



BUSINESS

100%

of our students
complete an internship
or undergraduate
research.

Business major with a finance, marketing, management, accounting, nonprofit administration, economics or individualized concentration
• Business minor

Learn core business and entrepreneurial skills as well as competitive skills like critical thinking, creativity and collaboration that will set you apart from your peers. As a business major, you will learn how to lead in an ever-evolving marketplace and solve tomorrow's challenges. Upon graduation, you will be academically prepared to excel in roles that might not even exist yet.

SCAN

to learn more



THE CLASSROOM EXPERIENCE

Empirical and immersive learning

The Franklin College business curriculum is highly hands-on. Rather than reading about business planning solely from textbooks, students prepare and present a business plan to alumni judges in a “Shark Tank” style environment, simultaneously learning and activating core business skills in year one. The business major culminates in a senior capstone experience through which students are presented with a real-world problem from area businesses and engage directly with the business employees creating new approaches and making business recommendations.

The Business curriculum is also customizable. While the major's concentrations cover a variety of common career paths, students with unique interests can pursue an individualized concentration. Past majors have used that opportunity to prepare for careers in human resources, sports administration, organizational leadership and international business.

IT'S RARE THAT FRANKLIN COLLEGE BUSINESS STUDENTS GRADUATE HAVING COMPLETED ONE INTERNSHIP; MORE OFTEN THAN NOT, STUDENTS HAVE TWO TO THREE INTERNSHIPS OVER THEIR FOUR-YEAR EXPERIENCE.

OUTSIDE THE CLASSROOM

Real-world experience via multiple internships

It's rare that Franklin College business students graduate having completed one internship. Most students choose to gain experience through two to three internships over their four-year experience, in industries like sports management, retail marketing, nonprofits, operations management, finance and more. Those internships are made possible by the department faculty's vast network in the Indiana and national business community. It's common for faculty to work one-on-one with students to facilitate internships based on individual student interest, allowing business majors to pursue opportunities that align with their long-term goals.

POST-GRADUATION

95 percent job or graduate school placement

The business department maintains a 95 percent job or graduate school placement rate. Some business graduates go on to pursue advanced degrees in business or law, while the majority of business majors go directly into the field upon graduating. Those who do are often employed extremely quickly, working in fields including:

- Sales
- Marketing
- Accounting
- Law
- Finance
- Financial planning
- Management

DEPARTMENT OVERVIEW

- **Major and minor options:** Students can major in business or add a business minor to another major to round out their education with a highly practical, applicable discipline that will benefit them in nearly any field or profession.
- **Concentration options:** Business students select from seven concentration options – finance, marketing, management, accounting, nonprofit administration, economics or an individualized concentration.
- **Top 10 percent in Major Field Test:** Every year seniors take the Major Field Test, an exam that measures students' subject knowledge and ability to apply concepts and theories. Franklin College routinely scores in the top 10 percent of the more than 550 colleges and universities that participate.
- **Department contact information:** Read more about the program at FranklinCollege.edu/business or contact the department chair, Emily Jones, directly at 317.738.8217 or ejones@FranklinCollege.edu.