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# Silberman College of Business

## Majors

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### Accounting (B.S.)

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### Business Administration (B.S.)

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

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### Entrepreneurship (B.S.)\*

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### Finance (B.S.)

*Concentration: financial planning and wealth management*

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### Management (B.S.)

*Concentration: human resource management or leadership (choose one)*

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### Marketing (B.S.)

*Concentration: digital marketing (optional)*

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### Minors for Silberman College of Business Students

*Accounting, digital marketing, entrepreneurship, finance, financial planning and wealth management, human resource management, leadership, marketing, sustainability management*

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### Minors for Non-Silberman College of Business Students

*Business administration, digital marketing, entrepreneurship, financial planning and wealth management, management — human resources, management — leadership, sustainability management*

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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, financial planning and wealth management 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.

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\*Offered at the Florham Campus only.

# Academic Regulations

Silberman College of Business

Florham Campus, Metropolitan Campus and Vancouver Campus

- 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' Rothman Institute of Innovation and Entrepreneurship helps build relationships with the external business community, as well as provide students with cocurricular opportunities to enhance their classroom experience. The institute's mission is to teach and support entrepreneurship and innovation in the academic, business and nonprofit communities.

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 institute. 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, taxation 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 that 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 undergraduate programs and student services, Silberman College of Business, at 201-692-2135. 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 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

# Academic Regulations

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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 departments. 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

#### 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.

#### Financial Planning and Wealth Management Minor

	Credits
WMA3335	
Personal Financial Management	
or	
FIN3330	
Personal Financial Management.....	3
WMA4265	
Personal Tax Planning.....	3
WMA4350	
Investment Planning.....	3
WMA4380	
Client Relations in Financial Management.....	3

Take one of the following three:

WMA4267	
Retirement Planning.....	3
WMA4370	
Personal Estate and Gift Planning.....	3
WMA4375	
Risk Management and Insurance.....	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 Human Resource Management.....	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
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	
Value Chain Management for Sustainability.....	3
ENTR3700	
Doing Well Through Doing Good or	
MGMT4490	
Guided Internship in Sustainability Management.....	3
MGMT3400	
Managing Sustainability in the Global Context.....	3
MKTG3501	
Marketing for a Sustainable World.....	3
Additionally, students must select one of the following sustainability-related science courses.	
BIOL1070, BIOL1071	
Ecosystem and Environmental Science.....	4

