
Silberman College of Business

Majors

Accounting (B.S.)

Business Administration (B.S.)

Concentrations: information systems (Metropolitan Campus only); international business (Metropolitan, Florham and Vancouver campuses); sustainability management (Metropolitan and Florham campuses only)

Entrepreneurship (B.S.)*

Finance (B.S.)

Concentration: wealth management advisory

Management (B.S.)

Concentration: human resource management or leadership (choose one)

Marketing (B.S.)

Concentration: digital marketing (optional)

Minors for Silberman College of Business Students

Accounting, digital marketing, entrepreneurship, finance, human resource management, leadership, marketing, sustainability management, wealth management advisory

Minors for Non-Silberman College of Business Students

Business administration, digital marketing, entrepreneurship, management — human resources, management — leadership, sustainability management, wealth management advisory

Florham Campus, Madison, New Jersey; Metropolitan Campus, Teaneck, New Jersey; and Vancouver Campus, British Columbia, Canada

Andrew J. Rosman, Dean

The Silberman College of Business is accredited by AACSB International - The Association to Advance Collegiate Schools of Business, the world's preeminent accreditation authority for collegiate schools of business. It is also a member of the Middle Atlantic Association of Colleges of Business Administration and the New Jersey Collegiate Business Administration Association.

The College offers a B.S. degree and enables students to specialize in accounting, business administration, entrepreneurship, finance, management and marketing. Students can also earn concentrations in specific areas including international business, information systems, human resource management, leadership, sustainability management, wealth management advisory and digital marketing.

The College's mission is to be a center of learning committed to the education of tomorrow's leaders today, to prepare students to succeed in a global environment and to advance the understanding of business. It also prepares students to assume positions of responsibility in a global business community characterized by rapid technological and social change.

Undergraduate programs reflect a strong commitment to the liberal arts as a foundation for the study of business in a multicultural society. Graduate programs build on the diverse educational backgrounds and work experiences of the students by providing professional management education that emphasizes the link between the theory and the practice of business.

The College aims to achieve global recognition as a leading provider of high-quality, innovative education in business administration and as a leader in the enhancement of the practice of business management through the applied research and professional activities of the faculty.

The College fulfills its mission through:

- A wide range of innovative, high-quality teaching methodologies appropriate to each discipline and constituency;
- A curriculum that responds to the needs, interests and insights of its students;
- The effective integration of recent research findings in classroom discussions through the creative application of theory to practice;
- Faculty members who are committed to making an appropriate contribution to the advancement of knowledge in their respective disciplines;
- The effective use of faculty skills in service to Fairleigh Dickinson University and the community;
- An innovative Professional Development Program (PDP) that enhances the readiness of Silberman College undergraduate students to succeed as business professionals upon graduation. The PDP fosters the development of a set of skills, knowledge and capabilities that complement the academic and technical foundation provided by the curriculum. The program helps build confidence and maturity in students as they transition to professional roles.

*Offered at the Florham Campus only.

Academic Regulations

Silberman College of Business

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- A dedicated Office of Placement and Outreach focused on developing internship opportunities for Silberman College students.

- The College of Business also offers the Global Business Experience (GBE) Program.

The Silberman College of Business has two institutes which help build relationships with the external business community, as well as provide students with cocurricular opportunities to enhance their classroom experience. The two institutes include the Rothman Institute of Innovation and Entrepreneurship and the Institute for Sustainable Enterprise. The mission of the Rothman Institute is to teach and support entrepreneurship and innovation in the academic, business and nonprofit communities. The Institute for Sustainable Enterprise focuses on bringing people together to learn how to make their organizations and the world more environmentally, socially and economically sustainable.

The College also offers students and faculty opportunities for professional and personal growth both inside and outside the classroom. It maintains close relationships with the business community in the region. Guests from leading organizations are frequent speakers at student forums and at other events hosted by the College and its institutes. Internship programs are available to provide work experience for undergraduate students in their chosen fields of study while providing organizational decision-makers the opportunity to observe contemporary students in a professional environment.

Students earning an undergraduate degree in business from Silberman College have the opportunity to earn a major in the following disciplines: accounting, business administration, entrepreneurship, finance, management and marketing. Students earning a major must complete a sequence of seven courses prescribed by the department responsible for the major. Students pursuing a specialization in accounting also have the opportunity to pursue a 150-hour combined B.S./M.S. degrees (4+1). Graduates from this program meet the New Jersey academic requirements for the Certified Public Accountant examination. Students preparing to qualify for examination in other states should choose electives to meet the specific requirements of the state in which

they plan to be examined. Please contact the chair of the accounting, tax and law department for further information.

Students in the Silberman College of Business can also earn both an undergraduate and graduate degree in one less year than it would traditionally take, by pursuing one of the five-year combined degree programs. The most common graduate degrees are the M.B.A. — Master of Business Administration — and the Master of Science in accounting (4+1). For additional information, contact Janette Shurdom, assistant dean for undergraduate programs and student services, Silberman College of Business, at 201-692-2135 or at shurdom@fdi.edu. Admission requirements for the graduate portion of the program apply.

Academic Regulations

In addition to the academic regulations found elsewhere in this bulletin, the following regulations apply to the Silberman College of Business:

Admission

Academic proficiencies not achieved in high school or demonstrated by a validating examination prior to admission must be satisfied before matriculation. In some cases, extra course work may be required.

