



Think **HIGHER**  
SIENA HEIGHTS UNIVERSITY

SIENA HEIGHTS UNIVERSITY  
**BUSINESS ADMINISTRATION**

Siena Heights University • 1247 East Siena Heights Drive • Adrian, MI 49221

[www.sienaheights.edu](http://www.sienaheights.edu)



**Make it your Business**

## Business Administration

A Bachelor of Business Administration degree from Siena Heights University will open many types of employment opportunities for you. With Siena Heights University's emphasis on communication and ethics, you may confidently choose to start a new career or take your work in the business field to the next level.

Through its curriculum and advising, BBA faculty offer business majors the opportunity to become proficient, engaged citizens. This is imperative in today's business climate. Approximately 60% of the program's core courses are based in case methodology. Case study sharpens analytical ability and heightens student ability to think and reason rigorously.

Other focuses in the BBA program include communication, creativity, and integrative thinking. We want our students to be able to express their creativity through writing, verbal, and visual means, have the skills to detect interrelationships among component parts and assess their importance in creating solutions.

BBA majors at Siena Heights can also earn a concentration in one or more of the following areas:

**ACCOUNTING**

**FINANCE**

**MANAGEMENT**

**ENTREPRENEURSHIP**

**INTERNATIONAL BUSINESS**

**MARKETING**

*The Capstone Experience — Business student complete the major with a senior presentation. Adopting the position of CEO, students present a final case analysis to a panel of industry professionals. This capstone experience demonstrates student understanding of business's best practices.*

## Why Siena?

*"I had a wonderful experience at Siena Heights University. Flexible scheduling allowed me to work while I was*



*a student, so I was able to apply what I was learning immediately. My professors were challenging and demanding, but always approachable, and they all had prior experience in the business world."*

*Joseph Williams '88  
President and CEO  
United Bank & Trust*

## Why Siena?



*"Siena Heights University has given me the skills necessary to turn my passion for dance into a successful business. Siena's smaller classes and caring Professors enabled me to gain the knowledge that was needed to become an entrepreneur. Both my artistic side and business side were nurtured and developed."*

*Ashley Luppó '99*

*Owner, Encore Dance Studio*

*To learn more about Ashley's success go to [www.encoredanceadrian.com](http://www.encoredanceadrian.com)*



## Internships

The heart of the internship is the success the intern achieves in encountering and solving real-life problems in a professional workplace setting.

Internship Program in Siena's Business Administration program provides the following benefits:

- Help to provide students with relevant work experience, which is key to securing a job upon graduation.
- While not required, internship credit can be applied to the major requirements.
- Paid internships help defray educational costs for the student.
- Students develop a digital portfolio of their internship project to share with prospective employers.

Our students have interned at the following companies:

- Adrian Area Chamber
- Anderson Corporation
- Croswell Opera House
- Dominican Life Center
- Enterprise Rent-a-Car
- First Federal Bank
- Greenstone Farm Credit
- JTV Channel 17
- Kapnick Insurance
- Kraft Foods
- Masco Corporation
- NBC-Channel 24 Toledo
- Palace of Auburn Hills
- Promedica Corporation
- TLC Community Credit Union
- Tecumseh Products Company
- WLEN Radio
- Wacker Silicones

## Why Siena?



*"Siena Heights University offers a very well-rounded business program. The program is intended for students to learn about every aspect of business. Siena holds business events where students are able to apply a more "hands-on" approach to what they've learned. I am now fully prepared for both employment or graduate school."*

*Danielle Squires • SHU Student*

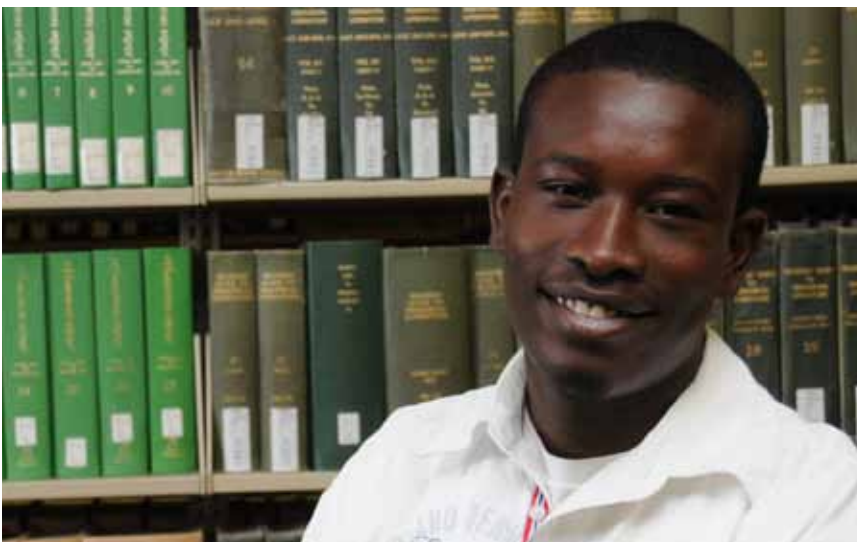
## Online Courses

Siena Heights offers online Business courses for working adults or those who can not take courses on campus. The online courses provide students the chance to participate in classes on their own schedule. They may connect from home or office, reducing the amount of time spent in traveling.

