# STILLMAN SCHOOL OF BUSINESS

**Jubilee Hall, 5th and 6th Floors**
(973) 761-9222
shu.edu/business/undergraduate-programs (https://www.shu.edu/business/undergraduate-programs.html)

**Dean:** Joyce A. Strawser, Ph.D.
**Associate Dean of Academics and Partnerships:** Wesley Pech, Ph.D.
**Associate Dean of Assessment and Engagement:** Benjamin Pincus, M.B.A., M.S.B.M.
**Associate Dean of Student Success:** Mark D. Schild, M.B.A., C.F.P.®
**Director of Graduate Admissions:** TBA
**Director of Administrative Services:** Ann Szipszky, M.A.E.

## Departments and Chairs

**Accounting and Taxation:** Mark P. Holtzman, Ph.D.
**Computing and Decision Sciences:** Sung Shim, Ph.D.
**Economics and Legal Studies:** Laurence McCarthy, Ph.D.
**Finance:** Hongfei Tang, Ph.D.
**Management:** Paula Alexander, Ph.D., J.D.
**Marketing:** Daniel M. Ladik, Ph.D.

## Center, Division and Institute Directors

**Center of Innovation and Entrepreneurship:** Susan Scherreik, M.B.A.
**Institute for International Business:** Héctor R. Lozada, Ph.D.
**Market Research Center:** Adam Warner, M.B.A.
**Center for Securities Trading and Business Analytics:** Mark Schild, M.B.A., C.F.P.®
**Center for Sport Management:** Charles Grantham, M.B.A.

**Division of Research:** Enrico Forti, Ph.D.
**Division of Teaching and Learning:** Elizabeth McCrea, Ph.D.
**Seton Hall Sports Poll Conducted by The Sharkey Institute:** Daniel M. Ladik, Ph.D.

## Mission Statement

*Our mission is to cultivate principled leaders through an educational experience that transforms concepts into business practice.*

## Programs of Study

The Stillman School of Business offers programs leading to the degrees of Bachelor of Science in Business Administration, Bachelor of Arts in Business Administration, and Master of Business Administration, as well as Master of Science degrees in Accounting, Professional Accounting, Business Analytics, and Financial Technology and Analytics. The *Graduate Catalogue* contains information about the M.B.A. and M.S. programs.

The program leading to the degree of Bachelor of Science in Business Administration is built on a foundation of liberal arts courses. Studies in the first two years provide the general economic, quantitative, behavioral, regulatory, scientific and philosophical foundations of business and society. In addition, the program enhances students' competency in business analytics, communication, collaboration, critical thinking and analysis, and ethics and social responsibility. For all majors, the program culminates with Business Policy, a course that integrates skills developed in previous courses.

As part of the graduation requirement for either the B.S. or B.A. in Business Administration, students are required to participate in Assessment Panels, which include a team case analysis and individual components, during either their sophomore or senior year, as decided by the School.

Students pursuing the B.S. in Business Administration concentrate in accounting, business analytics, economics, entrepreneurship, finance, finance and technology, forensic accounting, global supply chain management, information technology management, management, marketing, mathematical finance, quantitative economics & econometrics, sport management or wealth management. These students also may use general elective credits to pursue a second major, a minor, or a certificate. The majors in accounting, finance, economics, marketing and mathematical finance are offered during the day only, on a full- or part-time basis. Evening students wishing to concentrate in information technology management must first contact the chair to discuss availability. Students pursuing the B.A. in Business Administration concentrate in arts and sciences, international studies, diplomacy and international relations, or general studies.

Students pursuing the B.A. or B.S. in Business Administration may apply for admission to the Stillman School's Master of Business Administration, Master of Science in Business Analytics, or Master of Science in Financial Technology and Analytics program through a dual-degree study option. In addition, the School offers a minor in international business (to business majors only). This minor is designed to enhance a business major's relevance in today's global business environment.

The Stillman School also offers several programs for students majoring in areas other than business administration. These programs include a five-year B.A. or B.S./M.B.A. (dual degrees including a liberal arts bachelor's degree and Master of Business Administration), a five-year B.A. in History/M.S. in Business Analytics, and a minor in business administration. Business and non-business majors may pursue certificates in business analytics, entrepreneurial studies, information technology management, market research, and supply chain management, the minor in accounting, the minor in business humanities, the minor in economics and the minor in legal studies in business.

Programs of the Stillman School are fully accredited by the Association to Advance Collegiate Schools of Business - International (AACSB), a distinction shared by fewer than six percent of business schools in the world. Seton Hall was the first private university in the state of New Jersey to earn this distinction. This is a professional accreditation above the regional accreditation held by most business schools. Accredited since 1978, the Stillman School meets the highest standards in business education.

In 2010, the School earned supplemental accreditation of its accounting programs, a distinction shared by fewer than 200 business schools worldwide.