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



# General Curriculum • Five-year Combined Degree Programs

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Credits		Credits		Credits	
ENTR3700	Doing Well Through Doing Good or	DSCI1254	Mathematics for Business Decisions or	LAW2276	Business and the Law.....3
MGMT4490	Guided Internship in Sustainability Management..... 3	DSCI1239	Calculus with Business Applications..... 3	MGMT2600	Organizational Behavior..... 3
MGMT3400	Managing Sustainability in the Global Context..... 3	DSCI2029	Introduction to Statistics..... 3	MGMT4160	Strategic Management..... 3
MKTG3501	Marketing for a Sustainable World..... 3 Additionally, students must select one of the following sustainability-related sci- ence courses.	English Courses..... 6		MIS2001	Management Information Systems..... 3
BIOL1070, BIOL1071	Ecosystem and Environmental Science..... 4	<i>Social and Behavioral Science Courses (9 credits)</i>		MKTG2120	Principles of Marketing..... 3
BIOL1180	Climate Change Biology..... 3	Students select from POLS, PSYC and SOC1 courses and		<b>E. Restricted Business Core (3 credits)</b>	
BIOL2049, BIOL2050	Ecology..... 4	ORGS1100	Ethical Issues in Social Institutions* ..... 3	Finance and accounting majors must take:	
CHEM1027, CHEM1028	Chemistry for the Global Citizen..... 4	<i>Humanities/Language Courses (6 credits)</i>		FIN3310	Intermediate Financial Analysis..... 3
PHYS1010, PHYS1020	Physics of Sustainable Energy..... 4	Students must choose between language or humanities.		All other majors must take:	
<b>General Curriculum Requirements</b>		<i>Laboratory Science (6 credits)</i>		ENTR3160	Launching New Ventures..... 3
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.		MIS1045	Information Technology for Business**..... 3	<b>F. Major Courses in Discipline (21 credits)</b>	
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:		BIOL/CHEM Lab Science Course..... 3		See major courses for each discipline (major).	
A. General Education Requirements..... 36		<b>B. University Core (8 credits)</b>		For prerequisites see Course Descrip- tions pages 370–378.	
B. University Core..... 8		UNIV1001	Transitioning to University Life..... 1	<b>Sample Credit-Hour Distribution Per Semester</b>	
C. Free Electives..... 15		UNIV1002	Preparing for Professional Life..... 1	<i>Freshman Year</i>	
D. Business Core..... 38		UNIV2001	Cross-cultural Perspectives..... 3	Semester 1: 16 credits	
E. Restricted Business Core..... 3		UNIV2002	Global Issues..... 3	Semester 2: 16 credits	
F. Business Major Courses..... 21		<b>C. Free Electives (15 credits)</b>		<i>Sophomore Year</i>	
Total..... 121		Free Electives***..... 15		Semester 3: 15 credits	
Specifically, the following must be com- pleted to satisfy each of the above require- ments:		<b>D. Business Core (38 credits)</b>		Semester 4: 15 credits	
<b>A. General Education Requirements (36 credits)</b>		ACCT2021	Introductory Financial Accounting..... 3	<i>Junior Year</i>	
<i>Required (15 credits)</i>		ACCT2022	Introductory Managerial Accounting..... 3	Semester 5: 15 credits	
COMM2099		CARR3000	Career Strategies..... 2	Semester 6: 15 credits	
Professional Communications or		DSCI2130	Business Statistics..... 3	<i>Senior Year</i>	
COMM2101		DSCI3152	Operations Management..... 3	Semester 7: 15 credits	
Professional Communication..... 3		ECON2001	Introduction to Microeconomics..... 3	Semester 8: 15 credits	
		ECON2102	Introduction to Macroeconomics..... 3	<b>Five-year Combined Degree Programs (4+1)</b>	
		FIN3250	Principles of Financial Analysis..... 3	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:	
		<i>*See adviser for selection of courses.</i>		• B.S. in accounting/M.B.A.	
		<i>**Students have the option to take a proficiency exam in Excel but the 6 credits in laboratory science still have to be taken.</i>		• B.S. in accounting/M.S. in accounting	
		<i>***Can be used toward a minor or a second major.</i>		• B.S. in business administration/M.B.A.	
				• B.S. in business administration/M.S. in accounting	
				• B.S. in entrepreneurship/M.B.A.	

# Accounting

Silberman College of Business  
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- 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 year less 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, call undergraduate programs and student services, Silberman College of Business, at 201-692-2135, 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,  
Taxation 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. in 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:

<b>Required Courses</b>	<b>Credits</b>
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, taxation and law department chair.	

### 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 Five-year Programs (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," page 227.

### Combined B.S. in Accounting/M.B.A. Five-year Program (4+1)

Fairleigh Dickinson University also offers the following five-year combined degree program: B.S. in accounting/M.B.A.. For information contact undergraduate programs and student services, Silberman College of Business, at 201-692-2135, or see page 228.

Admission requirements to the graduate portion of the program apply.

\*Leadership or human resource management concentrations.

# Business Administration

Silberman College of Business  
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## Business Administration Major (B.S.)

Department of Management and Entrepreneurship

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 page 107, 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) a **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	
Spreadsheet Applications in Business....	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
Required courses are only offered on the Metropolitan Campus.	
MIS4301	
Data Communications and Networks.....	3
MIS4303	
Spreadsheet Applications in Business....	3
MIS4304	
Database Applications in Business.....	3
MIS4305	
Systems Analysis, Design and Implementation.....	3

### Major Elective Courses

3 elective courses selected from any permissible major courses offered in the other Silberman College of Business majors or any permissible management information systems course..... 9

### 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
MGMT3371	
International Management.....	3
MKTG3371	
Principles of International Marketing....	3
MIS4307	
Introduction to E-business	
or	
MIS4303	
Spreadsheet Applications in Business....	3

### Major Elective Courses

2 elective courses selected from any permissible major courses offered in the other Silberman College of Business majors.....6

### 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	Credits
DSCI3502	
Value Chain Management for 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 Change Agent.....	3
MKTG3501	
Marketing for a Sustainable World.....	3
SUST3500	
Environmental Economics.....	3

# Entrepreneurship

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Additionally, students must select one of the following sustainability-related science courses.

	Credits
BIOL1070, BIOL1071 Ecosystem and Environmental Science.....	4
BIOL1180 Climate Change Biology.....	3
BIOL2049, BIOL2050 Ecology.....	4
CHEM1027, CHEM1028 Chemistry for the Global Citizen.....	4
PHYS1010, PHYS1020 Physics of Sustainable Energy.....	4

## 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. in Finance, Management or Marketing or M.S. in Accounting Programs

### Five-year Programs (4+1)

Fairleigh Dickinson University also offers four five-year combined degree programs: B.S. in business administration/M.B.A. in finance, management or marketing and B.S. in business administration/M.S. in accounting. For information contact undergraduate programs and student services, Silberman College of Business, at 201-692-2135; or see page 234.

