systems
- Marketing

Mission Statement

Philadelphia University's School of Business Administration is committed to a tradition of undergraduate and graduate professional education. The School offers a comprehensive career-oriented education integrated with an internationally recognized liberal arts curriculum designed to balance general and professional education.

The School's curriculum is built upon a solid core of courses that are applied to today's ever-changing international business environment. Our unique integration of the core curriculum enhances the students' analytical and communication skills, technological competency and literacy, ethical responsibility, global perspectives, and professionalism. Students are taught to collaborate across disciplines and functions to create knowledge and apply integrative solutions to complex problems.

Academic programs and services are offered in a highly personalized learning environment featuring small classes and ready access to faculty, reflecting the University's commitment to excellence in teaching, as well as support for scholarship and professional development. The School is committed to making available to both undergraduate and graduate students various opportunities for experiential learning, such as internships, study abroad, and project-oriented coursework.

Our contemporary curriculum helps students become critical thinkers and well-rounded professionals.

Business Core

The center of business education at Philadelphia University is the business core. Within the core courses, two objectives are pursued. First, core coursework provides an understanding of the functional areas of business such as accounting, economics, management, and finance. Second, the core

courses are used to impart a set of skills that are critical to professional success. Specifically, these courses are designed to develop a student's skills in communications, computer technology, quantitative/analytical analysis, professionalism, global perspectives and business ethics. The required core courses within the business curriculum (39 credit hours) are as follows:

ACCT-101	Financial Accounting
ACCT-102	Managerial Accounting
BLAW-301	Business Law I
ECON-205	Macroeconomics
ECON-206	Microeconomics
FINC-301	Financial Management
INFO-101	Introduction to Information Systems
MGMT-301	Principles of Management
MGMT-401	Operations Management
MGMT-490	Business Policy and Strategy (Fashion Merchandising majors substitute MGMT-491)
MKTG-102	Principles of Marketing
STAT-201	Statistics I
STAT-202	Statistics II

Minors Within Business for Business Majors

Business majors may choose to minor in any of the business areas. Certain majors require that the student minor in one of the other functional areas. For other majors, the election of a minor is left to the discretion of the student. More information can be found in "Minors."

Business Minor for Non-Business Majors

Since the focus of Philadelphia University is on professional education, many graduates, whether architects, textile engineers or biologists, find themselves working in business organizations. Many of these students are interested in developing a firm foundation in business. Such a foundation gives students additional useful and marketable skills upon graduation. The business minor for non-business students is designed to provide a foundation in a broad range of business subjects. Additionally, since all of the courses in the minor are required foundation courses for the M.B.A. program, students completing the minor will be able to waive some pre-M.B.A. coursework. The business minor includes a total of 12 credit hours of study in business selected from the following courses:

Required (6 to 9 credit hours):

ACCT-101	Financial Accounting
ECON-205	Macroeconomics and/or
ECON-206	Microeconomics

Choose additional courses to total 12 credits hours from:

BLAW-301	Business Law I
ACCT-102	Managerial Accounting (prerequisite ACCT-101)
FINC-301	Financial Management (prerequisites ACCT-101, and STAT-201 or MATH-321)

Joint Bachelor's/Master's Program

The School of Business Administration offers Master of Business Administration (M.B.A.) and Master of Science in Taxation (M.S. Taxation) programs. Undergraduates who qualify may apply to enter one of the joint-degree programs

that allow students to earn both a bachelor's and master's degree. This is done by permitting students to take some graduate-level courses in their fourth year of undergraduate study that also count toward graduate program requirements. For more information about entrance requirements and program specifications, students should seek the assistance of their advisor.

Accounting

Accountants are skilled professionals who develop and examine the financial reporting and control systems used by business organizations, agencies and individuals to keep track of money, goods and services. A Bachelor of Science in Accounting can lead to careers in public, private or government accounting; as well as banking, finance and other management specialties.

Industry sources agree that the future of the accounting profession is bright. Today's accountants are more technologically sophisticated. In addition, government regulations, the dynamics of the economy, public demands for improved government performance and global business competition all increase the need for liberally educated accountants.

A sequence of business and general education courses prepares accounting graduates for all facets of the business world. Electives in specialties within the profession, such as tax accounting, are offered. Many students obtain C.P.A. (Certified Public Accountant) accreditation after graduation. Accounting majors may also pursue joint-degree programs (B.S./M.B.A. or B.S./M.S. Taxation).

The Accounting check sheet can be found on page 79.

