



BUSINESS

DIVISION HIGHLIGHTS

The Division of Business Administration offers seven majors: Accounting, Finance, Health Care Management, Human Resources, International Business, Management, and Marketing. Students are prepared to work within large business organizations, as well as in non-profits and public agencies while developing the ability to meet the challenges posed by a competitive, constantly changing global business environment. Communication and leadership skills are honed through experiential learning, internship opportunities, and student organization involvement.

Faculty. The Division’s faculty is comprised of both scholars and practitioners who provide hands-on opportunities as well as a solid theoretical background.

Class Sizes. Most classes in the Business Division have 20-25 students with most classes smaller than 30. Undergraduate business students are taught by faculty who have direct contact with the business community and access to its leaders. In this way, students benefit in internship and employment opportunities.

Internships. Over 75% of Business students do one or more significant business internships for credit. Internships provide practical training for students and the opportunity to test-drive specific careers, positions, and organizations.

Study Abroad. Each year over 50 business majors study abroad for a semester. Recent placements have included experiences in England, Australia, France and China.

Student organizations include Students In Free Enterprise (focus is on entrepreneurship), the Accounting Association, the Society for Human Resource Management and the Financial Management Association.

2+2 Transfer Program in Business Administration. Baldwin-Wallace College accepts transfer credit earned in approved AAB programs toward the Bachelor of Arts degree with a major in Business Administration. Approved programs are offered through affiliations with Cuyahoga Community College, Lakeland Community College and Lorain County Community College.

3/2 Program. By combining MBA and undergraduate programs, students may pursue a 3/2 program in Accounting and Human Resources. These programs enable students to accelerate their studies, completing both an undergraduate degree and a Master’s in Business Administration degree in five years. Typically, students work at the undergraduate level for the first three years of study, and at the graduate level for the last two years.

Professional Networks. Strong professional organizations help students establish a network of mentors and advisors in the business community.

Center for Innovation and Growth provides business and community development opportunities that combine faculty expertise and research with student learning. Through the Center, students and faculty are involved in business and community research and projects that provide opportunities for students to learn and contribute to the economics development of Northeast Ohio.

WHAT CAN I Be WITH THIS MAJOR?

| | | | |
|--------------------|----------------|--------------------|----------------------|
| Market Analyst | Sales Manager | Purchasing Agent | Operations Manager |
| Financial Analyst | Tax Specialist | Allocation Planner | Mutual Fund Manager |
| Investor Relations | Stock Broker | Market Researcher | Compensation Manager |

INTERNSHIPS AND CAREERS

Students in the Division of Business complete internships and begin careers across the country. A sampling of employers include:

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|-------------------------------------|-----------------------------------|
| American Greetings | J.M. Smuckers, Inc. |
| Charles Schwab | Key Bank |
| Cleveland Browns | Lockheed Martin Corporation |
| Cleveland Clinic | Lubrizol Corporation |
| Cleveland Indians Charities | Medical Mutual of Ohio |
| Crain's Cleveland Business Magazine | Moen, Inc. |
| Deloitte & Touche | NASA |
| Eaton Corporation | Parker Hannifin |
| Ernst & Young, LLP | Progressive |
| FirstEnergy | Sherwin-Williams |
| Goodyear Tire and Rubber Co. | University Hospital Health System |
| Hyland Software | Wells Fargo |

SELECTED COURSES

Small Business Management

This course develops the students' understanding of how the functional areas of business are applied in a small, entrepreneurial enterprise. Students will gain a greater understanding of the interdependencies within an organization. Topics such as guerilla marketing, networking, legal forms of an organization, relationship-building, advisory boards, and venture capital are explored in broad the financial issues confronting entrepreneurs are explored in broad terms.

Consumer Behavior

What makes people do what they do? What makes people buy? What makes people buy from one company rather than another? This course will look at the nature of the purchase decision process. Theories, concepts, research methods and findings are explored and examined for use in marketing management decision-making.

Principles of Fraud Examination

This course focuses on fraud in the workplace. You will learn about common fraudulent schemes, typical perpetrators and measures a company can implement to protect against workplace fraud.

FACULTY

Phillip S. Bessler

Associate Professor of Business Administration.
Entrepreneurship

Thomas Campanella

Director, MBA in Health Care Management
Health Care Management

Linda G. Chase

Associate Professor of Business Administration.
Accounting, Auditing, Fraud

Pierre A. David

Director, Undergraduate Academic Affairs, Professor of Business Admin.
Logistics, Quantitative Analysis, Marketing

Patrick Flynn

Associate Professor of Business Administration.

John D. Fuehrer

Assistant Professor of Business Administration.
Human Resource Management and Organizational Behavior

Harvey Hopson

Director, International MBA
Business Law

Kevin Jacques

Associate Professor of Business Admin. and Boynton C. Murch Chair
Finance

J. Peter Kelly

Chair, Business Administration
Executive Management, Ethics

Dale G. Kramer

Director of MBA/EMBA Programs

David A. Krueger

Charles E. Spahr Chair in Managerial and Corporate Ethics, Professor of Business Administration
Ethics

Susan Kuznik

Professor and Director of Business Honors Program
Management

Henry (Skip) Lewandowski

Associate Professor of Business Administration.
Quantitative Analysis

Lori K. Long

Associate Professor of Business Administration
Human Resource Management

Roger B. Luli

Assistant Professor of Business Administration
Accounting, Tax, Management Information Systems

Narasimha Mohan

Assistant Professor of Business Administration
Quantitative Analysis

Ven O. Ochaya

Director of the MBA in Entrepreneurship, George Herzog Chair in Free Enterprise, Associate Professor

Earl M. Peck

Professor of Business Administration
Finance

Lee Pickler

Professor of Business Administration
Sales, Marketing, Management

Mary Pisanar-Sweeney

Director, Undergraduate Business Division Program, Professor of Business Administration
Human Resources, Marketing, Management

Lori A. Radulovich

Assistant Professor of Business Administration
Management, Finance

Peter Rea

Burton D. Morgan Chair in Entrepreneurial Studies
Ethics, Entrepreneurship

Lynn Schulte

Assistant Professor of Business Administration
Accounting and Tax

Param Srikantia

Professor of Business Administration
Human Resource Management, Management

Jimin Wang

Assistant Professor of Business Admin. and Department of Foreign Languages and Literature
Accounting and Chinese