

SCHOOL OF BUSINESS

For full faculty listing, see "Faculty and Administration (<https://catalog.ithaca.edu/undergrad/faculty-administration>)."

Introduction

The Ithaca College School of Business offers a bachelor of science degree program in accounting; a bachelor of science degree program in business administration, with concentrations in corporate accounting, finance, international business, management, marketing, and sport management; and two graduate degree programs, all of which are accredited by the Association to Advance Collegiate Schools of Business (AACSB) International. Our undergraduate programs are designed to prepare students for careers in business and industry, for graduate or law school, or for the CPA/CMA examinations. Students are encouraged to seek additional information about these programs in this catalog or from the appropriate dean's office.

Strong academic advising is available from the School of Business faculty and the student services team in the dean's office, as well as from other areas within the College, to help students make the choices necessary to be successful at Ithaca College and in the future.

Vision

To be recognized for excellence, innovation and a student focus in teaching, research, and service.

Mission

Deliver an innovative and inclusive student-centered business education, steeped in the liberal arts and experiential learning, to develop graduates who make a positive impact on business and society.

Guiding Principles and Values

- Commitment to diversity and inclusive excellence
- Student engagement and empowerment
- Outcome-based measures of student learning
- Application of theory to real world national and international problems
- Strong partnerships with students, alumni, and industry
- Sense of community
- Support for innovation and creativity
- Environment of collegiality and collaboration
- Entrepreneurial thinking and activity
- Living and learning in ways to foster sustainability and social responsibility

The Professions Program

<http://ithaca.edu/business/professions>

The Professions Program is a professional development curriculum required for all students majoring in Business Administration or Accounting. It is a four-year program that allows students to develop progressive skills and gain experiences that will prepare them for competitive internships and careers. It consists of a series of workshops, an off-site informational interview and career exploration, and a series of leadership programs.

Workshops

Workshop #1, Making Success a Habit: Students learn about current trends, best practices, and tools that enhance communication as the norms of business evolve. These communication techniques will then be put into practice within the framework of creating a personal professional network.

Workshop #2, All-Star Interviewing: Students learn all aspects of the interview process, types of interview formats, and how to make the most out of each and every interview experience. Students will learn and begin to apply techniques that will help them to be prepared and confident for every interview they secure, including the development of a personal brand and knowing what employers want.

Workshop #3, Securing Stellar Internships: Students learn internship research techniques and resources, incorporating personal and professional networks into the internship search, and how to effectively structure the process of applying and securing the right internship for them.

Workshop #4, Life After IC: Students participate in a half-day conference featuring mini-workshops and networking opportunities to further students' professional development and prepare them for the transition to career. Topics may include: Marketing Yourself Beyond the Resume, Negotiating a Job Offer, Using Social Media in the Job Search, Authentic Networking, Implementing an Effective Job Search, and Personal Financial Management.

Courses

BINT 10400, Informational Interview: Students explore a career path of interest and start to develop a professional network by conducting an interview with a professional in a field of interest. Students will: contact a career professional outside of their network utilizing skills learned from Making Success a Habit (Workshop #1), conduct an informational interview, and complete a reflection assignment.

BINT 20400, Career Exploration: An off-campus experience that gives students an opportunity to observe daily functions of the organization and to interview staff in order to learn various aspects of the organization. Students will spend 30 hours of time on-site with an employer to learn various aspects of the company that relate to their major/concentration and complete a reflection assignment.

BINT 40400, Professions Program Completion: This course signifies completion of all Professions Program requirements, including workshops, the leadership certificate, and an e-portfolio of reflections.

Leadership and Career Development

Students complete a combination of eight leadership and career programs offered by the School of Business and the College's Student Leadership Institute (part of the Office of Student Engagement and Multicultural Affairs). Students choose programs within any of the following tracks: Career Connections (School of Business), Leading Others (SLI), or Leading in a Diverse World (SLI). An expansive variety of programs are offered each semester.

Internships

<http://ithaca.edu/business/internships/>

The internship program, an off-campus experience involving varied, non-routine work projects, is available for interested students who qualify. For business administration and accounting students, there are two types of internships. Students can choose to do an internship for credit only. Credits earned can be counted towards a 300 level general business requirement or open elective. The second type of internship is designed to allow students to synthesize the academic theory they have learned with real-world experiences. Credits earned in an internship

with academic enhancement may be counted towards a 400 level concentration specific elective.

The program places primary responsibility on the student. For internship for credit, the students work with the Assistant Dean, who oversees the Professions Program. For internships with academic enhancement, the students work with a faculty sponsor and the Assistant Dean to develop a project proposal and carry out its requirements. Internships are available during the fall, spring, summer semester, and winter breaks. An internship may not be repeated for credit with the same employer. A maximum of 12 credits may be earned in any combination of internships.

For internships with academic enhancement, students must be seniors and they must have attained a minimum cumulative GPA of 2.70 and completed the appropriate principles course in their respective major or concentration. London Center internships are for 3 credits per semester only. Internships in the School of Business are graded on a pass/fail basis only. To qualify for internships for credit, students must be juniors and in good academic standing.

