



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 the liberal arts education with real life business applications. Our program prepares students with coursework from all areas within the business field, allowing students to develop the breadth of knowledge and skills required in today's work place. In addition to the diversified curriculum, Geneva's business faculty possess a dynamic blend of academic and workplace experience, allowing students to learn in a theoretical and practical context.

DISTINCTIVES

- Nationally accredited BSBA and M.B.A. program by the Association of Collegiate Business Schools and Programs
- Emphasis on Christian faith applied to the marketplace
- Faculty with extensive academic and business experience
- Applied learning through business simulations and case studies
- Management Lunch program connects students with area business leaders for discussion and networking
- Internship possibilities are abundant with close proximity to Pittsburgh (35 minutes south)
- Global business exposure to China under the department's program partnered with Southeast University in Nanjing

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 CPA examination in Pennsylvania. With additional special courses offered at Geneva, the requirements for other states can be met. With instruction directly from CPA faculty paired with internship experience, accounting graduates are equipped to meet today's demand for well-prepared and ethical accountants.

BUSINESS ADMINISTRATION

Geneva's business administration major prepares students with a broad training in the various functional areas of business including: marketing, management, finance, accounting, economics, law and more. Students need this broad experience as managers direct and 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 areas:

HUMAN RESOURCE MANAGEMENT/MANAGEMENT

The human resources/management concentration prepares students for business careers dealing directly with the management of people. Students are prepared in content areas of employee recruitment, socialization, motivation, training and development, legal compliance, evaluation, retention and any other contemporary issues.

MARKETING

The demand and importance of marketing in today's business environment is growing quickly. Geneva's program prepares students to meet the quickly changing demands of the business world by preparing students with research and critical thinking/analysis skills to succeed in marketing careers. The curriculum specifically enables students to explore areas such as consumer behavior, market research, product development, distribution policies, pricing and legislative regulations.

FINANCE/ECONOMICS

Finance is the fastest growing business major in America. This 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.

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 will explore areas such as data processing, hardware configurations, peripheral devices, systems analysis and the development of integrated computing systems. Students interested in systems analyst careers often choose this concentration.

SPORT MANAGEMENT

The sport management concentration prepares students for sport management 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.

BUSINESS/AVIATION DUAL MAJOR

In partnership with the Community College of Beaver County (CCBC) Geneva offers students the opportunity to combine a bachelor's degree (typically business, but can be any other major that Geneva offers) 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 years being completed at Geneva, and the middle two years primarily at CCBC. This program enhances the student's career potential by blending specific vocational training in aviation with the broader educational experience involved in earning a baccalaureate degree. Residence on Geneva's Campus is provided during all four years for all students who are not living at home. Registration, along with tuition, fees, room and board and any financial aid, are handled entirely by Geneva in years one and four. During years two and three, the students remain Geneva students so that billing, aid, and athletic eligibility remain at Geneva while the registration is at CCBC and the tuition and fees (including costs) are set by CCBC, but are paid at Geneva.

SPECIAL CONCENTRATION

The student can propose their own concentration for special circumstances. Such concentrations have included global business, latin American business, retail management, and quantitative analysis.

OUTCOMES

The demand for business majors is constant. Geneva prepares students for gainful employment in business, not-for-profit organizations and government. The program also prepares students for graduate school. Our graduates are very successful in securing employment, often citing their internship experience as a catalyst in their choice of employment. As the results from the national outcomes assessments indicated, Geneva graduates are well prepared in all areas of business, scoring in the 95th percentile nationally.

INTERNSHIPS

Through Geneva's internship programs, students can gain the ultimate credential before graduation - a resume of professional experience in well-known companies. Recent internship opportunities for students include:

- Wal-Mart
- US Department of Defense
- Commonwealth of PA
- Medical Center of Beaver County
- Integra Marketing
- Scott Kerr Agency
- Chick-fil-A

OUR FACULTY

The department of Business faculty bring to Geneva students a much-needed balance between academic and professional experience. Our faculty instructs theory from the practical context of the workplace. Our accounting major is led by CPA faculty who continue in their practice. The business administration major features faculty members who were successful in the workforce in areas of marketing, human resources, management and finance/economics. Such a faculty provides students with a learning environment that is cognizant of the marketplace and steadfast to Christian beliefs and values.

CHRISTEN S. ADELS (2003), Associate Professor of Business and Director, M.B.A. Program; B.S.B.A., Geneva College; J.D., M.B.A., University of Pittsburgh; C.P.A.

RALPH ANCIL (2004), Associate Professor of Economics; B.S., Grand Valley State University; M.S., Michigan State University; Ph.D., Michigan State University

JOSEPH BUCCI (2005), Assistant Professor of Business; B.A., William Paterson University; M.Ed., William Paterson University; M.B.A., West Chester 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), Assistant Professor of Business; B.S.B.A., Clarion University of PA.; M.B.A., National-Louis University; Ph.D. candidate, Duquesne University; C.I.S.A.

J. RANDALL NUTTER (1992), Professor of Business and Chair, department of Business, Accounting and Management; B.S., M.S., Northern Illinois University; D.Sc., D.B.A., Nova 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

DANIEL H. RAVER (1980), Associate Professor of Business; BSBA, Geneva College; Robert Morris College; M.B.A., University of Pittsburgh; C.P.A.

AMY RUSSIN (2007), Associate Professor of Accounting; BSBA Geneva College; C.P.A.

FRED L. WEBB (2001), Associate Professor of Business; B.S., Ball State University; M.B.A., Massachusetts



GENEVA COLLEGE

3200 College Avenue, Beaver Falls, PA 15010 | www.geneva.edu

Deep learning. Growing faith. Real life.