

# BUSINESS

If you're a doer — the kind of person who relishes turning new ideas into action, leading a team, crafting an innovative strategy and helping an organization grow — then the Bachelor of Science in Business major might be for you. This versatile program will give you a deep understanding of business fundamentals and the skills to **make your mark in the fast-paced and ever-changing business world**. In addition to taking 60 credits in the business core, you'll also take 15-18 credits in one of three concentrations: marketing, business analytics or management.



## The Alverno edge

Alverno is internationally known for its unique abilities-based curriculum, which will help you become a strong communicator, leader, critical thinker and problem solver — all skills prized by employers. In fact, employers often tell us that Alverno grads stand out because they're confident, agile and job-ready on Day 1. You'll also feel empowered by a supportive community dedicated to helping become your best self. (Perhaps that's why alumnae of women's colleges make up a disproportionate number of the women in Congress and the female board members of Fortune 1000 companies.)

## It's personal

Business is one of the most popular college majors nationwide. And that means that business courses are often held in big lecture halls. Not so at Alverno (we don't even have lecture halls). Your business classes will typically be 10-20 students. You'll have the opportunity to work one-on-one with your instructors and develop relationships that will last long after you graduate.

## Hands-on experience

Experiential learning is threaded throughout our curriculum, and you'll make hands-on, real-world connections starting with your first business course. By your senior year, you'll create a business plan and pitch it to members of the business community. Plus, your two required internships will give you additional opportunities to put your classroom skills to work.

## Enrich your education

Outside of class, you can practice your leadership skills and network with other talented, ambitious women in a variety of student organizations, including Alverno Women in Business, the Society for Human Resource Management and Alverno Management Accounting Zealous Entrepreneurs (AMAZE).

WHERE CAN A BUSINESS DEGREE TAKE YOU ...

**BUSINESS OWNER**

MARKETING MANAGER

**FINANCE MANAGER**

INTERNATIONAL  
BUSINESS MANAGER

**HUMAN RESOURCES  
MANAGER**

OPERATIONS MANAGER

**MARKET RESEARCH  
ANALYST**

BUSINESS ANALYST

**ENTREPRENEUR**

MANAGEMENT  
CONSULTANT

**ACCOUNTANT**

## SAMPLE CURRICULUM

### FIRST YEAR

Introduction to Business  
Economic Environment  
Microeconomics  
Business Math

### SOPHOMORE YEAR

Financial Accounting and Analysis  
Managerial Accounting and Decision Making  
Business Communication  
Managing in Organizations  
Business Models and Quantitative Methods  
Information Technology

### JUNIOR YEAR

Marketing Management  
Finance  
Operations and Logistics  
Human Resources Management  
Business Law  
Concentration courses\*

### SENIOR YEAR

Internship  
Small Business Management  
Business Strategy  
Project Management  
Advanced Internship  
Concentration courses\*

\*Courses in the Management concentration include Women in the Economy, International Economics, Women in Leadership, HR Principles and Training, HR Programming, and Fundraising and Grant Writing.

Courses in the Marketing concentration include Market Research, Sales and CRM, Promotions, Digital Media, Global Marketing, and Professional Selling.

## Internships for the Business major

Thanks to Alverno's location in Wisconsin's biggest city, you'll have easy access to fantastic internship possibilities, from small-but-mighty start-ups to massive Fortune 500 companies. Past students have interned with Johnson Controls, Northwestern Mutual, Wisconsin Women's Business Initiative Corp., Rockwell Automation and WE Energies, among other places. Many have landed permanent jobs at their internship sites. Our faculty can help you find the best opportunities to fit your goals.

## How you can use your degree

The possibilities are limited only by your imagination. Do you want to stay close to home or pursue a global job across the world? What are you passionate about? Business majors are in demand everywhere: health care, social service, theater, sports, travel, finance, small businesses, media and technology companies, to name a few. Their roles range from digital marketing to financial analysis to nonprofit management.

## Why study Business at Alverno?

"Alverno's curriculum is different for a reason, and you will feel super prepared because of it. Alverno teaches its students the importance of pairing hard skills with soft skills, like being an effective communicator, working well with diverse teams, being able to adapt to change, being able to problem solve and so much more. The environment at Alverno is so supportive, by the staff as well as other students, because they want to see you grow into a woman who is confident in her skills and prepared for what's to come after college."

— Isabelle Kroes '15, IT portfolio analyst for Johnson Controls

## GET IN TOUCH!

Have questions about studying Business at Alverno? We invite you to connect with faculty to learn more.



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