

ELMIRA COLLEGE

BUSINESS ADMINISTRATION



LEARN TO LEAD IN BUSINESS

The challenges and complexities of today's world will demand you to be at your best. The Business Administration curriculum is taught by experienced academic professors and professionals who leverage real-world experiences that will equip you with the confidence to succeed in the professional world. You'll complete team projects, go on field trips to manufacturing operations, listen to guest speakers and have opportunities to work side by side with business leaders.

DIFFERENT CONCENTRATIONS

Fashion Marketing - Learn to promote fashion products to the right people at the right time.

Fashion Merchandising - Learn to analyze market trends and getting to know consumer behaviors to make wise purchasing decisions.

General - Learn to think strategically and bring creative solutions to an industry or project.

Sports Management - Designed to pair your interest in management with a passion for sports.

Information Technology Management - Learn how to leverage technology solutions to solve complex business problems and improve operations.

Management - For students who want to acquire a deeper background in the field of Management.

WHAT CAN YOU DO WITH THIS DEGREE?

A Business Administration concentration at Elmira College prepares students for a wide range of career opportunities in business, leadership and management. Elmira College's focus on experiential learning and real-world experience has been a clear advantage to students in their careers, and its graduates are found in areas including human resources, management, marketing, manufacturing, media, fashion, entertainment, global business, the nonprofit sector and more.

Students interested in pursuing an MBA may do so through a 4+1 or 4+2 program.

4+1

Alfred University, Clarkson, RIT, or
State University of New York at Buffalo

4+2

Binghamton University, Syracuse
University, or University of Rochester

TERM III STUDY ABROAD

Our students have regular opportunities for study abroad, ranging from Elmira College travel courses to partnership with overseas institutions. Recent courses include Globalization and Change in **Southeast Asia**, Natural and Social History of **Eastern Australia**, and a business and cultural study of the **UK and Ireland**.

OPPORTUNITIES & INTERNSHIPS

Internships

Students complete internships or field experience with organizations in both the non-profit and for-profit sectors, with organizations including start-ups, small businesses, and large corporations.

Student Team

EC2 Development x THFBS is an entrepreneurial community development team. Students have the opportunity to complete their community service requirements, while networking with fellow students and faculty and developing leadership, team-building, and entrepreneurial skills and experience.

Honor Societies

Sigma Beta Delta: International Honor Society for Business, Management and Administration. Requirements include: GPA of 3.6, leadership activities, and 60+ credits completed at Elmira College.

Prizes

- Provost Prize for Business Administration
- Tommy Hilfiger Fashion Business School Award

DEPARTMENT CONTACT

Alison M. Wolfe, MBA, MS, PhD

*Professor, Business and Economics Division Chair,
Tommy Hilfiger Fashion Business School Director (THFBS),
and Corning Incorporated Foundation Chair of Business*

awolfe@elmira.edu

The world is waiting for you. So are we.



It's your time. And Elmira College is your place.

THE ELMIRA WAY

At Elmira, we celebrate who you are while preparing you for wherever you're going. Here, you'll do more than sit in lecture halls. You'll gain the communication and critical thinking skills necessary for the professional world through hands-on, experiential learning. Whether in a classroom, a conference room, a scientific lab, or on the sports field, you'll explore global perspectives and investigate multicultural affairs, conduct research, complete in-depth projects, go on exciting site visits, and engage in the community. It's all about giving you opportunities to be YOU.

OPPORTUNITY IS HERE AND WAITING FOR YOU.

Your potential – for leadership, fulfillment, and success – is strong and uniquely yours. You belong on a college campus full of opportunities to cultivate your promise.

Submit your Elmira College Application at apply.elmira.edu/apply or the Common App. However you apply, you'll receive these benefits:

- ✓ No application fee
- ✓ No required letter of recommendation
- ✓ No required test scores
- ✓ A one-week admission decision
- ✓ All accepted students are awarded a merit scholarship

OFFICE OF ADMISSIONS

One Park Place
Elmira, NY 14901

P: (800) 935-6472
F: (607) 735-1718

admissions@elmira.edu

98%

of students are employed or enrolled in graduate programs within 6 months after graduation.

AFFORDABILITY

Elmira College offers one of the lowest undergraduate tuition prices of any four-year private college or university in the region.

100%

of students complete a career-related internship before graduation.

ALUMNI PERSPECTIVES

Allison (Smith) Burns '14, Esq.

Chief Operations Officer, Casey & Lundregan, P.C.

"The business department at Elmira equipped me with the knowledge and skills I need, not only to manage the daily operations and staff of my law firm, but also to represent trustee clients in complex fiduciary litigation regarding accounts and tax obligations."

Dave Simons '15

Account Director, Americas, MOI Global

"The EC business program, especially the marketing specialization, was a great launch pad for my career in the ad agency world. Particularly the marketing capstone course in which we worked with a presented to real clients."

Keep exploring EC and the programs that interest you most.

Create an online viewbook that YOU customize with the information YOU want.

It only takes a few minutes. Scan the QR code to get started!

