



“This program is not just about acquiring knowledge; it’s about embarking on a transformative journey that will empower you to create a better future for yourself and those around you. The skills and perspectives you will gain here will not only enable you to excel in the corporate world, but also to make a meaningful contribution to society.”

- Laura Katz, Chair, Department of Business Management

## What Will You Learn?

### Learn about the core functional areas of business

Gain a solid foundation in the fundamentals of business, including management, accounting, finance, and marketing. Make informed decisions with the knowledge you acquire.

### Analyze real-life business situations

Evaluate real-life business scenarios to understand the complexities and challenges corporations face.

### Gain business-related professional skills

Develop essential business skills, including effective written and oral communication and personal branding techniques.

### Become a corporate citizen

Embrace corporate citizenship to gain skills in ethical decision-making, sustainability, and community engagement. Gain a comprehensive understanding of the implications of business decisions on ethics, environment, and legal issues.

## Where Can You Go?

Talent Acquisition/Human Resources  
Sales

Advertising  
Banking  
Data Analyst  
Financial Advising  
Project Management  
Social Media Marketing

## 1st YEAR

## 2nd YEAR

## 3rd YEAR

## 4th YEAR

### Pursue Knowledge

Take your Springfield College Seminar (SCSM 101) in the fall.  
Take ENGL 113 College Writing I.  
Take ENGL 114 College Writing II.  
Take CISC 115 Microcomputer Applications.  
Take BUSM 150 Introduction to Business.  
Take BUSM 215 Principles of Management.  
Take a combination 30 credits of core, major requirement, or electives for the year.

Take ECON 205 Principles of Microeconomics  
Take ECON 210 Principles of Macroeconomics.  
Take BUSM 210 Principles of Accounting I.  
Take BUSM 211 Principles of Accounting II.  
Take BUSM 221 Principles of Marketing.  
Take BUSM 250 Business Communications.  
Declare your Themed Exploration.  
Take a combination 30 credits of core, major requirement, or electives for the year.

Take BUSM 310 Business Analytics.  
Take BUSM 315 Financial Management.  
Take BUSM 355 Business Ethics.  
Take a combination of 30 credits of core, major requirement, or electives for the year.  
Take a course in your Themed Exploration.  
Attend 12 Wellness Passport events.

Take BUSM 478 Business Law.  
Take BUSM 492 Strategic Management.  
Take a combination of 30 credits of the remaining core, major requirement, or electives for the year.  
Take remaining courses in your Themed Exploration.  
Attend the remaining Wellness Passport events.

### Gain Experience

Join the Business Club/Women in Business Club.  
Knowing another language is a valued asset in nearly all careers. Build language study into your academic and professional plan.

Become an executive board member of the Business Club/Women in Business Club.  
Organize Wellness Passport events.  
If you’re interested in a semester abroad your junior year, start planning now with your advisor and International Center staff.  
An internship is one of the most important pre-professional experiences employers look for so start planning now with your advisor and Career Center staff.

Consider participating in an internship.  
Continue to develop leadership skills through attending a regional or national conference or becoming an executive board member of your club/organization.

Consider participating in an internship.  
Participate in a case competition.  
Present a paper at Scholars in Action Day, and/or at a regional or national conference in your area of study or activity.

### Build Your Communities

**Get involved**

- Attend club events hosted by other departments.
- Engage in a service-focused activity through Humanics in Action or a team/club.
- Expand your awareness on issues related to diversity, equity and inclusion through team/club activities or the Office of Diversity, Equity, and Inclusion.

**Commit to deeper, consistent service and learning**

- Participate in a service project through the Center for Service and Leadership.
- Attend a signature leadership program to start to define your leadership style.

**Build your network**

- Meet with Career Professionals as a part of the Executive in Residence Program.
- Attend Job Fairs.

**Mentor others**

- Mentor the next generation of leaders in your clubs and organizations.
- Attend a conference.
- Explore new programs and events you haven’t tried before.
- Model connectedness and wellness for newer students.

### Prepare for Life After College

**Get involved to develop transferable skills**

- Attend departmental and campus events to network and meet faculty, staff, and students.
- Meet with a Career Counselor to explore careers and/or majors.
- Utilize Career Center resources, including Handshake.

**Develop academic and career-related goals**

- Visit the Career Center to research fields of interest.
- Have resumes and cover letters reviewed by the Career Center.
- Now is the time to develop your academic and career goals with your advisor and a career counselor.

**Gain experiential education in your field**

- Attend networking events and job fairs to learn about employment opportunities.
- Plan an internship experience with your faculty internship coordinator and the Career Center.
- Look at graduate school requirements to ensure you are on track.

**Apply for jobs or graduate school**

- Prepare your applications for jobs and graduate school.
- Ask professionals to serve as references.
- Participate in mock interviews to strengthen skills and build confidence.
- Speak with the International Center about opportunities in the U.S. and abroad.