

STROME
COLLEGE OF BUSINESS



OLD DOMINION
UNIVERSITY

STROME COLLEGE OF BUSINESS



OLD DOMINION UNIVERSITY QUICK FACTS

- **History** | 1930 - Norfolk Division of The College of William & Mary; 1962 - Independent institution; 1969 - University status
- **Location** | Norfolk, Virginia, with three extended campuses & 100+ online learning opportunities through *ODUOnline*
- **Enrollment** | 24,000+ Total (79% Undergraduate, 21% Graduate); 1,000+ International from 180 countries
- **Academics** | 7 academic colleges and an honors college; 165+ degrees from all academic levels, and a wealth of certificate and professional development programs
- **Student-to-Faculty Ratio** | 18:1
- **Current Alumni** | 140,000+ representing all 50 states and 69 countries
- **Research** | \$88 million in annual funding through more than 400 ongoing projects
- **Athletics** | 18 intercollegiate varsity teams, NCAA Div. I
- **Student Organizations** | 325+
- **Accreditation** | Southern Association of Colleges and Schools-Commission on Colleges
- **Distinctions** | Carnegie Higher Research Activity Institution; Minority-Serving Institution
- **Accolades** | Recent national recognition for ODU:

A “Best Southern College” - *Princeton Review*

Among “America’s Top Colleges” - *Forbes Magazine*

#31 Best Online Bachelor Programs - *U.S. News & World Report*

29 professors have won the Outstanding Faculty Award
- *State Council of Higher Education for Virginia*

Pictures (top to bottom): Students near Labor’s Fountain at ODU main campus;
Kaufman Mall at ODU main campus; Norfolk, Virginia City Skyline





INCLUSIVE CULTURE

Join our pride of Monarchs from varied backgrounds. We embrace all types of diversity at ODU!

1 in 4
STUDENTS ARE
MILITARY AFFILIATED

180 Countries
REPRESENTED IN ODU'S
STUDENT POPULATION

FLEXIBILITY IN LEARNING

You have options when it comes to where you take your classes. ODU has three extended campus locations in the Hampton Roads area, and also serves students around the world with 100+ programs available through *ODUOnline*.

HOW STUDENTS TOOK
CLASSES IN SPRING '17:

51%
FACE-TO-FACE
CLASSES ONLY

26%
BOTH FACE-TO-FACE
& ONLINE CLASSES

23%
ONLINE
CLASSES ONLY

START LOCAL, GO GLOBAL

ODU serves as a hub for groundbreaking research, innovation and economic growth. Its business and research initiatives contribute more than \$2.6 billion annually to the Virginia economy.



THE HAMPTON ROADS
AREA IS AMONG THE
**FASTEST
GROWING**
REGIONS FOR YOUNG
PROFESSIONALS IN THE U.S.
- TIME, 2017

\$2.6 BILLION
IN BUSINESS & RESEARCH

A view of Kaufman Mall with Constant Hall, home of the Strome College of Business, in the distance at Old Dominion University's main campus in Norfolk, Virginia.





STROME COLLEGE OF BUSINESS

ODU's Strome College of Business prides itself in providing unique opportunities for specialized study, designed for students with the drive to be successful and who are preparing to lead in the modern marketplace.

Our mission is to develop globally and ethically savvy students through real-world learning and experience. Strome is fortunate to have local business leaders who are willing to bring their experiences to the classroom, share their

insights, and help prepare students for careers in business and government.

Located in the coastal city of Norfolk, Virginia, ODU is in a prime location to be a global leader in maritime and supply chain management research and education. Drawing upon our unique regional resources, Strome graduates go on to have an immediate impact on the local and national economy through practical application in growing areas of business.

INNOVATIVE ACADEMICS

Strome is consistently recognized in academic rankings and offers a wide variety of relevant and specialized programs, several with opportunities for acceleration.

Your coursework at Strome will teach you professional competence, analytical and leadership skills, an understanding of social, political and economic forces, and a strong sense of business ethics and public purpose.

SCHOLARLY EXPLORATION

Some of the best educators in business will push you toward exceeding your goals.

Complement your studies with a practical work experience, such as an internship, co-op or a class containing a real, hands-on project.

The work that you'll do at Strome has the potential to impact global practice and policy, allowing you to make your mark in the world of business.

ACCELERATING SUCCESS

At ODU, we're invested in your achievement. We'll provide a wealth of opportunities for you to enhance your academic and professional credentials to increase your success after graduation.

Take advantage of world-class labs and services, as well as student organizations, valuable mentorship programs, and featured speaker events—all of which offer opportunities for you to engage with alumni and local business leaders, and help you prepare to succeed in your field.

25+
PROGRAMS
FROM BACHELOR'S
TO DOCTORATE

700+
PRACTICAL
EXPERIENCES
EACH YEAR

105
FULL-TIME FACULTY
EXPERTS READY TO
GUIDE YOU



Lumsden Trading Room and Research Lab

For more than 40 years,

the Strome College of Business has been accredited by the Association to Advance Collegiate Schools of Business (AACSB).