ICNYC

School of Business students may participate in the New York City Internship Program (offered fall and spring semesters), which is the core of the College's presence in New York City. All juniors and seniors, regardless of major, are invited to apply. Second-semester sophomores will be considered if it makes academic sense. New York City internship students enroll in one 6-credit internship (or two 3-credit internships) and at least 6 credits of coursework. Participants are required to be full-time students; that is, they must be enrolled at Ithaca College for a minimum of 12 credits.

Study Abroad

The London Program

School of Business majors are encouraged to participate in the London Center study-abroad program during their sophomore or junior year. We recommend that discussion and planning begin in the student's first year. Students can obtain descriptive literature from the Office of International Programs. Course planning should be worked out with the faculty advisor and the Office of International Programs (<http://www.ithaca.edu/oip>).

Other Study-Abroad Opportunities

School of Business majors are encouraged to study abroad during their sophomore or junior year. Both affiliated and no-affiliated programs offer opportunities for students to learn about other cultures, improve their foreign language skills, and, in some cases, fulfill business course requirements. Course planning can be worked out with the faculty adviser. More information about study-abroad options is available at the Office of International Programs (<http://www.ithaca.edu/oip>).

Independent Study

Students may pursue an independent study with the guidance of a faculty member. The purpose of independent study is to enable students to pursue personal academic interests in an area not covered in or beyond the scope of existing courses. Independent-study projects normally involve research into a topic, with a written report as the final product, but variations are accepted when appropriate. A variable amount of credit may be earned toward the degree. To qualify, a student must have a minimum cumulative GPA of 3.00 and must have completed at least 6 credits in the subject matter. Guidelines are available at the School of Business office. Please note carefully the application deadlines for each term, which usually occur at the end of the add/drop period.

Honors

Dean's Award

Each year the dean, in consultation with the school's faculty, selects one or more graduating seniors for the Dean's Award. The award is given in recognition of superior scholastic achievement and extracurricular service to the College, school, and student body.

Dean's Leadership and Distinguished Service Award

Each year the dean, in consultation with the school's faculty, selects one or more graduating seniors for the Dean's Leadership and Distinguished Service Award. The award is given in recognition of distinguished leadership activities and service to the College, school, and student body.

Accounting

Three students are selected by the accounting faculty to receive awards for excellence by the Southern Tier chapter of the New York State Society of Certified Public Accountants in the areas of auditing, taxation, and accounting.

Finance

Each year the top senior finance major is selected by the finance faculty to receive the Wall Street Journal Student Achievement Award.

Beta Alpha Psi

Beta Alpha Psi is an honorary organization for finance and accounting students and professionals. The primary objective of Beta Alpha Psi is to encourage and give recognition to scholastic and professional excellence in the field of business information. Ithaca College's Mu Alpha chapter invites undergraduate students in good judicial standing with a declared major in accounting or a concentration in finance or corporate accounting who have completed at least 30 credit hours and attained a minimum cumulative GPA of 3.30 to join as candidates for initiation. Upon completion of participatory and community service requirements, at least 60 credit hours, a minimum cumulative GPA of 3.30, and at least a 3.30 cumulative GPA in upper-level accounting and finance courses at Ithaca College, candidates may be initiated as student members into the Mu Alpha chapter of Beta Alpha Psi. Degree-seeking graduate students focusing on accounting or finance also shall be eligible for membership.

Beta Gamma Sigma

Lifetime membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in a business program accredited by AACSB International. Founded in 1913, the mission of Beta Gamma Sigma is to encourage and honor academic achievement in the study of business and to foster personal and professional excellence in the practice of business. Undergraduate 2nd semester sophomores in Accounting or Business Administration who have completed 30 credits at Ithaca College, 18 credits in Business and Economics, and who rank in the top 7.5% of their class will be invited to membership. Juniors and seniors who rank in the top 10% percent of their class who have completed 30 credits in the School of Business will also be invited. Master's candidates must rank in the upper 20 percent of their graduating class in order to be eligible for induction. Candidates must also be of good moral character.

Students are encouraged to seek additional information about these programs from the dean's office.

Majors

- Accounting Major – B.S. (<https://catalog.ithaca.edu/undergrad/schools/school-business/accounting/accounting-major-bs>)

- Business Administration Major — B.S. (<https://catalog.ithaca.edu/undergrad/schools/school-business/business-administration/business-administration-major-bs>)

Minors

- Accounting Minor (<https://catalog.ithaca.edu/undergrad/schools/school-business/accounting/accounting-minor>)
- Business Minor (<https://catalog.ithaca.edu/undergrad/schools/school-business/business-administration/business-minor>)
- Business Analytics Minor (<https://catalog.ithaca.edu/undergrad/schools/school-business/business-administration/business-analytics-minor>)
- Finance Minor (<https://catalog.ithaca.edu/undergrad/schools/school-business/business-administration/finance-minor>)
- International Business Studies Minor (<https://catalog.ithaca.edu/undergrad/schools/school-business/business-administration/international-business-studies-minor>)
- Marketing Minor (<https://catalog.ithaca.edu/undergrad/schools/school-business/business-administration/marketing-minor>)
- Pre-MBA Minor (<https://catalog.ithaca.edu/undergrad/schools/school-business/business-administration/pre-mba-minor>)

