INTRODUCTION
Welcome to the Department of Business Administration 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.

PROGRAM DESCRIPTION
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.

TRENDS IN THIS FIELD
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.

CAREER OPTIONS
- Marketing
- Public relations
- Advertising
- Sales
- Management
- Purchasing
- Industrial production
- Business consulting
- Management analysis
- Administrative services
- Financial, insurance, and bank services
- Human resources
- Labor relations
- Accounting
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 2009-10 academic year, 31 students were inducted into the Delta Omega Chapter of the Delta Mu Delta National Honor Society. 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.

“Eastern has prepared me so well for the ‘real world.’ From getting involved in the classroom to leading Eastern’s AMA chapter to success, I have not only become a well-rounded individual, but a person passionate about marketing. Eastern allows you to think outside the box and act upon your own ideas and thoughts. We are a small school but do big things. I’m proud to be an Eastern alumna.”

CHELSEA M. ADAMS ’07

“Both the classes and professors in the Business Administration Department have proven time and time again to be extremely valuable in my everyday work in the advertising industry as an account executive for a local, non-corporate radio station.”

AILEEN CHARLAND ’06

FOR MORE INFORMATION

Please contact Craig Erwin, Business Administration Major Program Coordinator at (860) 465-4632 or erwinc@easternct.edu, or visit www.easternct.edu/business/.