

General Business

PROGRAM OVERVIEW This curriculum is designed for students interested in obtaining a broad background in business administration without obtaining a high degree of specialization in any one area that prepares the graduate for management of a variety of business functions in a variety of business entities.

The general business major offers the student, with the consent of the adviser, a flexible program that can be tailored to the student's needs. However, the major requires exposure to insurance and at least five other areas of business in addition to the business core. This exposure ensures that the majority of business disciplines beyond the basic business core are represented in the major.

While the other majors in the College of Business and Public Administration provide advanced, in-depth study of at least 18 hours in a single discipline, the general business major provides some advanced study in at least five different disciplines.

FACULTY Virtually all of the faculty members in the College of Business and Public Administration may be involved in the degree program because the student may select six courses from at least five different academic disciplines.

ACADEMIC PREPARATION There are no special courses or other requirements for the general business majors. High school students are encouraged to take courses that help them develop good written and oral communication skills and to begin an early familiarity with computer technology and world events.

REQUIREMENTS FOR MAJOR In addition to the required curriculum that must be taken by all students in the College of Business and Public Administration, the general business major requires Insurance 51 plus six courses numbered 100 or above. These six courses are to be selected from at least five of the following areas:

- Accounting
- Actuarial Science
- Business Law
- Economics
- Entrepreneurial Management
- Finance
- Information Systems
- Insurance
- Management
- Marketing
- Statistics

The list of courses should be selected to meet the individual student's needs and must be approved by the student's adviser.

General Business students usually take economics and accounting in their freshman year. Business Law I and business statistics are taken in the sophomore year. In the junior year students take introductory courses in marketing, management, finance, insurance, and information

systems. Elective courses to support the career interests of the student begin in the junior year and continue throughout the senior year. The program is capped with an integrative course in business strategy.

REQUIREMENTS FOR BUSINESS STUDIES MINOR One of the most important mission objectives of the College's undergraduate business curriculum is to prepare students for entry into careers in business and to enhance their prospects for employment. Toward that end, the College offers the opportunity for students earning a degree other than a business degree to receive a Minor in Business Studies. The Minor in Business Studies gives students an introductory exposure to most fields of business and thereby provides them with additional flexibility in meeting their employment and career goals. Twenty four credit hours are required.

DRAKE CURRICULUM The Drake Curriculum, required of all undergraduates, is designed to help students meet personal and professional goals as they acquire fundamental knowledge and abilities in ten Areas of Inquiry, including communication, critical thinking, artistic experience, historical consciousness, information and technology literacy, international and multicultural experiences, scientific and quantitative literacy, values and ethics and engaged citizenship. Students work closely with their academic advisers to craft a program of study in general education that prepares students for civic and professional leadership.

The Drake Curriculum also requires first-year seminars, which foster development of critical thinking and written and oral communication skills through a topical focus; and a Senior Capstone, in which students demonstrate the capacity to bring information, skills and ideas to bear on one project.

INTERNSHIPS & OPPORTUNITIES Internships are an important component of professional development for business students. Many students complete one to three internships prior to graduation. The goal of an internship is for students to obtain real world experience, applying knowledge and skills learned in the classroom. Most internships are paid, averaging \$8-10 per hour, with rates higher, depending upon the nature of the work. Students work approximately 8-10 hours per week during the school year. Summer internships are normally full-time.

The College of Business and Public Administration hosts fall career fairs for Accounting, Finance, and Actuarial Science students. The college also participates in the university's Internship and Career Fair each spring, open to all majors. These events give students the chance to personally connect and network with company representatives. Career bluePrint, Drake's online job posting system allows students to search and apply for positions. Many companies also come to campus for on-campus interviewing. The Career Services Manager is available year round to assist students and is housed in the Career and Professional Development Center, sponsored by Wells Fargo Bank.

Examples of companies that recruit and hire Drake students: Allstate, Aviva, Berkshire Hathaway, ConAgra Foods, EMC Insurance Companies, ING, JPMorgan, Nationwide, Principal Financial Group, Meredith Corporation, Towers Perrin, Wells Fargo.

CAREER OPTIONS The College of Business and Public Administration's approach to general business exposes students to a multidisciplinary methodology with background in leadership, operations of businesses, work cultures and functions. It is particularly appropriate for students who anticipate a career in management.

STUDENT ORGANIZATIONS AND ACTIVITIES Many general business students take the opportunity to exercise their leadership abilities and begin a personal professional network by participating in business-oriented student organizations on campus. Organizations available to general business majors include Alpha Kappa Psi and Delta Sigma Pi, national professional business fraternities; and Beta Gamma Sigma, a national professional business society.

HOW TO REACH US

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