



DREXEL UNIVERSITY

First-Year
Exploratory Studies

LeBow College of Business and Close School of Entrepreneurship Info Session





LeBow College of Business & Close School of Entrepreneurship

Close School of Entrepreneurship

- Entrepreneurship and Innovation

Majors Offered in LeBow College of Business:

- Accounting
- Business Analytics
- Business & Engineering
- Economics
- Finance
- General Business
- International Business
- Legal Studies
- Management Information Systems
- Marketing
- Organizational Management
- Operations & Supply Chain Management
- Real Estate Management & Development
- Sport Business
- Technology Innovation Management
- Esports **coming soon*

CNHP

- Hospitality Management
- Health Services Administration

Westphal College of Media Arts and Design

- Entertainment and Arts Management
- Design and Merchandising

College of Arts and Sciences

- Philosophy, Politics, and Economics



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Entrepreneurship and Innovation

What is it?

The Close School define entrepreneurship as a state of mind – an innovative approach to thinking and doing in life, career and profession.

The curriculum and programming are focused on developing the “person” as the entrepreneur in addition to teaching the process of entrepreneurship.

Several Close School courses provide content and experience to build initiative and resilience – the hallmark of an entrepreneurial mindset



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Entrepreneurship and Innovation

What do you learn?

Entrepreneur
the person

- Initiative
- Resilience
- Leadership
- Collaboration
- Communication

BUILDING AN
ENTREPRENEURIAL MINDSET



Entrepreneurship
the process

- Idea Validation
- Production
- Marketing
- Accounting
- Fundraising
- Law
- Team Building



Entrepreneurship and Innovation

What do you study?

The entrepreneurship curriculum that teaches resilience, collaboration, negotiation and communication. You can learn how to manage growth, secure funding, franchise, and manage a family firm. We stress interdisciplinary work and flexibility with all Drexel schools. By supplementing coursework with other schools, we teach you how to think entrepreneurially and collaborate with other students

All entrepreneurship majors are required to select an academic minor, which will provide domain expertise in their area of interest. Students may select from over 150 minors offered by the University.

Sampling of Coursework required:

- Ready, Set, Fail
- Life Strategies
- Ideation
- Mindfulness and Wellbeing
- Building Teams
- Accounting for New Ventures
- Entrepreneurial Law
- Launch It



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Entrepreneurship and Innovation

What do you study?

With a degree in entrepreneurship and innovation, you can really do almost anything! Some examples of where this degree could lead is:

- Business consultant
- Research and development
- Marketing
- Innovation Manager
- Intrapreneur