Admission requirements to the graduate portion of the program apply.

# Entrepreneurship Major (B.S.)

## Department of Management 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 Innovation and Entrepreneurship in achieving their career goals.

## 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:

<b>Required Courses</b>	Credits
ENTR2700 Introduction to Entrepreneurship and Innovation.....	3
ENTR3700 Doing Well Through Doing Good.....	3
ENTR4100 Managing Growing Ventures.....	3
FIN3330 Personal Financial Management or	
ENTR3300 E-business for Entrepreneurs.....	3
MKTG3344 Marketing Research*.....	3

### Electives

Choose two of the following 3-credit courses:

\*Distance-learning course

	Credits
ENTR3202 Family Business Management*.....	3
ENTR3601 Women as Entrepreneurs**.....	3
ENTR4498 Internship in Entrepreneurial Studies or	
ENTR4499 Internship in Entrepreneurial Studies.....	3

## Entrepreneurship Minor

Completion of all of the following courses (three required and two electives) with passing grades and attaining a minimum grade point ratio of 2.00 among them will qualify students to have recorded on their transcripts a minor in entrepreneurship:

### Required Courses

ENTR2700 Introduction to Entrepreneurship and Innovation.....	3
ENTR3700 Doing Well Through Doing Good.....	3
FIN3330 Personal Financial Management or	
ENTR3300 E-business for Entrepreneurs.....	3

Select two from the following courses

ENTR3202 Family Business Management*.....	3
ENTR3601 Women as Entrepreneurs**.....	3
ENTR4498 Internship in Entrepreneurial Studies or	
ENTR4499 Internship in Entrepreneurial Studies.....	3

## Combined B.S. in Entrepreneurship/M.B.A. or M.S. in Accounting or M.S. in Supply Chain Management or M.S. in Taxation Programs

Fairleigh Dickinson University also offers several combined degree programs: B.S. in entrepreneurship/M.B.A., B.S. in entrepreneurship/M.S. in accounting, B.S. in entrepreneurship/M.S. in supply chain management and B.S. in entrepreneurship/M.S. in taxation. For information contact undergraduate programs and student services, Silberman College of Business, at 201-692-2135; or see page 234.

Admission requirements to the graduate portion of the program apply.

\*Blended course, distance learning and classroom.

\*\*Distance-learning course

## 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
FIN4343	
Securities and Investments.....	3
FIN4405	
Analytical Methods in Finance.....	3

#### Major Elective Courses

Choose three of the following 3-credit courses:

FIN3330	
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

### Financial Planning and Wealth Management Concentration

FIN3371	
International Business Finance.....	3
FIN4341	
Financial Markets and Institutions.....	3
FIN4343	
Securities and Investments.....	3
FIN4405	
Analytical Methods in Finance.....	3
WMA3335	
Personal Financial Management.....	3
WMA4265	
Personal Tax Planning.....	3

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
WMA4390	
Financial Planning Capstone.....	3

For questions about this concentration contact undergraduate programs and student services, Silberman College of Business, at 201-692-2135.

### 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.

### Financial Planning and Wealth Management Minor

WMA3335	
Personal Financial Management	
or	
FIN3330	
Personal Financial Management.....	3
WMA4265	
Personal Tax Planning.....	3
WMA4350	
Investment Planning.....	3
WMA4380	
Client Relations in Financial Management.....	3

Take one of the following Enrichment Courses:

WMA4267	
Retirement Planning.....	3
WMA4370	
Personal Estate and Gift Planning.....	3
WMA4375	
Risk Management and Insurance.....	3

### Combined B.S. in Finance/ M.B.A. in Accounting, Finance or Marketing or M.S. in Accounting or M.S. in Supply Chain Management or M.S. in Taxation Programs

Fairleigh Dickinson University also offers the following combined degree programs: B.S. in finance/M.B.A. in accounting, finance or marketing; B.S. in finance/M.S. in accounting; B.S. in finance/M.S. in supply chain management; and B.S. in finance/M.S. in taxation. For information contact undergraduate programs and student services, Silberman College of Business, at 201-692-2135; or see page 234.

Admission requirements to the graduate portion of the program apply.

# Management

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

## Management Major (B.S.)

### Department of Management and Entrepreneurship

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 or management 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 107, 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 Human Resource Management**.....	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.

