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: financial planning and wealth management

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, financial planning and wealth management, human resource management, leadership, marketing, sustainability management

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

*Offered at the Florham Campus only.

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.
• 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
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.

Elective Courses

Choose three of the following 3-credit courses:

- MGMT3490
- Managing Sustainability in the Global Context
- MGMT3620
- Leadership and Personal Development
- MGMT3700
- Human Resources Management
- MGMT4498
- Internship in Management
- MGMT4640
- Managing Projects and Organizations

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

Choose three of the following 3-credit courses:

- DSCI3502
- Value Chain Management for Sustainability
- ENTR3700
- Doing Well Through Doing Good
- MGMT4490
- Guided Internship in Sustainability Management
- MGMT3400
- Managing Sustainability in the Global Context
- MKTG3501
- Marketing for a Sustainable World

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

- BIOL1070, BIOL1071
- Ecosystem and Environmental Science

*Students desiring this minor must meet the College’s criteria for internships.
**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 Course**
  - ENTR2700 Introduction to Entrepreneurship and Innovation — 3 credits
  - ENTR3700 Doing Well Through Doing Good — 3 credits
  - FIN3350 Personal Financial Management or
  - ENTR3500 E-business for Entrepreneurs — 3 credits

Select two electives from the following courses:

- ENTR3202 Family Business Management — 3 credits
- ENTR3601 Women as Entrepreneurs — 3 credits
- ENTR4498, ENTR4499 Internship in Entrepreneurial Studies — 3 credits

**Financial Planning and Wealth Management Minor**

Completion of all of the following courses 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 financial planning and wealth management:

- WMA3335 Personal Financial Management or
- FIN3350 Personal Financial Management — 3 credits
- WMA4265 Personal Tax Planning — 3 credits
- WMA4350 Investment Planning — 3 credits
- WMA4380 Client Relations in Financial Management — 3 credits

Take one of the following three:

- WMA4267 Retirement Planning — 3 credits

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

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

**Business Administration Minor**

Completion of all of the following courses 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 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 all of the following courses 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 digital marketing:

- MKTG4499 Internship in Marketing Studies* (Digital Focused) — 3 credits

**Management — Human Resources Minor**

Completion of all of the following courses 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 management – human resources:

- MGMT2600 Organizational Behavior — 3 credits
- MGMT3700 Human Resources Management — 3 credits
- MGMT3710 Strategic Staffing — 3 credits
- MGMT3720 Training, Development and Performance Management — 3 credits
- MGMT4730 Strategic Human Resource Management — 3 credits

**Management — Leadership Minor**

Completion of all of the following courses 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 management – leadership:

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

**Sustainability Management Minor**

Completion of all of the following courses 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 sustainability management:

- DSCI3502 Value Chain Management for Sustainability — 3 credits
**General Curriculum • Five-year Combined Degree Programs**

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:

- **A. General Education Requirements (36 credits)**
  - Required (15 credits)
    - COMM2099 Professional Communications
    - or
    - COMM2101 Professional Communication
  - Restricted Business Core (38 credits)
    - DSCI1234 Mathematics for Business Decisions
    - or
    - DSCI1235 Calculus with Business Applications
    - DSCI2029 Introduction to Statistics
  - Social and Behavioral Science Courses (9 credits)
    - Students select from POLS, PSYC and SOCI courses and
    - ORGS1100 Ethical Issues in Social Institutions
  - Laboratory Science (6 credits)
    - MIS1045 Information Technology for Business
    - BIOL/CHM Lab Science Course
  - C. Free Electives (15 credits)
    - Free Electives***
  - Total: 121

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

- **A. General Education Requirements (36 credits)**

- **B. University Core (8 credits)**
  - UNIV1001 Transitioning to University Life
  - UNIV1002 Preparing for Professional Life
  - UNIV2001 Cross-cultural Perspectives
  - UNIV2002 Global Issues

- **C. Free Electives (15 credits)**
  - Free Electives***

- **D. Business Core (38 credits)**
  - ACCT2021 Introductory Financial Accounting
  - ACCT2022 Introductory Managerial Accounting
  - CARR3000 Career Strategies
  - DSCI1230 Business Statistics
  - DSCI3152 Operations Management
  - ECON2001 Introduction to Microeconomics
  - ECON2102 Introduction to Macroeconomics
  - FIN3250 Principles of Financial Analysis
  - See adviser for selection of courses.

**F. Major Courses in Discipline (21 credits)**

- See major courses for each discipline (major).

  For prerequisites see Course Descriptions pages 370–378.

**Sample Credit-Hour Distribution Per Semester**

- **Freshman Year**
  - Semester 1: 16 credits
  - Semester 2: 16 credits

- **Sophomore Year**
  - Semester 3: 15 credits
  - Semester 4: 15 credits

- **Junior Year**
  - Semester 5: 15 credits
  - Semester 6: 15 credits

- **Senior Year**
  - 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 business administration/M.B.A.
- B.S. in business administration/M.S. in accounting
- B.S. in entrepreneurship/M.B.A.
Accounting Major (B.S.)

