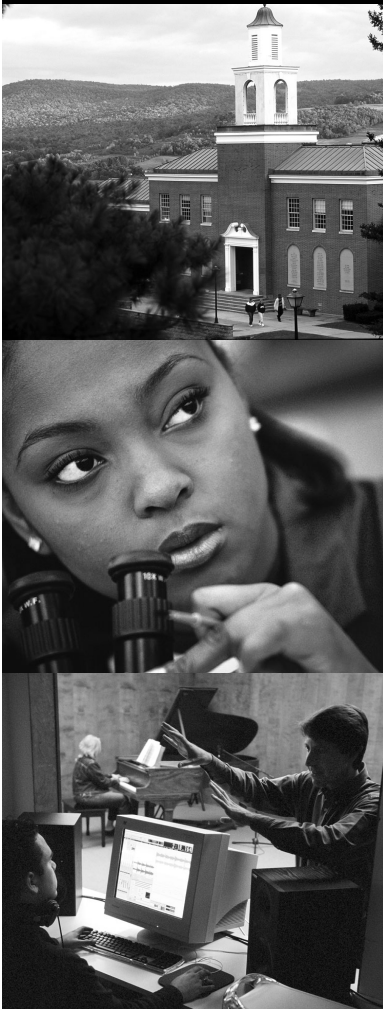


HARTWICK
Connecting the Classroom
to the World

Business Administration



The Hartwick Difference

Their Way: Learning about the art and theory of business Administration through textbooks and lectures.

Our Way: Learning to be a manager through active participation in Hartwick's Virtual Business Program.

Hartwick's Virtual Business Program is the only business Administration program in the world built entirely on students completing computer simulations. Students in our upper-level courses compete against each other as management teams of major companies—from airlines to sneaker manufacturers. This hands-on approach to learning allows our students to understand the interrelations of marketing, finance, operations, and strategic planning in ways unavailable to students at schools using a textbook and lecture-driven curriculum.

Major Components

Hartwick's Virtual Business Program is based on three premises:

- Students in the Virtual Business Program operate in small teams, where they experience, rather than read about, the important lessons of working with people such as making group decisions, leading others, communicating effectively—all necessary to grow successful business ventures. Our students graduate with a full package of personal and technical skills that makes them attractive to employers.
- In the Virtual Business Program, the traditional classroom does not exist. Business Administration students operate in a wireless office environment in which they make extensive use of their laptops. Students are completely "wired" to the Internet and to business technology designed to simulate corporate workplaces.
- The Virtual Business Program stresses cooperation, competition, and ethical approaches to business solutions. Students use analytical and creative-thinking skills to find solutions to business problems presented by faculty.

Course Highlights

(For complete information on courses and requirements, visit www.hartwick.edu/catalog.xml to find Hartwick's online course catalog.)

In addition to courses in business administration, majors are required to take classes in economics and accounting. Students come to understand the financial constraints that concern the business world and their many tradeoffs.

No boring lectures: Students learn about topics such as marketing, human resources, and financial management by actually practicing what they learn in virtual companies. There is no better way to learn than by working in an exciting atmosphere where student teams compete in terms of stock price or production. Students may even take over another company!

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 internships include Smith Barney, Madison Square Garden, Prudential Securities, Pepsi Arena, Enterprise Rent-a-Car,



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

www.hartwick.edu/business.xml

For specific inquiries, contact Thomas Sears, Department Chair, at 607-431-4947 or searst@hartwick.edu.

STUDENT SUCCESS

INTERNSHIP HIGHLIGHTS:
The Walt Disney Corporation
Smith Barney
General Electric

GRADUATE SCHOOL HIGHLIGHTS:
Union University
University of Connecticut
Case Western Reserve University

EMPLOYMENT HIGHLIGHTS:
Gabelli Asset Management
International Business Machines
General Electric Corporation

State Farm Insurance, Fidelity Investments, Otsego County Chamber of Commerce, Walt Disney World, and Time Warner Cable.

Many business administration majors get involved with the Hartwick Humanities in Management Institute, which has provided cases to over 300 academic institutions and conducted seminars for corporate clients including Merrill Lynch, Marriott, and Merck.

Wired for success: The Virtual Business Program succeeds because Hartwick College is committed to providing students with the best of what information technology offers. Hartwick provides all students with powerful notebook computers and all the software they are likely to need, along with access to the Internet, e-mail, and voice-mail. Hartwick business administration majors enter the workplace fully armed with the tools and expertise required to become successful managers.

Students who have performed strongly in the classroom may be invited to join Sigma Beta Delta, Hartwick's chapter of the National Honor Society for Business, Management, and Administration.

Putting Business Administration to Work

Recent Hartwick business administration graduates have found employment in many prestigious companies and organizations including 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 throughout 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, Union University, or the Simon Graduate School of Business at the University of Rochester 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 virtual management program—creating a dynamic, real-world focus in the classroom. Every member of the Hartwick Business Administration faculty has significant management experience at leading firms including Pillsbury, Koch Industries, Eastman Kodak Company, and General Electric.

John K. Clemens, Professor and Founder and Executive Director of Hartwick's Humanities in Management Institute, M.S., University of Illinois.

Scott Dalrymple, Assistant Professor, M.A., MBA, Ph.D., University of Buffalo.

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

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

Priscilla Z. Wightman, Associate Professor, CPA, M.S., SUNY Albany.

Katrina A. Zalatan, Associate Professor, M.S., Florida State University; MBA, University of Rochester; Ph.D., SUNY Albany.