

Franklin P. Perdue School of Business

DEGREE PROGRAMS

BACHELOR OF SCIENCE

- Accounting
- Business Economics
- Finance
- Information Systems
- International Business
- Management
- Marketing

BACHELOR OF ARTS

- Economics

MASTER OF BUSINESS ADMINISTRATION

AACSB ACCREDITED

The Perdue School joined an elite group of educational institutions when AACSB International accredited both its baccalaureate and master's programs in 1994. In 2015, the accounting program earned an additional AACSB accreditation. Accreditation by AACSB International, the premiere accrediting agency for business schools, affirms that the Perdue School demonstrates a distinguished level of performance in its graduate and undergraduate programs. Only 985 colleges and universities worldwide have achieved this coveted distinction. Of these, only 190 institutions hold an additional, specialized AACSB accreditation for their accounting program.

About the School

The Perdue School is the largest university-level center for business education and development in the region. It provides an academic program recognized for meeting the highest standards of business education through its accreditation with AACSB International. The business school provides for student interaction with the business world and focuses on preparing graduates who can apply business knowledge to solve problems; make sound decisions using the most current technological resources available; communicate effectively verbally and in writing; demonstrate the interpersonal skills and ethical awareness to function as a successful business professional; and operate successfully in the diverse, global, team-based environments of business.

A unique feature of the school is the Applied Business Learning

Experience (ABLE) program. Students demonstrate that they can translate and effectively use classroom learning in business, government and nonprofit organizations. ABLE provides a variety of experiential learning options.

About the Endowment

The school was established in 1986 through a multimillion-dollar fund created by Franklin P. Perdue to ensure excellence within the academic programs of the school. Perdue, a lifelong resident of Salisbury, attended what was then the State Teachers College in Salisbury for two years before returning to work full time with his father in 1939. He became a full partner in the business in 1944 and, in 1950, took over leadership of Perdue Farms, Inc. Under his leadership, the firm grew to be one of the largest integrated poultry producers in the United States.

About the Departments

Accounting and Legal Studies

The accounting program has separate accreditation from the Association to Advance Collegiate Schools of Business (AACSB). The department's mission is to provide students with the knowledge, skills and abilities necessary to be successful accounting professionals. The program reflects the highest standards of accounting education and enables students to bridge the gap between theory and practice through experiential learning and scholarship. Graduates are sought after by the leading employers in the profession as well as recognized graduate schools, and they contribute to the region's economic vitality.



LEADERSHIP

Dr. Christy Weer
Dean

Dr. Jamie Emerson
Associate Dean

Dr. Yvonne Downie Hanley
M.B.A. Director

Wendy Jin
Undergraduate Advising
Services Coordinator

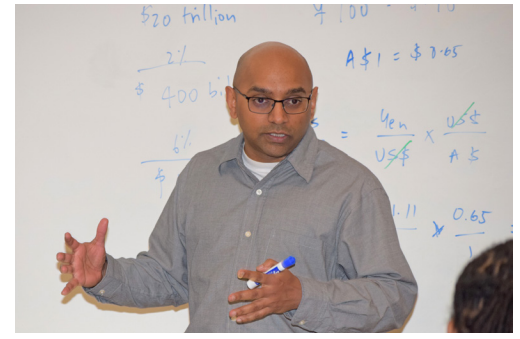
Dr. Tammy Donaway
ABLE Director

Erik Larsen
Director of Professional
Development &
Career Coach

410-543-6316

Make Tomorrow Yours

salisbury.edu/perdue



Economics

Economics is one of the most influential academic disciplines, exploring how markets function and how people make decisions. The department offers two undergraduate degrees – business economics (B.S.) and economics (B.A.). Both programs have earned STEM (science, technology, engineering and mathematics) designation, making SU one of only four universities in Maryland with a STEM-designated undergraduate economics degree, alongside the University of Maryland College Park, Johns Hopkins University and Goucher College. In addition to the Economics (B.A.) Program's general economics track, the program also offers an environmental economics track and quantitative economics track, as well as an economics minor. With rigorous quantitative training yet a flexible curriculum, our students frequently double major in multiple disciplines. Numerous graduates have pursued prestigious graduate programs and law schools, while others have secured employment in government institutions, private companies and think tanks in roles such as economists, data scientists, financial analysts and business consultants, among others. Economics students participate in the College Fed Challenge competition and annual Washington, DC, trip. All students are welcome to join the ECON Club. Since the department established the Maryland Xi chapter of Omicron Delta Epsilon (ODE) International Honor Society in Economics in 2003, over 150 outstanding students from SU have been inducted into this prestigious honor society.

