

Welcome to

DISCOVER DAY 07



at Bellarmine University



Some Typical Business Decisions

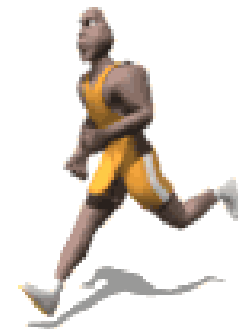
- ✓ What products/services do customers want / need?
- ✓ How do organizations find, motivate, and reward their employees?
- ✓ What should the financial/non-financial goals be?
- ✓ How should organizations balance their responsibilities to employees, customers, shareholders, and society in general?
- ✓ How are changes in the global business environment affecting how we answer these and other questions?



Why a Liberal Arts Education?

Think of your working life as a marathon

- At the starting line you can see what's coming up first pretty clearly.
- Beyond your immediate vision there are likely hills and valleys, twists and turns.
- Weather conditions may change.
- No way to see the finish line.



Why a Liberal Arts Education?

A liberal arts foundation is **mental cross training** for dealing with change.

The faculty are your “coaches”

We’ve scouted the course

We can give some good advice

Ultimately you have to run your race.



What employers want (we've asked)

Written and oral communication skills

Presentation skills

Listening skills

Analytic skills (critical thinking, logic)

Creativity (thinking outside the box)

Planning, organizing, and prioritizing skills

World focus / sensitivity to global issues

Flexibility / ability to deal with chaos

Discipline / focus

Ability to deal with pressure / stress

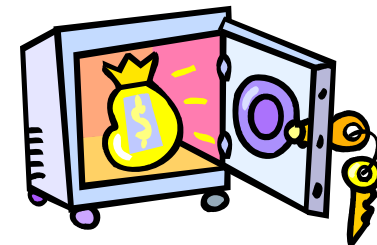
Ability to work in groups / team



4 priceless (or at least free) pieces of advice

Whatever your specific plans ...(or major)

1. Seek out internships (more experiences are better)
2. Build your resume (extra-curricular, networking)
3. Consider learning a foreign language (highest recommendations go to Spanish and Chinese – but don't forget about French, Japanese, German, Greek, Latin, and Russian).
4. Become more “international”





“International” Options



- Foreign Language
- Electives (e.g., World Religions, History of China, Caribbean, Greece, etc., US Foreign Policy, International Relations).
- Summer and Winter Break Options
 - KIIS – Kentucky Institute for International Studies
 - CCSA – Center for Cooperative Study Abroad
 - CC-CS – The Center for Cross Cultural Studies
 - CIEE – Council on International Educational Exchange
- Business Program In Tuscany
- Study Abroad (for one or even two semesters)

Business Program in Tuscany

B.A. 410 New Business Ventures

or

B.A. 410 New Business Ventures *and*

B.A. 445 International Experience



Based in Florence with class sessions and excursions to Verona, Lucca, Milan, and Montepulciano.

(~ 2 ½ weeks /\$2,500 plus tuition)



Study Abroad you say...

Australia	Curtin University of Technology
Austria	Karl-Franzens-Universität Graz The University of Kufstein Tirol
China	The Chinese University of Hong Kong
Ecuador	Universidad San Francisco de Quito Pontificia Universidad Catholica
France	Université Paul Valery, Montpellier Université Haute Bretagne, Rennes, Université de Paris Université Robert Schuman Strasborg



Study Abroad you say... (part 2)

Germany	Eberhard Karls Universität Tübingen
Ireland	National University of Galway
Italy	European School of Economics
Japan	Kansai Gaidai University Yokohama National University
Mexico	Universidad de Monterrey
Scotland	University of Strathclyde
Spain	Universidad de Salamanca



What About High School Credit?