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LeBow College of Business

List of Degrees

Degrees Awarded

LeBow

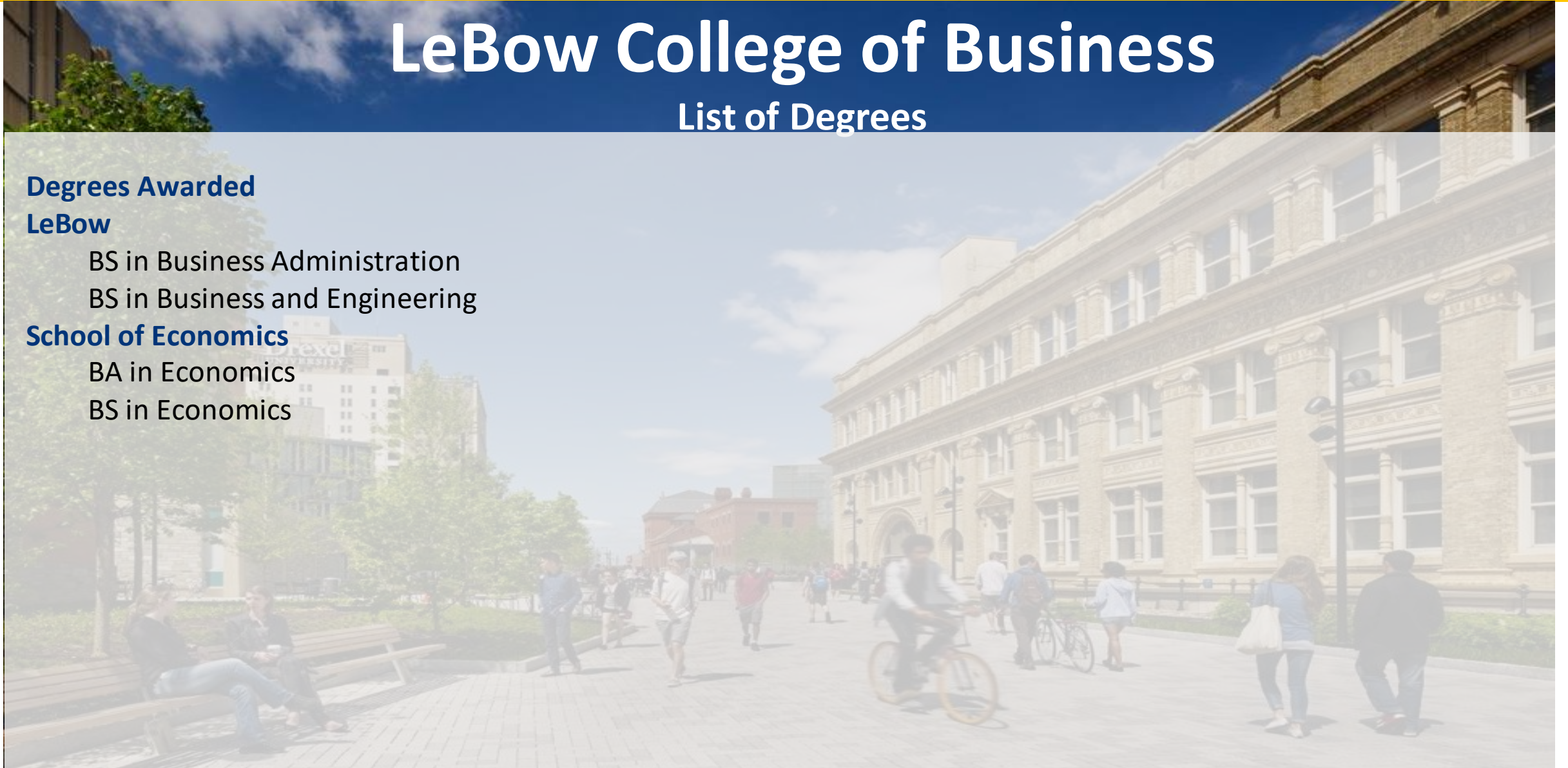
BS in Business Administration

BS in Business and Engineering

School of Economics

BA in Economics

BS in Economics





Accounting

What do you study?

An Accounting degree offers students the opportunity to obtain technical knowledge, analytical skills and communication expertise required to lead ethical and effective organizations and people. Accounting graduates find career opportunities across many areas including public, private and government accounting.

An exploration of accounting can lead to a deeper understanding of applied and social sciences, marketing and business communication, as well as finance, business law and management information systems.

The recommended plan of study includes classes in applied and social sciences, marketing and business communication, in addition to finance, business law and management information systems.

The accounting degree can provide you with a number of knowledge and skills including:

- Managerial accounting
- Cost accounting
- Auditing
- Financial accounting
- Navigating accounting information systems



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Accounting What can you do?

An accounting degree can prepare you to be a leader in a variety of fields. The unique skills an accounting degree provides you with the versatility to enter into the industry of your choice prepared to make an impact.

- Accountant
- Actuary
- Auditor
- Bookkeeper
- Budget Analyst
- Buyer / Purchasing Agent
- Cost Estimator
- Credit Analyst
- Financial Analyst / Manager
- Forensic Accountant
- Insurance Underwriter
- Public Accountant
- Tax Examiner
- Tax Collector / Revenue Agent



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Business Analytics What do you study?