Finance

The department offers three tracks for finance majors: corporate finance, investments and financial planning. The investments track is a Chartered Financial Analyst (CFA) Institute-affiliated program. The financial planning program is a Certified Financial Planning (CFP) Board-registered program since 2002. All students are certified users of Bloomberg terminal. Curriculum is rigorous and market driven, with emphasis on quantitative skills and ethics. Courses are taught by exceptional faculty who have extensive professional experience. Since 2000, the Sea Gull Fund, a \$2.4 million student managed investment fund has provided hands-on experience in managing an equity portfolio. Alumni of our program are leaders in the industry. A minor in finance is also offered.

Information Systems and Operations Management

Information systems and operations management is the study of how to use information technology (IT) to improve people's lives particularly in business. Students who major in information systems undertake a balanced curriculum of both business- and technology-related skills and knowledge, which prepares graduates to solve business problems using IT in a variety of organizational contexts. Those graduates have been qualified to pursue a variety of careers as IT consultants such as business application specialists, data analysts, cyber security analysts, IT project managers, and IT audit and risk assurance specialists. Employers have indicated that the combination of technical expertise and business acumen enables employees to succeed in management and leadership positions in their firms.

Management

In the Management Department, we focus on developing competencies to prepare graduates for a wide range of career opportunities in management-related positions in government, the private sector, non-profit management, international business and in entrepreneurial pursuits. Students can pursue a human resources track, a major in international business or select courses for an entrepreneurship foundation. We support major University competitions with our faculty, including our acclaimed Shore Hatchery and Entrepreneurship Competitions. Our Society of Human Resource Management (SHRM) chapter has been recognized for its excellence, providing students with opportunities to interact with leading HRM professionals. Through the ABLE program, with our base of organizations who regularly participate, we allow our students to enroll in an internship with academic credit that can enhance their resumes and may lead to a permanent position.

Marketing

Marketing is the science and art of understanding consumers and how to create products and services that best meet their needs. While sales and business development is the revenue-generating function in a business, marketing is tasked with creating and nurturing the brand, creating ads, and creating demand for the product. Some of the top companies in the world are also the top marketing firms. The Marketing Department hosts one of the top sales programs in the country and is one of only 27 programs accredited by the University Sales Center Alliance. The marketing major prepares students to work in virtually all types

of organizations in areas such as advertising, market research, public relations and sales. The department also features a minor in professional sales. The department offers a lot of experiential activities for students, including a sales challenge and advertising challenge.

About the M.B.A. Program

The Master of Business Administration (M.B.A.) allows students to complete the degree in one year through a fast-paced program with seven-week semesters. Courses are delivered using hybrid delivery formats, with information shared online and students meeting one night per week in the classroom. Core M.B.A. courses use Enterprise Resource Planning (ERP) systems and Business Intelligence Software technology to highlight the integrated nature of business processes (e.g., sales and marketing, supply chain management, and corporate accounting/financials). The Perdue School of Business is a member of the SAP University Alliances Program, a global endeavor that provides university faculty members with the tools and resources necessary to teach students how technology can enable integrated business processes and strategic thinking – and gives students the skills to add immediate value to the marketplace. Coursework includes hands-on experience with SAP University Alliances curriculum. Students who complete SU's SAP-system program have access to world-class applications and develop skills that complement content knowledge.

Make Tomorrow Yours

.....
salisbury.edu/perdue

SU is an Equal Opportunity/AA/Title IX university and provides reasonable accommodation given sufficient notice to the University office or staff sponsoring the event or program. For more information regarding SU's policies and procedures, please visit salisbury.edu/equity.