



GENEVA COLLEGE

Department of Business

MISSION

The mission of the department of business, accounting and management is to develop competent business practitioners who can be effective witnesses for our Lord in the workplace. We believe that business is a calling by God which involves integrating biblical concepts such as wisdom, stewardship, justice, righteousness and integrity. The department desires to produce graduates who are grounded in biblical principles and business knowledge, and equipped to serve Jesus Christ in the business world.

OVERVIEW

Geneva's business program blends liberal arts education with real life business applications, preparing students with coursework from all areas within the business field while developing the breadth of knowledge and skills required in today's workplace. Geneva's business faculty possess a dynamic blend of academic and workplace experience, allowing students to learn in both a theoretical and practical context.

DISTINCTIVES

- Nationally accredited by the Accreditation Council for Business Schools and Programs
- Applied learning through business simulations and case studies
- Networking with area business leaders through the Management Lunch program
- Abundant internship possibilities with close proximity to Pittsburgh
- Global business exposure to China under the department's credit awarding program

ACCOUNTING

The accounting major prepares students for careers in managerial, governmental or certified public accounting positions. Geneva's program meets the requirements of the State Board of Accountancy to sit for the Certified Public Accountant (CPA) examination in Pennsylvania. With instruction directly from CPA faculty paired with internship experience, graduates are equipped to meet today's demand for well-prepared and ethical accountants.

Geneva offers two tracks, depending on a student's career goals. Track one is a private sector track for students desiring to work in a corporate setting and not become a licensed CPA, with graduation upon completion of 126 credit hours. Track two is for those who wish to pursue CPA licensing, which requires 150 credit hours. Students may tailor their courses to meet the 150 hour requirement in two ways. One option is to complete all undergraduate coursework, which often allows students to

graduate within 4 years. Students choosing this option typically double major; however, some take summer classes for the additional 8 courses. The other option is to complete 126 credit hours of undergraduate coursework and then enroll in Geneva's MBA program for the additional 36 credit hours, affording the opportunity to complete a graduate degree.

BUSINESS ADMINISTRATION

This major prepares students with broad training in the functional areas of business including marketing, management, finance, accounting, economics, law and more. Students need this broad experience to coordinate all operations within an organization. In addition to the 51 credit-hour core, students choose a 15-hour concentration (students can double concentrate) from the following:

ECONOMICS

Business professionals must understand corporate behavior, business decision-making and the effects of government policy on the marketplace. The economics concentration prepares students to think critically about economic policies and enables them to develop a strong theoretical understanding of economics.

FINANCE

The finance concentration equips students with theory and foundational practices that cover accounting, finance and economics. Students will study financial management skills such as ratio analysis, cash flow forecasting, budgeting, investing and more.

HUMAN RESOURCE MANAGEMENT

The human resource management concentration is designed to provide the theoretical and practical skills necessary in the HR field. Students are grounded in the business management core, and take content-specific courses in human resources, compensation, benefit administration, labor relations and strategic HR management. Our HR curriculum provides exposure to the human resource body of knowledge as determined by the Society for Human Resource Management (SHRM), preparing students to sit for PHR certification in addition to having the business acumen necessary for success.

INFORMATION SYSTEMS

The information systems concentration prepares students to understand the connection between business practice and the data and computer systems that support an organization. Students explore areas such as hardware, software, databases, systems analysis, design and implementation, project management, and computer programming. Students interested in systems analyst and IT management careers often choose this concentration.

INTERNATIONAL BUSINESS

Geneva's international business concentration offers professional preparation in the application of business principles with an emphasis on international business and global markets. Students engage concepts in international marketing and export management, comparative economic systems, intercultural communication, politics of global economics and language and culture.

MANAGEMENT AND ENTREPRENEURSHIP

Entrepreneurship and management are vitally important subjects in today's environment for all organizations. The generation and development of new ideas is critical to the success of start-ups, non-profits, and large, established multinational organizations. This concentration assists students in gaining an understanding of these important areas.

MARKETING

The marketing concentration enables students to meet the quickly changing demands of the business world and succeed in marketing careers by preparing them with research and critical thinking/analysis skills. The curriculum allows students to explore areas such as consumer behavior, product development, sales, distribution policies, and legislative regulations.