Transfer Students

A. Credit for courses completed at another educational institution is based upon their equivalence to courses offered at Fairleigh Dickinson University. In addition, no transfer of credit will be accepted for required business courses, until the student has completed, either at another institution or at Fairleigh Dickinson University, all pertinent course prerequisites. Comparable 2000- or above-level business courses completed at another institution before completion of the equivalent of two full years of academic study may not be transferred without validation. Silberman College of Business' Undergraduate Services Office should be consulted regarding validation procedures.

B. All courses in a two-year A.A. degree program may not be transferable. The courses must fit the business program and be compatible in content and sequencing.

C. A maximum of 64 credits may be transferred from a two-year college. In addition, these courses must be compatible in content and sequencing with the Fairleigh Dickinson University program.

D. A maximum of 26 credits may be awarded for nontraditional education by the validation techniques listed below:

- General CLEP (College-Level Examination Program) examinations
- Subject CLEP examinations
- Advanced placement examinations (English, mathematics, history)
- USAFI courses if taken through an accredited college and validated by Fairleigh Dickinson University
- TECEP examinations (Thomas A. Edison College)

E. Business courses must be taken at an appropriate institution in order to be eligible for transfer.

F. Transfer credit for nontraditional courses, previously validated by another institution, must be validated by the Silberman College of Business before award of credit can be considered under (D) above.

G. Transfer students must complete the final 32 credits of baccalaureate study within the College.

H. A majority of required business core courses and a majority of the major courses in the discipline must be completed within the Silberman College of Business.

Pass/No Credit

The pass/no credit (P/NC) privilege is only available to students with a cumulative grade point ratio (CGPR) of 3.00 or better who have achieved fifth-semester standing. A maximum of 6 credits may be earned at the rate of 3 credits per semester through this option. Credit is limited to elective courses not taken in the Silberman College of Business. Departmental approval is required during the first two weeks of the semester.

Graduation Requirements

A student must complete a minimum of 33 credits as a matriculant in the Silberman College of Business. The cumulative grade point ratio for all work completed at the University must be at least 2.00. In addition, a grade of "C" or higher is required in all core and major (or minor) courses in a discipline to graduate with a major or minor in that discipline.

Acceptance to Major (or Minor)

For acceptance into a given major (or minor), a minimum grade of "C" must have been earned in the business core course(s) pertaining to the same discipline as the major (or minor), as designated by each department. If a student wishes to declare a major (or minor) but has less

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than a “C” in a course in the business core course with discipline, then the student must retake the course to earn a grade of “C” or higher. If the student’s department chair or faculty adviser agrees, a student may retake the course while concurrently taking additional courses leading to the major (or minor).

Dual Major

A second undergraduate degree from the Silberman College of Business is not permitted. However, a student may obtain a second major by completing appropriate courses between 9 and 21 credits beyond the 121 credits required for the Bachelor of Science degree. The courses must include all required courses within the second major plus adviser-approved electives.

Minors

Students at the Silberman College of Business have the option of earning a minor in a non-business area by completing the requirements set forth by University College: Arts • Sciences • Professional Studies (for students at the Metropolitan Campus) or Maxwell Becton College of Arts and Sciences (for students at the Florham Campus) or in a business discipline, as set forth by the respective department. For more details, students must consult with their advisers.

Minors for Silberman College of Business Students

Accounting Minor

The minor in accounting requires earning 12 credits by completing the four required major accounting courses. If any accounting major courses have been counted toward the student’s major, they cannot be counted toward the minor in accounting.

Digital Marketing Minor

The minor in digital marketing requires earning 12 credits by completing the four required major marketing courses.

	Credits
MKTG3360	
Digital Marketing.....	3
MKTG3383	
Social Media Marketing.....	3
MKTG4272	
Consumer Behavior.....	3
MKTG4499	
Internship in Marketing Studies* (Digital Focused).....	3

*Students desiring this minor must meet the College’s criteria for internships.

Entrepreneurship Minor

The minor in entrepreneurship requires earning 12 credits by completing four required major entrepreneurship courses. Any entrepreneurship major courses that have been counted toward the student’s major cannot be counted toward the minor in entrepreneurship.

Finance Minor

The minor in finance requires earning 12 credits by completing the four required major finance courses. Any finance major courses that have been counted toward the student’s major cannot be counted toward the minor in finance.

Human Resource Management Minor

The minor in human resource management requires earning 12 credits distributed as follows:

Required Course	Credits
MGMT3700	
Human Resources Management.....	3

Elective Courses

Choose three of the following 3-credit courses:

MGMT3610	
Leading Teams.....	3
MGMT3710	
Strategic Staffing.....	3
MGMT3720	
Training, Development and Performance Management.....	3
MGMT4499	
Internship in Human Resources Management.....	3
MGMT4730	
Strategic HRM.....	3

Any management major courses that have been counted toward the student’s major cannot be counted toward the minor in human resource management.

Leadership Minor

The minor in leadership requires earning 12 credits distributed as follows:

Required Course	Credits
MGMT3610	
Leading Teams.....	3

Elective Courses

Choose three of the following 3-credit courses:

MGMT3400	
Managing Sustainability in the Global Context.....	3

Credits

MGMT3620	
Leadership and Personal Development.....	3
MGMT3700	
Human Resources Management.....	3
MGMT4498	
Internship in Management.....	3
MGMT4640	
Managing Projects and Organizations....	3

Any management major courses that have been counted toward the student’s major cannot be counted toward the minor in leadership.

Marketing Minor

The minor in marketing requires earning 12 credits by completing the four required major marketing courses. Any marketing major courses that have been counted toward the student’s major cannot be counted toward the minor in marketing.