This is the most prestigious, internationally-recognized accreditation a business school can achieve and puts Strome among the best business institutions in the world.



TOOLS FOR STUDENT SUCCESS

ODU is proud to offer students a wide range of support services, including 24/7 technical support, writing assistance, mentoring, tutoring, career services, and expert advising—just to name a few.

In addition, the Strome College of Business offers business students support and resources tailored specifically to their needs, such as the world-class Lumsden Trading Room and Research Lab, and the Jensen Communication Lab.

Lumsden Trading Room and Research Lab

This lab is equipped with 24 Bloomberg Terminals and a Rise Display that shows real-time data from across the globe providing information that financial experts collect and analyze. Earn a Bloomberg Essentials Certificate or prepare for and take the Bloomberg Aptitude Test.

Jensen Communication Lab

Present your ideas to companies from around the world or participate in mock interviews via video chat. This unique lab can help you further your professional skills for the workplace, and give you an edge in the job market.

BEST FOR VETS: BUSINESS SCHOOLS, *Military Times*

#7

ODU is honored to have been working with military-affiliated students, at home or deployed, and their dependents for decades. That commitment has earned us consistently high rankings among the military community.

Mark Strome '78 is the chief investment officer for the Strome Group and Strome Investment Management, LP, based in Santa Monica, California.



“

The message that I want to leave is: all it really takes is hard work to be remarkable.

”

Mark Strome '78

EMBRACING ENTREPRENEURSHIP AT ODU

Entrepreneurism is more than taking an idea and creating your own business. It's about thriving in creativity and innovation.

In 2013, Mark Strome '78 and the Strome Family Foundation donated \$11 million to Old Dominion University's College of Business and Public Administration to establish an entrepreneurial curriculum that would be available to students across the University.

According to Mr. Strome, "There is ample evidence, worldwide, that entrepreneurial activity creates jobs, empowers individuals, revitalizes communities and enhances our collective well-being while being very effective at durably healing and preventing social problems."

The Strome College of Business fosters entrepreneurial thinking and activity, and provides its students with the necessary tools to achieve a growth mindset, pursue new ideas, and develop an entrepreneurial approach to seeing the world.



The **Strome Entrepreneurial Center** is a space for brainstorming, learning, creating, networking, and much more. It is open to all ODU students and exists to educate students on entrepreneurship and cultivate up-and-coming business leaders.





STROME COLLEGE OF BUSINESS PROGRAMS BY LEVEL

BACHELOR'S DEGREES

- Accounting (BSBA)*
- Business Analytics (BSBA)*
- Economics (BA)
- Economics (BSBA)*
- Enterprise Cybersecurity (BSBA)
- Finance (BSBA)*
- Information Systems & Technology (BSBA)*
 - Application Development
 - Database Administration
 - E-Business & E-Commerce
 - Network Engineering
- International Business (BSBA)
- Management (BSBA)*
- Maritime & Supply Chain Management (BSBA)
- Marketing (BSBA)*
 - Digital Marketing
 - Marketing Analytics & Research
 - Professional Sales
- Personal Financial Planning (BSBA)
- Real Estate (BSBA)
- Risk Management & Insurance (BSBA)

MINORS

- Accounting*
- Administrative Leadership & Ethics (Interdisciplinary)
- Business Administration*
- Business Analytics
- Economics
- Entrepreneurship
- Finance*
- Information Systems & Technology*
- International Business
- Management*
- Maritime & Supply Chain Management
- Marketing*
- Military Leadership
- Public Service*
- Real Estate
- Risk Management & Insurance
- The Urban Community (Interdisciplinary)

MASTER'S DEGREES

- Accounting (MS)
- Business Administration (MBA)*
- Economics (MA)
- Maritime Trade & Supply Chain Management (MS)
- Public Administration (MPA)*

FAST TRACKS

- Bachelor's to MBA*
- Bachelor's to MPA*
- BSBA to MS in Accounting

DOCTORAL DEGREES

- Business Administration (PhD)
 - Finance
 - Information Technology
 - Marketing
 - Strategic Management
- Public Administration & Urban Policy

CERTIFICATE

- Entrepreneurship

GRADUATE CERTIFICATES

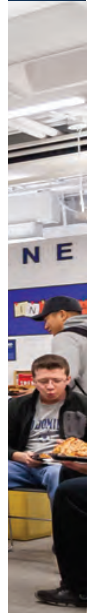
- Business Analytics & Big Data*
- Maritime, Ports & Logistics Management*
- Modeling & Simulation for Business & Public Admin.
- Public Administration & Policy*
- Public Procurement & Contract Management*

BSBA=Bachelor of Science in Business Administration
 * Denotes program is available online.
 For the latest list, visit online.odu.edu/business.



