

# Business

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To find faculty & staff phone numbers and email addresses, please consult the University Directory (<http://www.dixie.edu/directory/directory.php>).

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## Program Description

The vision of the Dixie State University business program is to be a business school that students seek out for a quality education, hands-on experiences, and close student-faculty relationships in an environment that promotes the highest standards of professionalism and integrity. One step toward this goal was the founding of the Institute for Business Integrity in 2006. The Institute is chaired by Dr. Robert Huddleston, accounting faculty member and past president of DSU. Under his able leadership, ethics has been integrated throughout the curriculum and a series of ethics-related seminars is provided to students and the community. These seminars feature prominent business leaders from around the region.

Core to our success is our faculty. Unlike large research institutions, the mission of the Udvar-Hazy School of Business focuses on teaching. The result is that DSU students have greater access to full-time faculty than at most major universities. Almost all of our full-time business school faculty hold earned doctorate degrees, most have extensive business experience, and all maintain their professional competencies through ongoing research and/or pedagogical innovation.

Opportunities for practical learning are provided by a faculty rich in global business experience. DSU business students have been involved in providing small business training to students at a school for the deaf and blind in Russia, delivering computer equipment to students in Ecuador, consulting with the local dinosaur museum, providing volunteer tax assistance to students and local residents, and participating in any number of marketing and operations management projects for local businesses. Working with the Dixie Business Alliance (DBA), DSU business students have the opportunity to observe and work with local business startups.

A glimpse of the accomplishments of DSU Business students reflects well on the quality of the programs. For example, seniors consistently place in the top 10 in an international strategy competition (among over 200 participating institutions from around the world). In addition, DSU students in DECA and PBL clubs consistently rank very high in state and national business competitions.

## What is the study of Business?

Business students study specific areas of business, which include accounting, leading to careers at accounting firms, local firms and governmental agencies; finance, leading to careers in such areas as banking, brokerage activities and investment, and positions as financial analysts in industry; management, leading to jobs in various areas of management in business, government and other institutions; and marketing, leading to positions in sales, advertising, retailing, and distribution.

## Mission

The mission of the Udvar-Hazy School of Business at Dixie State University is to prepare its students for successful employment, advanced learning, and service to community. We are committed to providing an environment that embraces experiential learning, stimulates academic excellence, and incorporates ethical considerations.

## Baccalaureate Programs

The Business Administration bachelor's degree at Dixie State University is directed toward students who are seeking a general business degree. Training is provided in four basic areas of business: Accounting, leading to careers at CPA firms, local firms, and governmental agencies; Finance, leading to careers in such areas as banking, brokerage activities, and investment, and positions as financial analysts in industry; Management, leading to jobs in various areas of management in business, government and other institutions; and Marketing, leading to positions in sales, advertising, retailing, distribution, etc. This degree would be especially appropriate for

students who want to manage small businesses or become entrepreneurs. The degree is also an excellent choice for students wishing to pursue a Master of Business Administration degree. Emphases are available in Accounting, Finance, and Management Information Systems.

## Program Goals

1. Provide students with core business knowledge and skills that enable attainment of advanced business degrees and success in a rapidly changing, competitive environment.
2. Develop students' awareness of analytical and decision-making skills regarding business ethics.
3. Establish partnerships with the community and alumni to produce an education that responds to local, global, and industry needs which affords valuable, applied learning opportunities, and community engagement.
4. Employ highly qualified faculty members who foster open, innovative, analytical, and student-focused learning environments. Support academically and professionally active faculty who model continuous improvement in their practice and service.

## Course Prefixes

- BUS, CIS, COMP, ECON, FIN, MAN, MGMT, MKTG, MILS, MIS, OPER, STAT

## Facilities

The Business program is housed in a modern, student-friendly building equipped with the latest technology available.

## Clubs

DSU students in Collegiate DECA and Phi Beta Lambda (PBL) clubs consistently place far above the national average in state, national and international business competitions. A glimpse at the accomplishments of our students reflects well on the quality of the programs. For example, the seniors consistently place in the top 10 in an international strategy competition (among over 200 participating institutions from around the world).

## Accreditation

The Business program is accredited through the Accreditation Council of Business Schools and Programs (ACBSP).

## Computer Requirement

Students in Business programs are required to have their own personal computer for use throughout their degree program. Laptop computers are recommended, and all computers must be capable of running specialized business applications required in various courses, as well as Microsoft Office Suite.