Sustainability Management Minor

DSCI3502	
Achieving Supply Chain Sustainability	3
ENTR4500	
Sustainability Management Capstone: Social Venturing or	
ENTR4501	
Guided Internship in Social Venturing...	3
MGMT3400	
Managing Sustainability in the Global Context.....	3
MGMT3504	
Becoming an Effective Sustainability Change Agent	3
MKTG3501	
Marketing for a Sustainable World.....	3

Wealth Management Advisory Minor

WMA3335	
Personal Financial Management or	
FIN3330	
Personal Financial Management.....	3
WMA4265	
Personal Tax Planning.....	3
WMA4353	
Portfolio Analysis and Planning*.....	3

*Prerequisite is WMA3335 Personal Financial Management or FIN3330 Personal Financial Management.

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Take one of the following three:

	Credits
WMA4267 Retirement Planning*	3
WMA4370 Personal Estate and Gift Planning*	3
WMA4375 Risk Management and Insurance*	3
WMA4380 Client Relations in Financial Management**	3

Optional

WMA4498 Wealth Management Internship*	3
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Minors for Non-Silberman College of Business Students

Business Administration Minor

Completion of all of the following courses with a cumulative grade point ratio of 2.00 and a passing grade in all six courses will qualify students to have recorded on their transcripts a minor in business administration:

ACCT2021	Introductory Financial Accounting — 3 credits
ECON2001	Introduction to Microeconomics — 3 credits
FIN3250	Principles of Financial Analysis — 3 credits
LAW2276	Business and the Law — 3 credits
MGMT2600	Organizational Behavior — 3 credits
MKTG2120	Principles of Marketing — 3 credits

Students must also satisfy a statistics requirement. A three-credit statistics course taken as part of their own program of study will qualify. Students must declare their intention to pursue the minor in business administration no later than their junior year.

This minor is not available for students pursuing a major in the Silberman College of Business.

Digital Marketing Minor

Completion of the following courses with a grade of “C” or better will qualify students to have recorded on their transcript a minor in digital marketing:

	Credits
MKTG2120 Principles of Marketing	3
MKTG3360 Digital Marketing	3
MKTG3383 Social Media Marketing	3
MKTG4272 Consumer Behavior	3
MKTG4499 Internship in Marketing Studies* (Digital Focused)	3

Entrepreneurship Minor

Completion of the following courses with a grade of “C” or better will qualify students to have recorded on their transcript a minor in entrepreneurship:

BUSI1000 Foundations of Business	3
ENTR2700 Introduction to Entrepreneurship and Innovation	3
ENTR4700 Entrepreneurship Capstone	3
Business Electives**	6

Management — Human Resources Minor

Completion of the following courses with a grade of “C” or better will qualify students to have recorded on their transcript a minor in management — human resources:

MGMT2600 Organizational Behavior	3
MGMT3700 Human Resources Management	3
MGMT3710 Strategic Staffing	3
MGMT3720 Training, Development and Performance Management	3
MGMT4730 Strategic Human Resource Management (HRM)	3

Management — Leadership Minor

Completion of the following courses with a grade of “C” or better will qualify students to have recorded on their transcript a minor in management — leadership:

	Credits
MGMT2600 Organizational Behavior	3
MGMT3100 Managerial Ethics	3
MGMT3610 Leading Teams	3
MGMT3620 Leadership and Personal Development	3
MGMT4640 Managing Projects and Organizations	3

Sustainability Management Minor

Completion of the following courses with a grade of “C” or better will qualify students to have recorded on their transcript a minor in sustainability management:

DSCI3502 Achieving Supply Chain Sustainability	3
ENTR4500 Sustainability Management Capstone: Social Venturing or	
ENTR4501 Guided Entrepreneurship in Social Venturing	3
MGMT3400 Managing Sustainability in the Global Context	3
MGMT3504 Becoming an Effective Sustainability Change Agent	3
MKTG3501 Marketing for a Sustainable World	3

*Prerequisite is WMA3335 Personal Financial Management or FIN3330 Personal Financial Management.

**Prerequisites for WMA4380 Client Relations in Financial Management are WMA3335 Personal Financial Management and WMA4265 Personal Tax Planning or WMA4355 Portfolio Analysis and Planning or WMA4375 Risk Management and Insurance.

*Students desiring this minor must meet the College’s criteria for internships.

**Students will consult with Silberman College of Business undergraduate advising counselors and the department chair for the two appropriate business electives and comply with prerequisites in line with College policy.

General Curriculum

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Wealth Management Advisory Minor

Completion of the following courses with a grade of "C" or better will qualify students to have recorded on their transcript a minor in wealth management advisory:

	Credits
WMA3335	
Personal Financial Management	
or	
FIN3330	
Personal Financial Management.....	3
WMA4265	
Personal Tax Planning.....	3
WMA4353	
Portfolio Analysis and Planning*.....	3
<i>Take one of the following three:</i>	
WMA4267	
Retirement Planning*.....	3
WMA4370	
Personal Estate and Gift Planning*.....	3
WMA4375	
Risk Management and Insurance*.....	3
WMA4380	
Client Relations in Financial Management**	3
<i>Optional</i>	
WMA4498	
Wealth Management Internship*	3

*Prerequisite is WMA3335 Personal Financial Management or FIN3330 Personal Financial Management.

**Prerequisites for WMA4380 Client Relations in Financial Management are WMA3335 Personal Financial Management and WMA4265 Personal Tax Planning or WMA4353 Portfolio Analysis and Planning or WMA4375 Risk Management and Insurance.