AREAS OF STUDY

- 10 | ACCOUNTING
- 11 | BUSINESS ADMINISTRATION
- 12 | BUSINESS ANALYTICS
- 13 | ECONOMICS
- 14 | FINANCE
- 15 | INFORMATION SYSTEMS
& TECHNOLOGY
- 16 | INTERNATIONAL BUSINESS
- 17 | MANAGEMENT
- 18 | MARKETING
- 19 | PUBLIC ADMINISTRATION
- 20 | REAL ESTATE
- 21 | SUPPLY CHAIN MANAGEMENT
& MARITIME



ACCOUNTING

BACHELOR OF SCIENCE IN
BUSINESS ADMINISTRATION: ACCOUNTING

MASTER OF SCIENCE
IN ACCOUNTING

LINKED BACHELOR'S TO
MASTER'S IN ACCOUNTING

MINOR
IN ACCOUNTING



BRIGHT OUTLOOK

Employment of accountants and auditors is projected to grow 11 percent through 2024. The median annual salary for an accountant is \$68,150.*

*Bureau of Labor Statistics, U.S. Department of Labor.
Occupational Outlook Handbook, 2016-17.

ACCOUNTING IS THE LANGUAGE OF BUSINESS.

It encompasses all phases of business operations, as well as specialized accounting knowledge. The field of accounting is appropriate for both preparers and users of financial information. Many organizations choose their corporate executives from the ranks of accountants because of their broad training and expertise.



The Strome College of Business is one of 183 institutions to hold an additional specialized AACSB accreditation for accounting programs.

ODU's accounting major in the Bachelor of Science in Business Administration will provide you with technical accounting knowledge and the ability to analyze problems, communicate solutions, and successfully handle ethical issues. Our professional accounting concentration can help you prepare if you plan to obtain professional licensure/certification or continue your studies.

Our Master of Science in accounting, which will prepare you for a professional career as an auditor or management accountant, is designed to improve your chances of passing the Certified Public Accountant (CPA) exam, but there is also some flexibility to tailor your studies toward other certification exams.



LINKED BACHELOR'S TO MASTER'S

You can start taking credits toward your master's in accounting as an undergrad and continue seamlessly into the MS to complete both degrees in less time.



TOP 10 RECRUITING COMPANIES

<i>Cherry Bekaert</i>	<i>Landmark Media Enterprises</i>
<i>DesRoches & Company</i>	<i>McPhillips, Roberts & Deans</i>
<i>Dixon Hughes Goodman</i>	<i>PAPCO</i>
<i>Ferguson</i>	<i>PB Mares</i>
<i>KPMG</i>	<i>Wall, Einhorn & Chernitzer</i>



RECOGNIZED AMONG THE BEST FOR ONLINE PROGRAMS

#3 | Best Online Bachelor's in Accounting
-College Choice

#4 | Best Online Bachelor's in Accounting
-BestColleges.com



Gary Gilmore '76

is the president of PAPCO Inc., a leading East Coast petroleum supplier headquartered in Virginia Beach. He's in charge of long term strategies and ongoing management of all PAPCO business lines. He also serves as chair of the Strome Executive Advisory Council.





BUSINESS ADMINISTRATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: 12 MAJOR OPTIONS

MBA

PHD IN BUSINESS ADMINISTRATION

LINKED BACHELOR'S TO MBA

MINOR IN BUSINESS ADMINISTRATION

EVERY AREA OF BUSINESS NEEDS SKILLED LEADERS AND ADMINISTRATORS IN ORDER TO SUCCEED.

Accelerate your career in an ever-changing and increasingly global business environment with a degree in business administration.

In ODU's Bachelor of Science in Business Administration, you can focus your degree on one of over a dozen areas of business, from accounting to technology. You will learn from nationally-known experts who help business leaders and budding entrepreneurs grow their enterprises.

Our Master of Business Administration (MBA) is available online and on campus in eight-week sessions, so you can continue your studies no matter where life takes you. Plus, you have a unique opportunity to graduate with dual credentials or customize your degree to your career goals with business-related certificates or courses from other ODU colleges.

We also offer a PhD in business administration for outstanding students who want careers in academics, research, industry or government. You will graduate with advanced research training and a solid theoretical foundation in a major functional area combined with an emphasis on international business.

“Some of the most exciting jobs came to me because I did what came next. The path can be unpredictable, tough, thrilling and at times tiring but if you do it right, it can be super fulfilling.”



STUDENTS ON SITE

ODU connects the best and brightest of our MBA students with public and private companies/organizations in the Hampton Roads area. This “immersion” model provides a unique, hands-on learning environment while exposing the local community to the talent of our MBA students.



FAST TRACK TO MBA

As early as your junior year, you can start taking credits toward your MBA. Up to nine credits will count toward both your undergraduate degree and your MBA, which means you can earn both in as little as five years.