## Degrees and Certificates

### Bachelor's Degrees

- Bachelor of Science in Business Administration ([catalog.dixie.edu/programs/business/bachelor\\_of\\_science\\_in\\_business\\_administration](http://catalog.dixie.edu/programs/business/bachelor_of_science_in_business_administration))
  - Accredited by the Accreditation Council for Business Schools and Programs (ACBSP)
- Bachelor of Science in Business Administration - Accounting Emphasis ([catalog.dixie.edu/programs/business/bachelor\\_of\\_science\\_in\\_business\\_administration\\_accounting\\_emphasis](http://catalog.dixie.edu/programs/business/bachelor_of_science_in_business_administration_accounting_emphasis))
  - Accredited by the Accreditation Council for Business Schools and Programs (ACBSP)
- Bachelor of Science in Business Administration - Management Information Systems Emphasis ([catalog.dixie.edu/programs/business/bachelor\\_of\\_science\\_in\\_business\\_administration\\_management\\_information\\_systems\\_emphasis](http://catalog.dixie.edu/programs/business/bachelor_of_science_in_business_administration_management_information_systems_emphasis))
  - Accredited by the Accreditation Council for Business Schools and Programs (ACBSP)
- Bachelor of Science in Information Systems and Analytics ([catalog.dixie.edu/programs/business/bachelor\\_of\\_science\\_in\\_information\\_systems\\_and\\_analytics](http://catalog.dixie.edu/programs/business/bachelor_of_science_in_information_systems_and_analytics))
  - In accreditation candidacy with the Accreditation Council for Business Schools and Programs (ACBSP)
- Bachelor of Arts/Science in Integrated Studies - Management Emphasis BA/BS ([catalog.dixie.edu/programs/interdisciplinaryartsandsciences/bachelor\\_of\\_science\\_bachelor\\_of\\_arts\\_in\\_integrated\\_studies\\_\\_business\\_emphasis](http://catalog.dixie.edu/programs/interdisciplinaryartsandsciences/bachelor_of_science_bachelor_of_arts_in_integrated_studies__business_emphasis))
  - Not accredited by the Accreditation Council for Business Schools and Programs (ACBSP)
- Bachelor of Arts/Science in Integrated Studies - Management & Operations Emphasis BA/BS ([catalog.dixie.edu/programs/interdisciplinaryartsandsciences/bachelor\\_of\\_science\\_bachelor\\_of\\_arts\\_in\\_integrated\\_studies\\_\\_management\\_operations\\_emphasis](http://catalog.dixie.edu/programs/interdisciplinaryartsandsciences/bachelor_of_science_bachelor_of_arts_in_integrated_studies__management_operations_emphasis))
  - Not accredited by the Accreditation Council for Business Schools and Programs (ACBSP)
- Bachelor of Arts/Science in Integrated Studies - Marketing Emphasis BA/BS ([catalog.dixie.edu/programs/interdisciplinaryartsandsciences/bachelor\\_of\\_science\\_bachelor\\_of\\_arts\\_in\\_integrated\\_studies\\_\\_marketing\\_emphasis](http://catalog.dixie.edu/programs/interdisciplinaryartsandsciences/bachelor_of_science_bachelor_of_arts_in_integrated_studies__marketing_emphasis))
  - Not accredited by the Accreditation Council for Business Schools and Programs (ACBSP)

## Associate's Degrees

- Associate of Applied Science in General Marketing ([catalog.dixie.edu/programs/business/associate\\_of\\_applied\\_science\\_in\\_general\\_marketing](http://catalog.dixie.edu/programs/business/associate_of_applied_science_in_general_marketing))
  - Accredited by the Accreditation Council for Business Schools and Programs (ACBSP)
- Associate of Applied Science in General Technology - Business Emphasis ([catalog.dixie.edu/programs/physicalsciences/associate\\_of\\_applied\\_science\\_in\\_general\\_technology\\_\\_business\\_emphasis](http://catalog.dixie.edu/programs/physicalsciences/associate_of_applied_science_in_general_technology__business_emphasis))
  - Not accredited by the Accreditation Council for Business Schools and Programs (ACBSP)
- Associate of Applied Science in Operations Management ([catalog.dixie.edu/programs/business/associate\\_of\\_applied\\_science\\_in\\_operations\\_management](http://catalog.dixie.edu/programs/business/associate_of_applied_science_in_operations_management))
  - Not accredited by the Accreditation Council for Business Schools and Programs (ACBSP)
- Associate of Science in Business ([catalog.dixie.edu/programs/business/associate\\_of\\_science\\_in\\_business](http://catalog.dixie.edu/programs/business/associate_of_science_in_business))
  - Accredited by the Accreditation Council for Business Schools and Programs (ACBSP)