## Honor Society and Business Fraternity

*Beta Gamma Sigma* is the national honor society in business and management. Membership in *Beta Gamma Sigma* is the highest recognition an undergraduate or graduate business student can

receive. Founded as a national organization in 1913, *Beta Gamma Sigma* encourages scholarship, promotes the advancement of business education and fosters integrity in the conduct of business.

Founded in 1904, *Alpha Kappa Psi* is the nation's oldest professional business fraternity. Its purpose is to educate the public, the business community and its members on the role of the free enterprise system and the ethical responsibilities in business. More than 200 *Alpha Kappa Psi* chapters across the country welcome aspiring men and women to membership.

# Experiential Education – Internships

Experiential Education at Seton Hall University is an educational strategy in which students apply factual, practical and theoretical knowledge in a real-world work experience. Programs include internships, community service, service learning, volunteer work and field experiences. The common element of these programs is that all provide the opportunity to combine classroom learning with "hands-on" work and learning experiences. Students' participation in a variety of experiential programs enhances the academic experience and contributes to their career and lifelong success.

Internships can be paid or non-paid and credit bearing or non-credit bearing. All students interested in either a credit-bearing or non-credit internship experience should schedule an appointment with a career professional at The Career Center.

Internships are available to business majors for academic credit in the Stillman School. An internship integrates substantive supervised work experience with intentional learning/academic goals involving the student in a career-related activity. Before taking the first internship course, students must complete 30 credits, maintain a 3.0 GPA and receive the approval of the internship faculty adviser in a major area of study. Undergraduate students with a GPA between 2.5 and 2.99 will be eligible with the recommendation and signature of a faculty member with whom they have completed a course. Students pursuing a non-credit internship must have at least a 2.5 GPA. Transfer students must have completed a semester to be eligible. While credits earned through internship courses are normally considered to be general elective credits, 3 credits of internship coursework are generally required for students concentrating in Management and 6 credits for Sport Management.

Courses in the Internship program within the Stillman School of Business all require sophomore standing.

# Course Identification

The disciplines and the associated abbreviations used to designate courses are as follows:

Accounting - BACC

Business Analytics - BANU
Business Policy - BPOL
Economics - ECON
Finance - BFIN

Global Supply Chain Management - BGSC
Information Technology Management - BITM
Interdisciplinary - BINT
Legal Studies and Business Law - BLAW
Management - BMGT
Marketing - BMKT
Quantitative Analysis - BQUA
Sport Management - BSPM

Wealth Management - BFWM

*Please see the Index for course descriptions*

# Standards for Admission to and Continuance in the Stillman School of Business

## Requirements for Regularly Admitted Business Students

To be eligible to continue in the Stillman School, students regularly admitted as first-semester freshmen must:

1. Successfully complete the following course sequence by the end of their sophomore year or completion of 75 credits, whichever comes later:

| Code | Title | Hours |
|---|---|---|
| BUSI 1000 | Freshman Business Seminar | 1 |
| BACC 2103 | Financial Accounting | 3 |
| BACC 2104 | Managerial Accounting | 3 |
| BITM 2701 | Management Information Systems (C or higher) | 3 |
| BQUA 2811 | Business Statistics | 3 |
| ECON 1402<br>& ECON 1403 | Principles of Economics I<br>and Principles of Economics II | 6 |
| MATH 1205 | Finite Math w Calculus for Bus (C+ or higher) | 3 |
| **Total Hours** | | **22** |

2. Declare a major upon completion of 75 credits.

## Changing to a Business Major from a Non-Business Discipline

Students transferring from other colleges within the University to the Stillman School must meet the following requirements:

1. Earn at least 30 credits, of which 12 credits must have been earned at Seton Hall University.
2. Successfully complete MATH 1205 Finite Math w Calculus for Bus, BITM 2701 Management Information Systems and ECON 1402 Principles of Economics I, where successful completion is defined as a grade of at least "C+" in each course.
3. Maintain an average GPA of at least 2.67 in the required 30 credits.

Finally, for the purpose of admission to the Stillman School, a student may take each of the courses (MATH 1205 Finite Math w Calculus for Bus, BITM 2701 Management Information Systems and ECON 1402 Principles of Economics I) no more than two times. Students who desire to transfer to the Stillman School from other schools and colleges within the University are advised to do so before the completion of 60 credit hours. Students seeking transfer during their freshman year may request a review of records for direct admission. Students who are designated as BART, PART, PRBU or UART pre-majors/undeclared should seek academic advising through the Center for Academic Success.