ADD-ON CERTIFICATES

Add-on graduate certificates from Strome include:

- *Public Procurement and Contract Management*
- *Business Modeling and Simulation*
- *Maritime, Ports and Logistics Management*
- *Public Administration and Policy*



RECOGNIZED AMONG THE BEST FOR ONLINE PROGRAMS

#27 | Best Online MBA Program for Veterans
-U.S. News & World Report, 2017

#55 | Best Online MBA Program
-U.S. News & World Report, 2017

BUSINESS ANALYTICS

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: BUSINESS ANALYTICS

GRADUATE CERTIFICATES: BUSINESS ANALYTICS & BIG DATA; BUSINESS MODELING & SIMULATION

MINOR IN BUSINESS ANALYTICS



BRIGHT OUTLOOK

Employment of financial and management analysts is projected to grow 12 percent from 2014-2024, faster than average.*

As organizations continue to seek ways to improve efficiency, control costs, and gain insight into financial data, the demand for leaders with business analytic skills will grow.

*Bureau of Labor Statistics, U.S. Department of Labor. Occupational Outlook Handbook, 2016-17.



CORE TOPICS YOU'LL STUDY

big data applications *management science*
business intelligence *simulation modeling/analysis*
database concepts *spreadsheet modeling/analysis*
forecasting *system analysis & design*



ENHANCE YOUR MBA

Boost your résumé with specialized skills by adding the business modeling and simulation or big data graduate certificate to your master's degree.

BUSINESS IS DRIVEN BY THE POWER OF DATA.

Set yourself apart in a competitive job market with the ability to manipulate and analyze data to gain insights and inform decision-makers. Our Bachelor of Science in Business Administration offers a major in business analytics that connects you to this growing career field and provides a valuable expertise in today's fast-paced business world.

As a business analytics major, you'll learn how to develop decision models that let you examine and analyze data in a business environment. You can choose to focus on the use of analytics in one of eight functional areas:

- accounting
- economics
- finance
- information technology
- international business
- management
- marketing
- supply chain management & maritime

Strome also offers two graduate certificates focused on using computer applications to support informed business decisions. The business modeling and simulation graduate certificate uniquely focuses on prescriptive analytics and simulation building, while the big data graduate certificate teaches you basic statistical and modeling tools, databases, and an introduction to big data analysis.

**BIG DATA
IN BIG DEMAND**

ANALYTICS AND DATA SCIENCE JOB LISTINGS ARE PROJECTED TO GROW BY NEARLY 364,000 TO APPROXIMATELY 2,720,000 BY 2020.*



**IBM's 2017 study: The Quant Crunch: How The Demand for Data Science Skills Is Disrupting The Job Market*



ECONOMICS

BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION: ECONOMICS

BACHELOR OF ARTS
IN ECONOMICS

MASTER OF ARTS
IN ECONOMICS

MINOR IN
ECONOMICS

ECONOMICS IS THE STUDY OF HOW SOCIETIES PRODUCE, CONSUME AND DISTRIBUTE WEALTH AND RESOURCES.

You'll cover a broad range of economic topics from unemployment and inflation to stock market crashes and depressions, as well as market models such as oligopolies and monopolies in our Bachelor of Science in Business Administration major in economics.

A strong foundation in economics is a springboard to a wide variety of career opportunities in areas such as:

- banking
- government
- marketing
- diplomacy
- journalism
- military
- finance
- law
- politics

Our graduates often secure careers in public/private sector business, government and not-for-profit organizations, or continue their studies toward an MBA or PhD, which is offered in a variety of business concentrations.

In our Master of Arts in economics, you will take a deeper look at economic theory and research methods, and develop strong mathematical and statistical skills. You may also pursue a more applied approach geared toward business and policy analysis in a specialized area of study.



BRIGHT OUTLOOK

Employment of economists is projected to grow six percent from 2014 to 2024.*

Job prospects should be best for those with a master's degree or PhD, strong analytical skills, and related work experience.

*Bureau of Labor Statistics, U.S. Department of Labor. Occupational Outlook Handbook, 2016-17.



INTERDISCIPLINARY TRAINING

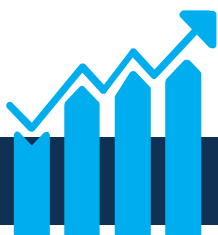
Enhance your master's degree by combining your study with courses from other disciplines, such as:

- computer science*
- political science*
- finance*
- public administration*
- marketing*
- sociology*
- modeling & simulation*
- statistics*



REAL-WORLD EXPERIENCE

Apply your knowledge to current problems with an independent research project or by assisting in Strome's various economic forecasting ventures.



ODU'S CENTER FOR ECONOMIC ANALYSIS & POLICY

For more than 17 years, this center and its predecessors have produced the highly regarded State of the Region Report for Hampton Roads. It also undertakes a wide range of economic, demographic, transportation and defense-oriented studies.