General Curriculum Requirements

The Silberman College of Business offers a bachelor of science degree. Within this degree are six majors: accounting, business administration, entrepreneurship, finance, management and marketing.

A candidate for the Bachelor of Science degree at the Silberman College of Business must complete a minimum of 121 credits of course work, distributed as follows:

	Credits
A. General Education Requirements.....	36
B. University Core	8
C. Free Electives.....	15
D. Business Core.....	38
F. Restricted Business Core.....	3
F. Business Major Courses	21
Total	121

Specifically, the following must be completed to satisfy each of the above requirements:

A. General Education Requirements (36 credits)

Required (15 credits)

COMM2099	
Professional Communications	
or	
COMM2101	
Professional Communication.....	3
DSCI1234	
Mathematics for Business Decisions	
or	
DSCI1239	
Calculus with Business Applications.....	3
DSCI2029	
Introduction to Statistics.....	3
English Courses.....	6

Social and Behavioral Science Courses (9 credits)

Students select from POLS, PSYC and SOCI courses and	
ORGS1100	
Ethical Issues in Social Institutions*	3

Humanities/Language Course (3 credits)

Students must choose between language or humanities.

Literature/Language Course (3 credits)

Students must choose between literature or language.

*See adviser for selection of courses.

Laboratory Science (6 credits)

	Credits
MIS1045	
Information Technology for Business*	3
BIOL/CHEM Lab Science Course.....	3

B. University Core (8 credits)

UNIV1001	
Transitioning to University Life.....	1
UNIV1002	
Preparing for Professional Life.....	1
UNIV2001	
Cross-cultural Perspectives.....	3
UNIV2002	
Global Issues.....	3

C. Free Electives (15 credits)

Free Electives**	15
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D. Business Core (38 credits)

ACCT2021	
Introductory Financial Accounting.....	3
ACCT2022	
Introductory Managerial Accounting	3
CARR3000	
Career Strategy	2
DSCI2130	
Business Statistics	3
DSCI3152	
Operations Management.....	3
ECON2001	
Introduction to Microeconomics.....	3
ECON2102	
Introduction to Macroeconomics.....	3
FIN3250	
Principles of Financial Analysis	3
LAW2276	
Business and the Law.....	3
MGMT2600	
Organizational Behavior	3
MGMT4160	
Strategic Management.....	3
MIS2001	
Management Information Systems.....	3
MKTG2120	
Principles of Marketing.....	3

*Students have the option to take a proficiency exam in Excel but the 6 credits in laboratory science still have to be taken.

**Can be used toward a minor or a second major.

Accounting

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F. Restricted Business Core (3 credits)

Finance and accounting majors must take:	Credits
FIN3310 Intermediate Financial Analysis.....	3
All other majors must take:	
BUSI3160 Business Planning Forum.....	3

G. Major Courses in Discipline (21 credits)

See major courses for each discipline (major).
For prerequisites see Course Descriptions pages 358–367.

Sample Credit-Hour Distribution Per Semester

<i>Freshman Year</i>	
Semester 1: 16 credits	
Semester 2: 16 credits	
<i>Sophomore Year</i>	
Semester 3: 15 credits	
Semester 4: 15 credits	
<i>Junior Year</i>	
Semester 5: 15 credits	
Semester 6: 15 credits	
<i>Senior Year</i>	
Semester 7: 15 credits	
Semester 8: 15 credits	

Five-year Combined Degree Programs (4+1)

Students in the Silberman College of Business can earn both an undergraduate and graduate degree in just five years (4+1), by pursuing one of the following five-year combined degree programs:

- B.S. in accounting/M.B.A.
- B.S. in accounting/M.S. in accounting
- B.S. in accounting/M.S. in taxation
- B.S. in business administration/M.B.A.
- B.S. in business administration/M.S. in accounting
- B.S. in business administration/M.S. in taxation
- B.S. in entrepreneurship/M.B.A.
- B.S. in entrepreneurship/M.S. in accounting
- B.S. in finance/M.B.A.
- B.S. in finance/M.S. in accounting
- B.S. in management*/M.B.A.
- B.S. in management*/M.S. in accounting
- B.S. in marketing/M.B.A.
- B.S. in marketing/M.S. in accounting

These combined degree programs enable motivated students to earn their bachelor's and master's degrees in one less year than it would traditionally take. The most common graduate degrees offered in these combined programs are the M.B.A. — Master of Business Administration — and the Master of Science in accounting.

For additional information, contact Janette Shurdom, assistant dean for undergraduate programs and student services, Silberman College of Business, at 201-692-2135 or at shurdom@fdu.edu, or go to the respective majors in pages 108–114.

Admission requirements to the graduate portion of the program apply.

Accounting Major (B.S.)

Department of Accounting, Tax and Law

Credits 21

The accounting program is designed to prepare students for careers as professional accountants with public accounting firms, private industry or government. The combined B.S./M.S. accounting program meets the academic requirements for the New Jersey Certified Public Accountant (CPA) examination. The program will expose students to a broad range of studies to help them develop both personally and professionally. Students will gain outstanding technical knowledge, solid reasoning and communication skills and an appreciation of other cultures and economies.

Prerequisites for major courses are found at the end of course descriptions in the Course Descriptions section of this bulletin.