## International Business

The International Business program at Siena Heights is founded by Dr. Sabrina Terrany and is dedicated to providing students with the opportunity to discover, learn, and enjoy a way of life other than their own and to prepare them for a fast changing global environment.

This program offers all Business students the opportunity of studying abroad especially in Europe, France. Classes are held at the University of Nice, centrally located in the south of France on the banks of the Mediterranean Sea. The University of Nice is an ideal environment for learning international business in a city that is both beautiful and rich in European culture and history. Classes are taught in English and Siena Heights' students study International Business together with students from Europe and other parts of the U.S. in a truly international atmosphere.



## Bachelor of Business Administration

BUSINESS ADMINISTRATION		
Business Administration Requirements		20 semester hours
ACC 203	Principles of Accounting I	4
ACC 240	Principles of Accounting II	4
BAM 218 BAM 465	Introduction to Information Systems <b>or</b> Management Information Systems	3
ECO 221	Microeconomics	3
ECO 222	Macroeconomics	3
MAT 143 MAT 174	Introduction to Statistics <b>or</b> Data Analysis and Statistics	3
Business Requirements		18 semester hours
BAM 101 MGT 440	Introduction to Business <b>or</b> Entrepreneurship & Small Business Mgt.	3
BAM 201 BAM 441	Business Communications <b>or</b> Communication Skills for Managers	3
FIN 340	Managerial Finance	3
MGT 302	Management: Principles and Cases	3
MKT 310	Marketing: Principles and Cases	3
BAM 479	Strategic Management	3
Elective Requirements		15 semester hours
Any approved BAM, ECO, FIN, MGT, or MKT electives. Twelve of these hours must be at the 300/400 level.		
Students may satisfy all elective requirements by completing one or more concentration.		

## For Honors

Sigma Beta Delta is in the international honor society for business majors. It is the highest national recognition a business student can achieve. Students who rank in the top 20 percent of their junior and senior class are invited to be members by the business faculty.

Sigma Beta Delta encourages and recognizes scholarship and achievement and promotes a life distinguished by honorable service to mankind.

CONCENTRATIONS		
Accounting		15 semester hours
ACC 341	Intermediate Accounting I	3
ACC 342	Intermediate Accounting II	3
Two approved accounting electives		6
One approved business elective		3
Computer Information Systems		15 semester hours
CIS 119	Visual Basic Programming	3
CIS 252 CIS 340	Introduction to C++ <b>or</b> Java Programming	3
CIS 353	Systems Analysis	3
CIS 363	Database Management Systems	3
CIS	Elective 300/400 Level	3
Entrepreneurship		15 semester hours
MGT 440	Entrepreneurship & Small Business Mgt.	3
BAM 311 BAM 411	Business Ethics <b>or</b> Business and Society	3
BAM 480	Internship (with small business firm)	3
FIN 440	Financing New Ventures	3
One approved BAM, ECO, FIN, MGT or MKT elective		3
Finance (three of the following)		15 semester hours
FIN 348	Money & Capital Markets	3
FIN 209 FIN 309	Personal Finance <b>or</b> Personal Financial Planning	3
FIN 322	Investments	3
FIN 440	Financing New Ventures	3
FIN 463	Financial Statement Analysis	3
Two approved business electives		6
International Business (one of the following)		16 semester hours
BAM 470	International Business	3
ECO 342	Comparative Economic Systems	3
MKT 470	Global Marketing	3
One semester of a language		4
One semester abroad		6
One approved business elective		3
Management		15 semester hours
Three management courses above MGT 302		9
Two approved business electives		6
Marketing		15 semester hours
Three marketing courses above MKT310		9
Two approved business electives		6



## Getting Involved

The Business Management Association (BMA) is a campus club that welcomes students interested in business (from accounting to entrepreneurship, from international studies to marketing). The club serves three major purposes: education, service, and social enrichment. Volunteering as a club officer provides students the additional opportunity to develop, strengthen and apply leadership skills.

For more information about the Business Administration program at Siena Heights University please call the admissions office at (800) 521-0009, or email us at [admissions@sienaheights.edu](mailto:admissions@sienaheights.edu).