

# FOSTER COLLEGE OF BUSINESS

All programs offered by the Foster College of Business, Bradley University, are accredited by the AACSB International: The Association to Advance Collegiate Schools of Business.

## Mission And Vision

### Vision Statement

To be the standard for engagement, innovation, and impact in business higher education.

### Mission Statement

The Foster College of Business is a professional school that prepares learners to pursue success throughout their lives. We infuse interdisciplinary approaches, including convergence, in our curricula, research efforts and community service, in partnership with stakeholders, to provide students with exceptional learning experiences and the ability to contribute solutions with positive societal impact. We engage with learners of all types, conduct original research, and contribute to the betterment of our college, university, professions, and communities.

### Our Values

In everything we do, we value integrity, persistence, innovation, collaboration, impact, growth, diversity, and risk taking.

### Distinctive Competencies

Faculty who are scholar/educators, utilization of experiential learning, expertise in providing business acumen to technical professionals.

## Courses And Curricula

The courses and curricula of the Foster College of Business are derived from the mission and objectives of the College. There are three categories of courses that enable the college to fulfill its mission: Bradley Core Curriculum (BCC) courses, college core courses, and courses in the major areas offered by the College.

We believe that a general education is critical for preparing students for business careers, and business majors must complete BCC requirements, which can be found in the All-University Degree Requirements (<https://catalog.bradley.edu/undergraduate/academic-regulations/degree-requirements/>) section of this catalog. BCC emphasizes eight "Areas of Inquiry" that will develop communication skills and more deeply engage the student in the process of intellectual growth. The student chooses from a list of approved courses, some of which may also satisfy college core requirements.

The second part of the curriculum is the college core required of all Foster College of Business graduates. This core prepares students to be well-rounded business professionals by introducing them to the various business functions of organizations and developing an understanding of how business and society interact. The core curriculum, along with BCC courses, helps to develop the analytical skills business professionals must have.

The third category of courses is derived from the college's mission and objectives and consists of courses in the student's major. Majors are offered in accounting, actuarial science-business, business analytics, finance, international business, management and leadership,

management information systems, and marketing. Courses in the major help develop the abilities and skills necessary in entry-level jobs. These courses provide a background that allows for maximum professional growth in whatever profession the student chooses.

Students who choose to double major in the Foster College of Business must complete requirements for both majors and must have at least 18 unique hours in courses in their second major that were not used to fulfill the requirements of their first major.

Foster College of Business students who choose to declare a minor within the Foster College are encouraged to take a minimum of 9 additional hours. Six of nine hours can be used to satisfy the requirements for 6 hours of FCB electives. Check minor requirements in the undergraduate catalog for more details.

Because of the dynamic world in which we live and do business, the college stresses adaptability and flexibility. Students should anticipate that courses in the core curriculum and within each major will change and evolve as circumstances warrant. To help manage course planning, students in the Foster College of Business are assigned both a professional Academic Resource Center (ARC) advisor and a faculty advisor who should be consulted regularly so that a coherent course of study may be developed.

## Admissions and Transfer Requirements

1. Students interested in applying for admission to the Foster College of Business must contact the Office of Undergraduate Admissions at Bradley University. All students must meet the university entrance requirements to be admitted to the college.
2. Students currently registered at Bradley University who are interested in declaring a major or minor in business should contact the Associate Dean.
3. First year and transfer students who elect the AEP Program or a major in another college may internally transfer into the Foster College of Business during their first year if they have met the entrance requirements of the Foster College of Business at the time of their admission to the University. First Year and transfer students who did not meet the admission requirements at the time of their entry into the University may change into the College after earning a "C" or better in MTH 114 Applied Finite Mathematics, MTH 115 Brief Calculus With Applications I, or MTH 121 Calculus I, earning a "C" or better in ATG 157 Accounting Principles - Financial, earning a cumulative GPA of 2.00, and earning a 2.00 GPA in business courses.
4. Students who are transferring from an AACSB-accredited school may transfer upper-level business courses for credit.
5. Junior/senior-level business core courses or courses required in a business major taken at the first year or sophomore level at another institution will not transfer into the Foster College of Business.
6. Business courses transferred from other institutions with the grade of "D" will not be accepted by the Foster College of Business.
7. Students electing to take courses at another accredited institution to apply toward credit to meet graduation requirements assume the responsibility for the transferability of the credit. Students must obtain pre-approval from their department chair and dean of the college before enrolling in a course to be taken at another school. The student is also responsible for requesting an official transcript be sent to the Registrar's Office once the course is completed.

