

Programs in the College of Business

BASIS Pre-College Program

BASIS is the acronym for “Business Advantages for Scholastically Inclined Students.” The BASIS two-week summer program is designed to introduce academically talented students to the business career options and to the majors that lead to those options.

Students are challenged to solve problems using some of the basic principles taught in the program. Professionals from a variety of companies serve as role models, and speakers provide presentations that inspire and motivate students to seek careers in the areas of marketing, accounting, finance, management and management information systems.

During the BASIS program students live, eat and attend classes on campus. Their days are filled with classroom and extracurricular activities designed to prepare them for life on a college campus and careers in the world of business. High School juniors and seniors who will be entering college the following fall semester and who are interested in exploring business career options are eligible to apply.

Center for Business Communication

The mission of the Center for Business Communication is to reinforce and enhance the written and verbal communication skills of students in the College of Business through the support and assistance of professional staff and tutors. Writing tutors are available to critique writing assignments, such as resumes, biographical sketches, cover letters, memoranda, articles, essays, reports, outlines, book reviews and research papers.

College of Business Career Fair and Business Forum

The College hosts an Annual Career Fair and Business Forum each spring for enrolled students and alumni. Dozens of companies from across the United States visit the College to speak with students about placement and internship opportunities, as well as assist students with making career decisions through workshops about negotiating salary offers, acing interviews and planning careers.

Executive-in-Residence Program

Each year the College of Business invites a senior-level executive to the campus to speak with students and faculty. This Executive-in-Residence Program is part of the College’s effort to stay on the leading edge of business education in a rapidly changing business environment. These senior executives, scholars and other professional experts address a broad range of key business issues, including leadership challenges, career planning, business ethics and changes in the world of work.