Business Analytics is available as an undergraduate co-major, taken in combination with one other major in LeBow. The plan of study includes coursework in statistics, operations research, management information systems, econometrics and modeling.

With this degree, students can advance their future careers by utilizing skill sets in statistics, data management and business modeling, students will learn how to leverage business analytics to help translate existing data into strategic decision-making.



Business Analytics

What can you do?

There are a multitude of jobs available to someone with a business analytics degree. This specialized skill set is becoming increasingly sought after in the job market and career opportunities are increasing as a result.

- Advanced Analytics and Optimization Consultant
- Business Intelligence Consultant
- Database Administrator
- Data Analyst
- Data Collector
- Enterprise Information Consultant
- Enterprise Content
- Management Consultant
- Performance Management Consultant
- Predictive Analyst
- Strategy Consultant



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Business and Engineering

What do you study?

The program contains a curriculum combining coursework in both business and engineering, enabling graduates to work successfully in technically oriented business positions. Students complete a set of broad functional business core courses along with a firm foundation in science, mathematics, and engineering. Students also study quantitative decision making within a business context, technology innovation management, and operations management.

The business and engineering degree provides training in functional business areas such as accounting, economics, finance, information systems, law, marketing, organizational behavior, operations, and statistics. After completing a firm foundation in science and mathematics, the degree focuses on in-depth study of operations, technology innovation management, and other functional business areas.

Students graduate with a minor in business as well as a concentration in engineering.

Graduates of this program will be well prepared to participate in innovative technological efforts in business.



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Business and Engineering

What can you do?

There are a multitude of jobs available to someone with a business and engineering degree. The skills this degree focuses on prepares you for a wide range of jobs in many different career fields.

- Business Analyst
- Consulting Analyst
- Engineer
- Management Consultant
- Manager
- Project Manager



Economics

What do you study?

Our undergraduate programs include a BS and a BA in Economics, both of which combine coursework in economics and the functional fields of business administration within the context of a general scientific and humanities curriculum.

Economics is at the root of business decisions, government policymaking, and global relations. As a course of study, it can lead to diverse career opportunities, and is often viewed as excellent preparation for graduate programs in business, public policy, international affairs and law. Both the BA in Economics and the BS in Economics programs provide students with an understanding of the market system, as well as economic institutions, policies and development.

BS in Economics students choose to concentrate their studies in either Business Economics or Mathematical Economics, or can choose to develop depth of knowledge in a secondary field outside of economics through our Coordinate Field Option.

BA in Economics is oriented towards students with interests in the less-quantitative features of economics and provides an even broader liberal arts education than the BS in Economics. BA in Economics students combine their studies in economics with a major or minor in another field of study.

Selection of courses include:

- Economic Ideas
- Public Finance
- Money and Banking



Economics

What can you do?

A degree in economics provides you with a deeper understanding of national and international markets and the ability to analyze key trends in a variety of fields. By pursuing a second degree or a minor, you can tailor your studies to your specific career goals.

- Budget Analyst
- Buyer/Purchasing Agent
- Claims Adjuster/Appraiser
- Consultant
- Cost Analyst
- Credit Analyst
- Economist
- Financial Analyst
- Financial Manager
- Insurance Underwriter
- Market Research Analyst
- Operations Research Analyst
- Political Scientist
- Transportation Manager
- Urban/Regional Planner



Philosophy, Politics & Economics

What do you study?

A joint endeavor of the School of Economics, the Department of Politics and the Department of English and Philosophy, the BA in PPE provides a multidisciplinary foundation for students who want to address the complex, interconnected challenges of contemporary life.

Philosophy courses in the major are focused on establishing a powerful set of logical reasoning, writing and dialogical skills oriented toward questions in ethics, logic, philosophy of law, and social and political philosophy.

Politics courses cover a variety of topics that include comparative politics, history of political thought, qualitative or quantitative research methods, theories of justice, American foreign policy, social protest movements and more.