FINANCE

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION:
FINANCE; PERSONAL FINANCIAL PLANNING; RISK MANAGEMENT & INSURANCE

PHD IN BUSINESS
ADMINISTRATION: FINANCE

MULTIPLE MINORS
IN FINANCE



BRIGHT OUTLOOK

Employment of financial analysts is projected to grow 12 percent from 2014 to 2024, faster than the average for all occupations.*

A growing range of financial products and the need for in-depth knowledge of geographic regions are expected to lead to strong employment growth.

*Bureau of Labor Statistics, U.S. Department of Labor. Occupational Outlook Handbook, 2016-17.

LEARN THE SCIENCE OF MANAGING FUNDS.

Finance is the management of money, credit, investments, assets, and liabilities to help businesses function. Build your financial management skills in analysis and real-world business applications with our Bachelor of Science in Business Administration. Focus your degree with a major in general finance, personal financial planning, or risk management and insurance.

Graduates with a business degree in finance have secured challenging yet rewarding careers in areas such as:

- **Banking:** branch manager, chief financial officer, debt collector, financial adviser, credit/loan officer, personal accountant;
- **Corporate Finance:** financial analyst, capital budget manager, credit manager, risk management officer, budgeting manager;
- **Insurance Services:** personal or commercial insurance agent, risk manager, underwriter or claims adjuster, employee benefits specialist;
- **Investment:** financial analyst, financial planner, investment banker, stock market broker, portfolio manager/analyst, venture capitalist.



START STRONG

Get a jump start on the prestigious Chartered Property Casualty Underwriter (CPCU®) designation. Specific ODU courses in your BSBA apply, allowing you to graduate with up to 25% of the credential's requirements completed.



GET INVOLVED & GET MORE

ODU has several finance-related organizations that will enhance your degree, including:

- *Financial Management Association (student chapter)*
- *The Monarch Student Society of Real Estate*
- *ODU Finance Club*
- *Gamma Iota Sigma (international risk management, insurance & actuarial science collegiate fraternity)*



THE COMPETITIVE EDGE

ODU student teams have reached the Virginia Final of the CFA Institute Research Challenge for the last three years. The Challenge is an annual, global competition that provides university students with hands-on training and mentoring in financial analysis.



Luke M. Hillier '94

is the Executive Chairman of ADS, Inc., a leading provider of tactical and operational equipment and logistics solutions for military, law enforcement, first responders and the defense industry. Hillier helped ADS grow into a company with over \$1 billion in revenue.



INFORMATION SYSTEMS

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION:
INFO. SYSTEMS & TECHNOLOGY; ENTERPRISE CYBERSECURITY

PHD IN BUSINESS ADMINISTRATION:
INFO. TECHNOLOGY

MINOR IN INFO.
SYSTEMS & TECHNOLOGY

EVERY AREA OF BUSINESS RELIES ON COMPUTER-BASED SYSTEMS AND TRAINED USERS TO PROCESS, STORE AND INTERPRET INFORMATION.

Learn the technology that supports business analysts in our Bachelor of Science in Business Administration with an information systems and technology major. You'll graduate with a technical background in information technology and a broad perspective of the business environments in which information technology plays a strategic role, including international business concerns.

Choose from four distinct concentrations in this major:

- application development
- network engineering
- databases
- e-business and e-commerce

Almost all modern businesses need cybersecurity professionals. You'll learn about rapid changes in cyber vulnerabilities and threats with an emphasis on programming, business analysis, enterprise architecture, and cyber defense skills.

Business leaders rely on accurate information to make sound business decisions. Our business modeling and simulation graduate certificate integrates a functional area of business with computer expertise, allowing managers to expand their roles to provide information that supports critical business decisions.

POSITIVE PROSPECT



Operations Research Analyst was ranked #5 in Best Business Jobs and #18 in The 100 Best Jobs.

-U.S. News and World Report, 2017



BRIGHT OUTLOOK

Computer and information systems management employment is projected to grow 15 percent from 2014 to 2024. The median annual wage was \$135,800 in 2016.*

Demand for computer and information systems managers will grow as firms increasingly expand their business to digital platforms.

*Bureau of Labor Statistics, U.S. Department of Labor. Occupational Outlook Handbook, 2016-17.



ORACLE CLOUD CERTIFICATION

Distinguish yourself as an Oracle Certified Professional. Prepare for certification with Oracle instructor-led online courses from ODU, and receive a discount on the exam voucher. ODU is an official Oracle Workforce Development Program member.



CAREER OPPORTUNITIES

Students from both the undergraduate and graduate programs have landed jobs at companies such as:

<i>Oracle</i>	<i>Northrop Grumman</i>
<i>Microsoft</i>	<i>CMA CGM</i>
<i>Booz Allen Hamilton</i>	<i>ZIM</i>
<i>British Petroleum</i>	<i>Walmart</i>
<i>Norfolk Southern</i>	<i>Dollar Tree</i>
<i>A.P. Møller</i>	<i>Federal Government</i>



DIVE DEEPER INTO TECHNOLOGY

Strome collaborates with ODU's College of Sciences to offer a Master of Science in computer science with a business focus.



