

# School of Business



*Livonia, Michigan, USA*

# School of Business

The School of Business recognizes that the world of work for which it is preparing students is rapidly changing and increasingly complex. In response to this dynamic environment, the School of Business offers quality programs with unique features that meet not only the needs of students, but those of potential employers. The School's commitment to continuous improvement is evident in programs that are challenging, exceed stakeholders' expectations, are creatively different from others available to students, and foster integrity. Business principles are effectively combined with academic offerings to meet the School's mission to present programs that are ethical and humanistic; interactive with the needs of domestic and selected international business communities; and contribute to a solid body of knowledge in various aspects of business, management and ethical leadership.



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## Accounting

### Program features

Students may major or minor in **Accounting**. The program offers both a CPA and non-CPA track, which prepares students with an understanding of all aspects of accounting and taxation. Theoretical, authoritative, and practical aspects of accounting are thoroughly covered. Coursework encompasses the basic principles and concepts of accounting, including the use and interpretation of external financial reports, as well as employing financial information to manage business operations.

### Career options

Graduates will be qualified to work in all functional areas of accounting in private, public, and government organizations.

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## Business Administration

### Program features

A major and a minor is available in **Business Administration**. A unique feature of this program is its flexibility. Students are allowed to develop a plan that meets their career paths by combining courses from various disciplines. A School of Business advisor offers assistance in this process. Transfer students, entrepreneurs, and individuals who desire a broad business background often find the Business Administration program suits their educational goals. Students enrolled in the **Sales Specialist Certificate** program may apply their credits toward a business administration degree.

### Career options

Equipped with a sound understanding of business principles, students are prepared for entry into a career or for advancement in a variety of business areas, based on their career plan.

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## Computer Information Systems

### Program features

The **Computer Information Systems** program provides students with the skills essential to meet the demands of a dynamic industry. A major and minor is offered, which features a curriculum using leading-edge hardware and software. Students will gain a knowledge of systems theory, goals functions, operations, information management, and project management. Because hands-on experience is a key component in this field, cooperative education or work experience is required in the program. The University's partnership with New Horizons Learning Centers allows students to earn college credit in the Computer Information Systems program, while pursuing certification as a Certified Novell Administrator, Certified Novell Engineer, or Microsoft Certified Systems Engineer. An associate's degree in **Computer Technology** is also available to students.

### Career options

Graduates are prepared for positions such as programmers, systems analysts, or information specialists.

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## Hospitality Management

### Program features

The hospitality industry includes hotels, restaurants, and other institutions that offer shelter and/or food to people away from home. The **Hospitality Management** program prepares students for careers in all aspects of the industry, including food service, lodging and operations. A major and minor is available. To enhance career possibilities, students pursuing a hospitality management major are required to minor in business administration and complete an internship.

### Career options

A variety of employment opportunities in tourism, lodging, food service, travel, nursing homes and hospitals, and trade associations may be pursued by graduates.

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## International Business & Economics

### Program features

Students majoring in **International Business & Economics** will acquire the knowledge and develop the skills to become a contributor to the international business community. The program is designed to help students learn the theory and application of management and business principles in an international context. Coursework includes a foreign language and is supported by an international business travel experience, as well as an internship. Students also have the option to take graduate level courses which may be applied toward a master's degree in international business from the University.

### Career options

Graduates will be prepared for a career in organizations conducting business outside the United States, using their understanding of global strategies gained in the program.

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## Management

### Program features

The **Management** major has a human resource administration track, as well a track in quality and operations leadership. The human resources track emphasizes human resource administration and provides the student with the knowledge of critical issues of HR management. The program focuses on the development of analytical and critical thinking. Coursework includes psychology and sociology classes, which complement a student's education. Students pursuing the track in quality and operations leadership will study total quality and



operations management from a leadership perspective. Courses in this concentration include operations, quality, cost accounting and quality leadership.

### Career options

Multinational and international corporations, as well as government and non-profit organizations, have employed graduates from the Management program.

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## Marketing

### Program features

The coursework in the **Marketing** major goes beyond the four basic principles of marketing — product, price, place and promotion. Students will gain experience in developing a marketing plan, analyzing research, formulating questionnaires, preparing reports and presentations, and sharpening oral communication skills. The curriculum also presents information about theories and issues of consumer behavior, as well as pricing, profitability, distribution and logistics. Students enrolled in the **Sales Specialist Certificate** program may apply their credits toward a marketing degree.

