

Live it.
Learn it.
Do it.

COLLEGE OF BUSINESS
VIEWBOOK



NORTHERN ILLINOIS UNIVERSITY
College of Business

Be who you are. Discover who you want to be. What piques your interest and inspires you to keep digging? Is it data analysis? Reaching a target audience via social media? Honing your entrepreneurial instincts? At NIU's College of Business, you'll learn what your strengths are, how to build on them and, ultimately, how to put it all to work in your professional career that's the perfect fit for you.

“I wouldn’t be where I am today without my two mentors. They saw something in me before I saw it in myself. They are my why. I want to be in the position where I can change someone’s life just like they have done for me.”

Elyse Jares, 2014/15 accountancy alumna
Financial Services, KPMG, New York



Make it your business. Make it happen.

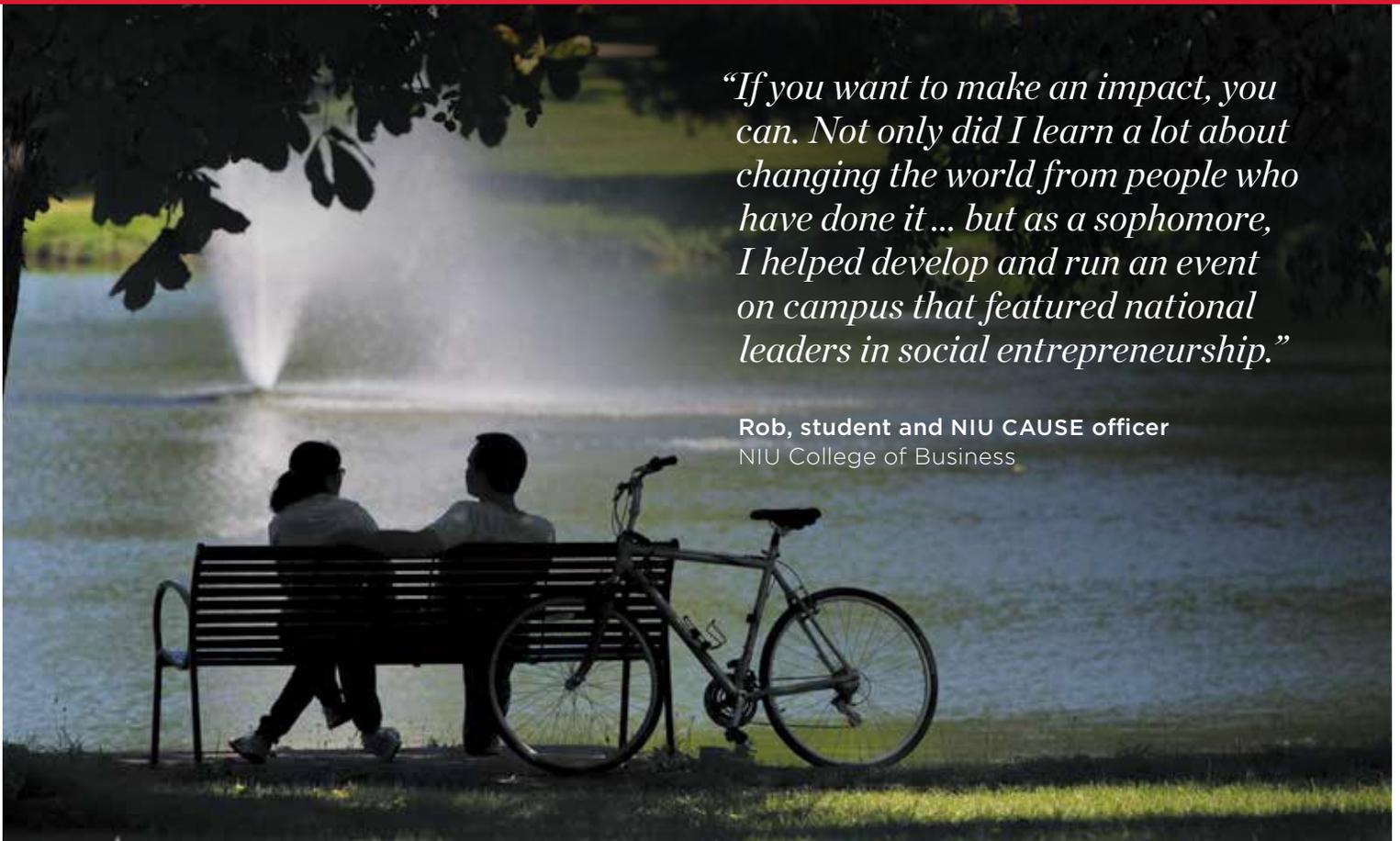




Make it matter. Make it real.