INTERNATIONAL BUSINESS

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION:
INTERNATIONAL BUSINESS

MINOR IN
INTERNATIONAL BUSINESS



STUDY ABROAD

Take your Monarch Experience Global

Our international business majors are expected to take advantage of study abroad opportunities. A wide range of destination countries and universities are available, with experiences that last for a summer, a semester, or even the entire year.



COOPERATIVE EDUCATION PROGRAM

Qualified students can alternate semesters of coursework with semesters of full-time employment for international business elective credit.



FOREIGN COMMERCE CLUB

Gain real-world exposure and networking by interacting with local executives operating in international business.

BUSINESS ISN'T DOOR-TO-DOOR ANYMORE.

Build your career in the international marketplace by learning to navigate business between countries with varying cultures. ODU's Bachelor of Science in Business Administration major in international business will provide specialized education in all areas of business including exporting/importing goods and managing/coordinating global activities. You'll be able to focus your degree on East Asia, Europe, or Latin America.

By focusing part of your studies on a particular region, you will gain specific knowledge of the geographical, historical and political forces that impact business in that area, as well as the global economy. You'll also gain competency in a foreign language from your chosen region.

Increase your value to potential employers by adding a minor in accounting, marketing or management.

By the time you're ready to graduate, you will have the skills and specialized knowledge to help businesses develop and maintain international relationships and sound business strategy for the global market.

“We were given a hands-on survey of Chinese history and culture as well as an interactive experience in modern Korea. It makes me try and see things in the context of other cultures.”





MANAGEMENT

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION: MANAGEMENT

UNDERGRADUATE CERTIFICATE: ENTREPRENEURSHIP

PHD IN BUSINESS ADMINISTRATION: STRATEGIC MANAGEMENT

MINOR IN MANAGEMENT

MANAGERS ARE THE PEOPLE WHO GUIDE, PLAN, ORGANIZE, LEAD AND CONTROL FUNCTIONAL AREAS OF BUSINESS.

If you have broad interests and enjoy accomplishing goals through leadership and collaboration, management may be the right career path for you.

Our Bachelor of Science in Business Administration major in management is designed to help you develop an understanding of the principles and practice of management in a global economy. Coursework covers analytics, communication, leadership, negotiation, human resources, international business and more. Choose from three tracks to focus your studies:

- **General Management:** gain a wide range of proficiencies that can be applied in a variety of organizational or functional settings;
- **Human Resource Management:** prepare for a career in human resources and for certification from the Society for Human Resource Management (SHRM®);
- **Entrepreneurship:** learn the essentials for launching your own company or working in start-up environments.

Many students continue their education with a Master of Business Administration or Master of Public Administration. Well-qualified ODU students can get a head start on the MBA or MPA with our fast track and early entry options. As early as your junior year, you can start taking credits towards your master's degree.



BRIGHT OUTLOOK

Employment of management occupations is projected to grow six percent from 2014 to 2024, which will result in about 505,400 new jobs.*

*Bureau of Labor Statistics, U.S. Department of Labor. Occupational Outlook Handbook, 2016-17.



PREPARE TO START A BUSINESS

Our undergraduate certificate in entrepreneurship will prepare you to handle a variety of business roles in a start-up environment. Customize your certificate to your career goals with credits from other ODU colleges.



SCHOLARSHIPS

Management majors may compete for scholarships sponsored by SHRM®, outstanding student awards, a Wall Street Journal award, and numerous private scholarships.



REAL-WORLD EXPERIENCE

ODU's Career Advantage Program will help you obtain internships or practical work experiences to get real-world practice before graduation. Study Abroad options are also available for management students.

ODU ENTREPRENEUR WINS NATIONAL AWARD

Janay Brown '19 founded Full Belly Delights LLC, a gourmet bacon company. She was selected as a winner in the fourth annual American Small Business Championship. Brown is one of 102 winners in the U.S. and only three in Virginia.





MARKETING

BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION: MARKETING

PHD IN BUSINESS
ADMINISTRATION: MARKETING

MINOR IN
MARKETING



BRIGHT OUTLOOK

Employment of advertising, promotions, and marketing managers is projected to grow by nine percent through 2024.*

Advertising and marketing activities will continue to be essential for organizations that seek to maintain and expand their market share.

*Bureau of Labor Statistics, U.S. Department of Labor. Occupational Outlook Handbook, 2016-17.

MARKETING IS THE EXCITING INTERFACE BETWEEN COMPANIES AND THEIR CUSTOMERS AND STAKEHOLDERS.

