ABOUT DELVAL

Delaware Valley University, an independent, comprehensive university of more than 1,000 acres in Bucks and Montgomery counties, features individualized attention and emphasizes experiential and interdisciplinary learning. Located in Doylestown, Pennsylvania, DelVal offers more than 25 undergraduate majors, six master's programs, a doctoral program, and a variety of adult education courses.

ABOUT THE PROGRAM

The Department of Business and Information Management offers a Bachelor of Science degree in business administration which balances education with in-depth preparation for the professional demands of students' chosen fields of interest. Students prepare to solve the business challenges of the future by building a foundation which reflects the interdisciplinary nature of business, earning credit through coursework in:

- Global business environment (business law, economics, ethics)
- Functional areas of business (accounting, marketing, finance, management)
- Technical skills (quantitative, information systems)
- Integration and application of business concepts (advanced culminating coursework, experiential activities)

All degrees earned from the business program are regionally accredited by the Middle States Commission on Higher Education (MSCHE). Additionally, the business program is a candidate for accreditation by the Accreditation Council for Business School Programs. The Council for Higher Education Administration (CHEA) has recognized the ACBSP accreditation process for advancing academic quality and demonstrating accountability. Pursuit of ACBSP accreditation reinforces the Department of Business and Information Management's commitment to continuous improvement, innovation, scholarship and results.

SPECIALIZATIONS

In conjunction with the foundational coursework in business, students focus their curriculum with additional coursework in one of the following specializations:

ACCOUNTING

Students learn the systems and methods used to analyze and report financial information, in preparation for careers with organizations in any industry or with accounting firms. Students can participate in the Fraud Club, exchanging ideas and learning skills to detect and prevent fraud.

GENERAL BUSINESS

Explores the many aspects of business, offering a high-level overview of business systems and the many functions and roles available as careers. The flexibility of this option allows students to design their own specialization, to minor in another academic area, or to complete an MBA with one additional year of study.

MANAGEMENT

Management knowledge and experience is needed to lead organizations of any size to succeed in a competitive marketplace. In this specialization, students learn to coordinate business activities and resources in order to achieve organizational objectives.

MARKETING

Prepares students in all aspects of building the business relationships needed to bring a product or service from “concept to customer.” Successful marketers employ those who can take an active role in satisfying their customers through product development, corporate research, advertising, sales and more.

SPORTS MANAGEMENT

Students learn about management, marketing, law, finance and other business-related concepts, focusing intensely on the sports industry as a business. Students have opportunities to participate in the Sports Management Club and to attend the Major League Baseball Winter Meetings.

“I can honestly say transferring into DelVal was the best decision of my life.” — Francis Arnold ’16

delval.edu/business
CAREER OPPORTUNITIES

With 100 percent of our students earning real-world, hands-on experience and having practiced the skills cultivated in the curriculum, graduates can show employers in any industry that they are prepared to create value for the organization as they approach real business challenges with an ability to:

• Comprehend: demonstrate understanding of business functions and management concepts. Filter, organize and interpret data relevant to making business decisions

• Assess: evaluate applicable economic, financial, ethical, statistical, legal and strategic perspectives to support sound business decisions

• Communicate: use verbal and written communication techniques which engage an audience by conveying business concepts professionally and credibly

• Collaborate: apply collaborative behaviors to harness the strengths within diverse groups to meet organizational needs in a team setting

Past graduates have secured full-time employment with companies such as the “Big Four,” CliftonLarsonAllen and Marcum (accounting), Teva Pharmaceuticals and PepsiCo. (management), Omnicom Group (marketing), Trenton Thunder and other minor league baseball and hockey teams (sports management).

THE EXPERIENCE360 PROGRAM

The Experience360 Program (E360) is central to a DelVal education and embraces a full range of activities and opportunities that give our students well-rounded experiences that can’t be found anywhere else. This approach prepares our students for a life of meaningful work, service and career growth. Integrating knowledge and experience, they’ll be prepared to put their skills into action as globally responsible citizens. One hundred percent of our students will gain real-world competencies through internships, career exploration, student research, study abroad, leadership development, community service or civic engagement.

FACULTY

Faculty members are successful professionals, blending entrepreneurial and corporate experience from companies of all sizes such as the “Big Four” accounting firms, Air Products and Chemicals, P&G, AIG, BASF, Johnson & Johnson and Fisher Scientific. Faculty work closely with students in small classes and as advisors to provide individualized attention towards student goals.

BEYOND THE CLASSROOM

“The DelVal interns are stars and have made a great impression on my team.” - Marlene de la Cruz, president, Adelphi Research

Collaboration and networking empower students to acquire and manage the resources needed to become innovators. As learners in a comprehensive program which emphasizes relevance and practice, students work together with faculty members and with other stakeholders to avail themselves of the many opportunities to demonstrate application of theory, such as:

• The Experience360 Program (E360) - After completing preparatory coursework for the job search process, all business students complete at least one internship, earning academic credit for learning by doing while gaining valuable real-world experience and demonstrating competencies to employers. Students also build their E360 credentials by participating in activities for civic engagement, community service, research or study-abroad programs.

• Business Club - Open to all majors, this student-run club is an excellent opportunity for networking/collaboration among students at all stages of their academic programs. This club encourages students to make important contributions to the community through activities such as consulting, researching and making informed investment decisions (with actual money), and fund-raising projects.

• Study Abroad - Participants in the study abroad programs will experience, for spring break or an academic semester, other cultures and economies while attending classes (taught in English) in Denmark or Belgium.

• Honor Society - Students demonstrating accomplishment and scholarship in business are invited for induction into Sigma Beta Delta, the international honor society for business, management and administration. Members are eligible to participate in conferences, and compete for scholarships and career opportunities.

• Watson Executive-in-Residence Program - Every semester, students meet today’s decision makers from different organizations and backgrounds. Visiting executives offer reflection and insights and are available for small-group interactive sessions.