- ◆ **ACCESS Program**

 - 28 high schools in the area

 - Math, English, Sociology, History,
Psychology, Language, Accounting

- ◆ **Advanced Placement (AP Credit)**

 - English, History, Biology, Math, Statistics
(need to get a 3, 4, or 5 on the exam)

Your Freshman Year Program

1st Semester → Fall 2008

👍 General Education Requirement Courses

- 👍 Freshman Focus (1 credit hour orientation to the university – IDC 100)
- 👍 Expository Writing (English 101)
- 👍 Business Calculus (Math 125 or 117)
- 👍 The Western World (History 116 or 117)
- 👍 Natural Science with Lab (Biology, Chemistry, or Physics)

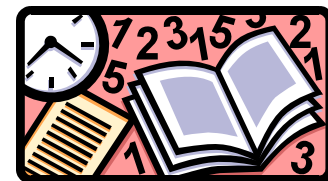
👍 Introductory Psychology (Psychology 103)



Your Freshman Year Program

2nd Semester → Spring 2009

- 👍 **General Education Requirement Courses**
 - 👍 **Freshman Seminar** (variety of topics IDC 101 – e.g. Music in Louisville; The Holocaust; Multiculturalism; Famous People in Medicine; Poverty, Racism, and Violence in Film and Literature; Fairy Tales and Autobiography; Critical Thinking About Current Events; Celtic Kentucky: Bourbon, Bluegrass, and Beyond)
 - 👍 **Principles of Microeconomics** (Econ 111)
 - 👍 **Natural Science with Lab** (Biology, Chemistry, or Physics)
- 👍 **Introduction to Business** (B.A. 103)
- 👍 **Principles of Financial Accounting** (Acct 101)





Your Sophomore Year Program

1st Semester → Fall 2009

- 👍 **General Education Requirement Courses**
 - 👍 **Fine Arts** (Art, Theater, or non-performance Music)
 - 👍 **Ultimate Questions** (Theo 200)
 - 👍 **U.S. Experience** (IDC 200 level – e.g. The American Female; Battles and Ballads of the Civil War; American Maritime History; The African American Experience; Women’s Health Issues; Popular Music and the Media; American Film)
 - 👍 **Literature** (Engl 200, 201, 207, 208, 209, or 210)
- 👍 **Principles of Macroeconomics** (Econ 112)



Your Sophomore Year Program

2nd Semester → Spring 2010

- 👍 **General Education Requirement Courses**
 - 👍 Introduction to Philosophy (Phil 160)
- 👍 **Elementary Statistics** (Math 205 or Math 314)
- 👍 **Business and Professional Communication**
(Comm 205)
- 👍 **Business Law I** (B.A. 203)
- 👍 **Principles of Managerial Accounting** (Acct 102)



Your Junior Year Program

1st Semester → Fall 2010

- 👍 General Education Requirement Courses
 - 👍 Theology Elective (Theo 300 or 400 level)
- 👍 Principles of Management (B.A. 301)
- 👍 Principles of Marketing (B.A. 305)
- 👍 Principles of Finance (B.A. 315)
- 👍 Management Information Systems (B.A. 345)



Your Junior Year Program

2nd Semester → Spring 2011

- 👍 **General Education Requirement Courses**
 - 👍 **Transcultural Experience** (IDC 300 level – e.g. Music in World Cultures; Guatemalan Trip; Chinese Culture through Film and Fiction; Celtic Culture and Folklore; Fiction into Film; Globalization, Social Justice, and Hope)
 - 👍 **Ethics** (Phil 301)
- 👍 **New Business Ventures** (B.A. 410)
- 👍 **Internship or Study Abroad** (B.A. 444)
- 👍 **Elective**



Paid Internship Placements

Express Technologies

Vermont American

United Parcel Service

Churchill Downs

Jewish Hospital

American Express Financial

Walt Disney World

National Asset Management

Northwestern Mutual

Vector Marketing

Brown Forman

Atria

Norton Healthcare

GE Appliances

Papercone Corp.

Humana

Aegon

YUM Brands

Metro United Way

Louisville Panthers

Papa Johns International

Vencor, Inc

Blue Chip Broadcasting

Bank of Louisville

Greater Louisville Inc.