Fashion Merchandising

The Bachelor of Science in Fashion Merchandising prepares students for many exciting careers in the fashion industry. Advancements in technology and globalization of the marketplace make this industry an ever-changing, challenging place to work. These changes, and the fast pace of fashion, require bright, talented and highly motivated people to ensure the success of its businesses.

Students studying Fashion Merchandising take courses in marketing, management, economics, business law and accounting. Students also take courses related to the fashion process from creation of fabrics, through the production of apparel, to the marketing and selling of fashion to the consumer. Fashion Merchandising students have the opportunity to study abroad. They also have the opportunity to gain fashion-industry work experience through participation in the Internship Program. The Fashion Merchandising program develops and reinforces basic marketable skills like written and verbal communication, technology and information literacy, ethical discernment and professional etiquette.

Beginning with the first year, students have the opportunity to participate in professional networking opportunities such as industry forums and trips. These experiences are geared toward helping students learn about the various career opportunities available to them upon graduation.

Graduates of the Fashion Merchandising program pursue careers in areas including retail buying, product development, store management and public relations.

The Fashion Merchandising check sheet can be found on page 81.

Finance

The importance of the finance function is reflected in the fact that the majority of chief executive officers (CEOs) in the top 1,000 U.S. companies started their careers in finance.

The Bachelor of Science in Finance includes three inter-related areas of finance needed for success: money and capital markets, investments and financial management. Globalization of business was undoubtedly the most important development of the 90s and it has continued into the 21st century. Therefore, throughout the finance curriculum there is emphasis/focus on global aspects of business and financial management. Students are encouraged to think, analyze and solve business problems in a global environment.

The 21st century will continue to see advances in computer and communications technology, and this technology will revolutionize the way financial decisions are made. Companies have networks of personal computers linked to one another, to other computer systems, and to their customers' and suppliers' computers around the world. The ability to access and analyze data on a real-time basis also means that quantitative analysis is used routinely to test out alternative courses of action. Keeping in mind that the next generation of financial managers will need stronger computer and quantitative skills, there is increased emphasis throughout the curriculum on developing and reinforcing computer, quantitative and analytical skills.

The Finance check sheet can be found on page 83.

Financial Information Systems

The field of finance is being driven by two major developments – technology and globalization. The Bachelor of Science in Financial Information Systems (FIS) will allow students to integrate information technology (IT) and financial information in the development of business information systems. The major is intended to provide financial services professionals with the knowledge they need to: Leverage the latest information technologies to support the use of financial information in management decision-making, external reporting, and integrate financial information and internal controls into cross-functional business information systems. This major will be offered by Accounting, Finance and Information Systems faculty members who have Financial Information Systems teaching skills and research interests.

The Financial Information Systems check sheet can be found on page 85.

International Business

To strengthen their competitive edge in a global economy, U.S. and foreign firms must attract managers who possess a strong functional background, area training and comprehensive international business skills. The Bachelor of Science in International Business at Philadelphia University is designed specifically to meet these industry needs.

This program enables students to combine an international business major with a traditional functional area such as accounting, finance, management or marketing.

The International Business major consists of seven highly integrated components:

- College Studies
- Foreign language
- Area studies
- Business core courses
- International Business
- Functional Business competence and
- Study or work abroad

The program is unique because it brings together these seven vital components, providing our graduates with the skills and the training expected in industry.

Graduates traditionally have a sense of adventure, are adaptive to new environments, and join global U.S. firms or foreign companies operating in the United States. Firms generally pay a substantial premium for graduates with the skills this program offers.

College Studies

Note: Six credits in language or area studies will partially satisfy foreign language and area studies requirements for the major (see below).

Below is a suggested distribution:

Language Studies I
Language Studies II
Language Studies III
Language Studies IV
Area Studies

Note: The Area Studies must be consistent with the foreign language studies chosen.

Business Core

International Business Major Concentration

MGMT-307 International Management
B244 International Marketing
FINC-318 International Finance and Development
ECON-401 International Economics

**Secondary Major (select one, four-course option)

- Accounting
- ACCT-203, ACCT-204, ACCT-303 (required) and one additional courses from the following (#) ACCT-316, ACCT-309, ACCT-409, ACCT-412
- Finance
- FINC-322 or ECON-305, and FINC-303, and FINC-321 (required) and one course from the following (#) FINC-313, FINC-333, FINC-411, ECON-315

- Management
- MGMT-320, MGMT-412, MIS-202 (required) and one course from the following (#) MGMT-311, MGMT-326, MGMT-331, MGMT-381, MGMT-411, MGMT-416, MGMT-418, BUS-493, MIS-305, MIS-401, PSYCH-230, PSYCH-231
- Marketing
- MKTG-207, MKTG-310, MKTG-391 (required) and one course from the following (#) MKTG-115, MKTG-217, MKTG-315, MKTG-318, MKTG-328, MKTG-381, MKTG-412

Students may not use a major core course or Internship to satisfy these advanced electives

The International Business check sheet can be found on page 87.