“If you want to make an impact, you can. Not only did I learn a lot about changing the world from people who have done it ... but as a sophomore, I helped develop and run an event on campus that featured national leaders in social entrepreneurship.”

Rob, student and NIU CAUSE officer
NIU College of Business





Make it. Here.

Welcome to an environment that's totally alive and always plugged in. This is NIU College of Business.



Expertise starts with experience. Experience starts with exposure.

There are many reasons we have received accolades, like being ranked No.1 by *Businessweek* in terms of ROI for tuition dollars spent. Beyond our highly skilled faculty with leading professional backgrounds, beyond the lessons they teach you in class, there's a world of opportunities designed to help you uncover your potential, chart your path and become immersed. 24/7. From day one.

"NIU's ELC project is not your typical business course. There's no syllabus. You don't have exams. Instead, we spend 16 weeks consulting as a group to come up with the best solutions to bring to senior-level executives at their headquarters for the final presentation."

Amanda
Experiential Learning
Center student

We empower you to become what you want to be – the kind of professional who makes a positive difference in a fast-changing global and entrepreneurial economy, as well as in your community. This is where you come to roll up your sleeves and get to work. It's where faculty and staff inspire and encourage you to bring your best every day, transforming you into a principled, game-changing leader of tomorrow.

Today, entrepreneurial spirit is all about challenging assumptions, opening possibilities, understanding relationships, thinking critically and creating relevant experiences. It's about learning from a variety of people, perspectives and interactions, putting what you learn to the test, and doing it all with respect for others and an eye toward what's right.

We provide numerous professional development resources, including faculty mentors, résumé critiques, mock interviews, internship fairs, job

fairs, "Meet the Firm" events and many other business collaborations that keep you connected with the business world.

Most of all, we don't believe it's enough to talk the talk. You have to learn what it takes to make ideas work. The best way to learn that is by doing it. Because your future shouldn't start after college. It should start the moment you step on campus.

HANDS-ON LEARNING

Collaborate on an Experiential Learning Center team to create new solutions for a company or nonprofit organization. Make a difference in communities by joining the Social Entrepreneurship program. Make investment decisions that have real impact by contributing to the growth of an actual equity investment fund in our Student Managed Portfolio or organize a fundraising event for a partnering nonprofit organization. Hands-on. Real-time. There is no better way to learn.

Life's good here. All of the edge, none of the sharp elbows.

We have a sense of community and connectivity that provides limitless ways to explore and grow. Undergraduates have six majors to choose from – accountancy, business administration, finance, management, marketing, and operations management and information systems (OM&IS). All disciplines offer minors, graduate and/or certificate programs. Plus, student organizations let you engage with classmates and our business partners outside of the classroom.

CAREER COMPASS

Not sure what area of business is right for you? Or have you known what your major will be since you were five? Either way, our Career Compass class will help you discover more about your business self, make your decision when it comes to choosing the right academic journey and start preparing you to reach your career destination.

BELIEF

Equality. Integrity. Moral courage. Ethics is a necessary foundation of good business. It's not something that can be taught in a single class. That's why we established the BELIEF program as a systematic approach to integrating ethics throughout the entire college curriculum – including an online awareness assessment, collaborative corporate sponsorship and tons of supportive activities. Want to test how you measure up? Check out and sign on for our BELIEF Competition!

BUSINESS PASSPORT

Business success takes more than bookwork. Our College of Business Passport creates opportunities for you to be exposed to seven key business world concepts in a hands-on way – leadership, business communications, global commerce, experiential learning, career development, ethics in business, and service and social entrepreneurship.

