

NORM BRODSKY COLLEGE OF BUSINESS

A business education is for anyone who wants to develop the skills needed to turn ideas and dreams into reality. Whether it's creating your own company or rising to the top of a major corporation, the key is having the skills to make it happen.

The Norm Brodsky College of Business offers curricula at the undergraduate level leading to the degree of Bachelor of Science in Business Administration (BSBA).

Vision Statement

We will be a premier college of business known for the engaged learning of our students, the career success of our graduates, the connectedness of our network, and the impact of our academic, professional, and societal contributions.

Mission Statement

The mission of Rider University's Norm Brodsky College of Business is to provide a dynamic and innovative integrated business education within a strong community of learners, faculty teacher-scholars, and professional partners. With emphases on engaged learning, personal attention, and interaction with industry, our students are prepared to be productive, confident, and socially responsible contributors in their careers and the rapidly changing global marketplace.

Core Values

In carrying out our mission, the Norm Brodsky College of Business commits to the following core values:

Engaged Learning: Drawing connections between what is learned in the classroom with what is learned in high-impact real-world experiences

Diverse Scholarship: Blend of pedagogical, applied, and discipline-based research that enhances teaching effectiveness, and contributes to professional practice and the common good

Curricular Rigor: High standards for students in curricula based on current discipline-specific and interdisciplinary theory and practice

Career Relevance: Development of in-demand competencies including critical thinking, technology tools, oral and written communication, business analytics, teamwork, leadership, and problem-solving

The Common Good: Striving to practice and reinforce principles of social responsibility, sustainability, equity and inclusion, social justice, ethics, and societal good

Sense of Community: Opportunities to connect with, and support relationships among, students, alumni, faculty, employers, community members, and industry professionals

Entrepreneurial Spirit: A mindset that focuses on finding opportunities, overcoming challenges, maximizing resources, embracing ambiguity, innovating, improving, and taking ownership

Professional Accreditation

Rider University's Norm Brodsky College of Business programs were accredited by AACSB International—The Association to Advance Collegiate Schools of Business — initially in 1993 and most recently

reaffirmed in 2023. In addition, the accounting program was further recognized for excellence with accreditation in accounting by AACSB International initially in 2000 and most recently reaffirmed in 2022.

BSBA/Graduate Business Option

It is possible to apply to the graduate business program after completing 90 credits in a Rider undergraduate business degree program. Those students admitted may enter the program upon the completion of the BSBA degree. Courses waived should permit them to graduate with an advanced degree in one year by taking the required graduate course work. See the Graduate Academic Catalog (<http://catalog.rider.edu/graduate/colleges-schools/business-administration/>) for requirements for the Master of Business Administration (MBA), the Master of Accountancy (MAcc), and the Master of Science in Information Systems degrees.

Students are eligible to take graduate business courses in the spring of their senior year if they are senior business majors with a minimum cumulative GPA of 3.5 for courses with the PMBA prefix and 3.3 for courses with the MACC prefix. In order to take a MACC course, a student must be an accounting major. Graduate business courses do not count toward both the undergraduate and graduate program requirements. Up to six credits of graduate-level courses may be taken and would be included in the regular full-time tuition fee.

Degree

The degree that the Norm Brodsky College of Business offers at the undergraduate level is the Bachelor of Science in Business Administration (BSBA). To receive this degree, a student must complete the core requirements (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/core-requirements/>) for the college.

(For master's level work, see the Graduate Academic Catalog (<http://catalog.rider.edu/graduate/>)).

Fields of Study: Majors, Minors, Concentrations and Certificates

All business undergraduate students are encouraged to select a discipline-specific or interdisciplinary major by completing the coursework of 18 to 33 credit hours required for the major.

Students who are undecided regarding an area of business specialization are enrolled as business administration majors.

A student may elect to double major, but there is no guarantee that the student will be able to complete the second major within the 120 credit hours required for graduation.

Besides majors, students may also choose to complete a minor, a concentration within the major, or a certificate.

To see the variety of programs of study that the Norm Brodsky College of Business has to offer, please visit the list of Majors, Minors and Certificates (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/>) available.

Independent Study and Research

Students are offered opportunities for independent study in business-related areas for which formal courses are not available. Each program in the Norm Brodsky College of Business provides these opportunities during the regular semester via offerings labeled 490, Independent Research and Study. Projects may be taken by an individual or a group

of students working together. Each person must submit an independent study proposal including definitive statements on the following: an elaborate, clear statement of the study's significance; the study's design and objective; the utilization and expectation of on- and off-campus resources related to the study; and method to be used to demonstrate the results of the study.

Independent study proposal requests can be obtained and approved by the appropriate chairperson and the Dean's Office. Such proposals must be submitted prior to the semester of the independent study and must include a timeline for completion.