Management | Major

“I like the small class atmosphere where you have one-on-one relationships with the professors. With the current curriculum and the integration of experiential opportunities built into the class discussions, I feel prepared for future endeavors.”—Tim Chrusch ’09, Management major, Fleetwood, PA

PROGRAM HIGHLIGHTS IN BRIEF

Each of Alvernia University’s Business programs examine the contemporary business world from both practical and ethical standpoints. Business majors combine classroom learning with real world knowledge through cooperative education experience. This broad-based approach prepares graduates to succeed professionally by developing the supervisory and managerial skills necessary for career advancement. Alvernia business faculty have solid academic qualifications and years of business experience. They are in touch with the latest trends and issues in the business world.

Management students are motivated to develop management career potential and to be professional and community leaders. The management major is designed to prepare the student for a variety of entry-level management opportunities in small, mid-size, and large organizations in industry, government, and service oriented fields. The Continuing Studies Division also offers several business degrees, with specializations in accounting, marketing, and human resource management.

ACCREDITATION

Alvernia University’s Business Department, including its major in management, is accredited by the Accreditation Council of Collegiate Business Schools and Programs (ACBSP). For information explaining the benefits of earning a degree from an ACBSP accredited program, please visit www.acbsp.org or send an email to info@acbsp.org.

INTERNSHIP OPPORTUNITIES


SOCIETY FOR HUMAN RESOURCE MANAGEMENT

Alvernia’s chapter of the Society for Human Resource Management acquaints students seeking careers in management, human resource management or labor relations with current issues and trends in these fields. Our Superior Merit winning student chapter is recognized locally by the Berks County SHRM Chapter. Sponsorship affords our students networking opportunities with professional chapter members during monthly meetings. The professional chapter also helps to sponsor events such as our on-campus Job Fair. Student members have been active participants in various community events such as Toys for Tots Road Run and MADD fund raisers. In addition, students attend national and state conferences.

HONOR SOCIETY

Alvernia University’s Business program sponsors the Lambda Zeta chapter of the Delta Mu Delta Honor Society through its accrediting body, ACBSP. Delta Mu Delta is an honor society for juniors, seniors, and graduate students that recognizes scholarship in Business Administration. Membership in Delta Mu Delta is limited to the top twenty percent of the junior, senior, and graduate classes. Becoming a member is an honor indicative of earnest, intelligent purpose and achievement.

PHI BETA LAMBDA

Phi Beta Lambda provides opportunities for post-secondary and undergraduate students to develop vocational competencies for business and office occupations and business teacher education. The specific goals are to promote competent, aggressive business leadership, understand American business enterprise, establish career goals, encourage scholarship, promote sound financial management, develop character and self-confidence and to facilitate transition from school to work.
The Alvernia University PBL Chapter has won many awards on both state and national levels. Since its formation in 1988, the Chapter has become well-known for its excellence, earning the prestigious Hollis & Kitty Guy (national) Gold Seal Award of Merit six times. In competitions, the Alvernia PBL Chapter regularly participates in state and national workshops and conferences, is active in campus projects and completes community service projects.

CAREER SUCCESS
Our Management graduates have entered MBA programs at Alvernia University and many other fine graduate schools. Others find employment with renowned local, national, and international companies including Beard Miller & Co., CPA; Magnatech International; Ernst & Young; Vanguard; Carpenter Technology; Hi-Tech Communications; Johnson & Johnson; Kellogg’s; Pepperidge Farm; AT&T; Prudential; First Union; Aetna; the Pennsylvania Department of the Auditor General; and Morton Powder Coatings.

CAREER OPPORTUNITIES
Account Executive
Bank Manager
Consultant
Employment Counselor
Government Services Administrator
Insurance Agent
International Business Manager
Manufacturing Supervisor
Analyst
Operations Manager
Personnel Manager
Purchasing Agent
Quality Control Auditor
Sales Manager
Training Manager

CURRICULUM OVERVIEW
BS/Management
Liberal Arts Core (54/55 Credits)*
General Elective Requirements (as needed)**

<table>
<thead>
<tr>
<th>Business Major Requirements (58 Credits)</th>
<th>BUS 312</th>
<th>International Business I</th>
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<tbody>
<tr>
<td>BUS 101 Financial Accounting</td>
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<tr>
<td>BUS 200 Managerial Accounting I</td>
<td>BUS 320</td>
<td>Labor Relations</td>
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<tr>
<td>BUS 250 Accounting Principles</td>
<td>BUS 332</td>
<td>Operations Management</td>
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<tr>
<td>BUS 206 Management Principles</td>
<td>BUS 342</td>
<td>Business Law</td>
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<tr>
<td>BUS 207 Marketing Principles</td>
<td>BUS 410</td>
<td>Financial Analysis</td>
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<tr>
<td>BUS 248 Macroeconomics</td>
<td>BUS 411</td>
<td>Corporate Finance</td>
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<tr>
<td>BUS 249 Microeconomics</td>
<td>BUS 426</td>
<td>Strategic Management</td>
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<tr>
<td>BUS 280 Human Resource Management</td>
<td>BUS 431</td>
<td>Entrepreneurship</td>
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<tr>
<td>BUS 305 Accounting Information Systems</td>
<td>BUS 438</td>
<td>Business Seminar</td>
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<tr>
<td>BUS 311 Principles of Marketing Info Systems (CIS 311)</td>
<td>BUS 450</td>
<td>Organizational Leadership</td>
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<td></td>
<td>MAT 208</td>
<td>Introductory Statistics</td>
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*Students entering the program with 70+ transferable credits or an associates degree must complete 30/31 Liberal Arts Core credits.

**A total of 123 credits and 3 credits in a human diversity course are required to complete a Bachelor's degree. To adhere to Franciscan Values, community service hours are also required. In addition, at least 30 credits at the 300/400 level must be taken at Alvernia University.

CONTACT INFORMATION
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