



#ACachievers

## What's your business plan?

*Choosing a college known for its liberal arts tradition is key to your success in the business world.* The essential qualities of a liberal arts education — broad knowledge, critical thinking and strong written and verbal communication — combined with solid business knowledge and skills, make you uniquely qualified to contribute and succeed in any field.

The very mission of Assumption reinforces the importance of ethical business practices and thoughtful citizenship. From our perspective, it's good business.

### DID YOU KNOW?

Assumption's business program has an Experiential Learning Coordinator dedicated to ensuring you have hands-on experiences to apply your learning to the real world, assisting you with developing a career portfolio, and providing guidance throughout your job search process.

## The Assumption difference

With comprehensive instruction in the discipline of your choice and a strong grounding in the liberal arts, an Assumption business education will sharpen your critical and creative thinking, communication, problem-solving, and teamwork skills. You'll acquire the broad range of technical and professional skills sought by employers in the private, public, and nonprofit sectors, enabling you to excel in a global business environment. And you'll do it all in a place that values ethical and socially responsible business practices.

Assumption's accomplished faculty have extensive experience in both the classroom and the marketplace. In fact, they bring their practical experience to their lessons, integrating business concepts and theories with real-world case studies. Outside the classroom, professors will take the time to get to know you, advise you on course selections, and mentor you as you progress toward your professional goals.

Assumption business graduates stand out in today's competitive job market.

"I went on the business department's New York City spring break trip this year where we met and networked with Assumption alumni and visited Bloomberg News, Omnicom Media Group, ABC News, and the New York Stock Exchange. That experience really influenced and motivated me to continue to get experience through internships."

Sarah Baldelli '16, Organizational Communication, Internship: Intern in Personnel Department for City of Marlborough, Post-Grad Position: Integrated Marketing Associate at Tri State Truck Center Inc.



## Course of study

The department offers five majors and six minors that span a broad range of business disciplines:

### ACCOUNTING

**Major or Minor.** You'll acquire the skills necessary for employment in the field as well as the background needed to sit for the Certified Public Accountant (CPA) and Certified Management Accountant (CMA) exams. Your studies will be complemented by course work in the liberal arts and such topics as business law, management, and marketing.

Assumption also offers accounting students the opportunity to **earn your M.B.A. degree in just one additional year**, an important advantage for those seeking their CPA license. You'll begin taking graduate-level courses during your senior year at Assumption.

### INTERNATIONAL BUSINESS

**Major or Minor.** You'll be exposed to a wide variety of learning experiences designed to prepare you to function successfully in today's global marketplace. With a combination of courses in business and the liberal arts — including history, languages, and social science — this interdisciplinary program gives you the business knowledge and cultural awareness you'll need to work effectively in various settings with colleagues from diverse backgrounds.

### MANAGEMENT

**Major or Minor.** You'll learn how to analyze, influence, and enhance the growth and advancement of organizations by gaining an in-depth understanding of how organizations and people function. You'll work on team projects and develop skills to organize information and resources in order to help people accomplish common goals.

### MARKETING

**Major or Minor.** You'll learn to address the fast-paced dynamics of a rapidly changing marketplace with creativity and insight. Our marketing program combines courses in advertising, research, consumer behavior, and public relations, so that you'll understand every aspect of the field, from branding and positioning to promotion and distribution.

### ORGANIZATIONAL COMMUNICATION

**Major.** You'll study the patterns, systems, and networks of communication within an organization and develop the written and verbal communication skills to work effectively with both internal personnel and external customers. Your studies will culminate in either a business internship or the creation of a professional portfolio.

### SPORT MANAGEMENT

**Minor.** Students receive a solid grounding in marketing and management and learn how to deal with the complex professional and ethical issues they will encounter in the sport industry. An emphasis on experiential learning ensures that coursework is augmented with real-world experience through internships and other opportunities.

### FRAUD EXAMINATION & FORENSIC ACCOUNTING

**Minor.** Students learn how to apply accounting principles to investigations and legal issues, assemble evidence, testify in court as an expert witness, solve contract disputes, and discover embezzlement and fraud.

## Learn by doing

An internship is an essential experience that enables students to refine their career interests, make career connections, and gain valuable practical skills. Students are also

strongly encouraged to take the department's "Internship in Business Seminar," through which they can gain valuable work experience while also earning three course credits.

From financial services firms to accounting firms and insurance companies, from marketing agencies to nonprofit institutions, Worcester, Mass., is home to a wide range of internship opportunities. We also have internships in Boston and around the world. You'll acquire the knowledge, confidence, and professionalism that will give you a competitive edge, and you'll make important contacts that can open doors to future employment.

# 81%

2017 graduates who completed at least one internship, research or service learning experience

#### SAMPLE INTERNSHIP SITES

Australia's Chamber of Commerce	Pricewaterhouse Coopers (PwC)
Deloitte Touche Tohmatsu International	RDW Group
Interac Co., Ltd., Tokyo	Small Business Service Bureau
IBM	The BASE
John Hancock Financial Services	The Hanover Insurance Group
	Worcester Business Journal

## WHAT'S NEXT?

While many Assumption business graduates go on to pursue advanced degrees at business or law schools, others enter directly into careers in such fields as accounting, investor relations, manufacturing, foreign service, sales, advertising, public relations, and human resources.

Here's a sampling of where you'll find Assumption business alumni:

#### SAMPLE RECENT GRADUATE SCHOOLS

Assumption College  
Boston College

Boston University  
Columbia University  
Hofstra University  
Northeastern University  
Notre Dame University  
Suffolk University

#### SAMPLE RECENT EMPLOYERS

Akamai Technologies  
Alexander, Aronson, Finning & Co. Certified Public Accountants/Business Advisors  
Amazon  
Dana-Farber Cancer Institute  
Deloitte Touche Tohmatsu International  
EMC Corporation

ESPN  
Fidelity Investments  
General Electric  
Google  
IBM  
PricewaterhouseCoopers  
Reebok  
State Street Bank  
Target  
The Hanover Insurance Group  
New York Life Insurance Company  
World Wrestling Entertainment