Welcome to the Business Administration Department at Eastern Connecticut State University!

Whether you are seeking a career in accounting, business administration or business information systems, you will find the program at Eastern to be interesting, challenging and rewarding. Our students utilize skills acquired through our liberal arts-grounded programs to develop new ways of conceptualizing, communicating, and applying proven business ideas and techniques. As a business student at Eastern, you will not only develop necessary business skills, but will become a creative thinker, a strong communicator, and a person who understands and can function successfully in today’s dynamic global business environment.

The Bachelor of Science Degree in Business Administration is awarded to students achieving proficiency in the University’s liberal arts program and the department’s integrated core and advanced course requirements. Students successfully completing the program are well prepared to assume careers in today’s competitive business environment, start their own business or attend graduate school.

Overall, the business administration major combines a thorough grounding in business concepts and applications with a liberal arts foundation. In addition to being well-grounded in the liberal arts, students acquire proficiency
in basic skills such as business computer software, economics, mathematics, and communications, as well as an international perspective. Through this unique business program, students develop both a theoretical and pragmatic understanding of how businesses operate as successful, competitive organizations. By completing appropriate advanced courses, majors can earn one or more concentrations in finance, human resource management, management, marketing, operations management or international business.

Business is one of the most profitable and fastest-growing career fields in the world. The U.S. Bureau of Labor predicts a considerable increase in job opportunities for marketing professionals, sales managers, management analysts, labor relations managers and financial analysts throughout the next decade.

**STUDENT SUCCESS**

Students have a wide variety of options to become involved in both academic and non-academic student activities. Eastern’s collegiate chapter of the American Marketing Association recently won several awards at the annual International Collegiate Conference.

During the 2013-2014 academic year, 42 business administration students were inducted in honor societies; 34 students were inducted into Delta Mu Delta, an International Honor Society in Business, and eight into Alpha Mu Alpha, a national marketing honor society which is sponsored by the American Marketing Association. Graduates of Eastern’s business administration program are currently employed by The Hartford, Pratt and Whitney, Yale University, Guilford Specialty Group, Phoenix, the Hartford Courant, Travelers, and IBM, among others.

Our graduates have been accepted at such graduate schools as the University of Connecticut, University of Hartford, Rensselaer Polytechnic Institute, University of Massachusetts, Quinnipiac University and Florida State University.

For both the 2013 and 2014 AITP National Collegiate Conferences, the Eastern AITP database-website projects with local nonprofit organizations finished in the top ten in North America, with the 2014 project receiving special Honorable Mention.