The **economics** courses are designed to give the student a foundation for profound analysis and insight. Topics explored include microeconomics, macroeconomics, economic ideas, public finance, and electives chosen from courses that include Game Theory and Applications, Economics of Small Business, Labor Economics, Comparative Economic Systems, Resource and Environmental Economics, and more.



Philosophy, Politics & Economics

What can you do?

A degree in philosophy, politics and economics prepares students for a wide variety of careers that require thoughtful analysis and engaged leadership. These include roles in:

- Academic research
- Community organizing
- Education
- Government
- International and domestic business
- Journalism
- Law
- Public service
- Publishing



Finance

What do you study?

The finance major is for students seeking a thorough understanding of the basic concepts, principles, operating procedures, and analytical techniques in financial decision making.

The recommended plan of study includes classes in economics, accounting, statistics and marketing, in addition to corporate finance, investment securities, critical reasoning and more.

This major prepares students for careers in private business firms, including positions involving forecasting and budgeting for financial resources, cost-effectiveness analysis, control of expenditures, evaluation and financing of new projects, and evaluation of alternative methods of financing. In the investment field, opportunities include positions in security analysis, sales and trading, and investment banking. In the public sector, opportunities include positions at the federal, state, and local government levels.

Skills you develop when studying finance:

- Asset valuation
- Capital budgeting
- Financial leverage
- Working capital analysis
- Management of information systems
- Techniques for planning and controlling the operations function



Finance

What can you do?

There are a multitude of jobs available to someone with a finance degree in a wide range of jobs in many different career fields. Career opportunities for students studying finance include serving as a financial and credit analyst, budgeting officer and securities broker.

- Actuary
- Budget Analyst
- Buyer / Purchasing Agent
- Capital Services and Mergers Banker
- Consultant
- Corporate Securities Financial Analyst
- Credit Analyst
- Financial Examiner
- Financial Manager
- Insurance Underwriter
- Investment Banker
- Loan Officer
- Management Analyst
- Private Wealth Manager / Personal Financial Planner
- Securities Analyst



General Business

What do you study?

The general business major is for students seeking broad exposure to many areas of business. This field of study is ideal for those students who want to leave themselves open to many career choices within business.

The recommended plan of study includes classes in economics, accounting, statistics, organizational behavior, critical reasoning, human resource management and more.

The undergraduate general business plan of study is highly flexible and allows you to tailor your studies to your particular career goals. By building a solid foundation in a variety of business disciplines, a general business degree can provide you with a wide range of career opportunities.

Skills General Business students develop::

- Business communication
- Critical reasoning
- Strategic analysis and decision-making
- Management of information systems



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General Business

What can you do?

A degree in general business can prepare you to become a leader in a variety of industries including finance, marketing, and sales.

- Account Manager
- Analyst
- Business Owner
- Consultant
- Human Resource Manager
- Purchaser
- Recruiter
- Store Manager



International Business

What do you study?

The field of international business focuses on business activities that cross national borders.

This major is offered in two formats: as a stand-alone major; or as a co-major taken in conjunction with another business major within LeBow College.

The interdisciplinary plan of study includes courses in anthropology, foreign language and critical reasoning, in addition to business law, accounting, economics, finance and international trade.

Since half of all international business is conducted in English, foreign language study is not a required component of the program; however, you should strongly consider a second or even third language.

This major includes in-depth study of a foreign language, and students choose from a menu of courses to fulfill additional requirements. The curriculum is interdisciplinary, with courses drawn from across business disciplines, economics, and anthropology. Specialized operational courses are offered, along with more general theoretical and comparative ones.



International Business

What can you do?

A degree in international business can be useful in a variety of industries even beyond conventional international business degree job opportunities. The unique and versatile skill set this degree provides can be used to help you reach your career goal

- International marketing director
- Financial controller
- Multinational manager
- Business development director
- International trade and customs manager
- International foreign policy advisor
- Marketing manager
- Human resources manager
- Financial analyst
- Economist
- Policy analyst



Legal Studies

What do you study?

