



Discovery  
Learning

Discover  
Lerner



Alfred Lerner College  
of Business & Economics





The business school experience at the Lerner College is all about providing students with hands-on opportunities

to prepare them for careers in the dynamic, global marketplace. Our unique programs emphasize discovery learning and evidence-based analytics, like the student-led Blue Hen Investment Club that manages \$1.5 million of UD's endowment, or our new Venture Development Center, the latest initiative to support the entrepreneurial endeavors of our students.

# Our Mission

The mission of the Lerner College is to foster scholarship and offer distinctive, innovative educational opportunities related to the successful management and leadership of organizations operating in an environment of scarce resources, rapid change, global competition, and advances in technology. For more, visit [www.lerner.udel.edu/mission](http://www.lerner.udel.edu/mission).

# Our Vision

The Alfred Lerner College of Business and Economics will be a prominent business school known for successful undergraduate and graduate programs, research visibility and an authentic Lerner angle.

We will be known globally as a leader in programs that offer experience-driven learning and emphasize evidence-based analytics methods to enrich the experience for our students.

Our faculty will be thought leaders who are productive scholars and command attention from influential business audiences, economists and policy makers.

We will develop innovative offerings and maintain flexibility in course delivery in order to remain adaptable to the shifting trends in business education.



# Our Roots

Business education began at UD in 1916 with an undergraduate curriculum in business administration that offered elective courses. Over the years, undergraduate and graduate majors were added, and today we are now the second largest of UD's seven colleges, with five academic departments that offer 15 undergraduate majors and nine minors, eight masters programs and three doctoral programs.

The college was renamed in 2002 in recognition of an endowment from the MBNA Foundation in honor of Alfred Lerner, former chairman of the board and CEO of MBNA Corporation. For more on our history, visit [www.lerner.udel.edu/history](http://www.lerner.udel.edu/history).



*The Lerner College  
was named after  
Alfred Lerner*

Each year, we are consistently recognized for offering some of the 25 most popular undergraduate majors at UD, including finance, marketing, accounting, HRIM and economics; we also hold nearly half of the top spots for the most popular undergraduate double majors, with 12 out of 25. Finally, the Lerner College offers three of the 25 most popular minors, including economics, management information systems (MIS) and business administration.

## **AACSB ACCREDITED**

The Lerner College was first accredited by the Association to Advance Collegiate Schools of Business (AACSB) International at the baccalaureate level in 1966. Graduate accreditation was received in 1982, with the addition of accounting accreditation in 1984. The Lerner College's business and accounting programs, at both the master and bachelor levels, have continually maintained accreditation, with the last affirmation from AACSB made in 2011.

# Discover Our Programs

## DEPARTMENTS & PROGRAMS

The Lerner College is home to five departments and a number of innovative programs that offer students stimulating, hands-on learning opportunities that connect the classroom experience to real-world situations.



Through discovery learning and study abroad courses, partnerships with faculty on research, community service and more, our students gain valuable skills that serve them through their course of study and prepare them for success in life after graduation.

Imagine ringing the bell at the New York Stock Exchange, making your business idea a reality through a startup funding competition, providing tax preparation assistance to families in need or running an

award-winning restaurant—all while earning your degree. That's the authentic learning experience you'll discover at the Lerner College through our departments and programs:

**Department of Accounting & MIS**

**Department of Business Administration**

**Department of Economics**

**Department of Finance**

**Department of Hotel, Restaurant & Institutional Management**

**Global Enterprise Technology (GET) Program**

**Horn Program in Entrepreneurship**

**Vita Nova**



## CENTERS

From Bloomberg Certification and corporate governance expertise to teacher education and big data analysis, our many centers provide active, educational programming opportunities for students and strengthen the Lerner College's connections to business, industry and the community.

Students can connect learning to real life by experiencing the workings of a state-of-the-art simulated trading floor, seeking out a diverse array of internship opportunities, and networking with the variety of professionals who associate with our centers:

**Center for Applied Business and Economic Research (CABER)**

[www.lerner.udel.edu/caber](http://www.lerner.udel.edu/caber)

**Center for Economic Education & Entrepreneurship**

[www.udel.edu/ceee](http://www.udel.edu/ceee)

**Institute for Financial Services Analytics**

[www.lerner.udel.edu/ifsa](http://www.lerner.udel.edu/ifsa)

**John L. Weinberg Center for Corporate Governance**

[www.lerner.udel.edu/wccg](http://www.lerner.udel.edu/wccg)

**JPMorgan Chase Innovation Center**

[www.lerner.udel.edu/innovation](http://www.lerner.udel.edu/innovation)