SPORT MANAGEMENT

The sport management concentration prepares students for positions including athletic administration, sport/recreational facility management, coaching and sport event management. Students explore the theories and principles of management as applied to sport programs and facilities.

SPECIAL CONCENTRATION

Students can propose their own concentration for special circumstances, such as global business, Latin American business, retail management and quantitative analysis.

BUSINESS/AVIATION DUAL MAJOR

In partnership with the Community College of Beaver County (CCBC), Geneva offers the opportunity to combine a business degree with CCBC's associate in applied science degree (AAS) in aerospace engineering, air traffic control or professional piloting. Typically, students complete a 1-2-1 program, with the first and last year at Geneva, and the middle two years at CCBC. This program enhances career potential by blending vocational training in aviation with the broader experience involved in a baccalaureate degree. Residence on Geneva's campus is provided during all four years for students not living at home. Registration, along with tuition, fees, room and board, and any financial aid, is handled by Geneva in years one and four. During years two and three, billing, aid, and athletic eligibility remain at Geneva while registration is at CCBC and tuition and fees (including costs) are set by CCBC, but paid at Geneva.

B.S.B.A. SPORT MANAGEMENT/BUSINESS MAJOR

The sport management/sport business industry is estimated as the sixth largest industry in the U.S., and Geneva offers a sport management/business major that prepares students for a variety of careers in this growing industry. Students engage concepts in sport management, legal issues in sport, facility management and design, governance and organization, and sports in American culture. Careers are generally very competitive, and Geneva's program offers two courses providing hands on experience: a sport practicum class and a sport management internship.

OUTCOMES

The demand for business majors is constant. Geneva prepares students for gainful employment in business, not-for-profit organizations and government, as well as graduate school. Our graduates are very successful in securing employment, often citing their internship experience as a catalyst in their choice of employment.

INTERNSHIPS

Through internship programs, students can gain the ultimate credential—a resume of professional experience in well-known companies. Recent opportunities include:

- Cottrill
- Fidelity Bank
- Grossman, Yanak & Ford
- Integra Marketing
- Merrill Lynch
- U.S. Federal Government
- World Vision

OUR FACULTY

The faculty brings a much-needed balance between academic and professional experience, instructing theory from the practical context of the workplace. Our accounting major is led by CPAs who continue in their practice and the business administration major features professors who were successful in the workforce.

Ralph Ancil (2004), Professor of Economics; B.S., Grand Valley State University; M.S., Michigan State University; Ph.D., Michigan State University

Eugene DeMarco (1993), Instructor of Business, Director of Athletics and Head Football Coach; B.A., Geneva College; M.B.A., West Virginia University

Denise Murphy-Gerber (2007), Associate Professor of Business; B.S.B.A., Clarion University of PA.; M.B.A., National-Louis University; Ph.D. candidate, Duquesne University

Matt Fuss (2011), Assistant Professor of Business; B.S.B.A., Geneva College; M.B.A., Geneva College; Ph.D. candidate, Duquesne University

William Pearce (2007) Associate Professor of Business; B.S. Florida Institute of Technology; M.S. F.I.T.; Ph.D. candidate, Kent State University; department chair

Daniel H. Raver (1980), Associate Professor of Business; B.S.B.A., Geneva College; Robert Morris College; M.B.A., University of Pittsburgh; C.P.A.

Robert Reith (2008), Associate Professor of Business; B.A. Grove City College; M.B.A. University of Pittsburgh; J.D. Duquesne University

Gordon P. Richards (1999), Associate Professor of Business; B.S., Management/Computer Information Systems, Park College; M.A., Computer Resource and Information Management, Webster University; D.Sc. Information Systems and Communication (ABD), Robert Morris University

Amy Russin (2007), Associate Professor of Accounting; B.S.B.A. Geneva College; M.B.A., Geneva College; C.P.A.

Gary P. Vander Plaats (1995-1999, 2010), Associate Professor of Business, B.A., Dordt College; M.B.A. University of Iowa; D.B.A Anderson University; C.P.A.; C.M.A.; C.C.M.