

## Welcome!

We appreciate your interest in Ivy Tech Community College and Business Administration Program.

A degree in Business Administration gives you the broad background you will need for general administrative and management positions in a variety of business environments. Our curriculum combines general education courses with a core curriculum that introduces you to all aspects of business: accounting, finance, marketing and management. Our curriculum stresses case analysis, problem solving & the development of oral and written communication skills.

The successes of our graduates in areas such as management, sales/marketing, retail, and human resources demonstrate the benefits to be gained from choosing the Business Administration program. Because we understand the busy lifestyles of our students, we offer you a variety of day, evening and on-line course scheduling options so you can learn when it's most convenient for you.

Your success is our success.  
Best regards,



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## Overview

Business administration is an exciting and diverse field and this program focuses on management, operations, business development, finance, sales/marketing and human resources. It prepares graduates for entry-level and middle management career opportunities in: Banks and other financial institutions, insurance companies, government agencies, nonprofit organizations, retail, hotel and restaurant, business and industry, and small businesses. It also provides the foundation courses for students planning on transferring on to a four-year institution to complete their bachelor's degree.

## Qualifications

We believe that our program is the right fit for many recent high school graduates as well as for adult students who wish to upgrade their skills and advance their careers. The Business Administration program gives you the broad background you will need for general administrative and management positions in a variety of business environments.



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Ivy Tech Community College of Indiana is an  
Equal Opportunity/Affirmative Action State College.

# Business Administration



## Business

Ivy Tech Community College  
Region 14 - Bloomington



## Degrees

Students seeking an Associate degree in Business Administration have two degree options: The Associate of Applied Science (AAS) degree in Business Administration with the choice of specializing in human resources, management, or marketing, and the Associate of Science (AS) degree in Business Administration, a general management degree that transfers to several four-year institutions, including Indiana State University, Ball State University, Indiana Wesleyan University, and IUPUI.



## Degree Specialties

### HUMAN RESOURCES SPECIALTY

The Human Resource Management Specialty provides students with working knowledge of the functions of a human resource generalist. The curriculum emphasizes human resource planning, recruitment, selection, training, evaluation, and compensation. This specialty is designed to position students for an entry-level position in the field of human resource management.

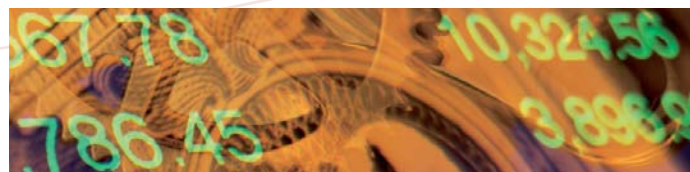
### MANAGEMENT SPECIALTY

The Management Specialty is designed to provide students with a broad background in business to be successful in a variety of business environments such as retailing, manufacturing, small business, and for general administrative positions. Courses in this specialty include financial accounting, business law, principles of management, techniques of supervision, managerial finance and business development.



### MARKETING SPECIALTY

The Marketing Specialty is designed to prepare individuals for careers in marketing management, promotions management, professional sales, retailing, wholesaling, and merchandising. The curriculum includes courses in the principles of marketing, principles of selling, retail management, consumer behavior, promotion management and marketing research.



## Course Descriptions

The descriptions available online explain many courses in the Business Administration program:

<http://www.bloomington.ivytech.edu/programs/business>

**Suggested Course Sequence:** The online listings are the suggested course sequence, based on taking at least 15 credits per semester. To help ensure academic success, other demands, such as work schedule, family and other commitments should be taken into consideration when developing a schedule.

## Employment Outlook

Through the year 2008, employment potential for business administration-related careers is excellent. The national growth rate is expected to be 7 to 24 percent and the state growth rate 10 to 34 percent.



## Transfer Options

Graduates of our program may continue on to pursue bachelor's degrees at Indiana State University, Ball State University, Indiana Wesleyan University and IUPUI among others. Transfer students may be required to take a few additional courses to fulfill all transfer requirements.



## Salary

- National: Average wage \$9.84 to \$29.89 an hour
- Indiana: Average wage \$10.00 to \$22.40 an hour

Sources: Indiana Career and Postsecondary Advancement Center (s); survey of program graduates

## Some Area Businesses Where Graduates Have Been Hired:

- |                          |                        |
|--------------------------|------------------------|
| Allstate Insurance       | Finelight Marketing    |
| American General Finance | Indiana University     |
| Author House             | Insight Communications |
| Chase Bank               | Irwin Union Bank       |
| Baxter Pharmaceutical    | IU Credit Union        |
| Bloomington Hospital     | Monroe Bank            |
| Boston Scientific        | Tree of Life           |
| Cook, Inc.               | United Commerce Bank   |
| Courtyard by Marriott    | Verizon Wireless       |

