

DOLAN SCHOOL OF BUSINESS

A Message from the Dean

Today more than ever the business world is in need of ethical leaders who are able to adapt to and succeed in a global environment. At the Dolan School of Business, we echo this need in our Jesuit mission and vision of educating women and men for and with others. Competitive forces, both domestically and abroad, produce markets that are in constant flux, which is compounded by technological innovations, demographic trends, and geopolitical dynamics. Organizations are seeking leaders who can anticipate and act strategically and thoughtfully. An education from Fairfield's Dolan School of Business makes this possible by providing:

Faculty who are both national scholars and highly engaged and informed teachers in the classroom. As thought-leaders in their disciplines, Dolan School faculty members use scholarly research to inform their teaching. As a result, students benefit from lectures and course activities that bring real world issues into the classroom.

Curricula that challenge and inspire students while also providing them with the necessary tools to become true leaders in organizations. At the undergraduate level, business education is purposively infused with a broad and rich arts and sciences university core curriculum. This results in forming engaged students who are critical thinkers, informed participants in the larger society, and highly competent contributors to both profit and not-for-profit endeavors. Regarding graduate study, the Dolan MBA and various specialized MS programs afford students opportunities to study advanced business topics and master quantitative skills. Thus, Dolan students are sought after for positions in public accounting, analytics, finance and investing, human resources, and marketing.

Personal and professional development opportunities tailored to complement one's academic experiences. A rigorous academic curriculum is paramount for success; however, it is also important to develop one's character for the business world. Workshops, seminars, lectures, and experiential activities ranging from field trips to mock interviews to study abroad options are some of the many resources available to further enhance students' personal and professional capabilities.

Businesses are looking for ethical and informed leaders who have the skills and confidence to be not only decision-makers but also "game changers!" If you are forward-thinking, highly motivated and open to challenges, then an education from the Dolan School of Business is definitely for you. I look forward to welcoming you to our community.

Zhan Li, DBA
Dean, Dolan School of Business

Overview

Students in the Dolan School of Business take the general education core curriculum required of all undergraduate students, ensuring that they receive a broad knowledge of the humanities, mathematics, social sciences, and natural sciences. In addition, students complete a business core curriculum introducing the fields of accounting, business ethics, economics, finance, global strategy, information systems, the legal environment of business, management, marketing, business analytics, and statistics.

The balance of the program depends on the major: accounting, analytics, economics, finance, international business, management, marketing

or sports business. Minors are available to all students in accounting, accounting analytics, business analytics, business law and ethics, economics, entrepreneurship, finance, management, marketing, and sports leadership and management.

All members of the business faculty serve as academic advisors. Faculty members have substantial business experience, helping them to be invaluable guides for students choosing a course of study to further specific career goals. The combination of general education and business core courses with those in the major areas of study develops in students the flexibility of mind that is a critical asset for business leaders.

Students are motivated to continue to grow intellectually and be prepared for a professional career and future graduate study. A broad perspective on society and the proper role of business, based on an appropriate set of ethical values, are emphasized. In consultation with faculty, students follow an approved curriculum that reflects the depth and breadth of modern business practices.

School Activities/Programs

Complementing the Dolan School of Business' traditional pedagogical mission is a series of diverse and distinctive programs that serve to enrich the University community and its various constituencies.

