

# ILLINOIS WESLEYAN UNIVERSITY

## BUSINESS ADMINISTRATION

Emerging global markets and new forms of technology will have a profound effect on your future personal and professional lives. To be a truly effective contributor to today's organizations, and to society at large, you must have broad interests and cultural awareness. You must have a wide variety of skills. You must be able to devise new solutions to problems and communicate them clearly and effectively. This means that writing, discussion, problem-solving and group presentations play an important part in your business major; you will come to understand and be able to apply – not just memorize – the principles and ideas you need to know. In addition, you will take courses outside your major to help you acquire the broad outlook employers and graduate schools demand and to prepare you for a life of continued learning.

### Why Business at Illinois Wesleyan?

- The philosophy of Illinois Wesleyan's business administration major is that preparation for a career in business requires study of a broad spectrum of topics, rather than narrow specialization in a single area.
- Students take a sequence of courses that cover all of the business fields: accounting, finance, management, marketing, business law, and strategy and policy.
- This firm foundation in theory and its practice enables students to adapt to a changing workplace in the years following graduation.
- The business administration major offers the option of three areas of concentration: management, marketing and general management studies. Each specialization requires the completion of five core courses and four electives in the discipline.
- Because the business administration major is so flexible, many students choose a second major or a minor to complement it, or to study abroad for a semester.
- The department offers several minors, including Arts Management (particularly suitable for fine arts majors) and Human Services (well-suited for nursing majors and others interested in health professions).

### Learning from a Quality Faculty

- **Joseph Solberg**, *Visiting Professor of Business Administration and Department Chair; J.D. — Loyola University of Chicago School of Law*  
Research interests include ethics, punitive damages, teaching pedagogy and employment law.
- **Bill Walsh**, *Professor of Business Administration; Ph.D. — Indiana University*  
Research interests include employee misconduct, employee benefits, drug and alcohol screening, equal opportunity employment, dress codes and religious accommodation, sexual (mis)behavior in the workplace and early retirement incentives.
- **Robert Kearney**, *Edward R. Telling Professor of Business Administration; J.D. — University of Notre Dame*  
Research interests include employment law and intellectual property.



### A Sampling of Courses Offered in Business Administration:

Accounting for Decision Making I & II  
Business Law I & II  
Consumer Behavior  
Entrepreneurship  
Financial Management  
International Business  
Investments  
Law for Entrepreneurs  
Marketing: Principles and Management  
Marketing and Business Research  
Organization and Management  
Portfolio Management  
Strategy and Policy  
Seminar in Management: Trial Practice

### Recent May Term Courses Related to Business:

Accounting and Financial Frauds  
The Asian Economic Miracle is More Than China (*Travel Course*)  
The European Union: Does it have a Future (*Travel Course*)  
Business in the Pacific Rim (*Travel Course*)  
East Asia, the Engine of the Future? (*Travel to China and Korea*)  
Entrepreneurship  
Ethics and the Law  
The Enron Scandal: What were they thinking?  
Internship in Industry  
Social Principles Good for Today's Business Professional (*Travel to England*)



“Students in the business administration major are first and foremost liberal arts students. Business students are encouraged and supported

in their exploration of a diverse set of courses that open their minds to ideas and opportunities that go well beyond what might be available in more technically oriented programs. Outside of the classroom, they participate in a wide variety of internships and student organizations, and manage a substantial investment portfolio. Few students desire or need training in a specialty preparing them for one career. IWU business students leave prepared for an exciting range of workplace challenges and life-long learning.”

- **Fred Hoyt**, *Associate Professor of Business Administration; Ph.D. — University of Wisconsin-Madison*  
Research interests include U.S. and China/International Not-for Profits, services marketing and channels of distribution.
- **David Marvin**, *Associate Professor of Business Administration; J.D. — University of Minnesota Law School*  
Research interests include insurance law, negligence and product liability law, the insurability of punitive damages, directors and officer's insurance coverage and the conflation of negligence duty and breach of duty.
- **David Wallace**, *Assistant Professor of Business Administration; Ph.D. — Washington State University*  
Research interests concern inter-firm relations, particularly issues relating to channels of distribution.
- **Karen Bussone**, *Visiting Assistant Professor of Business Administration; M.B.A.— Western Illinois University*  
Specializes in entrepreneurship and team-based projects, with extensive senior leadership in the food manufacturing industry. Director of the Small Business Development Center.
- **Tara Gerstner**, *Instructor of Business Administration; M.B.A.— University of Texas at San Antonio*  
Coordinator of Entrepreneurial Activities.

### Putting Learning into Practice

- In the past three years, IWU business majors have interned with more than 120 companies and organizations such as the American Cancer Society, American Red Cross, Chicago Children's Museum, Chicago Theatre, Country Financial, Digitas, ESPN Radio 1000, FDIC, Focus Features (New York), Habitat for Humanity, The Hartford, Illinois Department of Finance & Professional Regulation, Illinois EPA, Illinois Public Health Association, McDonald's, Melia Hotel (Vietnam), Merrill Lynch, Morgan Stanley Investments (England), NBCUniversal, Northwestern Mutual Financial Network, PricewaterhouseCoopers, State Farm Bank and State Farm Insurance.
- Students have access to business-related student organizations that include the Accounting Society, Alpha Mu Alpha (marketing honor society), American Marketing Association, IWU Law Society, Risk Management and Finance Association and the Society of Actuarial Students.
- Students enrolled in the Portfolio Management class, offered each semester, have the chance to manage part of the University's endowment fund. Students work with the Client Board composed of members of the Board of Trustees, administrators and professional fund managers to manage the \$1.3 million stock portfolio.

The Hart Career Center hosts on-campus recruitment for job placement. A sampling of employers that have recently conducted on-campus interviews include Accenture, Allstate Insurance Company, American Marketing & Publishing, Archer Daniels Midland, Deloitte Services LLP, Edward Jones, KPMG LLP, Leo Burnett USA, Peace Corps, PricewaterhouseCoopers, State Farm Insurance, Target and The Hartford.

### David Marvin, J.D.

Associate Professor of Business Law

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### For Further Information, Write or Call:

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