



DELAWARE VALLEY  
UNIVERSITY

# BUSINESS ADMINISTRATION (B.S.)

*"I can honestly say transferring into DelVal was the best decision of my life." — Francis Arnold '16*

## 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)

Having studied the many aspects of business, students can apply a high-level overview of business systems and the many functions or roles available as careers. In conjunction with this foundation, students select coursework that promotes inspiration and further exploration of advanced topics. By choosing elective courses in more advanced aspects of business or by completing a minor in another academic area, graduates set themselves apart from the crowd by having tailored a degree which provides the skills to pursue their interests. The flexibility of this program also allows students to complete an MBA with one additional year of study.

Some examples of curriculum combinations can lead to study in the following domains:

### 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. Taking a few accounting courses can enhance skills in any aspect of business, while the full accounting sequence is designed for students who plan to take the CPA exam.

### MANAGEMENT

Management knowledge and experience is needed to lead organizations of any size to succeed in a competitive marketplace. In management focused classes, 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 take an active role in satisfying their customers through knowledge of product development, research, promotion, consumer behavior, 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.

As these examples demonstrate, there are many interests that can be cultivated into careers where students can spark and feed their talents.

DELAWARE VALLEY UNIVERSITY

Office of Admission

700 E. Butler Ave. Doylestown, PA 18901

1.800.2.DELVAL (800.233.5825) | delval.edu



[delval.edu/business](http://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, Teva Pharmaceuticals, PepsiCo., Omnicom Group, Trenton Thunder and other minor league baseball and hockey.

*“The mentorship program really helped me. I ended up being offered an internship from my mentor!”*

— Adrienne Giuliani '17 (MBA '18)

## THE EXPERIENCE360 PROGRAM

The Experience360 Program (E360) is central to a DeVal education and embraces a full range of activities and opportunities that will give you well-rounded experiences that can't be found anywhere else. This approach will prepare you for a life of meaningful work, service and career growth. Integrating knowledge and experience, you'll be prepared to put your 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 DeVal 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 from different majors 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)** - All business students complete preparatory coursework for the job search process and then complete at least one internship, earning academic credit 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.
- **The Small Business and Entrepreneurship Center** – Students of all majors engage with teams of business faculty, local executive volunteers, and interns to advance the growth and sustainability of innovative student and community businesses. Through meaningful, hands-on collaboration and mentorship, the SBEC cultivates impactful student interactions in real-world ventures.
- **Business Club** - This student-run club is an excellent opportunity for networking/collaboration among students from any major and at all stages of their academic programs. This club encourages students to make important contributions to the community through activities such as consulting, and fund-raising projects.
- **Investing Club** – Join in the discussion and exploration of investing techniques, share ideas, research and make investment decisions with real money. Friendly competition enhances the fun for students of all majors as they learn strategies from which they can benefit for a lifetime.
- **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** - Eligible students are invited for induction as a lifetime member of Sigma Beta Delta, the international honor society for business, management and administration. This recognition for outstanding academic achievements provides exclusive opportunities to participate in conferences, compete for scholarships, and enhance career opportunities.
- **Watson Executive-in-Residence Program** - Every semester, an eminent business executive is hosted for a day-long event where students can meet today's decision makers from diverse organizations and backgrounds. Visiting executives offer reflection and insights and are available for small-group interactive sessions.