**Lerner College Satellite Career Services Center**

[www.lerner.udel.edu/satellitecsc](http://www.lerner.udel.edu/satellitecsc)

**Lerner College Trading Center**

[www.lerner.udel.edu/tradinglab](http://www.lerner.udel.edu/tradinglab)

**Marriott Center for Tourism & Hospitality**

[www.udel.edu/hotel/HRIM](http://www.udel.edu/hotel/HRIM)

**Venture Development Center**

[www.udel.edu/horn](http://www.udel.edu/horn)

# Supporting Student Excellence

## **DISTINGUISHED FACULTY**

The ability to offer a wide array of educational opportunities means the Lerner College is home to a diverse and talented faculty with extensive experience in graduate education and industry.

As an institution accredited by AACSB, the Lerner College also takes pride in the intellectual contributions of its faculty. Intellectual contributions include items like peer reviewed journal articles that address learning and pedagogical research and discipline-based scholarship; textbooks and other professional or trade books; faculty research seminars; and other instructional materials, working papers or funded projects.

Collectively, Lerner College faculty produce over 200 intellectual contributions annually—a testament to their strong research, academic and industry connections. Students benefit from these contributions as faculty draw advanced material into class and leverage opportunities for student research.

## **LERNER COLLEGE SATELLITE CAREER SERVICES CENTER (CSC)**

The Lerner College CSC, whose mission is to assist Lerner College undergraduate, graduate students and alumni in all aspects of their career development, serves over 2,900 undergraduate and 650 graduate students through individual career consultation appointments; resume and cover letter reviews; interview preparation; job and internship postings; employer and alumni networking events; classroom presentations; partnerships with Lerner College student organizations and employer relations and outreach.

Students may also access international opportunities via Passport Careers, a career and employment resource that includes worldwide job openings, internship listings, industry profiles and country-specific career information.



## PROGRAMS

### Executive Mentors Scholars (EMS) Program

The business community has long recognized the value of mentoring as a means of developing both its leaders and its future workforce. The Lerner College is leading the way in developing this unique educational resource through the EMS program. By pairing the professional backgrounds of executives with student career objectives, we give undergraduate and graduate students the opportunity to hone their skills in preparation for successful employment.

### Corporate Associates Program

The Corporate Associates Program is an elite internship program that gives top, full-time Lerner College graduate students an opportunity to gain valuable on-the-job experience with a corporate sponsor. These positions pay a stipend and include a 50 percent tuition scholarship.

## EMPLOYER RELATIONSHIPS

The Lerner College CSC works continuously to establish and maintain employer relationships with organizations wanting to hire UD students for full-time jobs and internships. These partnerships provide opportunities for employers to network with faculty and students in a variety of venues including classroom visits, information tables, job postings, on-campus interviews and other career-related programs.

Top employers that hire Lerner College students for full-time jobs and internships include JPMorgan Chase, Bank of America, KPMG, Ernst & Young, Deloitte, PwC, Macy's, Citi, Bloomberg, Pepsi, Target, AAA Mid-Atlantic and DuPont.



# Lerner College Through the Years

**1916**

First undergraduate curriculum in Business Administration created at the University; courses offered as electives only.

**1917**

Undergraduate major in Business Administration established; students able to receive a Bachelor of Arts upon completion of studies.



1952-53 Accounting Club

**1952**

Master of Business Administration program created.

**1963**

School of Business and Economics became an official entity.

**1965**

All schools of the University became colleges; College of Business and Economics created.



**1966**

College received accreditation by the Association to Advance Collegiate Schools of Business (AACSB) International at the baccalaureate level.

**1971**

Center for Economic Education and Entrepreneurship established.

**1972**

College participated in the University-wide Community Design Planning Commission to identify new goals for UD to pursue in the 1970s resulting in a two-volume report, *The Decade Ahead*.

**1972**

First College study abroad program held in Switzerland, featuring business administration, economics, and political science courses.

**1975**

University experienced substantial enrollment growth and by this year the total number of UD women undergraduates across campus surpassed the number of men.



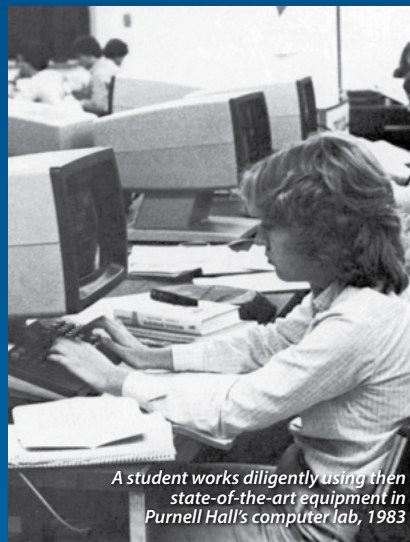
James O'Neill, Director of CEEE, teaching a class in the early 1970s

**1982**

College received AACSB accreditation at the graduate level.