A marketing career is often considered one of the best training grounds to rise to the top level of corporations. Prepare for a wide variety of career options with a Bachelor of Science in Business Administration major in marketing. You will learn the fundamentals of marketing and consumer behavior, and develop analytical skills and the ability to find creative solutions for marketing challenges.

Customize your degree with a career-oriented concentration:

- **Digital Marketing:** social media, search engine, and internet advertising methods and strategies
- **Marketing Analysis and Research:** data analysis for deep customer insight and effective marketing strategy. This concentration is also good preparation for a graduate degree in marketing.
- **Professional Sales:** business-to-business sales design, strategy, and relationships

As a marketing professional, you will help companies build valuable relationships with their customers and clients to become more competitive in the global marketplace.



CAREERS IN MARKETING

ODU marketing graduates find careers in:

- | | |
|----------------------------|-----------------------------------|
| <i>advertising</i> | <i>market research</i> |
| <i>sales</i> | <i>strategy</i> |
| <i>public relations</i> | <i>brand management</i> |
| <i>social media</i> | <i>retail store management</i> |
| <i>digital advertising</i> | <i>merchandising & buying</i> |



MARKETING STUDENT ORGANIZATIONS

ODU supports two nationally-recognized student organizations.

- *American Marketing Association*
- *Alpha Kappa Psi*

Students who participate have opportunities to network with professionals in the community and gain experience through real-world marketing projects.

BUSINESS IS BOOMING
IN THE FIRST QUARTER OF 2017, DIGITAL ADVERTISING IN THE U.S. CLIMBED 23%, HITTING \$19.6 BILLION.

-Interactive Advertising Bureau, June 2017



PUBLIC ADMINISTRATION

MASTER OF PUBLIC ADMINISTRATION

GRADUATE CERTIFICATES: PUBLIC ADMIN. & POLICY;
PUBLIC PROCUREMENT & CONTRACT MANAGEMENT

PHD IN PUBLIC ADMIN. & URBAN POLICY

MINOR IN PUBLIC SERVICE

LEARN TO LEAD GOVERNMENTAL OR NONPROFIT AGENCIES.

Whether you already work in public service or want to start your career, Strome's rigorous programs can help you gain the knowledge and skills you need while remaining flexible to fit into your busy life. Consider a minor in public service if you're an undergraduate seeking a career in government and nonprofit agencies.

We offer two graduate certificates that benefit both new and current professionals. These programs each consist of four courses and are available both on campus and online:

- Public Procurement and Contract Management (PPCM)
- Public Administration and Policy

Our Master of Public Administration (MPA), available on campus and online, will further develop your leadership skills and add to your management competencies in preparation for senior positions in public administration.

Further enhance your MPA with a multi-sector public service focus, or add the PPCM certificate as an area of concentration.

At the doctoral level, our PhD in public administration and urban policy can help you build expertise in a specialty area of your choice and develop the analytical research skills essential to growing your career.



HELPING HANDS

Virginia is home to about 38,000 nonprofits that employ more than 233,000 people—about eight percent of the state's workforce. Hampton Roads is home to nearly 4,700 nonprofit organizations.

-Virginian-Pilot, February 2017



EARLY START: BACHELOR'S TO MPA

As early as your junior year, you can start taking credits toward your MPA. You will be able to continue seamlessly into this program, which means you can earn both your bachelor's and master's in as little as five years.



CAREER OPPORTUNITIES

ODU graduates from this discipline have secured leadership positions such as:

city manager *program planner*
government agency manager *public administrator*
policy analyst *nonprofit administrator*



NASPAA ACCREDITED

ODU's MPA is accredited by the Network of Schools of Public Policy, Affairs, and Administration (NASPAA), the globally-recognized accreditor of master's programs in public administration.

IMPACTING POLICY

Katharine Neill Harris, MPA '10, PhD '14, has been named the first Alfred C. Glassell III Fellow in Drug Policy at Rice University, a position created to advance research at Rice's Baker Institute for Public Policy. Her current research focuses on state sentencing policies for drug offenders and the legalization of medical and recreational marijuana.





BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION: REAL ESTATE

MINOR IN
REAL ESTATE



MEET YOUR MENTORS

E.V. Williams Center for Real Estate

We connect ODU's expert faculty, researchers, and students with leaders and decision makers from all sectors of real estate and economic development. You'll find mentors among established professionals through seminars and networking events.

This center also works with local leaders to produce annual real estate market reviews, and sponsors the annual Hampton Roads Real Estate Market Review and Forecast.

START YOUR CAREER A STEP AHEAD OF THE COMPETITION.

Build the skills for a career in the exciting field of real estate or economic development with our Bachelor of Science in Business Administration major in real estate. Our full-time faculty bring real-world experience to the classroom to engage you in a multidisciplinary curriculum that will help you develop analytical and professional skills.

You'll also have opportunities to interact with industry professionals through ODU's partnerships in the region. With this solid foundation, you will be ready to start your career or obtain state or regional certifications to begin practice.