GLOBAL ACCESS

Want to really open your mind? Become a world traveler and earn course credit while doing so. We offer courses that combine class time with a 10-21-day trip touring international companies. You will see what organizations do differently (and what they have in common) around the globe as you travel with a group of fellow adventurers and an advising professor to places like Italy, France, the United Kingdom and China; meeting with executives of global organizations; touring facilities; and enjoying a few cultural side trips.

TOP

24%

U.S. News & World Report (2016). The NIU College of Business undergraduate program is ranked in the top quarter of best business schools.*

*Out of nearly 550 eligible U.S.-based, AACSB-accredited programs.



College town atmosphere, with world-class city access.

Whether you're from the Midwest, another part of the U.S. or another country, our location gives you the best of all worlds. You can enjoy a true college town experience on campus, while Chicago's thriving business world is in easy reach. That means at NIU, you can discover things about yourself and focus on what you want to become. And you can access the opportunities to make it happen.

120,415

alumni in Chicago and surrounding counties.*

16,114

new jobs year-over-year, as of July 2017.

34

Fortune 500 companies headquartered in or near Chicago.

\$1.7M

in funding raised by startups and tech companies in 2016.



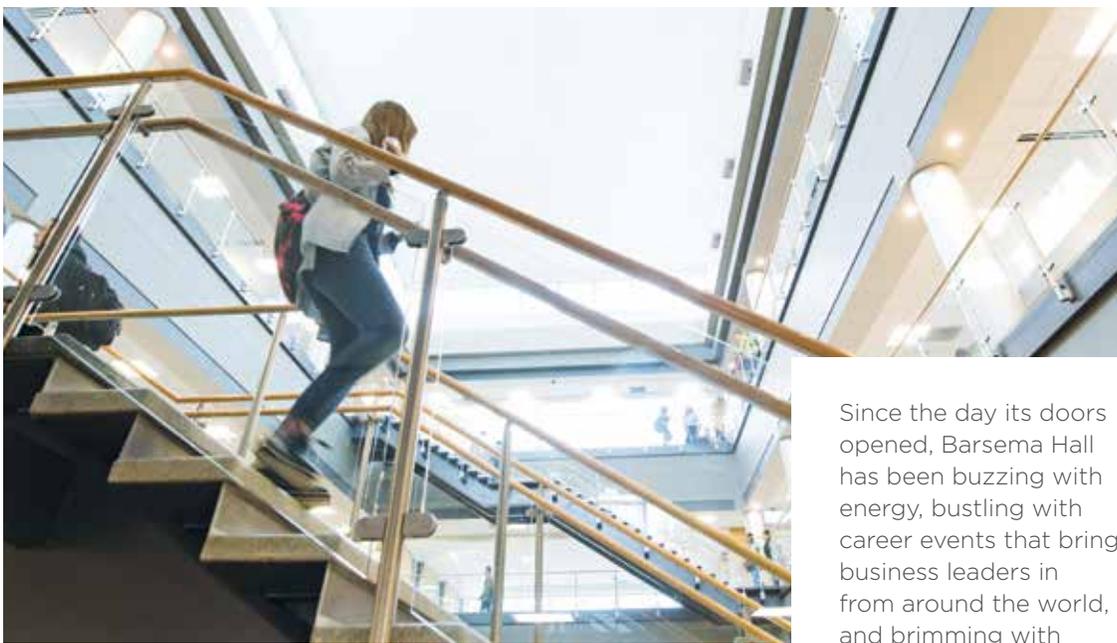
*As of December 2017. Counties include: Cook, DuPage, Kane, Kendall, Lake, McHenry and Will.

Barsema Hall is the heart of the College of Business. With 144,000 square feet of cutting-edge classrooms, computer and specialized labs, a 375-seat auditorium, faculty and staff offices, the Three Sons Café, and plenty of open space for studying, meeting up or just hanging out — Barsema Hall is one of the top business school facilities in the country.



This is business
with a capital

B.



Since the day its doors opened, Barsema Hall has been buzzing with energy, bustling with career events that bring business leaders in from around the world, and brimming with faculty and student connectivity daily.



*“Students live here at all times.
Barsema Hall sets the tone. It’s the
best building on campus for students.
It’s a great place to be.”*

Mike, College of Business student



#4

**Best Undergraduate Business
Schools in Chicago—
College Choice (2017)**

The NIU College of Business is ranked the fourth best undergraduate business school in Chicago for providing opportunities for students to engage with CEOs, executives and entrepreneurs in the Chicago area.