#### Major Elective Courses

Choose three of the following:

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

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

\*\*Required.

	Credits
MGMT3620	
Leadership and Personal Development.....	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 Human Resource Management.....	3

The minor in human resource management is only available to 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 to 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	
Value Chain Management for Sustainability.....	3
ENTR3700	
Doing Well Through Doing Good or	
MGMT4490	
Guided Internship in Sustainability Management.....	3
MGMT3400	
Managing Sustainability in the Global Context.....	3
MKTG3501	
Marketing for a Sustainable World.....	3
Additionally, students must select one of the following sustainability-related science courses.	
BIOL1070, BIOL1071	
Ecosystem and Environmental Science.....	4
BIOL1180	
Climate Change Biology.....	3
BIOL2049, BIOL2050	
Ecology.....	4
CHEM1027, CHEM1028	
Chemistry for the Global Citizen.....	4
PHYS1010, PHYS1020	
Physics of Sustainable Energy.....	4

## Combined B.S. in Management/M.B.A. in Finance or Marketing or M.S. in Accounting or M.S. in Supply Chain Management or M.S. in Taxation Programs

Fairleigh Dickinson University also offers combined degree programs: B.S. in management/M.B.A. in finance or marketing, B.S. in management/M.S. in accounting, B.S. in management/M.S. in supply chain management and B.S. in management/M.S. in taxation. For information contact undergraduate programs and student services, Silberman College of Business, at 201-692-2135; or see page 234.

Admission requirements to the graduate portion of the program apply.

## Marketing Major (B.S.)

*Department of Marketing,  
Information Systems and Decision  
Sciences*

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 marketing 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:

<i>Required Courses</i>	Credits
MKTG3344	
Marketing Research*.....	3
MKTG4272	
Consumer Behavior.....	3
MKTG4405	
Advanced Marketing Management.....	3

### Major Elective Courses

Choose four from the following:

MKTG3360	
Digital Marketing.....	3
MKTG3371	
Principles of International Marketing....	3
MKTG3383	
Social Media Marketing*.....	3
MKTG3501	
Marketing for a Sustainable World.....	3
MKTG4365	
Marketing Communications.....	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

## 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. in Finance or Management or Marketing or M.S. in Accounting or M.S. in Supply Chain Management or M.S. in Taxation Programs

Fairleigh Dickinson University also offers the following combined degree programs: B.S. in marketing/M.B.A. in finance, management or marketing; B.S. in marketing/M.S. in accounting, B.S. in marketing/M.S. in supply chain management and B.S. in marketing/M.S. in taxation. For information contact undergraduate programs and student services, Silberman College of Business, at 201-692-2135; or see page 234.

Admission requirements to the graduate portion of the program apply.

# Faculty & Staff

## Administration

A.J. Rosman, Dean  
 J. Almeida, Associate Dean of Graduate Programs  
 J.D. Wischnevsky, Associate Dean

## Department of Accounting, Taxation and Law

R. West, Chair; F. Brunetti, D. Buzinkai, M. Calderisi, D. Collier, Z. Fried, L. Mandel, S. McGregor, A. Rosman, H. Rozen, J. Rummell, J. Schiff, A. Schultzer, J. Skarbnik, Y. Yan

## Department of Economics, Finance and International Business

K. Denning, Chair; P. Anastasopoulos, K. Betz, J. Bulsiewicz, E. Cowan, P. Cozza, E. Djimopoulos, F. Englander, R. Kjetsaa, H. Li, M. Montasser, C. Ng, S. Tuluca, X. Yang, L. Wang, B. Zwick

## Department of Management and Entrepreneurship

G. Jones, Chair; J. Almeida, S. Bear, S. Behson, D. Celentano, G. Cleaves, K. Fairfield, G. Farias, T. Hansbrough, J. Harmon, E. Ko, I. Krysa, O. Nwachukwu, D. Scotti, G. Sollars, J.D. Wischnevsky

## Department of Marketing, Information Systems and Decision Sciences

Z. Wang, Chair; G. Bronson, R. Chandrashekar, Y. DeMotta, B. Ertimur, A. Fask, A. Huser, M. Kieff, Y. Kim, K. Masten, K.G. Mun, L. Qin, J. Reid, M. Sedaghat, X. Tan, O. Topaloglu, P. Yoon, W. Zhang

## Rothman Institute of Innovation and Entrepreneurship

D.G. Caldwell

\*Required for all marketing majors.

\*\*Required for the digital marketing concentration.

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

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