Interpol



Unpaid Internship Placements

Louisville Bats • Franklin Asset Management
• Lincoln Heritage Life Insurance • FBI •
Right Management Consultants • KIIS-China
• Doe Anderson Advertising • Creative
Alliance Kentucky World Trade Center •
Office of International and Cultural Affairs •
Kentucky International Convention Center •
Center for Women and Family Services •
Lexington Legends Baseball team

Your Senior Year Program

1st Semester → Fall 2011

- 👍 International Trade and Economics (Econ 314)
- 👍 Electives



Your Senior Year Program

2nd Semester → Spring 2012

- 👍 General Education Requirement Courses
 - 👍 Senior Seminar (IDC 400 level)
- 👍 Business Policy (B.A. 420)
- 👍 Senior Comprehensive Review – Exam (B.A. 499)
- 👍 Electives



My 2-cents worth on electives

Communications

Mock Trial Practicum

Interpersonal Communications

Speechwriting

Theater

Beginning Acting

Voice and Articulation

Political Science

International Relations

Psychology

Social Psychology

Foreign Language

Take your pick

Music Instruction

Indulge your muse





Recent Placements of Graduates

Abercrombie & Fitch

Management Trainee

AFLAC

Sales Representative

AIG

Workman Comp Claims Representative

Brandenburg Telephone Co.

Customer Service

Brown & Williamson

Territory Manager

Brown Forman

Trainee

Cardinal Manufacturing Company

Purchasing

Dant Clayton Corporation

Human Resources Assistant

Department of the Navy

Financial Management Program

Enterprise Rent-A-Car

Management Trainee

Express Technologies

Assistant Marketing Manager

Fifth Third Bank

Management Trainee

GE Aircraft / Capital / Energy / Industrial

Management Trainee

Greater Louisville, Inc.

Trainee



Recent Placements of Graduates

Humana

Jewish Hospital

Marsh McLennan

Mercer Human Resource Consulting

Metro Louisville

Northwestern Mutual Life

Old Towne Mortgage

Sea-Long Medical Systems, Inc.

Sherwin Williams

State Farm Insurance

University of Louisville Hospital

US Bank

Wells Fargo

Yum Brands

Provider Relations Consultant

Marketing

Insurance Assistant

Survey Analyst

Administrator

Financial Advisor

Mortgage Broker

Operations Manager

Management Trainee

Insurance Sales

Cash Manager

Management Trainee

Management Trainee

Trainee

National Bachelor's Degree Salary Statistics (Nat'l Assoc of Colleges and Employers)

Economics \$51,631

Computer Science \$51,070

Info sciences & systems \$48,656

Accounting \$46,508

Business Administration **\$43,523**

Political Science \$33,094

History \$37,750

Communications \$33,005

Liberal Arts \$36,154

Sociology \$29,808

Psychology \$28,820



Other destinations for our BA grads

Graduate School:

Business (MBA, Ph.D)

Law School

Masters in Teaching

Starting their own
businesses

Federal Government

U.S. Military

Americorps





Minor in Business Administration

15 semester credit hours

- ✍ Introduction to Business (B.A. 103)
- ✍ Business Law I (B.A. 203)
- ✍ Principles of Management (B.A. 301)
- ✍ Principles of Marketing (B.A. 305)
- ✍ Business Finance (B.A. 315)

Required Related Courses:

- ✍ Principles of Microeconomics (Econ 111)
- ✍ Principles of Financial Accounting (Acct 101)
- ✍ Business Calculus (Math 125 or 117)

Double Major?