Management

Management skills are essential for every individual in every organization — from the entry-level employee in a small start-up to the vice president of a large international conglomerate — or from the program director of a local nonprofit agency to the executive director of a federal government agency. In today's flatter, more team-centered organizations, both managers and non-managers share the responsibility for increasing productivity and achieving global competitiveness. They accomplish this through enhancing quality, increasing motivation, designing systems for worker-manager cooperation, promoting business ethics and planning for future growth.

The Bachelor of Science in Management equips students with the skills necessary to be valuable contributors in today's complex and demanding organizations. Their understanding of topics including total-quality management, management information systems, human resources management, international management and organizational communication allows them to use technology and state-of-the-art approaches to problem solving and decision making. Management majors can help organizations of all sizes and types become more productive and competitive in a variety of different ways, including helping individuals and departments to work together in teams, helping manage linkages in the organizational supply chain, helping manage information flows, and helping address issues such as recruiting, hiring, and diversity.

Management majors must specialize in another business area through a double major or the minor program. In that way, students broaden their expertise by combining management courses with other career areas, such as accounting, finance, fashion industry management, marketing, management information systems, international business or psychology.

Philadelphia University graduates are using management skills in a wide variety of settings: in small, mid-size and large organizations; and in areas including retailing, banking and finance, insurance, global manufacturing and service firms, and public agencies.

The Management check sheet can be found on page 89.

Management Information Systems

The Management Information Systems (MIS) major presents an introduction to technological skills associated with information management in business enterprises. It offers business and management skills that are extremely important for coordinating functional areas of business with the enterprise Information Technology (IT). The MIS major provides a powerful combination of skills, especially when coupled with a double-major or minor in another business functional area.

The Management Information Systems check sheet can be found on page 91.

Marketing

Marketing is the cornerstone of all successful organizations. Businesses and non-profit organizations alike must identify the domestic and international demand for goods and services, and then tailor a marketing mix to meet the needs of consumers. A successful marketing executive meets this challenge by drawing on a broad knowledge of economics, finance, management, social sciences, computer skills and other disciplines that provide an understanding of consumer behavior.

Through the Bachelor of Science in Marketing, students develop skills to analyze demand and market segments, design marketing and advertising budgets and campaigns, and formulate a comprehensive marketing plan. Students will develop a conceptual understanding of the complex and changing environmental factors that affect the marketing decision-making process. At Philadelphia University, students can take a general approach to marketing, or specialize in such areas as retailing, fashion merchandising or international business.

Graduates of the Marketing program are employed in sales, new-product development, market research, advertising, public relations and sales management.

The Marketing check sheet can be found on page 93.

Joint B.S. Business/M.B.A. Program

The School of Business Administration offers a joint Bachelor of Science in Business and Master of Business Administration (B.S./M.B.A.) program to qualifying students majoring in Accounting, Fashion Merchandising, Finance, Financial Information Systems, International Business, Management Information Systems or Marketing. Two graduate courses are taken in the fourth year of undergraduate study that count toward both the B.S. and the M.B.A. degrees. This program may also be pursued by other business majors, but these other majors do not have the capacity for as many M.B.A. courses in the fourth year of study. A similar joint B.S./M.S. in Taxation program is available.

The joint program provides a valuable option to students who might wish to further strengthen their business competencies, credentials, and marketability. Students may plan to follow this program as early as the freshman year and no later than the start of the senior year. Application should be

made through Philadelphia University's Graduate Admissions Office after consultation with the M.B.A. Director.

Transfer students may also apply. Currently enrolled students will be considered for admission if they have maintained a 3.0 grade point average. The Graduate Management Admission Test® (GMAT®) is required for full acceptance to the program and must be taken before the end of the senior year.

Non-business majors interested in the Joint B.S./M.B.A. Program should obtain a copy of the "Pre-M.B.A. Requirements for Non-Business Majors: Planning Guide." The planning guide should be used in combination with the University catalog and the check sheet for the student's undergraduate major. The guide describes the requirements for admission and the application process, as well as the Pre-M.B.A. course requirements. Planning guides are available from upper-level advisors, as well as the Graduate Business Programs Office in Tuttleman 104.

The Joint B.S. Business/M.B.A. Program check sheet can be found on page 95.