Go Huskies. Get hired.

Your future. Our focus. We take this NIU motto seriously. Just as seriously as we take our commitment to the business community at large. You will have free access to our employment system called Huskies Get Hired — connecting companies with their potential stars of the future. You will also have access to career development programming through Career Services.

Our faculty actively facilitate employee-employer matches. Few places go the distance we do, when and where it pays off the most. But while you're looking now at beginning the next phase of your life, we've got an eye down the road. And we've got your back as you get there.

You'll also be within reach of the support of our vast alumni network, with over 55,400 people overall, 28,000 in the Chicagoland area and 4,600 at the CEO level.

NIU'S CAREER SERVICES WILL HELP YOU:

- Connect with employers looking to fill full-time and professional internship positions.
- Create a winning résumé and cover letter by providing writing critiques and workshops.
- Present your best self when meeting employers by offering mock interview practice and tips on best-practice interview techniques.

"The faculty give as much as they can to their students — so that when the students get out into the business world, they're ready for the job at hand."

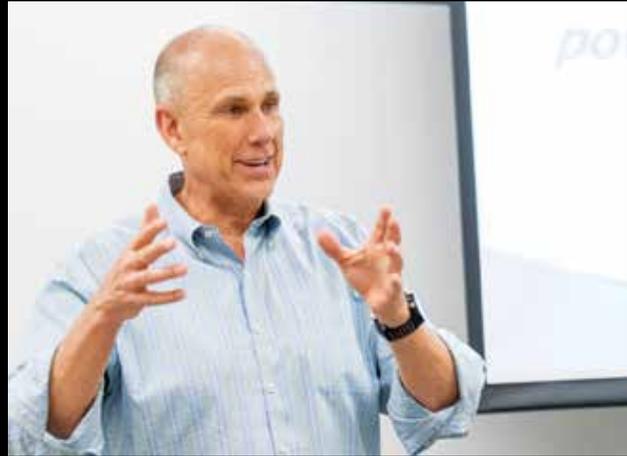
Troy
College of Business student

Connected to business world innovators like:

AbbVie	Grant Thornton LLP	PricewaterhouseCoopers
Allstate	Graybar	Robert Bosch Tool Corporation
Baxter International	Ideal Industries	RSM
BDO United States	Jewel-Osco	Sears Holdings Corporation
CH Robinson	Kohl's	Sherwin-Williams
Cintas Corporation	KPMG	Speedway LLC
Circle 8 Logistics	McGladrey LLP	State Farm
CliftonLarsonAllen LLP	McKesson	SunCoke Energy
Cohn Reznick LLP	Miller Cooper & Co. LTD	Target
Deloitte LLP	Mowery and Schoenfeld	Wipfli
Crowe Horwath LLP	Mueller & Co. LLP	
Enterprise Rent-A-Car	Northwestern Mutual	
First Midwest Bank	Plante Moran	



Real (business) world advice



Dennis Barsema, founding donor and namesake of NIU's Barsema Hall, is a proud alumnus of the College of Business. We asked him for a few words of wisdom. He said, "I honestly don't believe I would have gone on to find success as an entrepreneur and CEO were it not for my College of Business experience. Those college years go by so fast. There's so much I was lucky to have and that students can do to make the experience count." Here are his top five tips:

1. Be a part of something.

NIU has a responsibility to make you a better student and person by the time you graduate, but YOU have a responsibility to make NIU a better university, as well.

2. Run for office. Any office. Running for office means risking yourself to the possibility of losing. You will learn so much about yourself from the process.

3. Know you are good enough! Stretch yourself and you will learn just how good you can be. Each one of us has the ability to be successful inside of us, we just have to be willing to let it out.

4. Find something that breaks your heart, then do something about it.

The NIU College of Business is one of the few universities in the country where you can major or minor in Social Responsibility. And there are literally hundreds of causes on our campus and in our community that you can be a part of helping while you're here.

5. Seek experiential learning opportunities.

From study abroad trips, to internships, to semester long team consulting projects in the College of Business Experiential Learning Center—take advantage of every opportunity to learn real career and life skills while going to school.

