



Here at the Ketner School of Business, you'll do more than just learn about business.

You'll experience, apply and practice what you learn so that when you begin your first job after graduation, you will have a running start.



Yes, you'll be well-prepared with the core business knowledge and theories, but you will also be well-prepared to work in teams, communicate clearly, analyze situations, solve problems, utilize technology, make good decisions and provide value-based leadership.

Our curriculum blends the competencies of liberal studies with career preparation and our participant-centered learning brings theory, practice and experience into focus.

You'll be engaged with:

- Case studies relevant to your courses
- Guest lectures with speakers from business and industry
- Team projects and applied research
- An internship during your junior or senior year
- Community Service Projects
- Interaction with recent Business School graduates
- Optional international experiences

The cornerstone of the Ketner School of Business is a firm grounding in ethics and values. This is not just a

lecture, not just a course, but a part of our culture. We believe that ethical and value-based leadership should be an integral part of business and at Catawba College, it is!

In small classes, our academic programs come to life with personal interaction between students and faculty who not only "know their stuff," but can help you apply it to the real world. Our professors who have a wide variety of experiences are committed to the success of each student and are accessible for advice, extra help, or just a friendly chat. And, professors teach all of our classes because there are no teaching assistants at Catawba.

We strive to help our students become well-rounded, contributing members of their community, therefore we emphasize early and often the importance of community service and involvement in professional organizations.

Our B.S. degree in Business Administration offers the following concentrations:

- Accounting
- Economics
- Information Systems
- Management
- Marketing

With minors available in:

- Accounting
- Business Administration
- Economics
- Information Systems
- Marketing

Mentors help connect Catawba business students with successful business leaders.

Our high tech campus provides WiFi, 24-hour computer labs in the Ketner School of Business, and connects our students to the very latest technologies.

Meet some recent successful graduates from the Ketner School of Business:

**Maurice Price '03**



B.S. in Business Administration, concentration in Information Systems  
Master's of Information Technology, UNC Charlotte, 2008

**Systems Analyst**  
**City of Salisbury**  
Salisbury, N.C.

**Heather Underhill Schmitz '02**



B.S. in Business Administration, concentration in Marketing  
MBA, East Carolina University, 2003

**Contract Specialist**  
**The SAS Institute**  
Raleigh, N.C.

**Joseph "Jody" Widener '01**



B.S. in Business Administration, concentration in Marketing and Management  
MBA, Indiana University of Pennsylvania, 2002

**Logistics Commercial Planner**  
**Ikea**  
Conshohocken, Pa.

Because we know that you've made a promise to yourself – a promise to strive, to achieve and to become what YOU want to be – Catawba exists to help you realize your full potential and to keep that promise to yourself.