Gain hands-on experience through the Urban Land Institute's UrbanPlan Project at ODU. You can earn academic credit by working directly with local real estate and development professionals to explore city development and examine the fundamental forces that affect development in the United States. At the end of the project, you'll present a proposal to a mock city council comprised of local real estate and development leaders.



PRACTICAL EXPERIENCE

ODU's Career Advantage Program will help you obtain internships or practical work experiences to get real-world experience before graduation.



CAREERS IN REAL ESTATE

ODU real estate graduates find careers in:

<i>appraisal</i>	<i>property development</i>
<i>property management</i>	<i>real estate sales</i>
<i>real estate finance</i>	<i>licensing</i>

[The Hampton Roads real estate] market is as complex as any that I've worked in. We have 17 different municipalities, the large military sector, traffic, tunnels. There is nothing like this real estate market.

Dr. Andy Hansz

Robert M. Stanton Chair of Real Estate
in the Strome College of Business



SUPPLY CHAIN MANAGEMENT

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION:
MARITIME & SUPPLY CHAIN MANAGEMENT

MASTER OF SCIENCE IN MARITIME
TRADE & SUPPLY CHAIN MANAGEMENT

GRADUATE CERTIFICATE: MARITIME,
PORTS & LOGISTICS MANAGEMENT

MINOR

LOGISTICS AND SUPPLY CHAIN MANAGEMENT FORM COMPLEX SYSTEMS THAT WORK TOGETHER TO DELIVER A PRODUCT FROM MANUFACTURERS TO MARKETS.

As a maritime and supply chain student, you'll benefit from ODU's links to major local, domestic, and international port-related facilities. You'll have the opportunity to meet, interact with, and interview firms whose core business focus is logistical initiatives in areas including:

- port operation and authority
- ground transportation such as trucking and railroads
- customs brokerage
- third-party logistics

Our Bachelor of Science in Business Administration major in maritime and supply chain management is the only undergraduate degree of its kind east of the Mississippi River. You can focus your studies with a concentration in maritime management or supply chain management. We also offer a graduate certificate, available on campus and online, for current professionals and students to add to their expertise.

Our Master of Science in maritime trade and supply chain management will train you to apply critical thinking skills to analyze worldwide port networks and supply chains that contribute to enhanced productivity.



PORT EXPERTS

The Hampton Roads region is defined by water, and its deep channels make it a vital destination on the East Coast for shipping and distribution, as well as education and research.

ODU's expertise in port research stretches back decades, in part because of the University's location near major deep water ports, but also because of the work of our faculty researchers.



INTERNATIONAL MARITIME PORTS & LOGISTICS MANAGEMENT INSTITUTE

This institute serves as a hub for education, training and research related to the development and management of transportation and storage systems.



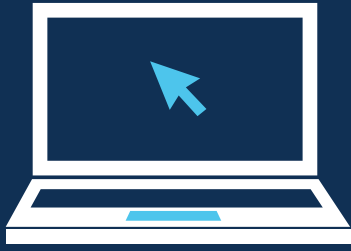
REAL-WORLD EXPERIENCE

Our students have opportunities to work with many different types of organizations through internships and co-ops in the Hampton Roads area and internationally.

A WAVE OF OPPORTUNITIES

EMPLOYMENT OF WATER TRANSPORTATION WORKERS IS PROJECTED TO GROW NINE PERCENT THROUGH 2024* to meet the growing demand for bulk commodities such as iron ore, grain, and petroleum.

**Bureau of Labor Statistics, U.S. Department of Labor. Occupational Outlook Handbook, 2016-17.*



CONVENIENT ONLINE STUDY OPTIONS

Earn your business degree or certificate from *ODUOnline*!

As an online student, you'll earn the same degree from the same professors and with the same level of academic rigor and support as students on campus.

There are two main formats for online course delivery:

■ Synchronous Classes

Attend and interact with your class in real time through web conference technology.

■ Asynchronous Classes

Access online course materials and complete learning modules and assignments at your own pace within set deadlines.

Visit our website to learn more!



[ONLINE.ODU.EDU/BUSINESS](https://online.odu.edu/business)

READY TO BECOME A MONARCH AND INVEST IN YOUR FUTURE?



VISIT

Visit ODU's main campus in Norfolk, Virginia or talk to an enrollment coach online to learn more about our business programs. We'll help you get ready to apply!



PLAN

Once you're admitted, your advisor will help you map out your academic plan so you can make the most of your ODU experience. Explore internships and study abroad opportunities designed for our business students.



EXCEL

Whether you study on campus or online, you'll have access to:

- 24/7 tech support
- free software such as Microsoft Office
- free training at Lynda.com
- library services
- tutoring and mentoring
- and much more!



GRADUATE

You'll join a worldwide network of 140,000+ ODU alumni!

Take advantage of continued support through the Alumni Association and Career Services.



JOIN THE MONARCH PRIDE!

