

## COURSES:

### BUSINESS ADMINISTRATION MAJOR:

16 course units, including:

- ACCT 2014 Principles of Accounting I
- ACCT 2134 Principles of Accounting II
- BA 1344 Business Technologies
- BA 3014 Marketing Strategies
- BA 3024 Management and Organizational Behavior
- BA 3084 Legal Environment of Business
- BA 3134 Financial Management
- BA 4084 Business Policy and Strategic Management
- ECON 2024 Principles of Microeconomics
- ECON 2034 Principles of Macroeconomics
- ECON 2104 Economic and Business Statistics

*plus* 4 additional business course units

### INTERDISCIPLINARY BUSINESS MINOR:

Minor not open to students with majors in accounting or economics.

7 course units, including:

- ACCT 2014 Principles of Accounting I
- BA 3014 Marketing Strategies
- BA 3024 Management and Organizational Behavior
- ECON 2024 Principles of Microeconomics

*plus* 3 additional course units from ACCT, BA or ECON, 2000-level or above excluding credit/no credit courses.

## FACULTY

**Jeff Hopper**, Program Director

Associate Professor of Business Administration  
jhopper@transy.edu

**Adam Evans**

Assistant Professor of Business Administration  
aevans@transy.edu

**Rebecca Hochradel**

Associate Professor of Business Administration  
rhochradel@transy.edu

**Julia Poynter**

Associate Professor of Business Administration  
jpoynter@transy.edu

**TRANSYLVANIA**  
UNIVERSITY

### Office of Admissions

300 North Broadway  
Lexington, KY 40508  
(800) 872-6798  
transy.edu



**TRANSYLVANIA**  
UNIVERSITY

**BUSINESS ADMINISTRATION**

## ABOUT THE MAJOR:

The business administration program at Transylvania offers a broad-based education for successful careers and graduate work. The program integrates knowledge from all areas of business and allows you to apply those concepts to solving real problems faced by companies and organizations.

Depending on your choice, the courses prepare you for a range of opportunities, from starting your own business to joining a Fortune 500 company. The business classes, along with the general liberal arts courses required of all Transylvania students, provide a well-rounded education that can best suit your interests.

A distinguishing characteristic of the program is the opportunity to specialize in one of four subject areas: management, marketing, finance or hospitality. All concentrations give you the analytic and strategic skills necessary for your career choice. These concentrations develop your analytical and creative abilities by having you complete upper-level projects with local companies. Lexington is a thriving business center that boasts operations such as Lexmark International, J. M. Smucker Company, Tempur-Pedic International, Fazoli's Restaurants, Clark Material Handling, Valvoline and Procter & Gamble. This strong economy combined with Transylvania's convenient location in the heart of the city translates into a wide variety of internship opportunities for you.

## INTERNSHIP OPPORTUNITIES:

Lexmark  
Alltech International Corporation  
Tempur-Pedic International  
J.M. Smucker Company  
Valvoline  
Procter & Gamble  
WKYT-TV  
Lexington Legends minor league baseball team  
Buffalo Trace Distillery

"Practical application makes Transylvania's business administration program different from those that focus almost exclusively on business theory and case studies. Transylvania's students have worked on projects with the Kentucky Horse Park, the Bluegrass Hospitality Group, the Lexington Visitors and Convention Bureau and many other organizations in the area."

Julia Poynter  
associate professor of business administration

## COURSES OF SPECIAL INTEREST:

Promotional Strategies  
Travel and Tourism  
Investment Analysis  
International Business  
Entrepreneurship

## WHERE OUR GRADUATES WORK:

American General Finance  
Charles Schwab  
Disney World  
Edward Jones  
Ernst & Young  
Fannie Mae  
Federal Deposit Insurance Corporation  
Hyatt Regency Hotels  
IBM Global Services  
J. J. B. Hilliard, W. L. Lyons, Inc.  
Northwestern Mutual  
Procter & Gamble  
Wells Fargo

## WHERE OUR GRADUATES STUDY:

Duke University  
University of Chicago  
Vanderbilt University  
Wake Forest University  
Indiana University

## POSSIBLE CAREER OPTIONS:

Bank officer  
Brand manager  
Event coordinator  
Financial planner  
Hospitality manager  
Human resources manager  
Retail buyer  
Small business owner

