

BUSINESS ADMINISTRATION

Building business savvy and an ethic of service

Business has new meaning today: it spans the globe, combining the latest technology with traditional sound business principles. The study of business administration must echo this expansive, multi-faceted environment, and Elon's Business Administration program is designed to do just that.

Housed in the Ernest A. Koury, Sr. Business Center as part of the Martha and Spencer Love School of Business, the Business Administration program is one of Elon's oldest and most distinguished majors. Traditionally one of the largest majors at Elon, the Business Administration program gives students the skills they need to become responsible leaders in business and the maturity and breadth to become productive citizens in their community. Students also receive a solid foundation in the liberal arts and sciences, which is valued by business leaders.

The Love School of Business is accredited by AACSB International — the Association to Advance Collegiate Schools of Business. This is the highest possible accreditation in business education.

As a Business Administration major, you will build business knowledge, hone your skills through Elon's combination of conceptual education and hands-on learning, and develop discipline, integrity and an ethic of service. You will refine your problem-solving, team-building, communications and decision-making skills. You will also learn from a dynamic, experienced faculty and complement your coursework with real-world experiences through

internships, volunteer service and study abroad opportunities.

By the time you graduate, you will be equipped with the knowledge, experience and perspective to launch your career as an informed, responsible and capable business leader.

“The benefits of experiencing the real business world through internships are endless. Elon’s Business Administration program has encouraged these experiences since day one. It is apparent to me how much a student learns from these internships that is vital to know when taking that first step into your career.”

HILARY CORNA '07

ACTIVE LEARNING APPROACH

Elon's Business Administration program emphasizes active learning and appreciative inquiry. Rather than dictating principles to be memorized, professors emphasize integrating business knowledge and applying it to organizational situations. You will learn through a variety of methods: conducting case analyses, making presentations, using modern information technology, completing internships and participating in service activities as well as through classroom instruction.

Business Administration majors take a common core of courses representing the fundamental business disciplines of accounting, finance, management and marketing. On top of that foundation, students may choose to focus their studies by selecting one of six areas of concentration — Entrepreneurship, Finance, Management, International Business or Marketing.

EXPERT, ACCESSIBLE FACULTY

Business Administration faculty have deep roots in the business world and have earned a well-deserved reputation for excellence in teaching, scholarly engagement and service to their communities. They build close ties with students and are available to offer their assistance and expertise. They have also won numerous awards for excellence in teaching and mentoring, and have advanced the field through their research and publications in major journals.

The faculty also teach in Elon's top-ranked Master of Business Administration program, providing students with a rigorous academic environment and constant exposure to current business practices.

SPECIAL PROGRAMS

Elon's Business Administration students have many opportunities to gain real-world experience. Consider the following:

- The mission of the Martha and Spencer Love School of Business is to provide our students with instruction and experiences so they graduate with the knowledge, skills and character essential for responsible business leadership in

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the 21st century. The experiential goal is met through a supervised internship or professional work experience (PWE) for Business Administration graduates.

- The Legends of Business program brings former business executives to campus to share their experiences with students. Recent speakers include Robert A. Ingram, vice chairman of pharmaceuticals for GlaxoSmithKline; Leslie M. “Bud” Baker Jr., former chairman, president and CEO of Wachovia Corp.; William R. Howard, former chairman, president and CEO of Piedmont Airlines and Trans World Airlines; Richard Munro, former co-chair of TimeWarner; Edward Ney, former chairman, president and CEO of Young and Rubicam; and Thomas S. Monaghan, founder of Domino’s Pizza.
- Elon’s Business Fellows program recognizes outstanding students who have shown great potential for business success. Program features include study abroad grants and paid internships. Students are eligible to become Fellows beginning their freshman year. During their senior year, Fellows manage part of the university’s endowment.
- The Doherty Center for Entrepreneurial Leadership offers an undergraduate concentration which prepares entrepreneurial thinkers and leaders for the global economy. The Chandler Family Professional Sales Center offers an undergraduate concentration in professional sales and seeks to advance professional selling through research projects, guest speakers, student internships and student sales competitions.

Business students also intern at companies all over the world, including:

- American Honda Motor
- Bank of America
- Citigroup

- Credit Suisse
- Ernst & Young
- IBM
- Lincoln Financial
- KPMG
- Laboratory Corporation of America
- Mercedes-Benz (Warsaw)
- Merrill Lynch
- MTV Networks
- PGA Tour
- PricewaterhouseCoopers
- SAS Institute Inc.
- Smith Barney
- The Washington Center
- TV Guide Inc.

FIRST-CLASS FACILITIES

Business Administration majors have access to, and training in, a full range of state-of-the-art technology. Students can conduct research, develop business plans and marketing strategies, and make presentations as well as get hands-on experience with the same tools business professionals use.

The new 60,000-square-foot Ernest A. Koury Sr. Business Center features computer labs, research spaces, classrooms and breakout rooms designed to enhance group discussions and activities.

The Center includes the William Garrard Reed Finance Center with real-time data from global financial markets; The Doherty Center for Entrepreneurship; the Chandler Family Professional Sales Center; the LaRose Digital Theater, which is wired for video conferencing and multimedia presentations; the LabCorp Suite for Executive Education; the James B. and Anne Ellington Powell Lobby; and the Wallace L. Chandler Fountain and Plaza.

STUDY ABROAD

There are a variety of business-related study abroad programs to choose from during Elon’s January Winter Term. A business school faculty member leads each program.

The Cathedral course takes students to Europe to study the economic, cultural and political struggles of those countries in the Middle Ages. Other business courses include Conducting Business in the Pacific Rim and The Business and Culture of New Zealand.

HONOR SOCIETY

Business Administration majors are eligible to participate in Beta Gamma Sigma, the national honor society in business administration. The department also sponsors a chapter of the business fraternity, Alpha Kappa Psi.

AFTER GRADUATION

Business Administration majors are well prepared for a variety of careers or graduate school. Examples of organizations that have employed Elon graduates include:

- American Express
- Bank of America
- Credit Suisse
- Deloitte & Touche
- Ernst & Young
- IBM
- KPMG
- Pfizer Pharmaceuticals
- PricewaterhouseCoopers

For more information on Business Administration, go to www.elon.edu/academics/busadm.

FOR MORE INFORMATION PLEASE CONTACT:

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