

COURSES:

BUSINESS ADMINISTRATION MAJOR:

15 course units, including:

ACCT 2014 Principles of Accounting I
ACCT 2134 Principles of Accounting II
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 from the following:

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

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TRANSYLVANIA
UNIVERSITY

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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