### Career options

The program prepares students for entry into a variety of positions in marketing and also provides entrepreneurs with an education in marketing as it applies to small business.

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## Merchandising Management

### Program features

Committed to providing students with the professional skills for a multitude of positions in the merchandising field, the **Merchandising Management** program offers a major and a minor. A unique feature of the program is the two areas of specialization available, that of **fashion** or **general retail**. For the general retail specialty, students also minor in business administration. In keeping with the University's emphasis on career preparation, majors also earn credit for cooperative education or internships.

### Career options

The program provides students with the skills to pursue careers such as retail buyer, manufacturers representative, entrepreneur, fashion coordinator, or in areas such as sales promotion and visual display.

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## Who Employs Our Graduates?

School of Business graduates attain positions with corporations located in the Detroit metropolitan area and across the country. Some companies that have recently hired graduates include:

AAA of Michigan  
Automotive Logistics Services  
The Bartech Group  
Coca-Cola Enterprises  
Community Care Services  
Executive Search Group  
Ford Motor Company  
General Motors Corporation  
Johnson Controls, Inc.  
Reynolds & Reynolds  
Target

Compiled by Madonna University's Career Services Office

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## Our Faculty

The School of Business faculty is committed to providing students with an excellent and innovative education that goes beyond textbooks and the classroom. In addition to strong academic credentials, faculty bring a depth of experience to the University in the form of knowledge, skills and practical experiences gained in local, national, and international business. Through small class sizes, students enjoy the individual attention of their instructors and class assignments tailored for their career paths.

## Mission Statement

The mission of Madonna University, a Catholic and Franciscan institution, is to instill in its students Christian humanistic values, intellectual inquiry, a respect for diversity, and a commitment to serving others through a liberal arts education, integrated with career preparation and based on the truths and principles recognized within a Catholic tradition.

# A Quality Education at Madonna University

- Michigan's most affordable, independent, liberal arts university
- Enrollment: Approximately 4,000 degree seeking students
- Accreditation by North Central Association of Colleges and Schools (30 North LaSalle St., Suite 2400, Chicago, IL 60602-2504, 312/263-0456)
- Associate, Bachelor and Master Degrees
- Flexible schedule of classes: morning, afternoon, evening, Saturday and telecourses
- Personalized attention: Student/faculty ratio is 15 to 1
- Students have access to the Internet, e-mail, World Wide Web and technology classrooms
- Opportunity to earn college credit for prior learning
- Easy access from major freeways, with free, lighted parking and a barrier-free campus
- Cooperative education and job placement for all majors
- A values-based education with service learning opportunities
- Residence hall housing for 150 students

## Admission Requirements

Admission to the University is granted to high school graduates with a minimum cumulative high school grade point average of 2.75 or transfer applicants who have earned a minimum cumulative college grade point average of 2.0. Provisional admission is offered to those applicants whose credentials may not satisfy the above criteria but whose maturity and seriousness of purpose indicate evidence of possible success.

## For Information or a Campus Visit

School of Business

734/432-5361

FAX 734/432-5364

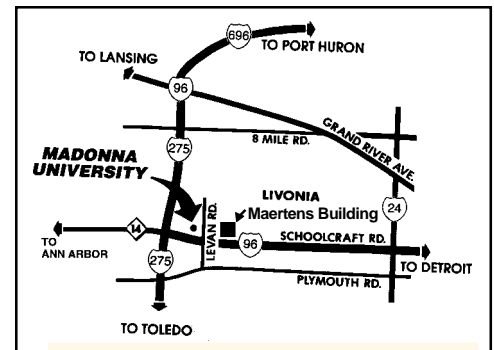
or

Admissions Office

734/432-5339

TTY 734/432-5753

FAX 734/432-5393



School of Business is located in the Maertens Building, east of the main campus

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web: [www.munet.edu](http://www.munet.edu)  
e-mail: [muinfo@smtp.munet.edu](mailto:muinfo@smtp.munet.edu)

Madonna University reserves the right to withdraw or modify information in this brochure.

See Advisor/Admissions Office for current information.

Madonna University guarantees the right to equal educational opportunity without discrimination because of race, religion, sex, national origin, age, or disabilities. 1/99