Requirements for the Bachelor of Science Degree

Accounting Major Courses

Students pursuing an accounting major must complete seven accounting major courses (21 credits) as follows:

Required Courses	Credits
ACCT3241 Intermediate Financial Accounting I.....	3
ACCT3242 Intermediate Financial Accounting II.....	3
ACCT3243 Cost Accounting: Measurement and Control.....	3
ACCT3390 Accounting Information Systems.....	3
ACCT4261 Advanced Accounting.....	3
ACCT4263 Auditing Concepts.....	3
ACCT4267 Fundamentals of Federal Taxation.....	3
Other accounting electives are permissible business electives with approval of accounting, tax and law department chair.	

*Leadership or human resource management concentrations.

Business Administration

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Accounting Minor

The minor in accounting requires earning 12 credits by completing the four required major accounting courses. The minor in accounting is only available for students in the Silberman College of Business. If any accounting major courses have been counted toward the student's major, they cannot be counted toward the minor in accounting.

Combined B.S./M.S. in Accounting Program (4+1)

In addition to the undergraduate program in accounting, Fairleigh Dickinson University offers a comprehensive 150-hour program leading to the combined Bachelor of Science (B.S.) in accounting/Master of Science (M.S.) in accounting degree. For further information see "Combined Degree Programs," pages 218 and 219.

Combined B.S. in Accounting/M.B.A. or M.S. in Taxation Programs

Five-year Programs (4+1)

Fairleigh Dickinson University also offers the following five-year combined degree programs: B.S. in accounting/M.B.A. and B.S. in accounting/M.S. in taxation. For information contact Janette Shurdom, assistant dean for undergraduate programs and student services, Silberman College of Business, at 201-692-2135 or shurdom@fd.edu; or see page 219.

Admission requirements to the graduate portion of the program apply.

Business Administration Major (B.S.)

Department of Management

Credits 21

The business administration major enables students to opt for a program of study that can effectively channel their diverse preferences, offering the flexibility to select from a variety of advanced business courses that more closely match their interests and aspirations.

The business administration major is designed to offer students the opportunity to obtain a deeper yet still broad understanding of business administration by pursuing advanced studies in a range of selected disciplines.

Students may choose to complete the business administration major **without a concentration** or they may choose to complete the business administration major with a concentration in either **information systems, international business or sustainability management**.

Requirements for the Bachelor of Science Degree

In addition to the General Curriculum Requirements listed on pages 107–108, a student majoring in business administration may choose from four tracks: 1) **major in business administration without a concentration**, 2) **major in business administration with an information systems concentration**, 3) **major in business administration with a concentration in international business** and 4) **major in business administration with a sustainability management concentration**. (see below and next page).

Without Concentration

Students pursuing a business administration major (without a concentration) must complete 21 credits of business major courses as follows:

Required Courses	Credits
MIS4307	
Introduction to E-business	
or	
MIS4303	
Business Intelligence and Analytics.....	3

Major Elective Courses

Select 18 credits among the business major courses offered by the other Silberman College of Business majors (provided that course prerequisites have been met). No more than 9 of these credits can be taken in any given discipline.

With Information Systems Concentration

The information systems concentration prepares students to be effective users and managers of information technologies/systems in business firms. It provides students with practical knowledge and skills in the integration of management and technology in the various business disciplines.

Prerequisites for business major courses are found at the end of course descriptions in the Course Descriptions section of this bulletin.

Required Courses	Credits
MIS4301	
Internet Technologies.....	3
MIS4303	
Business Intelligence and Analytics.....	3
MIS4304	
Database for Business.....	3
MIS4305	
Business System Analysis and Design....	3

Major Elective Courses

Three Elective Courses Selected From	
Any Permissible Major Courses Offered in the Other Silberman College of Business Majors or Any Permissible Management Information Systems Course.....	
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With International Business Concentration

The international business concentration prepares students to understand and effectively participate in the management of business firms operating in a multinational environment. Courses examine in-depth theories and applied concepts relevant to conducting business in a competitive global arena.

Required Courses	Credits
ECON4208	
International Trade.....	3
IBUS3201	
Fundamentals of International Business.....	3

Entrepreneurship

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	Credits
MGMT3371 International Management.....	3
MKTG3371 Principles of International Marketing.....	3
MIS4307 Introduction to E-business	
or	
MIS4303 Business Intelligence and Analytics.....	3

Major Elective Courses

Two Elective Courses Selected From Any Permissible Major Courses Offered in the Other Silberman College of Business Majors.....	6
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With Sustainability Management Concentration

The program fosters understanding about what determines the sustainability of human institutions, organizations, cultures and technologies in different environments. It is comprised of sustainability-oriented business courses from the management, economics, finance, marketing, decision sciences and entrepreneurship disciplines.

Required Courses

DSCI3502 Achieving Supply Chain Sustainability...	3
ENTR4500 Sustainability Management Capstone: Social Venturing	
or	
ENTR4501 Guided Entrepreneurship in Social Venturing.....	3
FIN3503 Finance, Value and Sustainability.....	3
MGMT3400 Managing Sustainability in the Global Context.....	3
MGMT3504 Becoming an Effective Sustainability Agent.....	3
MKTG3501 Marketing for a Sustainable World.....	3
SUST3500 Environmental Economics.....	3

Transfer Credits/Advanced Standing Opportunities

Previously earned college credits may qualify upon review for transfer to this program. Students also can lighten their credit requirements through alternatively earned credits by examination. Such credits can be gained through the College Level Examination Program (CLEP).