- **Dean's Lecture Series.** The Dolan School of Business brings to the classroom setting leaders from the corporate and financial communities who address students on a specific topic related to the subject matter within an identified major area of study within the school. The unique perspective that business practitioners can bring to the academic environment is a welcome and valuable element to a student's business education.
- **Professional Development Series.** The Professional Development Series consists of events and activities designed to complement student development throughout their four years at Fairfield and provide a structured forum for students to gain the necessary knowledge, skills, and networking strategies to supplement their business education. The purpose of this series is to provide students with a competitive edge when entering the labor market.
- **Excel Workshop Series.** This three level workshop series provides students with the technical skills they needed to hit the ground running in their next internship or job: Introduction to Excel, Intermediate Excel, and Advanced Excel.
- **Money Talks: Financial Planning for College Students and New Graduates.** This two part seminar teaches students and newly minted graduates financial life skills that are not taught in the classroom. Participants will be challenged to think how they can hit the ground running once they receive their degree and place themselves on sound financial footing.
- **Fairfield StartUp Entrepreneurship Competition.** This competition features student teams from across the University presenting their pitches to a panel of expert judges including venture capitalists, social entrepreneurs, and business executives. Substantial cash prizes go to winners to be applied toward developing entrepreneurial businesses. This event attracts a standing-room-only crowd from both the University and the Fairfield community.
- **Student Co-curricular Activities.** Students can participate in faculty-advised activities including: NY Society of Security Analysts Case Competition, Rotman School (University of Toronto) Trading Competition, the Fed Challenge, American Accounting Association Conferences, Beta Gamma Sigma (Business Honor Society) Student Leadership Conference, Beta Alpha Psi (Accounting Honor Society)

Conference, Student Managed Investment Fund, Fairfield Investment Group, Institute of Management Accounting Student Conference, and departmental clubs in accounting, finance, entrepreneurship, management, and marketing.

- **Dolan Student Advisory Board.** In order to receive student feedback directly, the Dean's Office host meetings each semester with the Dolan Student Advisory Board, a group of 20-25 high-achieving business students representing a variety of disciplines. Events and updates within the Dolan School of Business are discussed, and students provide a range of excellent suggestions.

Degrees

Bachelor of Science

Major Areas of Study

Seven major areas of study are available to students in the Dolan School of Business. It is advised that students decide on a major, in consultation with their advisors, prior to the end of the sophomore year (before course registration for the junior year in April). Once a major is selected, students have the option to change their major without penalty provided there is a sufficient period of time to complete the degree. The process of selecting and changing a major requires the student to complete and submit the Change of Major form, available in the Dean's office.

Majors available in the Dolan School of Business include:

- Accounting
- Analytics
- Economics
- Finance
- International Business
- Management
- Marketing
- Sports Business

Minor Areas of Study

Dolan School of Business minors are available to all university students. It is the student's responsibility to complete the requisite Minor Application and submit to the Dolan School of Business Dean's office.

To ensure the feasibility of minor completion, students are strongly encouraged to declare business minors by the end of the fall semester of the junior year. The completion of the minor is contingent upon course availability and the student's individual progress.

Minors available in the Dolan School of Business are as follows:

- Applied Ethics
- Accounting
- Accounting Analytics
- Business Analytics
- Business Law and Ethics
- Diversity, Equity, and Inclusion
- Economics
- Entrepreneurship
- International Business
- Management

- Marketing
- Sports Leadership and Management

Change of School

Students may transfer into the Dolan School of Business from the College of Arts and Sciences, Marion Peckham Egan School of Nursing, or School of Engineering if their overall grade point average is 3.00 or better.

Career Readiness Seminar

Career Readiness is a zero-credit seminar that all Dolan students will be required to pass prior to graduation. This seminar prepares students for experiential learning opportunities where they can apply the knowledge amassed within the classroom and obtain real-world experiences. Students will understand the process required to search for a professional position. Students will create resources and practice demonstrating their marketability to potential employers. The students will be taught how to leverage their professional network and the importance of ongoing professional development.

Internship Program

The Dolan School of Business offers optional internships for qualified students. The presence of a large number of corporate offices in the Fairfield area provides a range of rewarding career preparation opportunities. These internships may be undertaken for credit, for pay, or for both credit and pay. When pursuing an internship for academic credit, an on-the-job supervisor, the Dolan Director of Career Development, and a faculty member monitor student progress. Students interested in internships should discuss arrangements as early as possible with the Dolan Director of Career Development. Students must have officially declared a major in the School of Business, an overall GPA of 2.50 or higher to qualify for the internship program, and all internships must be approved by the appropriate Department Chair through the Dolan Director of Career Development.