Department of Accounting, Taxation and Law

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:

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT3241</td>
<td>3</td>
</tr>
<tr>
<td>Intermediate Financial Accounting I</td>
<td></td>
</tr>
<tr>
<td>ACCT3242</td>
<td>3</td>
</tr>
<tr>
<td>Intermediate Financial Accounting II</td>
<td></td>
</tr>
<tr>
<td>ACCT3243</td>
<td>3</td>
</tr>
<tr>
<td>Cost Accounting: Measurement and Control</td>
<td></td>
</tr>
<tr>
<td>ACCT3390</td>
<td>3</td>
</tr>
<tr>
<td>Accounting Information Systems</td>
<td></td>
</tr>
<tr>
<td>ACCT4261</td>
<td>3</td>
</tr>
<tr>
<td>Advanced Accounting</td>
<td></td>
</tr>
<tr>
<td>ACCT4263</td>
<td>3</td>
</tr>
<tr>
<td>Auditing Concepts</td>
<td></td>
</tr>
<tr>
<td>ACCT4267</td>
<td>3</td>
</tr>
<tr>
<td>Fundamentals of Federal Taxation</td>
<td></td>
</tr>
</tbody>
</table>

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

Business Administration Major (B.S.)

Department of Management and Entrepreneurship

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 with or 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

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIS4307</td>
<td>Introduction to E-business</td>
</tr>
<tr>
<td>MIS4303</td>
<td>Spreadsheet Applications in Business</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIS4301</td>
<td>Data Communications and Networks</td>
</tr>
<tr>
<td>MIS4303</td>
<td>Spreadsheet Applications in Business</td>
</tr>
<tr>
<td>MIS4304</td>
<td>Database Applications in Business</td>
</tr>
<tr>
<td>MIS4305</td>
<td>Systems Analysis, Design and Implementation</td>
</tr>
</tbody>
</table>

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.

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENTR4500</td>
<td>Sustainability Management Capstone: Social Venturing</td>
</tr>
<tr>
<td>FIN3503</td>
<td>Finance, Value and Sustainability</td>
</tr>
<tr>
<td>MGMT3400</td>
<td>Managing Sustainability in the Global Context</td>
</tr>
<tr>
<td>MGMT3504</td>
<td>Becoming an Effective Sustainability Change Agent</td>
</tr>
<tr>
<td>MKTG3501</td>
<td>Marketing for a Sustainable World</td>
</tr>
<tr>
<td>SUST3500</td>
<td>Environmental Economics</td>
</tr>
</tbody>
</table>
Entrepreneurship
Silberman College of Business
Florham Campus, Metropolitan Campus and Vancouver Campus

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

**Entrepreneurship Major (B.S.)**

Department of Management and Entrepreneurship
(Florham Campus only)

Entreprenuers 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.

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 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
ENTR3590  Doing Well Through Doing Good.................................3
ENTR3590  Personal Financial Management
or
ENTR3590  E-business for Entrepreneurs.................................3

Select two from the following courses

ENTR2700  Introduction to Entrepreneurship and Innovation..............................3
ENTR3590  Doing Well Through Doing Good.................................3
FIN3330  Personal Financial Management
or
ENTR3590  E-business for Entrepreneurs.................................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*

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN371</td>
<td>International Business Finance</td>
</tr>
<tr>
<td>FIN431</td>
<td>Financial Markets and Institutions</td>
</tr>
<tr>
<td>FIN433</td>
<td>Securities and Investments</td>
</tr>
<tr>
<td>FIN4405</td>
<td>Analytical Methods in Finance</td>
</tr>
</tbody>
</table>

#### Major Elective Courses

Choose three of the following 3-credit courses:

- FIN330: Personal Financial Management
- FIN3421: Sports Finance
- FIN4150: Working Capital Management
- FIN4221: Capital Budgeting
- FIN4350: Derivatives
- FIN4351: Portfolio Management
- FIN4451: Internship in Finance

#### Financial Planning and Wealth Management Concentration

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN371</td>
<td>International Business Finance</td>
</tr>
<tr>
<td>FIN431</td>
<td>Financial Markets and Institutions</td>
</tr>
<tr>
<td>FIN433</td>
<td>Securities and Investments</td>
</tr>
<tr>
<td>FIN4405</td>
<td>Analytical Methods in Finance</td>
</tr>
<tr>
<td>WMA3335</td>
<td>Personal Financial Management</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMA4267</td>
<td>Retirement Planning</td>
</tr>
<tr>
<td>WMA4370</td>
<td>Personal Estate and Gift Planning</td>
</tr>
<tr>
<td>WMA4375</td>
<td>Risk Management and Insurance</td>
</tr>
<tr>
<td>WMA4380</td>
<td>Client Relations in Financial Management</td>
</tr>
<tr>
<td>WMA4390</td>
<td>Financial Planning Capstone</td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT3100</td>
<td>3</td>
</tr>
<tr>
<td>MGMT3371</td>
<td>3</td>
</tr>
<tr>
<td>MGMT3610</td>
<td>3</td>
</tr>
<tr>
<td>MGMT3700</td>
<td>3</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT3710</td>
<td>3</td>
</tr>
<tr>
<td>Strategic Staffing</td>
<td></td>
</tr>
<tr>
<td>MGMT3720</td>
<td>3</td>
</tr>
<tr>
<td>Training, Development and Performance Management</td>
<td></td>
</tr>
<tr>
<td>MGMT4499</td>
<td>3</td>
</tr>
<tr>
<td>Internship in Human Resources Management*</td>
<td></td>
</tr>
<tr>
<td>MGMT4730</td>
<td>3</td>
</tr>
<tr>
<td>Strategic Human Resource Management**</td>
<td></td>
</tr>
</tbody>
</table>

