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.”

David Marvin, J.D.
Associate Professor of Business Law

Putting Learning into Practice

- **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.

For Further Information, Write or Call:

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