## Major

- Accounting Major (B.S.B.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/department-accounting-taxation/accounting-major-bsb/)
- Arts and Science Major (B.A.B.A.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/arts-sciences-major-baba/)
- Business Administration Major (B.A.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/business-administration-major-ba/)
- Business Administration Major (B.S.B.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/business-administration-major-bs/)
- Business Analytics (B.S.B.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/department-computing-decision-sciences/business-analytics-major/)
- Diplomacy and International Relations Major (B.A.B.A) (https://catalogue.shu.edu/undergraduate/stillman-school-business/diplomacy-internatlonal-relations-major-baba/)
- Economics Major (B.S.B.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/department-economics-legal-studies/economics-major-bsb/)
- Entrepreneurship Major (B.S.B) (https://catalogue.shu.edu/undergraduate/stillman-school-business/department-management/entrepreneurship-major-bsb/)
- Finance and Technology Major (B.S.B.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/department-finance/business-major-finance-technology-bsb/)
- Finance Major (B.S.B) (https://catalogue.shu.edu/undergraduate/stillman-school-business/department-finance/finance-major-bsb/)
- Forensic Accounting Major (B.S.B.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/department-accounting-taxation/forensic-accounting-major-bsb/)
- General Studies Major (B.A.B.A.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/general-studies-major-baba/)
- Global Supply Chain Management (B.S.B.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/department-computing-decision-sciences/global-supply-chain-management-major/)
- Information Technology Management (B.S.B.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/department-computing-decision-sciences/information-technology-management/)
- International Studies Major (B.A.B.A.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/international-studies-major-baba/)
- Management Major (B.S.B.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/department-management/management-major-bsb/)
- Marketing Major (B.S.B.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/department-marketing/marketing-major-bsb/)
- Mathematical Finance Major (B.S.B.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/department-finance/business-major-concentration-mathematical-finance-bsb/)
- Quantitative Economics and Econometrics Major (B.S.B.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/department-economics-legal-studies/quantitative-economics-econometrics-major-bsb/)
- Sport Management Major (B.S.B.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/center-sports-management/sport-management-major-bsb/)
- Wealth Management Major (B.S.B.) (https://catalogue.shu.edu/undergraduate/stillman-school-business/department-finance/wealth-management-major-bsb/)

## Accelerated and Dual Degree

- Accounting Major Dual Degree B.S.B./M.S.P.A. (https://catalogue.shu.edu/undergraduate/stillman-school-business/department-accounting-taxation/accounting-major-dual-degree-bsb-mspa/)
- B.A. in History/M.S. in Business Analytics (https://catalogue.shu.edu/undergraduate/stillman-school-business/ba-history-ms-business-analytics-/)
- Business Major Dual Degree B.S./J.D. (https://catalogue.shu.edu/undergraduate/stillman-school-business/business-major-dual-degree-bs-jd/)
- Business Major Dual Degree B.S.B. or B.A.B.A./M.B.A. (https://catalogue.shu.edu/undergraduate/stillman-school-business/business-major-dual-degree-bsb-baba-mba/)
- Non-Business Major Dual Degree B.A. or B.S./M.B.A. (https://catalogue.shu.edu/undergraduate/stillman-school-business/non-business-major-dual-degree-ba-bs-mba/)

## Certificate

- Business Analytics Certificate (https://catalogue.shu.edu/undergraduate/stillman-school-business/minors-and-certificates/business-analytics-certificate/)
- Business Certificate (https://catalogue.shu.edu/undergraduate/stillman-school-business/minors-and-certificates/business-certificate/)
- Certificate in Software Entrepreneurship (https://catalogue.shu.edu/undergraduate/stillman-school-business/minors-and-certificates/software-entrepreneurial-certificate/)
- Destination & Event Management Certificate (https://catalogue.shu.edu/undergraduate/stillman-school-business/minors-and-certificates/destination-event-management-certificate/)
- Entrepreneurship Certificate (https://catalogue.shu.edu/undergraduate/stillman-school-business/minors-and-certificates/entrepreneurial-studies-certificate/)
- Information Technology Management Certificate (https://catalogue.shu.edu/undergraduate/stillman-school-business/minors-and-certificates/information-technology-management-certificate/)
- Market Research Certificate (https://catalogue.shu.edu/undergraduate/stillman-school-business/minors-and-certificates/market-research-certificate/)
- Supply Chain Management Certificate (https://catalogue.shu.edu/undergraduate/stillman-school-business/minors-and-certificates/supply-chain-management-certificate/)

## Minor

- Accounting Minor (https://catalogue.shu.edu/undergraduate/stillman-school-business/minors-and-certificates/iaccounting-minor/)
- Business Administration Minor (https://catalogue.shu.edu/undergraduate/stillman-school-business/minors-and-certificates/business-administration-minor/)
- Business Humanities Minor (https://catalogue.shu.edu/undergraduate/stillman-school-business/minors-and-certificates/business-humanities-minor/)
- Economics Minor (https://catalogue.shu.edu/undergraduate/stillman-school-business/minors-and-certificates/economics-minor/)
- International Business Minor (https://catalogue.shu.edu/undergraduate/stillman-school-business/minors-and-certificates/international-business-minor/)
- Legal Studies in Business Minor (https://catalogue.shu.edu/undergraduate/stillman-school-business/minors-and-certificates/department-economics-legal-studies/legal-studies-business-minor/)
- Wealth Management Minor (https://catalogue.shu.edu/undergraduate/stillman-school-business/minors-and-certificates/department-management/wealth-management-minor/)