

BUSINESS ADMINISTRATION

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Two things are certain about business in the 21st century: Only the best products and services from well-managed companies will survive, and the best-managed companies will be led by executives who are innovative and flexible.

A major in business administration at Albright will provide a strong foundation in business education while fostering critical thinking and creativity. These skills will open countless doors to the future in an exciting and expanding field.

Why Should I Study Business Administration at Albright?

One word... "hands-on." Students who major in business administration at Albright have countless opportunities for hands-on learning experiences. From internships and mentor experiences to in-class service learning and field trips, the business administration major offers a comprehensive program that aptly combines both in- and out-of-class learning.

At Albright, there are many opportunities for students to meet and talk with business professionals in the community. Annual alumni networking programs, such as Entrepreneurship Day, bring successful alumni to mentor and talk with students.

In addition, The William Dearden Speakers Program, named for the late Albright alumnus and former CEO of Hershey Foods, brings business leaders to campus to meet with students and faculty. Nationally known business executives such as John C. Bogle, founder of The Vanguard Group and senior chairman until 2000, visit Albright to share their expertise.

Exciting field trips to The New York Stock Exchange, The Federal Reserve Bank, the Harley Davidson factory, and New York advertising conferences offer students a chance to get a first-hand look at how business, finance and the economy operate.

Finally, innovative classes that combine service to the community and business experiences add depth to a major in business administration at Albright. For example, students who choose to focus on the marketing track are able to create marketing plans for local organizations that are then implemented by those organizations.

Internships and Study Abroad

The Program

Accredited by the International Assembly of Collegiate Schools of Business (IACBE), the business administration program at Albright offers four tracks in which students may concentrate – finance, marketing, management and international business.

Students may choose to combine one of these tracks with economics or another major such as psychology, accounting, political science, computer science and fashion merchandising & design.

The four tracks students may choose:

Finance - The finance track gives students an understanding of the principles of business financial management, financial institutions management and investments. The program blends theory and practical application through class readings, problems, case studies and projects, and provides an excellent foundation for general management and sales positions. Courses within the finance track include financial management, money & banking, and investments.

Management - This track prepares students for careers in business and/or graduate study in the nation's leading universities. Skills such as strategic thinking, computer literacy, and effective verbal and written communication are emphasized as students learn how to manage tomorrow's global workforce. Courses within the management track include organizational strategies and policies, industrial organization, labor economics, and management of information.

International Business - The international business program reflects Albright's continuing effort to educate students in a global context. International business majors are encouraged to view their educational experience from the perspective of a future business professional. Courses within the international track include international economics, finance, marketing, and management.

Marketing - The marketing track is designed to provide students with the foundation needed to either pursue graduate study in marketing or become a professional in the field of marketing. The formulation and implementation of marketing strategies are emphasized in courses such as international marketing, marketing strategies & policies, and marketing research.

Many students in the business program have successfully completed internships as a component of their undergraduate preparation. Albright places students with a variety of profit and not-for-profit organizations, including

- Avalon Products
- Carpenter Technology
- Lamar Advertising
- Morgan Stanley
- Redner's Markets
- Berks County Chamber of Commerce
- Comcast
- Walt Disney World
- Lennox
- Reading Phillies
- Smith Barney

Albright business administration students have also traveled and studied abroad during the January interim semester. In recent years, students have journeyed to China, France, Thailand, England, Australia, Ireland, Denmark, Germany and Belgium to experience first-hand how other countries conduct business.

Outcomes

Graduates of Albright's business administration department have gone on to further their education at institutions such as

- Cornell University
- Penn State University
- Rutgers University
- University of Pennsylvania
- Villanova University
- George Washington University
- Temple University
- University of Notre Dame
- Vanderbilt University
- Wake Forest University

Albright graduates go on to careers in all aspects of business, from marketing and management to investing and sales. They are employed nationwide with organizations and corporations such as

- Aetna Healthcare – marketing representative
- American Red Cross – marketing coordinator
- Aventis Pharmaceuticals – global project data manager
- GlaxoSmithKline Pharmaceuticals – district sales manager
- Godiva Chocolatier – area training manager
- Merck & Co. – national product coordinator
- Morgan Stanley – stockbroker
- Republic National Bank of New York – foreign exchange analyst
- Smith Barney – bond analyst
- Sovereign Bank – assistant controller
- Vanguard Investment Group – financial planner
- Wachovia – portfolio manager



“Upon graduating from Albright and entering job training, I was just as prepared as my colleagues who received Ivy League educations”

Bjorn Reigle '04, consultant
Public Financial Management, Inc.

Faculty

Christine A. Bell, M.B.A – assistant professor of business administration and chair, B.B.A., M.B.A., Temple University.

Jacqueline Lever, Ph.D. – associate professor of business administration, B.S., Clarion University; M.A., Indiana University; M.B.A., Duquesne University; Ph.D., University of Pittsburgh.

David A. Martin, C.F.A. – professor of economics & business, A.B., Albright College; M.A., The Pennsylvania State University; D.A., Lehigh University; C.F.A., The Institute of Chartered Financial Analysts.

Thomas Moyer, Ph.D. – professor of economics & business, B.S., Albright College; M.S., Ph.D., Lehigh University.

Farhad Saboori, Ph.D. – professor of economics, B.A., National University of Iran; Ph.D., Indiana University.

Richard P. Schott, M.B.A. – instructor in economics & business, B.S.B.A., University of Richmond; M.B.A., St. Joseph's University.

Mary Lois White, Ph.D. – assistant professor of economics, B.S., M.S., Ph.D., The Florida State University.

Lisa A. Wilder, Ph.D. – assistant professor of economics, B.S., B.A., Shippensburg University; M.A., Ph.D., Virginia Polytechnical Institute and State University.

For more information about the business administration program, call Professor Christine Bell, chair, at 610-921-7701, or email cbell@alb.edu.