Legal studies graduates go on to careers in real estate, law enforcement, hospital administration, business consulting, government affairs and financial management.

The recommended plan of study includes classes in communications, economics, finance, international business and critical reasoning, in addition to legal studies.

Students in a legal studies major can also get experience in different aspects and details of law, which can help students' prepare for real-world challenges.

Notes:

- All students take BLAW 201 as one of the required courses for a business administration degree and as a prerequisite for the Legal Studies concentration courses.
- Students considering law school could also consider degrees such as English, Philosophy, Criminal Studies, History or Political Science for example.



Legal Studies

What can you do?

While the natural assumption is that students in a legal studies program plan to go on to law school after graduation, and many do, a background in the law and legal systems benefits graduates interested in all areas of business.

Legal studies graduates go on to careers in real estate, law enforcement, hospital administration, business consulting, government affairs and financial management.

Common Job Titles for Undergraduate Legal Studies Majors

- Compliance Officer
- Human Resource Representative
- Law Enforcement Officer
- Legal Assistant
- Legislative Assistant
- Mediator
- Paralegal
- Real Estate Agent



Management Information Systems: What do you study?

The major in management information systems prepares students for opportunities in the information technology field and business. Aimed at producing graduates who bridge the gap between technical knowledge and business functions, the program focuses on a mix of applied computer systems content, interpersonal interaction, and a practical business orientation.

Required Coursework

- Systems Analysis and Design
- Database Design and Implementation
- Visual Basic Database Programming for Business
- Introduction to Programming for Business in C#

Note: There are many more computing related majors all across campus, not just CCI, but also in COAS and Westphal. Ask us about them if you have an interest!



Management Information Systems: What can you do?

Students in this major study how organizations of all kinds can use these systems and the data they generate to make better decisions. The field overlaps with computer science and information technology, but is unique in its focus on how people interact with IT systems.

MIS majors' careers include:

- Computer Systems Administrator
- Search Engine Optimization Specialist
- Database Administrator
- Information Security Analyst
- App Developer
- Software Engineer



Marketing

What do you study?

Marketing is one of the most dynamic areas of business because it focuses on satisfying the ever-changing wants and needs of people. Professional marketers research and identify target audiences, develop products and services, formulate pricing strategies, develop advertising and promotional campaigns, and implement methods of distribution so that customers receive products and services where and when they want them. Perhaps the most basic marketing skill is to be able to see an organization's activities from the customer's viewpoint.

A major in marketing prepares students for the many opportunities that exist in product and brand management, marketing research, advertising, digital marketing, customer analytics, retailing, channel management, logistics and physical distribution, professional personal selling and sales management, purchasing, wholesaling, marketing planning and analysis, public relations, marketing entrepreneurship, and new-product development.

The recommended plan of study includes classes in communications, society and culture and finance, in addition to fine arts, business consulting, management simulation and more.

Note: Students can pursue a degree in communications, English, Entertainment and Arts Management, Design and Merchandising, and can have a similar career trajectory



Marketing

What can you do?

A major in marketing prepares students for the many opportunities that exist in product and brand management, marketing research, advertising, digital marketing, customer analytics, retailing, channel management, logistics and physical distribution, professional personal selling and sales management, purchasing, wholesaling, marketing planning and analysis, public relations, marketing entrepreneurship, and new-product development

Common Job Titles for Undergraduate Marketing Majors

- Marketing manager
- Communications manager
- Public relations specialist
- Brand manager
- Product marketing manager
- Market research analyst
- Digital marketing specialist
- Content marketing specialist
- SEO specialist
- Social media marketer
- Marketing automation specialist



Operations and Supply Chain Mgmt

What do you study?

A firm's operations are what create value for customers and other stakeholders. Essentially, a firm's operations are what it is known for: the operations of Apple produce iPhones and iPads, the operations of Amazon get products into warehouses then sell them online, and the operations of UPS deliver them to your door. Furthermore, every department within a firm has its own operations: resources and processes that support the operations the firm is known for. Consequently, all managers will at some point face operational challenges, such as choosing what resources to have available, allocating specific resources to specific tasks, or improving efficiency.

