



# Business Administration

**Degree Offered:** Bachelor of Science • B.S. Business Administration/M.S. International Business

## Minors:

Accounting, Entrepreneurship and Marketing, or pursue any number of non-business minors including Public Administration, Public Relations, Sustainability and others. Our flexible core combined with student electives can be combined to select courses that will enhance your credentials and marketability. Minors further refine and expand students' career opportunities.

The Business Administration major at Daemen College is a broad-based program of study that strategically balances academic preparation, professional training, and hands-on experience to prepare our students for success beyond the classroom.

## Specializations Offered:

General Business, Human Resource Management, Marketing, International Business, and Sport Management.

\*Human Resource Management specialization students may take the PHR (Professional in Human Resources) exam upon graduation.

## Business Administration at Daemen:

- Daemen College is the only institution in New York State to be selected as one of the top “50 Best Value Small Colleges” in the U.S. for business administration.
- Daemen College is ranked as one of the top “50 Most Affordable Small Colleges for Human Resources Degree” in the U.S.
- All students have the opportunity to complete an internship in the field of business.
- Students also have the opportunity to work as team members on consulting projects to assist companies with real-world challenges.
- Opportunities to earn multiple minors based on Daemen’s flexible core.
- In addition to teaching you all the facets of business—economics, management, organizational behavior, accounting, marketing, law, and international business—Daemen’s business program prepares you to face the most important issues facing business leaders today including, diversity ethics, and global management.
- Employers value interpersonal and written communications skills. Our program emphasizes development of these skills which allows students to enter any number of different entry level business or management related positions in a wide variety of industries.
- Creative and critical thinking are essential to success in business. As students’ progress through the program, their ability to think creatively, critically, and ethically will be enhanced.
- Students will work collaboratively with others in a variety of settings, preparing them to contribute to their local and global business communities.
- Graduates are qualified to continue their studies in a Business related Master’s degree or Law school.
- Selected students are invited to become members of our Sigma Beta Delta National Honor Society.

Join one of our business related clubs to participate in a variety of social, business, and community events in which students network with fellow students, faculty and business leaders.

- AMA: American Marketing Association
- SHRM: Society for Human Resource Management
- Sport Management Club

Meaningful Community Service: Help residents of low-income neighborhoods through programs such as Habitat for Humanity, VITA income tax preparation and Literacy Volunteers.

Become proficient in the technology businesses use today in our state of the art Business Building. It is LAN-networked and equipped with SMART classroom technology and brand new, top end Dell computers in the computer lab and computer classroom. Students are provided specialized business software and free internet access.

*did you know...*

Internships are required for students to gain real world experience. Students are required to complete a business related internship worth 3 credits (120 hours). These internships often result in students being offered permanent, professional employment upon graduation. Many students do more than the required hours to gain experience in different companies or industries.



**Morgan Villnave, Business Administration  
Specialization in International Business**

"When I first walked on the Daemen campus I felt at home and I instantly knew Daemen was a place I could spend the next four years. After being here I learned that the professors in the Business department genuinely want to see students succeed in everything they do.

Being in the international business department has allowed me to learn about numerous different cultures and languages. So once I get my degree I hope to use it in a way that allows me to travel all over the world. I am also involved in Society of Human Resource Management (SHRM) and that has also opened many doors for me, like an internship opportunity right after my sophomore year."

**Career Options:**

Business is perhaps one of the most versatile fields of study. Managers are employed in EVERY industry and field, depending on your interests and specialization. No matter what position or industry, those who understand business help lead organizations. Although the opportunities and career options are unlimited, examples of positions a graduate may eventually fill include: Management Executive, Marketing Director, Account Supervisor, Bank Manager, Benefits Manager, Business Development Manager, Commercial Lines Manager, Commercial Marketing Specialist, Corporate Retail Manager, Corporate Sales Representative, Corporate Trainer, Director of Human Resources, Employee Benefits Manager, Employee Relations Manager, Health & Fitness General Manager, Hospital Administrator, Human Resource Manager, Labor Relations Manager, Logistics Manager, Marketing Coordinator, Marketing Manager, Market Research Analyst, Nursing Home Manager, Operations Manager, Program Manager, and Stadium Manager.

**Recent Graduates' Jobs:**

Daemen graduates have been employed at many local and national companies including: Best Buy, Buffalo Bills, Buffalo Sabres, Buffalo State College, Daemen College, First Niagara Financial Group, Fisher Price, GEICO, Genesee Community College, GFI Software USA, Gintzler Graphics, Hampton Inn and Suites, HSBC Bank, Ingram Micro, Ivoclar Vivadent, M&T Bank, Paragon, People Inc., Remedy Intelligent Staffing, Spring Mobile, Syracuse Sky Chiefs, Syracuse University, Tops Friendly Markets, Univera Healthcare, and Wegman's.

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