

Congratulations on your acceptance into the **Department of Business Administration** at the Alfred Lerner College of Business and Economics! As you prepare to make the important decision on which college to attend, consider our department and all we have to offer in preparing you for a career in the dynamic, global marketplace.

Learn from the Best

Our dedicated faculty, who have published their research in top journals and received numerous awards for their scholarship, remain accessible to students and bring cutting edge material to the classroom to enrich the academic experience.

Some Department of Business Administration faculty highlights:

- » Degrees from top schools, including Carnegie Mellon, Cornell, Harvard, Penn State, University of Chicago and Wharton.
- » More University Excellence in Teaching Award recipients in the past five years than any other department across the entire university.
- » Over 135 refereed journal articles published within the last five years, many appearing in the premier journals in their field.
- » More than 145 scholarly presentations given at conferences and other venues over the past five years.

Diversify Your Career Strategy

Here at the Lerner College, we encourage you to incorporate multiple subject areas in your course of study. In the Department of Business Administration alone, we offer a variety of degree options, including:

- » International Business Studies
- » Management
- » Marketing
- » Operations Management
- » Sport Management

Because of this diversity, it is particularly easy to change majors and double major across a variety of areas since they all fall within our department.



Lerner College Quick Facts

- » AACSB-accredited since 1966 (business) and 1984 (Accounting)
- » Recognized in Bloomberg Businessweek's Best Undergraduate Business Schools
- » Five academic departments
- » Undergraduate programs: 14 Bachelor's level, 9 minors
- » Graduate programs: 8 Master's level, 2 Doctoral level
- » Home to a diverse range of world-class facilities, including:
 - Award-winning, student-managed restaurant Vita Nova and Marriott Courtyard Newark University of Delaware hotel
 - The Venture Development Center, a start-up experience via the Horn Program in Entrepreneurship for students with new business ideas
 - The high-technology JPMorgan Chase Innovation Center
 - The Lerner College Trading Center, a state-of-the-art financial trading lab
 - Renowned centers like the John L. Weinberg Center for Corporate Governance and the Center for Economic Education and Entrepreneurship

FOR MORE INFORMATION

(302) 831-2554
www.lerner.udel.edu/buad



follow your
PASSION



Alfred Lerner College
of Business & Economics

DEPARTMENT OF BUSINESS
ADMINISTRATION

follow your **PASSION** WITH THE DEPARTMENT OF BUSINESS ADMINISTRATION AT THE LERNER COLLEGE, UNIVERSITY OF DELAWARE

DO YOU...

JOIN US IN

WHERE YOU'LL

LOOK FORWARD TO A CAREER AT

Enjoy living and working in a different culture, speaking a different language, and interacting with people from other regions of the world?

INTERNATIONAL BUSINESS STUDIES

- » Be prepared to live and conduct business effectively in the world
- » Find equal emphasis on business and international studies
- » Receive advanced language training

JPMorgan Chase, DuPont, Bank of America, W.L. Gore & Associates and many more multinational corporations and foreign-based companies

Want to take a leadership role, work with people to identify and accomplish common goals, or solve challenging organizational problems by interacting with diverse groups of people?

MANAGEMENT

- » Be prepared to be productive and insightful managers
- » Learn about leadership, teamwork, communication and problem-solving
- » Address micro issues of human resources and organizational behavior
- » Examine macro issues of strategy and organizational design

CSC Consulting, AT&T Solutions, Raytheon Systems, IBM and a variety of other organizations large and small, domestic and international, non-profit and government, service and manufacturing

Like coming up with new ideas for products, advertisements and beating the competition or solving problems with analytical thinking and creativity?

MARKETING

- » Learn the how and why of consumer behavior, basic marketing research techniques and the principles of marketing strategy
- » Develop a thorough understanding of new technologies that are transforming marketing practice
- » Gain first-hand experience collecting and analyzing market information and developing marketing plans for real businesses

Coca Cola, Black & Decker, Target, Macy's, Discovery Channel, Comcast and other advertising agencies, manufacturers, financial institutions, retailers and media

Enjoy solving problems using the latest technologies, applying your math background to improve real-world situations, or analyzing data and explaining it to others?

OPERATIONS MANAGEMENT

- » Discover the process of the transformation of raw materials, labor and capital into final products and/or services
- » Develop analytical skills to predict supply and demand, assess production capabilities and measure and deliver quality assurance
- » Complete in-field training to apply classroom concepts to solve real OM problems at actual plant sites

Nike, Boeing, AstraZeneca and other firms with quality, inventory and aggregate planning needs

Have an interest in the highly competitive \$200 billion sport industry and a commitment to gaining practical experience outside the classroom?

SPORTS MANAGEMENT

- » Develop quantitative analysis skills and an understanding of essential business concepts and theories
- » Explore sport marketing, finance, legal aspects and ethics in sport
- » Experience a nine-credit internship with a sport organization to gain industry experience

Professional and minor league sports, Intercollegiate athletics, high school athletics, sport agencies, international and national sport governing bodies and other businesses that use sports to market their products