Combined B.S. in Business Administration/M.B.A. or M.S. in Accounting or M.S. in Taxation Programs

Five-year Programs (4+1)

Fairleigh Dickinson University also offers three five-year combined degree programs: B.S. in business administration/M.B.A., B.S. in business administration/M.S. in accounting and B.S. in business administration/M.S. in taxation. For information contact Janette Shurdom, assistant dean for undergraduate programs and student services, Silberman College of Business, at 201-692-2135 or shurdom@fd.edu; or see page 225.

Admission requirements to the graduate portion of the program apply.

Entrepreneurship Major (B.S.)

Department of Marketing and Entrepreneurship

(Florham Campus only)

Credits 21

Entrepreneurs foster technological and social change, and their innovation and creativity forge our future. The courses in the major are wide-ranging and pragmatic, focusing on critical entrepreneurial issues in corporations, small and start-up businesses and not-for-profit organizations. Students develop an entrepreneurial perspective through an interdisciplinary approach employing concepts from marketing, finance and management to explore the creation, growth and key success factors of small business units and new enterprises.

Classroom study is augmented with hands-on experience through case studies and fieldwork in selected entrepreneurial businesses and other organizations.

Entrepreneurship majors also have access to the services of the college's nationally acclaimed Rothman Institute of Entrepreneurship in achieving their career goals.

Prerequisites for business major courses are found at the end of the course descriptions in the Course Descriptions section of this bulletin.

Requirements for the Bachelor of Science Degree

Entrepreneurship Major Courses

Students pursuing an entrepreneurship major must complete seven entrepreneurship major courses (21 credits) as follows:

Required Courses	Credits
ENTR3101 Small Business Management: An Entrepreneurial Perspective.....	3
ENTR4000 Advanced Business Planning.....	3
ENTR4100 Finance in an Entrepreneurial Environment.....	3
FIN4341 Financial Markets and Institutions.....	3
MKTG3344* Marketing Research.....	3

*Distance-learning course

Major Elective Courses

Choose two of the following 3-credit courses:

	Credits
ENTR3202*	
Family Business Management.....	3
ENTR3300*	
E-business for Entrepreneurs.....	3
ENTR3601**	
Women as Entrepreneurs.....	3
ENTR4400	
Creating Sales and Managing Growth....	3
ENTR4499	
Internship in Entrepreneurial Studies	3

Entrepreneurship Minor

The minor in entrepreneurship requires earning 12 credits by completing four required major entrepreneurship courses. The minor in entrepreneurship is only available for students in the Silberman College of Business. Any entrepreneurship major courses that have been counted toward the student's major cannot be counted toward the minor in entrepreneurship.

Combined B.S. in Entrepreneurship/M.B.A. or M.S. in Accounting Programs Five-year Programs (4+1)

Fairleigh Dickinson University also offers two five-year combined degree programs: B.S. in entrepreneurship/M.B.A. and B.S. in entrepreneurship/M.S. in accounting. For information contact Janette Shurdom, assistant dean for undergraduate programs and student services, Silberman College of Business, at 201-692-2135 or shurdom@fd.edu; or see page 225.

Admission requirements to the graduate portion of the program apply.

Finance Major (B.S.)

Department of Economics, Finance and International Business

Credits 21

The finance major prepares students for careers in banking, investment and other financial endeavors.

Prerequisites for finance courses are found at the end of the course descriptions in the Course Descriptions section of this bulletin.

Requirements for the Bachelor of Science Degree

Required Courses	Credits
FIN3371	
International Business Finance.....	3
FIN4341	
Financial Markets and Institutions.....	3
FIN4345	
Securities and Investments.....	3
FIN4405	
Analytical Methods in Finance.....	3

Major Elective Courses

Choose three of the following 3-credit courses:

FIN3350	
Personal Financial Management.....	3
FIN3421	
Sports Finance.....	3
FIN4150	
Working Capital Management.....	3
FIN4221	
Capital Budgeting.....	3
FIN4350	
Derivatives.....	3
FIN4351	
Portfolio Management.....	3
FIN4451	
Internship in Finance.....	3

Wealth Management Advisory Concentration

Business Students (21 credits)

WMA3335	
Personal Financial Management	
	or
WMA4265	
Personal Tax Planning*	
	or
ACCT4267	
Fundamentals of Federal Taxation	3

*WMA4353 Portfolio Analysis and Planning **cannot** be substituted for FIN4351 Portfolio Management.

Credits

WMA4267	
Retirement Planning	3
WMA4353	
Portfolio Analysis and Planning*	
	or
FIN4351	
Portfolio Management.....	3
WMA4370	
Personal Estate and Gift Planning.....	3
WMA4375	
Risk Management and Insurance.....	3
WMA4380	
Client Relations in Financial Management**	3
Optional	
WMA4498	
Wealth Management Internship***	
	or
FIN4498	
Internship in Finance	
	or
FIN4499	
Internship in Finance	
	or
ACCT4498	
Internship in Accounting Studies	
	or
ACCT4499	
Internship in Accounting Studies.....	3

Finance Minor

The minor in finance requires earning 12 credits by completing the four required major finance courses. The minor in finance is only available for students in the Silberman College of Business. Any finance major courses that have been counted toward the student's major cannot be counted toward the minor in finance.

*WMA4265 Personal Tax Planning cannot be substituted for ACCT4267 Fundamentals of Federal Taxation.

**Prerequisites for WMA4380 Client Relations in Financial Management are WMA3335 Personal Financial Management or FIN3350 Personal Financial Management and at least one of the following: WMA4265 Personal Tax Planning, WMA4267 Retirement Planning, WMA4353 Portfolio Analysis and Planning, WMA4370 Personal Estate and Gift Planning or WMA4375 Risk Management and Insurance.