## Minors

- Economics Minor ([catalog.dixie.edu/programs/business/minor\\_in\\_economics](http://catalog.dixie.edu/programs/business/minor_in_economics))
- Management Minor ([catalog.dixie.edu/programs/business/minor\\_in\\_management](http://catalog.dixie.edu/programs/business/minor_in_management))
- Marketing Minor ([catalog.dixie.edu/programs/business/minor\\_in\\_marketing](http://catalog.dixie.edu/programs/business/minor_in_marketing))

## Certificates

- eMarketing Certificate (on hiatus)
- General Marketing Certificate ([catalog.dixie.edu/programs/business/general\\_marketing\\_certificate](http://catalog.dixie.edu/programs/business/general_marketing_certificate))
  - Accredited by the Accreditation Council for Business Schools and Programs (ACBSP)
- Entrepreneurship Certificate ([catalog.dixie.edu/programs/business/entrepreneurship\\_certificate](http://catalog.dixie.edu/programs/business/entrepreneurship_certificate))

## Business Career Information

### Career Strategies

- In addition to the required coursework in business, students can do the following to enhance their career opportunities:
- Gain relevant experience through internships or related part-time employment
- Develop good writing and oral communication skills
- Develop strong interpersonal skills
- Develop strong computer application skills
- Develop analytical, critical thinking, and problem solving skills
- Maintain a high grade point average and consider pursuing an advanced degree

### Career Opportunities \*

Business Administration graduates are in high demand in a variety of industries because they typically develop transferable skills in critical thinking, problem diagnosis and solving, quantitative and analytical skills, and abstract thinking. Depending on the emphasis a student selects, a brief sampling of possible careers includes:

- Banking / Investment Banking
- Consulting
- Corporate and Public Finance
- Entrepreneur
- Human Resource Management
- Insurance
- Management
- Marketing
- Money Management
- Personal Financial Planning
- Real Estate
- Sales

Students with an emphasis in Management Information Systems also have these career options:

- Database Administration
- Education/Training
- Network Administration

- Systems Development
- Technical Support
- Web Administration
- Consulting

Students with an emphasis in Finance or Finance Degree also have these career options:

- Banking/Investment Banking
- Consulting
- Corporate and Public Finance
- Insurance
- Management
- Money Management
- Personal Financial Planning
- Real Estate

## Job Outlook \*

Workers in management, business, and financial occupations plan and direct the activities of business, government, and other organizations. Their employment is expected to increase 8% (about average for all careers) from 2014 to 2024. Employment of computer and information systems managers is expected to grow 18% between 2010 and 2020, which is about average for all occupations.

## Salary Range

The median annual wage for business and financial occupations was \$65,710 in May 2015, however, earning potential varies by industry and position. For salary information by occupation, visit the Occupational Outlook Handbook on the Bureau of Labor Statistics website (<https://www.bls.gov/ooh>).

## Business: Accounting

### Job Outlook\*

In May 2015, employment for accountants and auditors was projected to grow 11% from 2014 to 2024, faster than average. In the current growing overall economy, a strong demand for accountants and auditors is expected.

### Salary Range\*

The median annual wage for accountants and auditors was \$67,190 in May 2015. The lowest 10 percent earned less than \$41,400, and the highest 10 percent earned more than \$118,930.

## Business: Finance

### Job Outlook\*

Employment for financial analysts is projected to grow 12% from 2014 to 2024, faster than average. For that of financial specialists, a 10% growth is expected for the same decade.

### Salary Range\*

The median annual wage for financial analysts in May 2015 was \$80,310. The lowest 10 percent earned less than \$49,450, and the highest 10 percent earned more than \$160,760. The median annual wage for financial specialists was \$67,740 in the same year.

\* Information from the Occupational Outlook Handbook, 2015.

## Student Learning Outcomes

1. A working level knowledge of the core functional areas of business:
  - a. Students will demonstrate a working level knowledge of core business functions in accounting, economics, finance, information systems, international business, legal and social environment, marketing, and management.
  - b. Students will analyze a complex business situation, identify relevant functional business issues and suggest viable courses of action
2. The ability to apply higher levels of critical thinking:
  - a. Students will process a complex business situation, utilize qualitative and quantitative analysis, and synthesize to develop sound alternatives for action.
3. The interpersonal and communication skills necessary to succeed in business:

- a. Students will deliver professional quality oral presentations.
  - b. Students will prepare professional quality written presentations.
  - c. Students will identify the essential elements of successful teamwork and will reflect upon their competency and experience in applying them.
4. The ability to identify and resolve ethical issues:
- a. Students will analyze a complex business situation, identify relevant ethical issues, and suggest ethical courses of action.