With Economics
Psychology
Foreign Language
Communications
Computer Science



*To name but a few ... it depends on
what you want to do!*

Triple Major? (you've got to get a life)

Maybe you should think
about activities outside of
the classroom



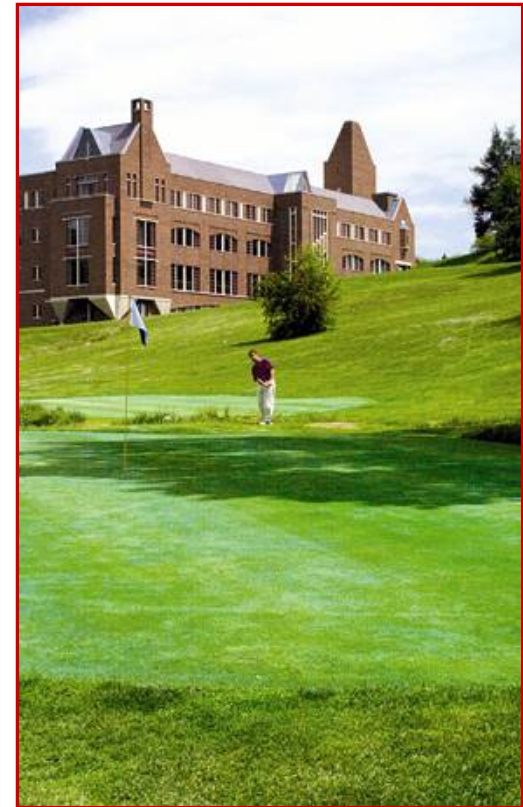
Such as....

Relaxing at the S.U.R.F. Center





Maybe a quick 9 holes



Or take in a game





Student Organizations

- ☒ Delta Sigma Pi – open to all business majors
- ☒ Phi Beta Lambda – open to all business majors (college version of Future Business Leaders of America)

Other Organizations You Might Want to Consider

- ☒ Brown Scholars (3.2 H.S. GPA, ACT 24+, personal essay)
- ☒ Honors Program (3.7 G.P.A., ACT 27+, Top 10% H.S.)
- ☒ Beta Gamma Sigma – invited to join (top 7% juniors, seniors as evaluated by faculty)
- ☒ Accounting Association
- ☒ Economics Society
- ☒ Omicron Delta Epsilon – Economics honor society



What About Help Juggling All This?

- *Freshman Focus Advisor* – helps navigate Bellarmine.
- *Faculty Advisor* – every student gets one in their major.
- *Academic Resource Center (ARC)* – assistance with essay writing, study techniques, time management, test-taking strategies, etc. Workshops for Microsoft Word, Excel, and PowerPoint presentation software packages.
- *Career Center* – resume, cover letter, and interviewing workshops / 1 on 1 counseling.
- *Counseling Center* – from making the adjustment to the new to helping with any number of life's challenges.



Business Administration Faculty

Dr. Dan Bauer

dbauer@bellarmine.edu

Dr. Tom Byrd

jbyrd@bellarmine.edu

Dr. Joan Combs Durso

jcombsdurso@bellarmine.edu

Dr. Ida Kutschera

ikutschera@bellarmine.edu

Finance

Mississippi State University

Management

The Ohio State University

Finance / Operations

Fordham University

Organizational Behavior

University of Oregon



B.A. Faculty (continued)

Dr. Michael Luthy

mluthy@bellarmine.edu

Marketing

University of Illinois at Urbana-Champaign

Dr. Michael Mattei

mmattei@bellarmine.edu

Information Systems

University of Louisville

Dr. Mike Ryan

mryan@bellarmine.edu

Management

University of Texas – Dallas

Dr. Julie Toner

jtoner@bellarmine.edu

Marketing

The Florida State University



Faculty Research (in case you're curious)

Dan Bauer	Investment Performance and Not-for-profits
Tom Byrd	Employee Motivation
Joan Combs Durso	Finance and Military Veteran's Wealth
Ida Kutschera	Organizational Decision-Making
Michael Luthy	Global and Cross-Cultural Marketing
Michael Mattei	Entrepreneurial Management and Technology
Mike Ryan	Management of High-Technology Commercial Space Activity
Julie Toner	Consumer Marketing and Integrated Marketing Communications

Why Bellarmine Business?

- ✓ AACSB accredited business school (top 10% worldwide)
- ✓ Builds on a liberal arts foundation!
- ✓ You begin your *real* business education your freshman year!
- ✓ Dedicated, accessible teachers!
(Hey, I'm here on a weekend)
- ✓ Small class size
 - ✓ *The Good News !*
(about 30-34 for intro level classes)
(about 22-24 for upper level classes)
 - ✓ *The Really Good News –*
8 am classes are even smaller (Wow!)