# Graduation Requirements

## Courses of Instruction

Courses numbered 100 to 199 are primarily for first year students; those numbered 200-299 are for sophomores; those numbered 300-499 are open only to juniors and seniors, although some students with 42 hours may take the 300-level gateway course into their declared first business major. Courses numbered 500-599 are open only to graduate students and undergraduate students with consent of the Associate Dean. Courses numbered 600-699 are open only to graduate students.

## Curriculum Requirements

Students who maintain continuous enrollment and who complete work toward the baccalaureate degree within five years from the date of entry may graduate under either the catalog in effect at the time of entrance or under the catalog in effect at the time of graduation. A change in major could mean meeting new requirements in force at the time of the change as a condition for acceptance into that major. Students whose work has been interrupted for one or more semesters may be held to requirements in effect at the time of their re-enrollment.

## University Requirements

### Bradley Core Curriculum

Bradley Core (Quantitative Reasoning) - the courses offered by Bradley that will satisfy the Foster College of Business mathematics requirements are:

Code	Title	Hours
MTH 114	Applied Finite Mathematics	3.0
MTH 115	Brief Calculus With Applications I	4.0
MTH 121	Calculus I	4.0

The third option, MTH 121 Calculus I, is more rigorous, and should be selected by students with a strong background in math who are planning a career in one of the more quantitative areas of business or future graduate study.

A second Quantitative Reasoning requirement may be fulfilled by successfully completing Q M 262 Quantitative Analysis I, which is required in the business core.

The Social and Behavioral Science requirement may be fulfilled by successfully completing ECO 221 Principles of Microeconomics and ECO 222 Principles of Macroeconomics, or BLW 342 Legal Environment of Business, which are required in the business core.

The Multidisciplinary Integration requirement may be fulfilled by successfully completing M L 452 Strategic Management in Organizations and BUS 400 Senior Consulting Project.

On of two require Writing Intensive requirements, and one of two Experiential Learning requirements may be fulfilled by successfully completing ECO 222 Principles of Macroeconomics

One of two required Writing Intensive requirements, and one of two Experiential Learning requirements may be fulfilled by successfully completing BUS 400 Senior Consulting Project.

The remaining BCC courses are explained elsewhere in the All-University Degree Requirements and Bradley Core Curriculum (<https://catalog.bradley.edu/undergraduate/academic-regulations/degree-requirements/>) section of this catalog.

## Math Placement

The specific math course sequence that must be taken by a student is determined on an individual basis. The program presented here is designed to accommodate the typical student, but students may discuss appropriate alternatives with their advisors. A student's previous mathematical experience and performance on proficiency exams are used to establish an appropriate sequence. Students can learn more about math proficiency at Bradley by visiting the math placement assessment (<https://www.bradley.edu/academics/academic-centers/academic-success-center/>) site. Students who do not meet these requirements may be admitted to the college with a math deficiency. They must take prerequisite courses as specified by the Mathematics Department. **CLEP general mathematics credit will not be accepted in lieu of the required mathematics courses nor does the college grant any credit toward graduation for CLEP in mathematics.** Similarly these courses and CLEP mathematics will not be accepted for credit toward the BCC requirement.

## College Requirements

### College Core

Code	Title	Hours
MTH 114	Applied Finite Mathematics (or Higher)	3.0
BUS 100	Contemporary Business	3.0
ATG 157	Accounting Principles - Financial	3.0
ATG 158	Accounting Principles - Cost Management	3.0
MIS 173	Introduction to Business Analytics	3.0
ECO 221	Principles of Microeconomics	3.0
ECO 222	Principles of Macroeconomics	3.0
Q M 262	Quantitative Analysis I	3.0
MTG 315	Principles of Marketing	3.0
FIN 322	Business Finance	3.0
BLW 342	Legal Environment of Business	3.0
M L 350	Managing for Results in Organizations	3.0
BUS 400	Senior Consulting Project	2.0
M L 452	Strategic Management in Organizations	2.0
Quantitative Skill Building. Select one of the following:		3.0
Q M 263	Quantitative Analysis II	
M L 353	Operations Management in Organizations	
Foster College of Business Core Electives <sup>1</sup>		6.0

<sup>1</sup> Foster College of Business Core Electives include any business course not required by the student's first major.

## Other Requirements

Students must complete 120 hours to receive a degree in business.

- At least one-half of all required business credit hours must be taken at Bradley University.
- A minimum of 15 hours of Foster College of Business junior/senior courses must be taken at Bradley University.
- A minimum cumulative GPA of 2.00 (C) must be earned in all courses taken at Bradley University and in courses taken in the Foster College of Business.
- It is the student's responsibility to meet all university academic, financial, and administrative requirements and procedures as outlined elsewhere in this Catalog.

## Business Exploration Program – BUS-BEP

This program is for students who want to major in business but are undecided as to which curriculum to pursue.