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: Credits

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT3400</td>
<td>3</td>
</tr>
<tr>
<td>Managing Sustainability in the Global Context</td>
<td></td>
</tr>
</tbody>
</table>

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

**Required.

Elective Courses

Choose three of the following 3-credit courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT3610</td>
<td>3</td>
</tr>
<tr>
<td>Leading Teams</td>
<td></td>
</tr>
<tr>
<td>MGMT3710</td>
<td>3</td>
</tr>
<tr>
<td>Strategic Staffing</td>
<td></td>
</tr>
<tr>
<td>MGMT3720</td>
<td>3</td>
</tr>
<tr>
<td>Training, Development and Performance Management</td>
<td></td>
</tr>
<tr>
<td>MGMT4499</td>
<td>3</td>
</tr>
<tr>
<td>Internship in Human Resources Management</td>
<td></td>
</tr>
</tbody>
</table>

*This can replace either MGMT3620 Leadership and Personal Development or MGMT3730 Managing Sustainability in the Global Context.

**Required.

Human Resource Management Minor
The minor in business management requires earning 12 credits distributed as follows:

Required Course
MGMT3700 Human Resource Management...

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

Required Course
MGMT3610 Leading Teams...

Credits
**Elective Courses**

Choose three of the following 3-credit courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT3400</td>
<td>Managing Sustainability in the Global Context</td>
<td>3</td>
</tr>
<tr>
<td>MGMT3620</td>
<td>Leadership and Personal Development</td>
<td>3</td>
</tr>
<tr>
<td>MGMT3700</td>
<td>Human Resources Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT4498</td>
<td>Internship in Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT4640</td>
<td>Managing Projects and Organizations</td>
<td>3</td>
</tr>
</tbody>
</table>

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**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSCI3502</td>
<td>Value Chain Management for Sustainability</td>
<td>3</td>
</tr>
<tr>
<td>ENTR3700</td>
<td>Doing Well Through Doing Good or</td>
<td></td>
</tr>
<tr>
<td>MGMT4490</td>
<td>Guided Internship in Sustainability Management</td>
<td>3</td>
</tr>
<tr>
<td>MGMT3400</td>
<td>Managing Sustainability in the Global Context</td>
<td>3</td>
</tr>
<tr>
<td>MKTG3501</td>
<td>Marketing for a Sustainable World</td>
<td>3</td>
</tr>
</tbody>
</table>

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

- BIOL1070, BIOL1071, Ecosystem and Environmental Science
  
- BIOL1180, Climate Change Biology

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**

**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**

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:

<table>
<thead>
<tr>
<th>Required Courses</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG3344, Marketing Research*</td>
<td>3</td>
</tr>
<tr>
<td>MKTG4272, Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG4405, Advanced Marketing Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**Major Elective Courses**

Choose four from the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG3360</td>
<td>Digital Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG3371</td>
<td>Principles of International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG3383</td>
<td>Social Media Marketing*</td>
<td>3</td>
</tr>
<tr>
<td>MKTG3501</td>
<td>Marketing for a Sustainable World</td>
<td>3</td>
</tr>
<tr>
<td>MKTG4365</td>
<td>Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>MKTG4499</td>
<td>Internship in Marketing Studies</td>
<td>3</td>
</tr>
</tbody>
</table>

*Distance-learning course
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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3344</td>
<td>Marketing Research*</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3360</td>
<td>Digital Marketing**</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3383</td>
<td>Social Media Marketing**</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4272</td>
<td>Consumer Behavior*</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4499</td>
<td>Internship in Marketing Studies* (Digital Focused)</td>
<td>3</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3360</td>
<td>Digital Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3383</td>
<td>Social Media Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4272</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4499</td>
<td>Internship in Marketing Studies*</td>
<td>3</td>
</tr>
</tbody>
</table>

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 Supply Chain Management or M.S. in Taxation Programs

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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

Department of Economics, Finance and International Business
K. Denning, Chair; P. Anastasopoulos, K. Betz, J. Bulsiewicz, E. Cowan, P. Cozza, E. Djamopoulos, F. Englander, R. kjetsaa, H. Li, M. Montasser, C. Ng, S. Tuluca, X. Yang, L. Wang, B. Zwick

Department of Management and Entrepreneurship

Department of Marketing, Information Systems and Decision Sciences

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.