Certificates

- Certificate in International Business (<https://catalog.ithaca.edu/undergrad/schools/school-business/business-administration/international-business>)

Integrative Core Curriculum

The Integrative Core Curriculum (ICC) is Ithaca College's liberal education program, which contributes, along with students' curricular experiences in the major, elective offerings, and out-of-class experiences, to achieving the College's expectation that Ithaca College graduates should become integrative thinkers, critical and analytical problem solvers, and reflective learners. To achieve these expectations, students completing the ICC will:

1. Address a topic, issue, problem area, or human challenge using a combination of concepts, theories, and/or methods from multiple perspectives or fields of study;
2. Apply concepts, theories, methods, or skills to analyze new questions or complex problems
3. Engage in and communicate self-reflection about their learning in the Integrative Core Curriculum, their chosen major discipline, and their overall Ithaca College experience

Requirements of the ICC

Code	Title	Credits
	Ithaca Seminar	4
Themes and Perspective Courses		12
	Creative Arts (CA)	
	Humanities (HM)	
	Natural Sciences (NS)	
	Social Sciences (SO)	
Complimentary Liberal Arts		
	Counted and noted ICC-LA in Major Requirements	
Additional Requirements		6-10

Math Competency or MATH 10000

WRTG 10600 Academic Writing I

Diversity (DV)

Writing Intensive (WI) Counted and noted ICC-WI in Major Requirements

Quantitative Literacy (QL) Counted and noted ICC-QL in Major Requirements for Business Administration and Accounting

ICC Capstone (CP) Counted and noted ICC-CP in Major Requirements

E-Portfolio completion

Total Credits 22-26

Academic Policies

High School Preparation for Accounting and Business Administration Majors

We strongly recommend that, in addition to the college preparatory courses necessary for admission to Ithaca College, students take at least three years of mathematics in high school. Algebra should be taken at the highest level possible. The more preparation obtained at the high school level, the more readily students can adapt to the quantitative aspects of the business education of today and the business world of tomorrow.

Satisfactory/D/Fail Option

Typically, no ACCT, BINT, FINA, GBUS, INTB, MGMT, MKTG, or SMGT course may be taken on an S/D/F basis by accounting and business majors or minors. (Business courses taken as open electives above and beyond required courses may be taken S/D/F with approval of the Dean.) Moreover, neither STCM 24100 nor STCM 23200 may be taken S/D/F by business majors or minors because these courses are considered business electives for business students. Non-business courses required for a major or minor cannot be taken on an S/D/F basis.

The following categories of courses may be taken S/D/F by accounting and business majors:

- ICC Themes & Perspectives and Diversity courses;
- open non-business liberal arts electives;
- approved international liberal arts electives (by accounting majors, international business certificate students, and international business concentrators); open electives that are not business courses;
- and internships (which are offered pass/fail only).

All other courses must be taken for a letter grade.

Students enrolled in the international business certificate program should note the S/D/F stipulations for that program. The foreign language and international business/economics courses may not be taken on an S/D/F basis. A maximum of two courses in the area studies/international relations track may be taken on an S/D/F basis.

Application of Courses to More than One Concentration or Minor

Business Administration majors may use a course to satisfy degree requirements in more than one business concentration or minor as long as they complete 12 unique credits in each concentration/minor. Similarly, if a program of study outside the School of Business requires

a business course, students majoring in that subject may also apply the business course toward a business major, concentration, or minor.

Academic Advising

Faculty Advising

Facilitating student growth and learning is a priority for business school faculty and staff. Each student who is a business school major is assigned a faculty adviser to assist with progress toward completing their major requirements and to serve as a resource for exploring interests and career goals. It is strongly recommended that business school majors meet with their advisers at least twice each semester, once at the beginning of the semester and again during the advising period before online registration for the following semester. Students who are business school minors are assigned to a faculty adviser in the School of Business in addition to their major adviser.

Professional and Peer Advising

Student Services Team & Academic Services Coordinator

The Student Services desk is open 9:00 a.m. to 5:00 p.m. Monday through Friday. It is staffed by team of highly-trained students and overseen by the Academic Services Coordinator. The Student Services Team (SST) is available on a drop-in basis to help students with HomerConnect, academic forms, curriculum and prerequisites, mapping out a plan to graduation, and the Professions Program requirements. The Academic Services Coordinator oversees student records and degree progress for students in the School of Business, offers prescriptive advising to students, and serves as a resource to faculty advisors on degree requirements and program planning.

Peer Advising Program

Peer advisers are students trained in academic policies and procedures and in skills to help first-year students in matters relating to academic programs. Each year a selection process is conducted for interested and competent students. The availability of this service encourages students to view advising as an ongoing process that involves more than just registering for a course.

Dean's List

In order to earn a place on the dean's list in the School of Business, students must satisfy all of the following criteria:

1. a minimum semester grade point average of 3.50;
2. completion of a minimum of 15 credits, of which at least 12 are graded (not pass/fail or Satisfactory/D/F option); and
3. no final grades of D, F, or I.