Students must meet admission requirements for entrance into the Foster College of Business. Students are strongly encouraged to choose a major by the first semester of their junior year by completing the appropriate form available from the Foster College of Business Undergraduate Advising Coordinator.

## Global Scholars Program

Students enrolled in the Foster College of Business have an opportunity to earn the designation of Global Scholar in recognition of achievement in global business studies. The FCB Global Scholars designation may be earned in conjunction with any degree and major within the Foster College of Business. Requirements of the Global Scholars Program do not necessarily add to total credits necessary for graduation.

Coursework for the Global Scholars Program has been designed to broaden student perspectives by providing enhanced preparation for careers in a global marketplace. Topics and issues taught on both the Bradley campus and in international environments will develop within students a capacity to assess international business opportunities and to understand business in the context of different cultures.

### The Global Scholars Program provides:

- Recognition by the dean of the college and citation at the Foster College of Business Honors Banquet
- Recognition on the student's transcript as having achieved the Global Scholars designation
- Opportunity to study abroad as early as a student's sophomore year with introductory study abroad programs in China or India
- Seminars with experienced international business leaders
- Social interaction with guest speakers, Bradley alumni, and international students

## Turner Center for Entrepreneurship

Entrepreneurship is the driving force for innovation and growth in Central Illinois. It is the means by which new ideas, novel approaches, and advanced technologies are continually introduced into the marketplace. As in every business venture, there is always some element of risk and the need to support entrepreneurs and businesses in their journey. The Turner Center for Entrepreneurship (<https://theturnercenter.org/>) has the collective knowledge and resources to assist small and start-up businesses in creating a plan to minimize risk, take advantage of opportunities, and grow.

Established in 2001 by a gift from Robert '77 MBA '78 and his wife Carolyn, the Turner Center for Entrepreneurship builds on Bradley University and the Foster College of Business historic strength in small business education and development. For nearly 50 years, the Foster College of Business has provided business training and technical assistance to start-up and existing businesses including one of the nation's oldest student-based consulting projects. The establishment of the Turner Center for Entrepreneurship strengthened Bradley's commitment in entrepreneurship by bringing together related services and help growth of the local economy.

## Our Centers and Services

### Illinois Small Business Development Center - SBDC

The SBDC provides advising, training, and other resources to assist entrepreneurs in starting or owning their own business. The SBDC also assists existing companies in strategic development, financial planning, marketing, and business valuation.

### Technology Commercialization

The SBDC helps individuals and companies identify, evaluate, and pursue technology commercialization projects that lead to innovative products and services. This includes making connections with Bradley University resources, local partners, and capital providers to support related funding.

### Illinois SBDC International Trade Center - ITC

Exporting is an excellent way for a company to expand its sales and diversify risk. The ITC offers assistance in all aspects of international trade including market and partner identification, logistics, trade finance, understanding the rules of free trade agreements, and complying with export regulations.

### Illinois Procurement Technical Assistance Center (PTAC)

Companies need help in selling to federal, state, and local government agencies. Our PTAC helps identify those opportunities, bid on projects, and comply with related regulations. The PTAC also assists companies in their small business certifications including woman, minority, and veteran owned enterprises.

## Center for Cybersecurity

The Center for Cybersecurity provides the administrative leadership, support, and infrastructure to facilitate the advancement of cybersecurity education, research, and service at Bradley University. Its efforts also support the local economy by building strong partnerships with public and private institutions.

The Center provides additional opportunities for student and faculty interaction, increasing experiential learning through collaboration with local businesses, and fostering exceptional outcomes by preparing students through cutting-edge cybersecurity education.

Bradley University is a designated Center of Academic Excellence, (<https://www.nsa.gov/Academics/Centers-of-Academic-Excellence/>) specifically in the area of Cyber Defense (CAE-CD). This designation is jointly sponsored by the National Security Agency (NSA) and the Department of Homeland Security.

## College Programs

The Foster College of Business several programs outside of department offerings: International Business (<https://catalog.bradley.edu/undergraduate/programs/international-business-major/>) major and minors in Business Administration (<https://catalog.bradley.edu/undergraduate/programs/business-administration-minor/>) and Innovation through Collaboration (<https://catalog.bradley.edu/undergraduate/programs/innovation-through-collaboration-minor/#text>).

- Accounting (<https://catalog.bradley.edu/undergraduate/business/accounting/>)
- Economics and Finance (<https://catalog.bradley.edu/undergraduate/business/economics-finance/>)
- Management and Leadership (<https://catalog.bradley.edu/undergraduate/business/management-leadership/>)

- Management Information Systems (<https://catalog.bradley.edu/undergraduate/business/management-information-systems/>)
- Marketing (<https://catalog.bradley.edu/undergraduate/business/marketing/>)