World-class, in and out of the classroom.

From authoring books to doing research, publishing articles and consulting with top companies, our faculty are constantly leading and learning in their own right. That makes them better teachers, better mentors and better business world connections.



Chih-Chen Lee

ACCOUNTANCY

Specializes in behavioral accounting issues such as fraud and deception detection, trust issues in e-commerce and knowledge management. Guest lecturers often include FBI and IRS employees who provide connections between classroom concepts and real-life application. Leads NIU's International Business Seminar (IBS) program.



Furkan Gur

MANAGEMENT

Pursued his doctoral studies at LSU. Teaches creativity, innovation, entrepreneurship and business designs. His research interests center on geographic clusters, interorganizational relationships and entrepreneurship.

Kathleen McFadden

OM&IS

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Holds a doctorate from University of Texas-Arlington. Teaches operations analysis, operations management and quality management. International health care and transportation safety expert with research appearing in leading academic journals, the *Chicago Sun-Times*, and on ABC News and Fox News.

Mark Groza

MARKETING

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The Enterprise Holdings Professor of Sales. He brings the business world into the classroom. In Barsema Hall's call center, students in his B2B sales class receive live coaching from corporate partners that improve their effectiveness and closing ratios. As the Faculty Athletics Representative, he advocates for our student-athletes and the academic integrity in our intercollegiate athletics program.

Christine Mooney

MANAGEMENT

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With a Ph.D. from Indiana University, she teaches social venture consulting, social enterprise development, and creativity and innovation. Her research has appeared in *Journal of Management*, *Academy of Management Learning and Education*, and *Organization Dynamics*. She's the Bill and Paula LeRoy Professor of Social Entrepreneurship.



Solve problems. Make a difference.

The rapid pace of change in the business world provides exciting opportunities for accounting professionals. Students in accountancy are passionate about solving complex problems and using their analytical skills to help people make strategic decisions. You'll learn to make choices that impact individuals, businesses and communities. You'll develop solutions that reduce costs, that drive innovative and creative ways to make products and provide services, and that make a difference in people's lives.

Career opportunities for accountants are boundless and can range from assuring the accuracy and validity of financial information, assessing and mitigating risk, minimizing tax liability, identifying criminal financial activity, analyzing and extracting value from massive amounts of data, and so much more. From banks and public accounting firms to the FBI and international nonprofits and governments, the demand for and impact of accountants is limitless. So is your potential.

Degrees you can pursue:

- Bachelor of Science in Accountancy
- Master of Accountancy
- Master of Accounting Science
- Master of Science in Taxation
- Certificate of Graduate Study – Foundation of Accountancy

Organizations and groups you can get engaged in:

- Accountancy Leadership Advisory Council
- Ascend
- ALPFA
- Beta Alpha Psi
- National Association of Black Accountants Inc.
- Student Accountancy Society



Accountancy alumnus Joe Parisi pitches his mobile personal security company on Shark Tank.

Jinay made it here.



"I'm Jinay Shah, a 2017 senior accountancy major, originally from India. The College of Business has empowered me to design my own future. The faculty, career programs and resources here have encouraged me to go beyond my boundaries.

"I recently took part in the annual PricewaterhouseCoopers (PwC) Tax Challenge, which I would highly recommend to future students, where I put together a team to compete for a better solution for reporting virtual currency to a hypothetical government. In the end, we unfortunately did not win, but what we learned along the way gave us a glimpse into what this work is like in real life. I'm now even more motivated to make a positive difference in the lives of others. And I know it takes courage and a good education to help companies address complex problems."

\$400K

IN SCHOLARSHIP AND FINANCIAL ASSISTANCE

awarded to accountancy students in 2015.



Be the one no company can manage without.

The business world is a big place. And it can get really complicated. That's why behind every smart CEO, behind every good brand, behind every worthy organization, there are professionals managing the details and the teams that make success possible. The kind of professionals you aim to become. Well, what are you waiting for? Dive in. Here, you'll find high quality, hands-on programs that will set you on the right track and let you take the lead.

