

# School of Business

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## SCHOOL OF BUSINESS

### Philosophy

The philosophy of the Salem State School of Business is to instill within its students and alumni/ae an awareness of their responsibilities to society and of their obligation to contribute to the general improvement of the human condition. It is also the philosophy of the School to engage in the pursuit of educational excellence through innovation and technology, and to serve as a resource for business organizations and the community at large.

### Vision

The School of Business envisions itself as the gateway to personal and professional advancement for all qualified undergraduate students seeking to optimize their educational opportunities. The individualized approach to high quality comprehensive management education to which the school subscribes enables students to break through the barriers of economic circumstance, racism, sexism, ethnic prejudice, stymied professional advancement, low expectations, and suboptimal academic preparation.

### Mission

The School of Business will meet the requirements of the students we envision serving by providing accessible, high quality, comprehensive management education, under a philosophy of individualistic instruction measured by comprehensive assessment programs. We believe high quality management education prepares students for careers in a global economy characterized by rapid technological and organizational change, a world in which traits of tolerance, leadership, and team playing become as important as technical business skills. The School of Business experience adds meaningful value to the student's intellect, significantly expanding the range of professional and personal choices well beyond those the student perceived upon entering Salem State College. Faculty members believe teaching and learning constitute their primary responsibilities, fulfilling their obligation towards intellectual contributions through applied research and instructional development with secondary emphasis on basic research. School of Business students and faculty engage in outreach activities which promote economic development in Massachusetts and advance the well being of residents in the North Shore.

### Center for International Business and Economic Studies

The Center for International Business and Economic Studies (CIBES) is structured to "serve as a resource center for business organizations and the community at large", to assist the School of Business and Salem State College to "prepare students for careers in a global economy", and to provide "an environment sensitive to a diverse population" as quoted in the missions of the School and the College. CIBES has a two-fold mission. It develops and promotes international business and economics academic programs and curricula. It also assists small to mid-size businesses in the region to export their products and services to other countries and/or import what they need. The following objectives are being pursued by the Center: • Respond to the need for internationalization of the business curricula by developing and promoting international business and economics related courses and programs. This action coincides with public mandates that are reflected in the AACSB International-The Association to Advance Collegiate Schools of Business, the U.S. Department of Education, and the Presidential Council on International Education and Languages recommendations. • Act as a resource center for the small to midsize businesses in the North Shore area who are interested in exporting their products and services to other countries, and/or importing from foreign nations. • Stimulate awareness about global business and economic activities in the region and Salem State College by sponsoring different seminars, workshops, and other related activities. • Encourage exchange and foreign studies programs for stu-

dents and faculty in Business Administration and associated fields in concert with the Center for International Education. • Develop a working relationship with local, national and international public and private organizations. • Encourage relevant research that will enhance consultation with private and public organizations. For additional information please contact Dr. Massoud Farahbakhsh, Professor and Executive Director or visit the CIBES website at <http://www.business.salem.state.edu/cibes/>.

### Small Business Development Center

Salem State College Small Business Development Center at Salem State College provides counseling, educational programs, technical assistance and information to the small business community. Supported by the extensive library facilities, laboratories and other research facilities of Salem State College, the Center provides cutting edge business advice to its clients. During its eighteen year history the Center has consulted with over 10,000 small businesses conducted hundreds of workshops and assisted in the acquisition of millions of dollars in financing. The School of Business coordinates the Salem State College Small Business Development Center as a service to communities North of Boston. The Center is in partnership with the U.S. Small Business Administration and the Executive Office of Economic Affairs through the University of Massachusetts at Amherst under a cooperative agreement, and is a resource of the SBA's Business Development Service Network. The Center is committed to outreach programs within its geographic area. The Center's staff currently provides counseling on a pre-scheduled basis in many communities and continually seeks to expand the program to additional cities and towns North of Boston. More information about the Center may be obtained by visiting its web site at [salemsbdc.com](http://salemsbdc.com).

### The Departments

The School is organized into four departments: Accounting and Finance, Management, Marketing, and Operations Management/Management Information Systems. Subject Concentrations are available in Accounting, Aviation Science, Entrepreneurship, Finance, Human Resource Management, International Business, Management, Marketing, and Operations Management/Management Information Systems. The School of Business offers the Bachelor of Science in Business Administration, the Bachelor of Science in Fire Science Administration, and also a Master of Business Administration (MBA) degree program. It also offers a program jointly with the School of Nursing, granting the MBA/MSN degree. Graduates of the School of Business are successfully employed in public and private management, marketing, manufacturing, and accounting firms, and in federal and state government agencies as well as in service businesses.

### Note to Transfer Students:

The curriculum in Business Administration at Salem State College is designed as a response to the AACSB International-The Association to Advance Collegiate Schools of Business guidelines. Accordingly, the vast majority of professional courses are offered in the junior and senior years, while the general education requirements are offered during the first two years. The curriculum at Salem has been designed with these objectives in mind and transfer candidates should construct their programs accordingly. The School of Business requires that at least 50% of the business credit hours required for the business degree be earned at Salem State College. Applicants for admission as transfer students are advised to follow a program of study at their respective schools that parallels, as closely as possible, the first two years of the Business Administration program at Salem State. In this way, students will be able to maximize the number of transfer credits at the time of admission to Salem.



**Business Administration Minor**

The program for the Business Administration minor will consist of the following 18 credits at Salem State College:

ACC 106	Financial Accounting	3
BUS 170	Introduction to Business	3
ECO 200	Principles and Problems of Economics	3
MGT 231	Management Theory and Practice	3
MKT 241N	Principles of Marketing	3
	Elective	3
	Total	18

Depending on the student's major, only two of the above courses can be substituted with other courses in the School of Business. This will be determined after consultation with the Coordinator of the Business Administration minor and the relevant Department Chairperson. Students must formally seek admission to the minor by requesting approval from their major Department Chairperson and the Coordinator of the Business Administration minor. (Students are admitted on a seat available basis; selection is determined by cumulative academic average.) Many of the upper level courses have prerequisites of Mathematics, Economics, Psychology and Sociology; therefore, students should be selected for Business Administration minors with reasonable care by their advisors and must be approved by the School of Business.

**Students enrolled in a Bachelor of Science in Business Administration program may not take a minor within the School of Business.**

Students enrolled in a Bachelor of Science in Business Administration degree may not take more than 55 credits in the School of Business.