The major in operations and supply chain management prepares students for participation as managers or specialists in the operations activity of industrial and service systems. The recommended plan of study includes classes in communications, statistics, business law and marketing, in addition to organizational behavior, planning and control of operations, critical thinking and more.



Operations and Supply Chain Mgmt

What can you do?

Students studying Operations and Supply Chain Management have a wide range of career opportunities in diverse industries. The vast majority do not work in manufacturing. Typical positions include supply chain specialist, supply chain analyst, operations manager, procurement specialist, healthcare operations manager, etc. Students landed in companies in pharmaceutical, retail, logistics, consumer goods, among many other industries.

Common Job Titles for Operations and Supply Chain Management Graduates

- Supply Chain Specialist/Manager/Analyst
- Operations Team Leader/Operations Manager/Operations Analyst
- Procurement Specialist/Buyer/Purchasing Manager
- Project Manager
- Logistics Manager



Organizational Management

What do you study?

The Organizational Management program at Drexel LeBow prepares students with the skills necessary to be successful in their careers, including communication, integrity, teamwork, cross-cultural sensitivity, negotiation, leadership and vision. These skills are highly coveted by employers and strongly complement core technical knowledge gained in majors such as finance, accounting, marketing and engineering.

The program provides a solid foundation of skills that are highly sought after in any field. The co-major/minor in Organizational Management can be paired with majors within LeBow or from other colleges to help you develop these skills and succeed in your chosen career.

The Organizational Management co-major focuses on training students to:

- Develop and exhibit leadership skills
- Work in diverse teams
- Build relationships and networks
- Communicate and negotiate effectively
- Manage their careers



Organizational Management

What can you do?

Undergraduate students who co-major in organizational management may find career opportunities in a variety of industries including health services, information technology, human resources and community services. Organizational management provides you with the skills to create and lead teams and take on management positions in any industry.

Common Titles for Undergraduate Organizational Management Graduates

- Corporate Labor Relations Manager
- Payroll Manager
- Performance Evaluation Specialist
- Employment and Recruiting Manager
- Staffing Manager
- Director of Employee Benefits and Services



Real Estate Mgmt and Dvmpmt

What do you study?

The program provides an interdisciplinary education necessary for success in the ever-expanding and complex field of real estate management. This bachelor's degree program incorporates Philadelphia's amazing real estate market as its outdoor classroom.

The curriculum consists of courses that will equip students with a foundation in real estate operations and management, along with specialized courses in:

- Accounting
- Asset management
- Business law
- Construction management
- Finance
- Sustainability
- Urban economics

Note: If interested in construction, architectural engineering, civil engineering, or construction management may also be areas worth exploring.



Real Estate Mgmt and Dvmpmt

What can you do?

Drexel's Real Estate Management and Development major encompasses foundation courses in real estate operations, management and development, including specialized courses in sustainability, asset management, real finance, and law. The major balances students' need for critical thinking and business acumen skills by including core business, social sciences, and humanities courses.

Common Titles for Undergraduate Real Estate Management and Development Graduates

- Appraiser or Assessor of Real Estate
- Asset Manager
- Community Association Manager
- Director of Housing
- Hotel Manager
- Investment Counselor
- Leasing Director
- Property Manager
- Real Estate Broker or Sales Agent
- Real Estate Developer
- Real Estate Manager
- Real Estate Marketing Manager



Sport Business

What do you study?

The demands of the increasingly sophisticated multi-billion-dollar global sport industry call for professionals who have both strong academic credentials paired with strategic work experiences in sport organizations. The program is intended for students who plan to pursue careers with professional sports teams, collegiate athletic departments, sport media networks, sport marketing firms, and other sectors of the sport industry.

Elective credits allow students to explore specific areas of interest or pursue a minor in the areas that advance his or her goals.