Businesses around the world are hungry for leaders who can innovate, motivate others and solve challenges in an ever-changing environment. Let your passion and talent put you on the right path. Choose from a focus on leading people and projects (anything from being a business or intelligence analyst to a sales strategist to a business consultant), human resources (whether a recruiter, trainer or employee relations manager), or entrepreneurship and social responsibility (launching new ventures, fostering innovation or developing corporate social impact initiatives). We'll help develop you into a business game-changer.

Degrees you can pursue:

- Bachelor of Science in Management
- Minor in Business Innovation and Entrepreneurship
- Minor in Social Entrepreneurship
- Certificate in Social Entrepreneurship

Organizations and groups you can get engaged in:

- The Collegiate Association of Unreasonable Social Entrepreneurs (CAUSE)
- Management and Business Administration Student Advisory Board (MBSAB)
- Sigma Iota Epsilon
- Society for Human Resource Management

Emily made it here.



"I'm Emily Montavan. I'd say my growth as a person has surprised me the most over my college journey. I decided on majoring in Leadership and Management which I never saw happening. I was also fortunate to be accepted into the ELC program as well as be on an E-Board and a student advisory board, and was also invited to attend the Crocker Emerging Leaders event, which was really exciting. I never saw myself doing any of these things when I first started at NIU.

"I have been provided with so many amazing opportunities at NIU, like listening to so many great guest speakers who are in the business world and learning from their experiences. I think NIU provides great resources and tools to help students prepare for their future careers. I'm thankful for everyone who I have met and everything I have accomplished."



Knowledge across the board. Success from the ground up.

Some College of Business students choose to focus on building a broad base of knowledge across accounting, finance, management, marketing, and operations management and information systems. Business administration students graduate prepared for a wide range of entry-level positions in a variety of organizations.

Choosing this kind of approach offers flexibility and can set you up for a successful career in a variety of different business functions, roles and industries — from mortgage and banking to health care, to small business management, to logistics and product distribution. Another big bonus: getting this education here lets you take advantage of all the immersive business-world programming you can only find at the College of Business.

Degree you can pursue:

- Bachelor of Science in Business Administration

Organizations and groups you can get engaged in:

- Business Administration Student Association (BASA)
- The Collegiate Association of Unreasonable Social Entrepreneurs (CAUSE)
- Management and Business Administration Student Advisory Board (MBSAB)
- Sigma Iota Epsilon
- Society for Human Resource Management

13:1

STUDENT TO FACULTY
RATIO AT NIU

Joyce made it here.



“Hi, I’m Joyce Calacal. Coming to NIU, I really just wanted to get my degree and figure out what I wanted to do with it. To me, Business Administration was just a temporary major until I could figure out which business discipline I wanted to focus on. But I was surprised that I learned to love how broad my major was, and that it was more helpful to me than focusing on a specific part of business. I am really proud of everything that I have achieved so far at NIU, both academically and in extracurricular activities.

“I am currently the president of the Management and Business Administration Student Advisory Board and the director of marketing for the Business Administration Student Association. In addition to these, I am an active member of Women in Business Professions, and I was also part of the Experiential Learning Center. I was also exposed to a lot of guest speakers who came in to talk about their experiences, inspire the students and assist us in things like résumé building and mock interviews. These resources helped me land an incredible summer internship. I am most thankful for my friends and professors, who have pushed me to strive for more because they knew that I could do more.”

You can shape how people and companies invest. You can move the world.

Think about it. Banks and mortgage lenders can change people's lives. Institutional investing can reflect and direct culture. Corporate financial decisions can impact economies all the way down to the community level. And you can be a part of it all, any way you want.

There are three main areas of study within finance at NIU. Maybe you want to become a financial analyst or evaluate business models within corporate finance. Maybe you want to focus on investments as a securities or portfolio analyst or as a financial planner who specializes in retirement planning. Or maybe you want to be a mortgage analyst or guide future credit policies with a focus on banking and financial institutions. Maybe all of this sounds a little overwhelming. Well, this is the big time, but don't let that stop you.

Degrees you can pursue:

- Bachelor of Science in Finance
- Master of Science in Financial Risk Management
- Minor in Finance
- Certificate in Undergraduate Study in Finance
- Chartered Financial Analyst (C.F.A.)
- Certified Treasury Professional (C.T.P.)
- Certified Financial Planner (C.F.P.)