Three-credit internships may be pursued by qualified juniors and seniors in any business discipline. These internships do not fulfill any requirements toward the major or minor; rather, they satisfy either the Business Elective or a free elective requirement. One-credit internships may be pursued by qualified sophomores, juniors, and seniors in any business discipline. One-credit internships do not satisfy any graduation requirements.

Students may earn up to eight internship credits (two 3-credit internships and two 1-credit internships).

University Honors Program

The Dolan School of Business participates in the University Honors Program, an interdisciplinary course of study open to invited first years and sophomores and devoted to intellectual history, interdisciplinary studies, and advanced work in the student's major field.

Courses

BUSN 1101 Messaging and Persuasion: Effective Business Communication

3 Credits

This course is designed to immerse students in the use of various platforms through which to communicate. At times they will make a face-to-face presentation, at other times they will need to craft a convincing and accurate e-mail, and at still other times they will be distilling their analysis of an extensive data set into a clear and comprehensive research report or business document. We will be called upon to deliver difficult messages to peers and superiors, to the media, or to customers. All of these activities require communication skills and also the ability to choose and manage appropriate media platforms. The goal of this course is to provide students with the written, verbal, and non-verbal skills necessary to be effective communicators.

BUSN 2980 Internship

1 Credit

Prerequisite: Sophomore standing.

Students will engage in a work experience that is designed to be relevant to the student's academic pursuits, personal development, and professional preparation. The internship provides students with the opportunity to gain experience in workplace settings and to translate classroom learning into practice. The internship is a substantive career development experience. It can be paid or unpaid with the intent of the experience being for the student to be exposed to ideas and concepts in a professional setting while being mentored. At the end of the internship experience, students will be able to reflect on their personal and professional growth and make a more informed decision on their career path. Students must be matriculated in the Dolan School of Business and have a GPA of 2.5 or higher. Enrollment by permission only. Previously BU 0397-0398.

BUSN 3211 Legal Environment of Business

3 Credits

Prerequisite: Junior standing.

This course examines the broad philosophical as well as practical nature and function of the legal system, and introduces students to the legal and social responsibilities of business. The course includes an introduction to the legal system, the federal courts, Constitutional law, the United States Supreme Court, the civil process, and regulatory areas such as employment discrimination, protection of the environment, and corporate governance and securities markets. Previously BU 0211.

BUSN 3391 Seminar in Business Ethics

3 Credits

Attributes: MGEL Management: General Elective

Prerequisites: AETH 2291, BUSN 3211, two additional courses in law or applied ethics.

This course is an interdisciplinary study of these two aspects of the business environment. Topics focus on the interaction of law and ethics, and the regulatory public policy issues in such areas as multiculturalism, work and family, the environment, product safety, international business, and advertising. This course is the capstone experience for students earning a minor in business law and ethics. Crosslisted with AETH 3391. Previously BU 0391.

BUSN 3980 Internship

3 Credits

Prerequisite: Junior standing.

Students will engage in a work experience that is designed to be relevant to the student's academic pursuits, personal development, and professional preparation. The internship provides students with the opportunity to gain experience in workplace settings and to translate classroom learning into practice. The internship is a substantive career development experience. It can be paid or unpaid with the intent of the experience being for the student to be exposed to ideas and concepts in a professional setting while being mentored. At the end of the internship experience, students will be able to reflect on their personal and professional growth and make a more informed decision on their career path. Students must have a GPA of 2.5 or higher. Enrollment by permission only. Previously BU 0395-0396.

General Business Other Subjects

Consult the pages for each department for courses in the following fields:

- Accounting
- Analytics
- Economics
- Finance
- International Business
- Management
- Marketing
- Sports Business