

Business Administration

HARTWICK COLLEGE
Know the Facts.



The Hartwick Difference

In Hartwick's business administration major, you will learn largely by doing. In your very first course, Introduction to Business, you'll manage a virtual manufacturing company. During the semester, you and your small team will compete with other student-run teams to manage your firm's production, finance, marketing, and human-resource challenges.

In marketing, you may design a new product and create a marketing plan to sell it to the world. Our electives in entrepreneurship or social entrepreneurship will take you to the next level, crafting a complete business plan for an idea of your choice—and we will encourage you to choose a real idea that you might actually pursue after, or even during, your college career. You'll take courses in accounting, finance, economics, and strategy. You'll learn the language of business, becoming a better writer and public speaker along the way; the perfect opportunity to combine fun with learning, building your confidence and earning the respect of your peers.

Other elective themes include global business, where you may take the reins of another virtual corporation with manufacturing plants and customers throughout the world or enroll in a topics course to focus your attention on doing business in Asia, perhaps traveling in January for firsthand experience. Interested in managing people? You'll want to apply your organizational-behavior skills to a human resources elective.

Three-Year Program

Ready to move faster? Get the full Hartwick business administration experience in three-quarters the time at three-quarters the cost. Learn more at www.hartwick.edu/threeyeardegree.

www.hartwick.edu/catalog

Major Components

For the full online course catalog and requirements, visit www.hartwick.edu/catalog.

Most Business Administration majors follow this track:

First year

- BUSA 101: Introduction to Business
- ACCO 101: Financial Accounting
- ECON choice of 101,102: Topics in Economics

Second year

- BUSA 230: Organizational Behavior
- BUSA 240: Marketing
- BUSA 280: Finance

Third year

- Electives at the 300 or 400 level

Fourth year

- Electives at the 300 or 400 level
- BUSA 480: Business Policy & Strategy

In addition, we encourage you to complete an internship during your junior or senior year.



SMALL CLASSES



PERSONAL ATTENTION



STUDY ABROAD



NETWORK THROUGH INTERNSHIPS

Find your place.



**HARTWICK
COLLEGE**

est. 1797

www.hartwick.edu/business

For more information, contact
the Office of Admissions
at 607-431-4150 or
888-HARTWICK (888-427-8942).

For specific inquiries, contact
Priscilla Wightman, Department Chair,
at 607-431-4338 or
wightmanp@hartwick.edu.

Beyond the Classroom

Don't just learn it, do it: Hartwick business administration majors have completed many exciting internships in recent years, including working as a strategist for Pepsi Cola, a marketer for Brewery Ommegang, a financial consultant for Merrill Lynch, and a manager for Turning Stone Casino. Other recent internship sponsors include Smith Barney, Madison Square Garden, Prudential Securities, Enterprise Rent-a-Car, State Farm Insurance, Fidelity Investments, Otsego County Chamber, Walt Disney World, and Time Warner Cable.

The Hartwick Humanities in Management Institute provides cases to more than 300 academic institutions. The department is housed in Golisano Hall, a state-of-the-art facility designed with business majors in mind. Outside the modern classrooms are a number of smaller break-out rooms where your teams meet to discuss your business plans or make decisions for your virtual companies. Think of them as your own corporate offices. Students who have distinguished themselves in the classroom may be invited to join the Hartwick College chapter of Sigma Beta Delta International Honor Society for Business Administration and Accounting. Hartwick-chapter members have been recognized nationally as a Sigma Beta Delta fellow and Leadership Conference participant.

Putting Business Administration to Work

Recent Hartwick business administration graduates have found employment in many prestigious companies and organizations, including Abercrombie & Fitch, Morgan Stanley, The Red Cross, Reebok, Patagonia, Nabisco, Fidelity Investments, Saatchi & Saatchi Advertising, Walt Disney World, International Business Machines, and General Electric.

Preparation for Advanced Study

Many Hartwick business administration graduates decide to pursue advanced degrees and have been accepted into master's and Ph.D. programs at some of the most prestigious institutions in the country.

Hartwick offers 4+1 dual degree programs that allow students to earn a bachelor's from Hartwick in four years and an MBA (master of business administration) from Clarkson University or Union University in one additional year.

Faculty

In addition to teaching, Hartwick's business administration professors are actively involved in the business world. They serve as consultants for a wide array of businesses and organizations, bringing much of what they experience with outside clients into the classroom—creating a dynamic, real-world focus in the classroom. Every member of the Hartwick business administration faculty has significant management experience gained through employment, fellowships, and consulting practices.

John K. Clemens, Professor; M.S., University of Illinois

Thomas Devaney, Assistant Professor, CPA; MBA, Kennesaw University

Stephen A. Kolenda, Professor, CPA; MBA, University of Connecticut

Theodore Peters, Assistant Professor; Ph.D., University at Albany

Thomas G. Sears, Professor, CPA; MBA, Syracuse University

Pinki Srivastava, Executive-in-Residence; Ph.D., Rensselaer Polytechnic Institute

Anthony Vennero, Assistant Professor; DBA, University of Maryland

Priscilla Z. Wightman, Associate Professor, CPA; M.S., University at Albany