

BUSINESS ACCELERATED DEGREES



Accelerated MBA Programs at Drexel

The accelerated MBA program enables academically qualified students to earn both a bachelor's and MBA degree concurrently — graduating one year sooner than they would in traditional bachelor's and MBA programs. The accelerated MBA programs include:

- **BS in Business/MBA:** Available to Business Administration majors only in the 4-year co-op program
- **BS in Design and Merchandising/MBA:** Available to Design and Merchandising majors only in the 4-year co-op program
- **BS in Music Industry/MBA:** Available to Music Industry majors only in the 4-year co-op program

Drexel Co-op

A key part of the program is Drexel's prestigious co-operative education program where students alternate periods of classroom study with periods of professional work experience. For students in the accelerated MBA programs, these employers could include:

- Commerce Bank
- Johnson & Johnson
- Verizon Communications Inc.

Potential Careers

Chief Executive. Responsible for an organization's operations. Sets goals and arranges programs to attain these goals. Appoints department heads who manage the employees who carry out programs. Oversees budgets and ensures that resources are used properly and that programs are carried out as planned.

Marketing and Advertising Manager. Develops detailed marketing strategy for organizations. Estimates the demand for products and services offered by an organization and its competitors and identifies potential markets. Develops pricing strategy to help organizations maximize profits and market share while ensuring that the firm's customers are satisfied.

Director of International Affairs. Manages a company's or government agency's involvement in international business. Understands international business etiquette and protocol, maintains close ties with people at all levels of business and government, and promotes the organization internationally.

Employers

Given the entrepreneurial nature of many business students, it's not uncommon for individuals with an advanced degree in business to begin their own companies. There are also extensive opportunities in companies and organizations of varying size. The outlook for individuals who wish to work in international business is exceptional, and those with knowledge of world languages are particularly well served. With this degree, you may choose to pursue employment in one of the following areas:

- Investment and Finance
- Manufacturing
- Marketing and Advertising

Courses You'll Really Enjoy

International Marketing. Examines the international involvement of companies from exporting to the multinational enterprise stage. Covers the nature of international competition; distribution systems; pricing and credit policies; promotional methods; trade barriers and agreements; and cultural, political, legal, ethical, and technological barriers.

Leading Effective Organizations. Prepares students to make informed decisions as leaders in common institutional and environmental contexts. The focus of the contingency-based perspective of this course is to help leaders understand how best to motivate and coordinate employees and to control outcomes in a manner that ensures they fulfill strategic objectives.

Management and Technology Innovation. This course focuses on the role of technology and innovation in building, sustaining, and leveraging competitive advantage for firms. It examines how industries are transformed by new technologies. Touches upon the challenges of managing innovation in firms.

Marketing Strategy and Planning. Emphasizes application of strategic planning in marketing to achieve competitive advantage. Examines the role of strategic planning in developing effective marketing programs that enhance the overall performance of the firm.

Learn More: University Catalog

Detailed course descriptions are available at www.drexel.edu/catalog. Accelerated degree students should refer to both undergraduate and graduate sections of the catalog to see what courses they might take.

For More Information

Undergraduate Admissions

Drexel University
3141 Chestnut Street
Philadelphia, PA 19104-2876
1-800-2-DREXEL
215-895-2400
enroll@drexel.edu
www.drexel.edu/em

Apply online at www.drexel.edu/apply