Business Administration Division

The Franklin Pierce Difference
The Business Administration Division at Franklin Pierce University prepares you for leadership positions in private industry, nonprofits, government, education and international settings. You will become an effective communicator, disciplined thinker, creative problem solver and solid contributor to a business team. The expertise and critical thinking skills that you develop will be applied to hands-on experiences and internships. This provides you with a competitive advantage in today’s business climate and will enable you to make significant contributions in your job, career and field.

Coursework
Coursework prepares you for today’s business environments that demand competence in essential skills such as motivation, leading a team, goal-setting, entrepreneurship and measuring productivity. Course content has been developed and refined to reflect current real world applications of business concepts and theory. All majors have an emphasis on global diversity, green marketing and sustainable business practices. Support from your academic advisor provides an opportunity for you to reflect on your educational experience and focus on courses that prepare you for your chosen career.

“The Marketing program at Franklin Pierce University has helped me build my future. I’ve had classes that simulate real life situations. We create businesses, assume different roles in those businesses and learn along the way about creating Web sites, marketing plans, research analysis and more.” - Kara Costin ’09

Areas of Study
The University offers a variety of majors and minors in the business field, including:

- Accounting-Finance (Major, with a Minor in Accounting and a Minor in Finance available to students pursuing a major within the Division)
- Advertising (Minor)
- Arts Management (Major, with concentrations available in Art History, Dance, Fine Arts, Graphic Communications, Mass Communication, Music and Theatre Arts.)
- Business Administration (Minor)
- Economics (Minor)
- Management (Major, with a Minor in Management available to students pursuing a major within the Division)
- Marketing (Major and Minor offered)
- Sports and Recreation Management (Major and Minor offered) The Major offers specialized preparation for a career in one of two tracks: Professional Sports Management or Recreation Management.