

GENERAL BUSINESS



General Business at Drexel

Drexel offers students interested in the General Business concentration two degree options: a Bachelor's in Business Administration or a Bachelor's in Business and Engineering. The General Business option is provided for students who do not want to specialize in any one area of business. The other fields of concentration offered in LeBow College of Business examine a specific area of business in substantial detail. In contrast, the General Business concentration examines several areas of business disciplines, rather than exploring any one field in-depth.

Drexel Co-op for General Business

A key part of the program is Drexel's prestigious co-operative education program, in which students alternate periods of classroom study with periods of professional work experience. General Business students can choose from the following:

- Three Co-op Option (Five Years): includes three six-month periods of full-time employment
- One Co-op Option (Four Years): includes one six-month period of full-time employment

A Few Drexel Co-op Position Titles

- Business Analyst
- Merchandising Coordinator
- Promotions Assistant
- Strategic Marketing Intern

Employers

Here are some of the companies that have hired Drexel students as co-op or full-time employees:

- Commerce Bank
- GlaxoSmithKline
- ING Direct
- Johnson & Johnson

Potential Careers

Business Planner. Devises business plans that help obtain financing for start-up companies or new business units of existing companies. Presents an overview of the business, describes its operations and products, analyzes its potential market and competition, outlines pricing and sales information, provides background information on key constituents, and includes a financial plan.

Chief Financial Officer. Directs an organization's financial goals, objectives, and budgets. Oversees the investment of funds and manages associated risks, supervises cash management activities, executes capital-raising strategies to support a firm's expansion, and deals with mergers and acquisitions.

Project Manager. Responsible for a project's success. Identifies and tracks the issues involved in carrying out the project, manages the plan of work, assigns and communicates responsibilities, and directs team members to ensure that projects are completed on time and within budget.

Courses You'll Really Enjoy

Financial Management. Covers the financial structure of a corporation, short- and long-term financial policies, sources and uses of capital funds, asset valuation, capital budgeting, and corporate growth.

International Marketing. Examines the international involvement of companies from exporting to the multinational enterprise stage. Covers the nature of international competition; distribution systems; pricing and credit policies; promotional methods; trade barriers and agreements; and cultural, political, legal, ethical, and technological barriers.

New Product Development. Analyzes the process of discovering new product opportunities and creating new product ideas that are strategically sound. Covers demand analysis, new product strategy, creativity techniques, product evaluation, interacting with research and development departments, and developing a marketing plan.

Management Simulation. Requires student teams responsible for the operation of competing firms in a computer-simulated business environment to conduct top-management strategic planning, analysis, and social responsibility.

Learn More: University Catalog

A list of required courses for the General Business concentration is available online at www.drexel.edu/catalog.

Accelerated Degree Options

Accelerated degree programs, such as the BS/MD, BS/PhD in Engineering, BS/JD, and BS/MBA, enable academically qualified students to earn both a bachelor's and an advanced degree, graduating sooner than they would in traditional programs. Eligible students can be admitted to an accelerated degree program in one of two ways: apply as an incoming freshman through Undergraduate Admissions or apply to the Office of Graduate Studies after completing a minimum of 90 credits. To learn more about accelerated degree options, visit www.drexel.edu/em/ug/accelerated.

For More Information

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