Students master the knowledge and skills necessary for success in professional sports organizations, collegiate athletics, sport media companies, and businesses that service and are complimentary to the sport industry. The co-op option engages students with extensive experiential learning.

Skills you will learn in this program include:

- Sports Marketing, Promotion, and Public Relations
- Sport Facility and Event Management
- Ticket Sales & Operations
- Sport Law
- Cost accounting



Sport Business

What can you do?

Graduates of the sport business program will be ready for a wide range of sport-related professions. They are uniquely qualified for work in athletics administration, community relations, coaching, finance, fundraising, media relations, marketing, operations, player development, and sales. The degree also provides a strong foundation for students to pursue graduate study in a range of fields, among them business administration, law, and marketing.

Common Titles for Undergraduate Sport Business Graduates

- Sports Agent/Advisor
- Player Personnel
- Scout
- PR and Community Relations
- Game Day Operations
- Sports Marketing and Promotions
- Event Management and Facility Management
- Spotter, Pit crew, Crew Chief, Race Management
- Fitness Center Ownership/Management
- Ticket Sales Representative
- Fundraising Manager
- Owner/Manager of Local Sport Business



Technology Innovation

What do you study?

The Technology Innovation Management (TIM) program provides a unique educational opportunity to explore the ever-changing landscape of business and technology. Graduates from the TIM program will possess the skills sought after not only by technology companies but also consulting firms and employers in traditional industries that seek to take advantage of new technologies.

This highly interdisciplinary and flexible program provides students with the opportunity to take courses across LeBow with experts in various areas including finance, marketing and management information systems (MIS) to build a diverse skill set.

The Technology Innovation Management program embeds a skill set and knowledge base emphasizing technology innovation management which is built on a solid business background. Technology Innovation Management courses are oriented primarily toward innovation, with an emphasis on technology-based innovation.



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Technology Innovation

What can you do?

Career opportunities can be found in technology consulting, product development, market research, project management and technology analysis.

Common Titles for Undergraduate Technology Innovation Management Graduates

- Operations Manager
- Technology Project Leader
- Program Manager
- Director of HR Technology and Innovation
- Senior Director of Marketing Technology
- Global Transportation Technology Director



Hospitality Management

What do you study?

The Bachelor of Science in Hospitality Management prepares students for leadership positions in restaurant operations, the tourism industry, event planning, hotel administration and other operational and administrative roles.

The BS in Hospitality Management provides a well-rounded education from an operational, analytical and administrative perspective. In addition, we include core business courses that will allow graduates of the program to excel in any area of the hospitality industry.

In addition to a BS in Hospitality Management, students will earn a minor from LeBow College of Business. This curriculum is designed to provide students with a deep understanding of the fundamentals of hospitality and business management. Course topics include: operations management, customer service, revenue management, human resources and administration, economics, marketing and more.

Note: This major offers a 5-year, 3 co-op option or a 4 year non co-op option.



Health Services Administration

What do you study?

This program develops critical competencies required to pursue a management career in health services management or administration and is designed for those interested in the non-clinical aspects of the health care and services.

The BS in Health Service Administration program provides you with a foundation in general management and economic principles related to health care and services, as well as an understanding of the administrative structure, operations and policies of the health care, services, and related industries. Your co-operative education experience helps you understand how to apply what you are learning while developing the confidence and professionalism attractive to future employers.

Note: This program offers only a 4-year, 1 co-op or a 4 year non co-op options.



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Health Services Administration

What can you do?

This program develops critical competencies required to pursue a management career in health services management or administration and is designed for those interested in the non-clinical aspects of the health care and services.

The BS in Health Service Administration program provides you with a foundation in general management and economic principles related to health care and services, as well as an understanding of the administrative structure, operations and policies of the health care, services, and related industries. Your co-operative education experience helps you understand how to apply what you are learning while developing the confidence and professionalism attractive to future employers.

Note: This program offers only a 4-year, 1 co-op or a 4 year non co-op options.