Organizations and groups you can get engaged in:

- Financial Management Association
- NIU Investment Association
- Finance Student Advisory Board



Oleg made it here.



Oleg Grachev is a 2017 senior with a double major in finance and economics and a minor in applied probability and statistics. As an international student who moved to the U.S. from Russia during his senior year of high school, the secret to his social transition has been the same as the secret to his academic success: an open mind.

He encourages students, especially exchange students, to immerse themselves in the college environment. There must be something to it because Oleg has attended many conferences as part of Out4Undergrad, participated in national and international competitions, served as president of the NIU Investment Association, hosted regional investment challenges on campus and completed internships at AIG in 2016 and J.P. Morgan in 2017.

Lei Zhou, Ph.D.

Zhou's research focuses on fixed income securities and credit ratings. "When I teach risk management, I put my students into the shoes of an investor or corporate CEO," Zhou said. He was invited to work as an academic visiting scholar at the U.S. Securities and Exchange Commission. He is helping develop an effective mechanism to examine the individual credit rating agency and monitor industry trends and risks. "This is an example where academic research makes a difference in the real world," he said.



Image isn't everything. Impact is.

Ask before you answer. Show before you tell. Those are the golden rules of great salesmanship and marketing. Because today, consumers and professionals are more informed and distracted than ever. They want to know what brands stand for and how what you do connects to their life or work.

In the real world, this can take you into a corporate career, the institutional nonprofit sector or agency life. And you could focus on research, understanding audiences, markets and companies; tying the communication experience together through integrated marketing; shaping the direct connection point with the audience through sales; or anything in between. Marketing majors learn how to market with integrity and drive impact.

Degrees you can pursue:

- Online Bachelor of Science in Marketing
- Minor in Marketing

Certificates offered:

- Certificate in Professional Selling
- Certificate in Digital Marketing
- Certificate in Retail Management

Organizations and groups you can get engaged in:

- Marketing Honor Society
- Marketing Student Advisory Board
- American Marketing Association



Marketing alumnus Terry Lesyk on an internship of his own invention for an NGO in Nepal.

Madi made it here.



“My name is Madi Alger, and I’m a junior at NIU pursuing a degree with a double major in marketing and visual communications, with a minor in entrepreneurship. I have become extremely involved on and off campus as a member of the American Marketing Association, coordinator for TedxNIU, the marketing intern for the Newman Catholic Student Center and marketing chair on the Student Ministry team. I also volunteer as a speech coach at the middle and high school levels.

“I am working toward having a career in advertising, and eventually plan to open my own business that will be based on bringing the community together through the creative arts. Community is extremely important to me, and I hope to use my education to better my future place of residence by not only helping other small businesses in their advertising efforts, but also bringing people together and appreciating the art world.”

PORTFOLIO REQUIREMENT

Marketing majors also benefit from the huge advantage of having a dedicated Student Portfolio requirement, pushing them to pull together and demonstrate their best work at the apex of their coursework. This will set you off into the real world with a book you can feel confident putting in front of creative and account directors.



There's nothing virtual about the future of business. Or your place in it.

Every day, companies are figuring out how to go from data to decisions, how to integrate technology into operations and how to think big across whole systems—from developing apps to product production to e-commerce. But it's not just theory. They need people who can take great ideas and put them into practice.

Operations Management and Information Systems majors are focused on the application of information technology to the solution of business problems. They pursue exciting careers in a variety of industries including manufacturing, financial services, high tech and more. From Abbott Labs to Allstate Insurance, from Caterpillar to Kraft Foods, from IBM to Walmart—everyone is looking for OM&IS talent. And the possibilities for what you'll experience are awesome.

Degrees you can pursue:

- Bachelor of Science in Operations Management and Information Systems
- Master of Science in Management Information Systems
- Minor in Business Analytics

Organizations and groups you can get engaged in:

- Association of Information Technology Professionals (AITP)
- Association for Operations Management (APICS)
- OM&IS Student Advisory Board (SAB)

Certificates offered:

UNDERGRADUATE

- Business Analytics Using SAP Software
- Business Analytics Using SAS Software - SAS Joint Certificate Program
- Information Systems

GRADUATE

- Business Analytics Using SAP Software
- Management Information Systems
- Data Analytics Using SAS Software - SAS Joint Certificate Program (starting fall 2018)

Doug made it here.