***WMA3335 Personal Financial Management must be taken before WMA4498 Wealth Management Internship.

*Blended course, distance learning and classroom.

**Distance-learning course

Management

Silberman College of Business
 Florham Campus, Metropolitan Campus and Vancouver Campus

Wealth Management Advisory Minor

	Credits
WMA3355 Personal Financial Management or	
FIN3330 Personal Financial Management.....	3
WMA4265 Personal Tax Planning.....	3
WMA4353 Portfolio Analysis and Planning*.....	3
<i>Take one of the following three:</i>	
WMA4267 Retirement Planning*	3
WMA4370 Personal Estate and Gift Planning*	3
WMA4375 Risk Management and Insurance*.....	3
WMA4380 Client Relations in Financial Management**.....	3
<i>Optional</i>	
WMA4498 Wealth Management Internship*	3

Combined B.S. in Finance/ M.B.A. or M.S. in Accounting Programs

Five-year Programs (4+1)

Fairleigh Dickinson University also offers two five-year combined degree programs: B.S. in finance/M.B.A. and B.S. in finance/M.S. in accounting (4+1). For information contact Janette Shurdom, assistant dean for undergraduate programs and student services, Silberman College of Business, at 201-692-2135 or shurdom@fd.edu; or see page 225.

Admission requirements to the graduate portion of the program apply.

*Prerequisite is WMA3355 Personal Financial Management or FIN3330 Personal Financial Management.

**Prerequisite for WMA4380 Client Relations in Financial Management are WMA3355 Personal Financial Management and WMA4265 Personal Tax Planning or WMA4353 Portfolio Analysis and Planning or WMA4375 Risk Management and Insurance.

Management Major (B.S.)

Department of Management

Credits 21

The major in management is designed for students who wish to develop the interpersonal and management skills they can use starting with their first professional job, as well as developing a long-term perspective and value system which will serve them their entire careers. Specifically, students develop the competencies to manage teams, processes, workgroups, departments and functional units to eventually move into positions of leadership in their companies. Students learn about management by *doing* management.

Management majors graduate with hands-on experience working on two real-life management projects with area charitable organizations as well as other exciting learning experiences such as field trips to area businesses and a semester-long correspondence with a professional mentor.

Prerequisites for business major courses are found at the end of the course descriptions in the Course Descriptions section of this bulletin.

Requirements for the Bachelor of Science Degree

In addition to the General Curriculum Requirements listed on page xx, students pursuing a B.S. in management will be required to choose a concentration in either **human resource management** or **leadership**. To attain a B.S. in management, students must take four required management courses in addition to three courses from either concentration.

Required Courses

	Credits
MGMT3100 Managerial Ethics.....	3
MGMT3371 International Management.....	3
MGMT3610 Leading Teams.....	3
MGMT3700 Human Resources Management.....	3

With Human Resource Management Concentration

Silberman College of Business human resource management students are equipped with a wide knowledge of various human resource management functions including recruitment, selection, training, performance evaluation, compensation and legal concerns.

Through discussion, hands-on learning and exposure to HR professionals, students learn how to manage various HR functions and develop an understanding of how human resources plays a vital role in the sustainable strategic management of companies.

The career- and skills-related focus of this concentration helps students develop the skills needed for successful careers in human resource management.

Major Elective Courses

Choose three of the following:

	Credits
MGMT3710 Strategic Staffing.....	3
MGMT3720 Training, Development and Performance Management.....	3
MGMT4499 Internship in Human Resources Management*.....	3
MGMT4730 Strategic HRM**.....	3

With Leadership Concentration

Silberman College of Business' B.S. in management with a leadership concentration prepares students to effectively and ethically exercise leadership. Students will be exposed to a variety of leadership perspectives and models. Self-assessments and guided exercises will provide students with insight into their leadership styles. As part of their major, students will engage in hands-on experiences of leadership and change management. They will develop the knowledge and capability to lead with attention to the "triple bottom line" of environmental stewardship, social equity and financial success.

*This can replace either MGMT3710 Strategic Staffing or MGMT3720 Training, Development and Performance Management.

**Required.

Major Elective Courses

Choose three of the following:

	Credits
MGMT3620	
Leadership and Personal Development.....	3
MGMT3400	
Managing Sustainability in the Global Context.....	3
MGMT4498	
Internship in Management*.....	3
MGMT4640	
Managing Projects and Organizations**.....	3

Human Resource Management Minor

The minor in human resource management requires earning 12 credits distributed as follows:

Required Course

MGMT3700	
Human Resources Management.....	3

Elective Courses

Choose three of the following 3-credit courses:

MGMT3610	
Leading Teams.....	3
MGMT3710	
Strategic Staffing.....	3
MGMT3720	
Training, Development and Performance Management.....	3
MGMT4499	
Internship in Human Resources Management.....	3
MGMT4730	
Strategic HRM.....	3

The minor in human resource management is only available for students in the Silberman College of Business. Any management major courses that have been counted toward the student's major cannot be counted toward the minor in human resource management.

Leadership Minor

The minor in leadership requires earning 12 credits distributed as follows:

Required Course

MGMT3610	
Leading Teams.....	3

*This can replace either MGMT3620 Leadership and Personal Development or MGMT3400 Managing Sustainability in the Global Context.