**1984**

College received AACSB accreditation for accounting programs.



A student works diligently using then state-of-the-art equipment in Purnell Hall's computer lab, 1983

**1990**

College Alumni Board formed.

**1991**

First Alumni Awards of Excellence given.

**1992**

College Dean's Advisory Board formed.

**1993**

FORTUNE program (now UDREAM) established with support from an MBNA grant, offering comprehensive academic and financial assistance for underrepresented students and strengthening the College's commitment to diversity.

**1995**

Economics awarded the College's first doctoral degree.

**1998**

Strategic planning session resulted in creation of College mission statement and supporting goals, objectives, and strategies.



Construction of Lerner Hall, 1997

**2000**

John L. Weinberg Center for Corporate Governance established.



Charles M. Elson, Edgar S. Woolard, Jr., Chair in Corporate Governance & Weinberg Center Director

**2002**

Renamed Alfred Lerner College of Business & Economics in honor of the former chairman of the board and CEO of MBNA Corporation.

**2008**

Department of Hotel, Restaurant and Institutional Management joins the Lerner College.

Venture Development Center opens.

Exelon Trading Center inaugurated.

**2010**

Sport Management program joins the Lerner College.

Center for Applied Business and Economic Research established.

**2011**

JPMorgan Chase Innovation Center inaugurated.

Lerner College programs reaccredited by AACSB.



The Class of 2011 was the Lerner College's largest class to-date, with degrees awarded to over 1,000 undergraduates and graduate students

**2012**

Dean Bruce Weber released *The Way Forward* visionary document for Lerner College.



Bruce Weber, Dean



Fightin' Blue Hens logo thought to originate in the late 1940s



Ruben Austin, Dean of then newly-created College of Business & Economics, 1962



# Undergraduate Programs

The Office of Undergraduate Advising and Academic Services (UAAS) advises Lerner College students on all aspects of their undergraduate program and serves as a resource to ensure students are making appropriate course selections and satisfactory progress toward their degrees. The UAAS typically scores among the highest advisement centers in student satisfaction surveys at UD.

Services include assistance with advising, careers and internships, credit transfer and applications for graduation. The UAAS also serves as a liaison for students with the Office of Disability Support Services, Center for Academic Success, Center for Counseling and Student Development and the Math Tutorial Lab.

## STUDY ABROAD

Students in the Lerner College have many opportunities to expand their horizons studying abroad:

### Winter and Summer Programs

Students may choose from over 60 different programs from a variety of academic disciplines in locations like Africa, Antarctica, Australia, Asia, Europe and South America.

### Fall and Spring Semester Programs

Students looking for a more intense study abroad experience may participate in semester-long programs in London, Barcelona, Rome, Volterra (Italy), Sydney or Buenos Aires.

### Fall and Spring Consortium Program

Students looking for the opportunity to study business in Italy may join students from over 30 different American universities that comprise the Consortium of Universities for International Studies.



## Summer Internship Programs in Australia and Hong Kong

Students gain professional business experience and academic credit by participating in an eight-week internship in Australia or Hong Kong. Students are placed according to their interests and future career plans among the region's most prestigious multinational corporations, as well as in small and medium-sized businesses, government agencies and nonprofit organizations.

## STUDENT PROGRAMS

### UDREAM (yoU Develop Resources for Excellence in Academic Management)

This comprehensive academic coaching and support program is available for all students in the Lerner College upon request. Students meet with UDREAM advisors frequently throughout each semester to:

- Set long- and short-term goals
- Discuss time management
- Develop organizational strategies
- Enhance study skills
- Check-in to monitor progress in individual courses
- Receive referrals to connect with other UD support services
- Access free individual tutoring services (funded through the program if eligibility guidelines have been satisfied)

Underrepresented students are assigned a UDREAM Advisor upon acceptance to the Lerner College and meet with a UDREAM Advisor during New Student Orientation. Underrepresented students and students experiencing academic difficulty are especially encouraged to utilize this program to facilitate student success.

