



FDU–Vancouver

Bachelor of Science in Business Management

With Dual Concentrations in International Business and Accounting, Entrepreneurship, Finance, Information Technology or Marketing

FDU-Vancouver • British Columbia, Canada

We live in a rapidly changing world — and nowhere is that change more evident than in the business community. More than ever before, businesses need educated individuals who are prepared to deal with change. The Bachelor of Science (B.S.) in Business Management is designed to give students a broad-based business background.

The program is offered through Fairleigh Dickinson University's Silberman College of Business, which is accredited by AACSB International — the Association to Advance Collegiate Schools of Business — one of higher education's most prestigious and rigorous accrediting bodies.

FDU's Silberman College of Business has been recognized as one of the top business schools in America for entrepreneurship. In the annual ranking of top entrepreneurship programs done by *The Princeton Review* and *Entrepreneur Magazine*, FDU's undergraduate entrepreneurship program placed 7th out of more than 700 schools surveyed. FDU's program was also rated in the top 10 by other program directors, faculty and alumni. *SUCCESS* magazine has named Fairleigh Dickinson's program among its top 50 "Best Entrepreneurial Schools" in the nation.

FDU-VANCOUVER

As a leading innovator in global education, Fairleigh Dickinson University consistently seeks new ways to offer its unique learning opportunities to students worldwide. The University offers two undergraduate degree programs — a Bachelor of

Science in Information Technology with a concentration in Business Administration and a Bachelor of Science in Business Management with dual concentrations in international business and accounting, entrepreneurship, finance, information technology or marketing — at its newest campus location in Vancouver, British Columbia. Located in western Canada near the U.S. border, Vancouver is one of the world's most scenic, cosmopolitan and multicultural cities. Warmed by Pacific Ocean currents and surrounded by mountains, the city enjoys mild temperatures throughout the year.

Classes at FDU-Vancouver will be held during three semesters each year, enabling students to accelerate their studies and earn their degrees in less than three years by attending classes year-round.

PROGRAM OVERVIEW

To earn the B.S. in Business Management, students must complete a minimum of 130 credit hours of course work. Of the 130 credit hours, 12 will be in the University Core Curriculum, 31 in the liberal arts and 63 in the College's business management foundation. All students will pursue a dual concentration consisting of a required concentration in international business (12 credits) and a specialty concentration in either accounting, entrepreneurship, finance, information technology or marketing. Each specialty concentration requires the completion of 12 credits with the exception of information technology which requires the completion of 18 credits.

continued

Fairleigh Dickinson University

FACULTY

All full- and part-time faculty members at FDU-Vancouver will meet the same high standards of educational attainment, teaching competency, scholarly and professional accomplishments and service to the University as the business faculty who teach at the University's campuses in New Jersey. FDU-Vancouver faculty include New Jersey full-time faculty who will teach through distance education courses or onsite in Vancouver. The New Jersey faculty of the Silberman College of Business developed the program and dual concentrations offered at FDU-Vancouver and will be directly involved in the program's delivery.

CURRICULUM

Required Courses for All Students

The following courses are required of all students enrolled in the B.S. in Business Management program.

University Core Curriculum 12 credits

- American Experience
- Cross-Cultural Perspectives
- The Global Challenge
- Perspectives on the Individual

Liberal Arts Curriculum 31 credits

- English Composition I
- English Composition II
- Freshman Seminar (1 credit)
- General Psychology
- Geography and World Issues
- Introduction to Environmental Science
- Introduction to Political Science
- Modern Technology: Principles, Applications and Impacts
- Professional Communication
- Spanish for Global Business I
- Spanish for Global Business II

Business Management Foundation 63 credits

- Accounting Principles I
- Accounting Principles II
- Business and the Law
- Business Ethics Forum
- Business Finance I
- Business Finance II
- Business in a Global Society
- Calculus with Business Applications
- Computer Technology in Business Communication
- Human Relations in Business and Industry
- Introduction to Microeconomics
- Introduction to Macroeconomics
- Introduction to Statistics
- Junior Business Forum
- Management Information Systems
- Principles of Marketing
- Production Management
- Quantitative Applications in Business
- Senior Business Forum
- Sophomore Business Forum
- Statistical Applications in Business

Dual Concentrations

All students in the B.S. in Business Management program complete a dual concentration that is comprised of a required concentration in international business and a specialty concentration in one of these areas: accounting, entrepreneurship, finance, information technology or marketing.

Required Concentration

The 12-credit required concentration in international business consists of the following courses:

International Business 12 credits

- Concepts of International Management
- Fundamentals of International Business
- International Trade
- Principles of International Marketing

Specialty Concentrations

Course and credit requirements for each specialty concentration are as follows:

Accounting 12 credits

- Auditing Concepts
- Cost Measurement and Control
- Financial Accounting Theory I
- Financial Accounting Theory II

Entrepreneurship 12 credits

- Advanced Business Planning
- Family Business Management
- Finance in an Entrepreneurial Environment
- Small Business Management: An Entrepreneurial Perspective

Finance 12 credits

- Analytical Methods in Finance
- Financial Markets and Institutions
- International Business Finance
- Securities and Investments

Information Technology 18 credits

- Digital Media Publishing
- Information Technology
- Information Technology Needs and Assessment Management
- Internet and Web Applications
- Introduction to Digital Media
- Web Site Design and Management

Marketing 12 credits

- Advertising Management
- Buyer Behavior
- Direct, Database and Interactive Marketing
- Marketing Research

THE ADDED VALUE OF AACSB ACCREDITATION

Less than one third of the 1,200 colleges and universities in the United States that offer business degrees have earned AACSB International accreditation. Accreditation affirms the excellence of a school's current programs and sets a continuing high standard for future performance. Employers of graduates of an AACSB International-accredited institution can be confident that those individuals are prepared to contribute in today's complex business environment.

In awarding accreditation to Fairleigh Dickinson's Silberman College of Business, AACSB International commended the University for its commitment to the College's development and growth; its impressive ethnic and cultural diversity, which is a vital part of the University's overall global mission; the esprit de corps among the faculty, staff and students; and its history of responsiveness to the educational needs of the business community.

ACCREDITATIONS AND APPROVALS

Fairleigh Dickinson University is accredited by the Middle States Commission on Higher Education and licensed by the State of New Jersey Commission on Higher Education. FDU's Silberman College of Business holds prestigious accreditation by AACSB International – the Association to Advance Collegiate Schools of Business. Many of the University's individual academic degree programs are accredited by the appropriate professional and educational agencies.

The term "university" is used in British Columbia under the written consent of the British Columbia Ministry of Advanced Education effective May 8, 2006. Fairleigh Dickinson University, having undergone a quality assessment process and been found to meet the criteria established by the Ministry, is the first non-Canadian institution to gain approval under the stringent standards adopted by the Ministry in 2003. The B.S. in Business Management is also offered under the written consent of the British Columbia Ministry of Advanced Education effective May 8, 2006.

ABOUT FAIRLEIGH DICKINSON UNIVERSITY

Founded in 1942, Fairleigh Dickinson University is the largest private university in the state of New Jersey, U.S.A., serving more than 12,000 students and more than 100,000 alumni. Its two New Jersey campuses are located on the eastern seaboard of the United States near New York City— the Metropolitan Campus (Teaneck, NJ) and the College at Florham (Madison, NJ). The University offers more than 100 bachelor's, master's and doctoral programs.

In addition to its two U.S. locations, the University owns and operates Wroxton College in Oxfordshire, England. Students usually study for a semester or the summer at Wroxton which features high quality academic programs and the opportunity to travel and experience new cultures.

For More Information

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Vancouver**

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