Doug Buis is a College of Business alumnus who graduated in '06 with a degree in OM&IS. He immediately took a position at McKesson Corporation, managing multiple warehouse teams in one of their pharma distribution centers, and helped transition facilities from Carol Stream to Aurora in 2009. His career path kept ascending when he was promoted to a Six Sigma Black Belt role, driving improvement initiatives locally and nationally. In 2013, Doug became Director of Operations for the Chicago Distribution Center. And last year, he joined the restaurant equipment parts distributor Parts Town as Vice President, leading inventory management and data analytics.

But his rocket rise hasn't taken him from his roots. Doug stays hyper-engaged with College of Business faculty and students, as a guest speaker and mentor in the classroom and an academic collaborator beyond it. He's engaged in many student and department organizations. He regularly helps inform smarter curriculum. And, best of all, he makes it a point to actively recruit and hire Huskies.

NIU RATED
BEST
ROI

—
IN ILLINOIS AND
AMONG BEST IN NATION
Businessweek (2013)

Join us to shape the future of business and the world.

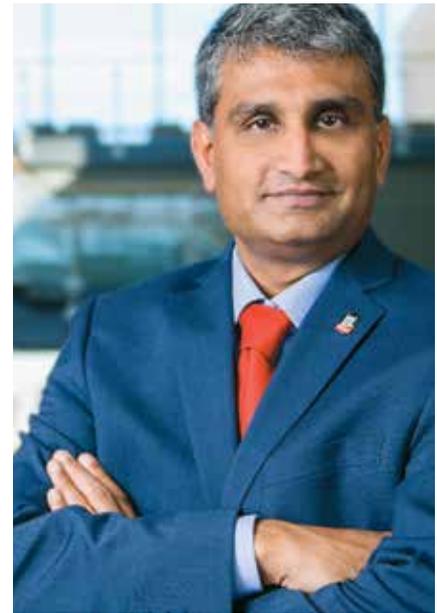
The stories of our students, faculty and alumni highlight our long-standing commitment to innovation and the entrepreneurial spirit. Through these numerous pathways, we are leading the way to experiences and programs reimagined for a rapidly changing world. Leveraging the strengths of the College of Business environment that fosters experimentation of ideas, we are excited to have you join us on a journey that intentionally crosses boundaries. Whether it is the boundary from theory to practice or traveling across continents, we create immersive experiences and lessons that inspire you and last a lifetime.

As you peruse our stories, the impact of these transformative experiences comes to life. Our alumni lead organizations across the globe, launch new ventures and change lives through service within their communities and beyond. They exemplify and live the values of excellence, integrity and caring. Join us, and give us the opportunity to transform the immense potential in you. Working together, we can shape a great future for you, our college and the world.

Warm regards,



Balaji Rajagopalan
Dean, NIU College of Business



“We are leading the way to experiences and programs reimagined for a rapidly changing world. Whether it is the boundary from theory to practice or traveling across continents, we create immersive experiences and lessons that inspire you and last a lifetime.”

**Balaji Rajagopalan, Dean,
NIU College of Business**

Three ways to visit:

1 OPEN HOUSE
Take a tour, attend a presentation, and learn about our programs and academic and student life.

2 TGIF! EVENTS
Transfers Get Info Fridays let potential transfer students talk with an admissions counselor, attend a presentation and tour campus.

3 DAILY VISITS
During the school year, schedule a presentation and campus tour with an NIU Student Ambassador.

Learn more or schedule your visit at cob.niu.edu.

Undergraduate Admissions

Williston Hall 101
350 Normal Road
DeKalb, IL 60115

Open Monday through Friday

8:30 a.m. – 4:30 p.m.

Phone: 815-753-0446

Toll-free: 800-892-3050

Email: admissions@niu.edu



Don't just believe what you read. Come see.



Live it. Learn it. Do it.

Small school feel. Big school cred. We are just the right balance of college life and professional potential. Nationally ranked and recognized, we're continually creating partnerships with companies and communities. And our students are in it, shaping the path forward. Do you have what it takes to be a Huskie?



NORTHERN ILLINOIS UNIVERSITY

College of Business