### Dean's Scholars Program

This University-level program exists to serve the needs of talented and motivated students by allowing them to design, in consultation with faculty advisors, imaginative and rigorous individual plans of study to meet the total credit hours required for graduation. The course of study outlined by the Dean's Scholar candidate must represent a program

## majors & minors

### UNDERGRADUATE MAJORS

- BA Economics Education
- BS Accounting
- BS Financial Planning
- BS Management Information Systems (MIS)
- BS Marketing
- BS Management
- BS Operations Management
- BS Sport Management
- BS International Business Studies
- BS Finance
- BS Economics
- BA Economics
- BS in Hotel, Restaurant and Institutional Management (HRIM)
- BS in Hospitality Industry Management (HSIM)
- BS Entrepreneurship & Technology Innovation

### UNDERGRADUATE MINORS

- Advertising
- Business Administration
- Economics
- Entrepreneurial Studies
- Global Enterprise Technologies
- International Business
- International Business Studies
- Management Information Systems (MIS)
- Restaurant Management

that cannot be effectively achieved using other options already available within the University.

### **Discovery Learning Experience (DLE)**

A DLE is discovery-based and experiential learning that involves instructional experiences out-of-class and beyond typical curriculum courses. All UD students must register and successfully complete at least three credits of DLE.

### **STUDENT ORGANIZATIONS**

The Lerner College is home to over 25 student organizations and honor societies that provide major-specific and career development opportunities. A complete list may be found at [www.lerner.udel.edu/student-groups](http://www.lerner.udel.edu/student-groups).



# Graduate Programs

The Lerner College offers rigorous and innovative graduate programs that provide students with hands-on opportunities to prepare for a career in the dynamic, global marketplace.

For example, as the landscape of graduate business education adjusts to new technology and changing student learning styles, the Lerner College remains adaptable by offering flexibility through a new online MBA. Launched in spring 2013, the degree opens the doors for working professionals who travel frequently, members of the U.S. military, and others who, for whatever reason, cannot get to campus, to participate in the MBA. And beginning in fall 2014, the college will launch a first-of-its-kind doctoral program in Financial Services Analytics, made possible through a collaboration with UD's College of Engineering and funded in part by JPMorgan Chase.

Throughout the year, the Lerner College Graduate and Executive Programs (GEP) office provides support for all graduate students and hosts a variety of programs and activities including information sessions for prospective students and on-site recruitment sessions at UD's job fairs, graduate student fair and women's expo, and at other local and national conferences. The GEP office also



## MASTER'S & DOCTORAL OPTIONS

- MS Accounting
- MS Finance
- MS Information Systems & Technology Management (IS&TM)
- MS Hospitality Business Management
- MS International Business
- MA Economics
- MS Economics
- Online MBA
- PhD Economics
- PhD Economics Education
- PhD Financial Services Analytics

## MBA OPTIONS

### CONCENTRATIONS

- Finance
- Marketing
- Entrepreneurship
- International Business
- Information Technology
- Museum Leadership & Management

### SAMPLE SPECIALIZATION

- Accounting
- Business Economics
- Engineering
- Hospitality
- Management
- Public Administration
- Sport Management

### MBA DUAL DEGREES

- MS Accounting
- MS Economics
- MS Engineering
- MS Finance
- MS Information Systems & Technology Management (IS&TM)
- PhD Biological Sciences

does a fair amount of international recruitment in an effort to ensure a diverse student body, and visits countries like China, Turkey and India.

## ACTIVITIES & PROGRAMS

A variety of research and seminar series offer graduate students insight into current and relevant issues across business and economics. Department series, like the Economics Seminar Series, Finance Seminar series, Paul Wise Executive in Residence Series in Hotel, Restaurant and Institutional Management, or W.L. Gore Lecture Series in Management Science, bring scholars and researchers to campus to speak about current issues.

On a broader level, the Chaplin Tyler Executive Leadership Lecture Series brings leaders from business, non-profit and governmental sectors to campus to share their experiences and insights with students, faculty and the business community. Twice each year, the Lerner College invites these leaders to spend a day engaging in an open exchange of ideas and perspectives. The series, which is supported by the Chaplin Tyler Endowment Fund, is dedicated to the memory of Chap and Elizabeth Tyler, their commitment to education and their determination to help young people achieve success in the business world.

The Carol A. Ammon Case Competition, endowed by Endo Pharmaceuticals and named in honor of the company's founder and CEO, is a premier educational event where graduate students have the opportunity to compete and collaborate with one another. The competition offers students the opportunity to analyze a case using public data on a real company; explore finance, technology, logistics and a number of contemporary social issues; and even interact with professionals from within the case company, who often come to campus to act as judges for the competition.

A highlight of the graduate experience, over 100 students from all Lerner College graduate programs participated in the most recent competition.

Master's and doctoral programs also offer graduate assistantships and scholarships, which give exceptionally qualified full-time students the opportunity to assist faculty in research, teaching and/or outreach activities while earning their degree. The college also offers tuition support for highly qualified applicants.





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