Select Bellarmine Numbers

Financial Aid (502) 452-8124

(this one's always the most popular)

Admissions (502) 452-8131

Registrar's Office (502) 452-7133

Student Affairs (502) 452-8150

Residence Life (502) 473-3000

www.bellarmino.edu

- ✓ Open 24-7
- ✓ Campus tour
- ✓ Contact information
- ✓ Video clips
News,
Sports

The screenshot shows the Bellarmine University website homepage. At the top left is the university's crest, followed by the name "BELLARMINE UNIVERSITY". To the right are navigation links: "About | Contact | BU A-Z | Email" and a search bar with a "SEARCH" button. A main banner image features a statue of a knight on horseback in front of a brick building, with the text "HIGH ON A HILL" and "Our 135-acre park-like campus". A left sidebar lists categories: "ADMISSIONS" (Undergraduate, Graduate, International, Financial Aid), "ACADEMICS" (Majors, Internships, Schools, Library), "CAMPUS LIFE" (Athletics, Organizations, Residence Life, Student Portal), and "ALUMNI" (Events, Career Center, Support BU). Below this is a "News" section with links to "Thomas Merton Center", "Calendar", and "Faculty/Staff". A dark navigation bar contains "DISCOVER BU" and buttons for "Discover Day 2008", "Welcome Video", "Virtual Tour", "Schedule A Visit", and "Apply Now". At the bottom right is a "Quick Links" dropdown menu. The footer provides the address: "Bellarmine University | 2001 Newburg Rd. | Louisville KY | 40205 | 502.452.8131 | 800.274.4723".



BTW - Major in Economics

27-36 semester credit hours

- ✍ **Principles of Microeconomics (Econ 111)**
- ✍ **Principles of Macroeconomics (Econ 112)**
- ✍ Intermediate Microeconomic Theory (Econ 231)
- ✍ Intermediate Macroeconomic Theory (Econ 231)
- ✍ **International Trade and Finance (Econ 314)**
- ✍ Econometrics (Econ 410)
- ✍ Senior Seminar in Economic Research (Econ 441)
- ✍ 6 credit hours of economic electives

Required Related Courses:

- ✍ **Statistics and Probability (Math 205 or 315)**
- ✍ Business Calculus (Math 125 or 117)



BTW - Minor in Economics

18 semester credit hours

- ✍ **Principles of Microeconomics** (Econ 111)
- ✍ **Principles of Macroeconomics** (Econ 112)

- ✍ **Intermediate Microeconomic Theory** (Econ 231)
or
- ✍ **Intermediate Macroeconomic Theory** (Econ 232)
and
- ✍ **9 credit hours of economic electives from 300 or 400 level courses**



Economics Faculty

Dr. Robert Brown

rbrown@bellarmine.edu

Mr. Carl Hafele

chafele@bellarmine.edu

Dr. Myra McCrickard

mmccrickard@bellarmine.edu

Dr. Frank Raymond

fraymond@bellarmine.edu

Economic Development

London School of Economics

Investments

Xavier University

Health Care Economics

North Carolina State University

Growth and Development

Indiana University - Bloomington



Faculty Research (in case you're curious)

Robert Brown

Antitrust and Unfair Competition
Economic Development
Intellectual Property
Mergers and Acquisitions

Carl Hafele

Investments and Financial Analysis

Myra McCrickard

Health Care Economics
Forensic Economics

Frank Raymond

Economic Growth and Development
Mathematical Economics
Forensic Economics



What your parents want for you

Parents (and family) generally want their children to get 3 things out of their university experience:

- ❖ to experience **personal growth** - explore new areas and interests, complex ideas, stretch yourself, ready to tackle the challenges of your life.
- ❖ to **find fulfillment in your chosen field** (whatever it is)
- ❖ to **get out**.

May I answer your questions?