**Required.

Elective Courses

Choose three of the following 3-credit courses:

	Credits
MGMT3400	
Managing Sustainability in the Global Context.....	3
MGMT3620	
Leadership and Personal Development.....	3
MGMT3700	
Human Resources Management.....	3
MGMT4498	
Internship in Management.....	3
MGMT4640	
Managing Projects and Organizations....	3

The minor in leadership is only available for students in the Silberman College of Business. Any management major courses that have been counted toward the student's major cannot be counted toward the minor in leadership.

Sustainability Management Minor

DSCI3502	
Achieving Supply Chain Sustainability.....	3
ENTR4500	
Sustainability Management Capstone: Social Venturing	
or	

ENTR4501	
Guided Internship in Social Venturing....	3
MGMT3400	
Managing Sustainability in the Global Context.....	3
MGMT3504	
Becoming an Effective Sustainability Change Agent.....	3
MKTG3501	
Marketing for a Sustainable World.....	3

Combined B.S. in Management/M.B.A. or M.S. in Accounting Programs Five-year Programs (4+1)

Fairleigh Dickinson University also offers two five-year combined degree programs: B.S. in management/M.B.A. and B.S. in management/M.S. in accounting. For information contact Janette Shurdom, assistant dean for undergraduate programs and student services, Silberman College of Business, at 201-692-2135 or shurdom@fd.edu; or see page 225.

Admission requirements to the graduate portion of the program apply.

Marketing Major (B.S.)

Department of Marketing and Entrepreneurship

Credits 21

The marketing curriculum is designed to prepare students for careers in sales, retailing, advertising, product management, direct marketing and research. This preparation is accomplished through course offerings in basic marketing concepts and supplemented by career-specific courses. The learning process is enhanced with projects, case studies and internships.

Marketing majors also are exposed to interdisciplinary courses that develop a broad range of business skills.

Prerequisites for business major courses are found at the end of the course descriptions in the Course Descriptions section of this bulletin.

Requirements for the Bachelor of Science Degree

Marketing Major Courses

Students pursuing a marketing major must complete seven marketing major courses (21 credits) as follows:

Required Courses	Credits
MKTG3344	
Marketing Research*.....	3
MKTG3371	
Principles of International Marketing....	3
MKTG4272	
Consumer Behavior.....	3
MKTG4365	
Marketing Communications.....	3
MKTG4405	
Advanced Marketing Management.....	3

Major Elective Courses

Choose two of the following 3-credit courses:

MKTG3341	
Management of the Sales Force.....	3
MKTG3360	
Digital Marketing.....	3
MKTG4344	
Public Relations.....	3
MKTG4345	
Sports and Events Marketing.....	3
MKTG4499	
Internship in Marketing Studies.....	3

*Distance-learning course

Faculty & Staff

Silberman College of Business
 Florham Campus, Metropolitan Campus and Vancouver Campus

Digital Marketing Concentration

With so many advances in technology, today's marketing arena is more complex than ever before. Marketers are struggling to keep up with information being shared and used by their customers on a variety of platforms. Marketing success lies in being able to understand these digital and social platforms, and in being able to seamlessly integrate a range of new capabilities with some of the more traditional ones.

A bachelor's degree in marketing with a concentration in digital marketing will prepare students for a career in this dynamic field and will equip them with the knowledge and skills to plan, design and manage a well-integrated marketing strategy.

Students pursuing this option will be required to complete a total of 21 credits, which includes the following six required courses followed by an internship in the field of digital and/or social media marketing.

	Credits
MKTG3344	
Marketing Research*	3
MKTG3360	
Digital Marketing**	3
MKTG3383	
Social Media Marketing**	3
MKTG4272	
Consumer Behavior*	3
MKTG4365	
Marketing Communications*	3
MKTG4405	
Advanced Marketing Management*	3
MKTG4499	
Internship in Marketing Studies*** (related to digital and/or social media marketing)	3

*Required for all marketing majors.

**Required for the digital marketing concentration.

***Students must meet the College's criteria for internships.

Digital Marketing Minor

The minor in digital marketing requires earning 12 credits by completing the four required major marketing courses. The minor in digital marketing is only available for students in the Silberman College of Business.

	Credits
MKTG3360	
Digital Marketing.....	3
MKTG3383	
Social Media Marketing.....	3
MKTG4272	
Consumer Behavior.....	3
MKTG4499	
Internship in Marketing Studies* (Digital Focused).....	3

Marketing Minor

The minor in marketing requires earning 12 credits by completing the four required major marketing courses. The minor in marketing is only available for students in the Silberman College of Business. Any marketing major courses that have been counted toward the student's major cannot be counted toward the minor in marketing.

Combined B.S. in Marketing/ M.B.A. or M.S. in Accounting Programs

Five-year Programs (4+1)

Fairleigh Dickinson University also offers two five-year combined degree programs: B.S. in marketing/M.B.A. and B.S. in marketing/M.S. in accounting. For information contact Janette Shurdom, assistant dean for undergraduate programs and student services, Silberman College of Business, at 201-692-2135 or shurdom@fdu.edu; or see page 225.

Admission requirements to the graduate portion of the program apply.

*Students desiring this minor must meet the College's criteria for internships.

Faculty & Staff

Administration

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 J. Almeida, Associate Dean of Graduate Programs
 J. Shurdom, Assistant Dean for Undergraduate Programs and Student Services

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Department of Management

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Department of Marketing and Entrepreneurship

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Rothman Institute of Innovation and Entrepreneurship

T. Pakay, Assistant Director

Institute for Sustainable Enterprise

J. Harmon, Executive Director