

# MORAVIAN COLLEGE

DEPARTMENT OF ECONOMICS AND BUSINESS



An overview of the department and its offerings. For further information, visit the website at [www.moravian.edu/econ](http://www.moravian.edu/econ).

The faculty of the economics and business department are committed to helping students discover and develop their individual interests and talents as they prepare for a wide array of academic and professional opportunities. Our teaching-oriented faculty use their expertise and research to work closely with students to pursue programs in both traditional majors and individually designed majors and minors. Current majors and tracks include accounting, economic policy, finance, marketing, sports management, and organizational leadership. Students also may pursue interdepartmental majors in international management and environmental economics and policy. Special interest fields, such as healthcare or arts management, can be met through individually designed majors.

## Strong, Personalized Academic Majors

Students of the economics and business department are challenged to integrate the breadth and depth of their liberal arts and science courses into their specialized programs of study. Majors in this department require the foundational and intermediate level courses in economics, statistics, accounting, and management theory to support strong theoretical and applied understanding. Ethics and business social responsibility are also central to the curricula of each major.

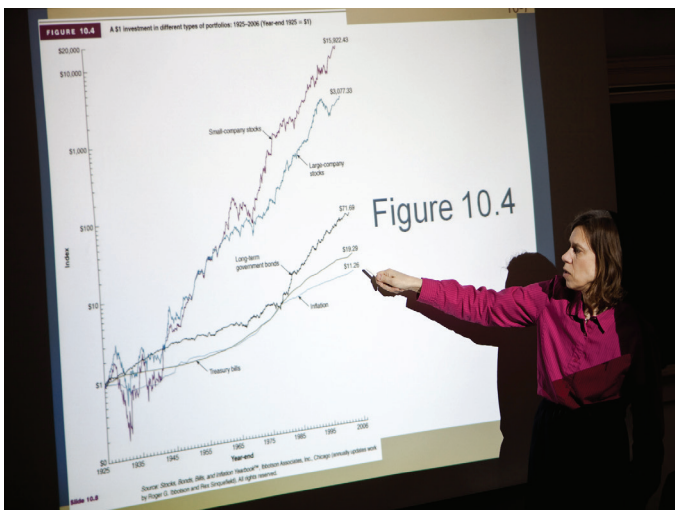
The accounting major specializes in financial and managerial accounting, which prepares students



*Students tour the trading floor of the New York Stock Exchange.*

for careers in both public and corporate accounting. Students participate in a variety of curricular and co-curricular experiences through their coursework and participation in the Accounting Club, including national case competitions, national leadership conferences, and participation in local professional associations. Typical accounting majors hold two internships, and are sought by local, regional, and national employers. Accounting majors intern at corporations such as Air Products and Chemicals and PPL; accounting firms including Parente Beard, Deloitte, and Concannon Miller; and in non-profit and governmental agencies such as the City of Bethlehem and Touchstone Theater. The 150-credit-hour requirement for the CPA can be achieved in an accelerated four-year sequence or in five years with a joint BA/MBA option.

Economics majors select from tracks in economic policy or finance. The diversified Lehigh Valley community and the College's proximity to New York City and Washington, D.C., create opportunities for internships and careers. Moravian's tradition in finance has helped build strong links to Wall Street firms and major banks through our alumni. The \$1.5 million student-managed Amrhein Investment Fund has launched many students into the world of finance. Economics students also have the option to pursue a specialized degree in environmental





economics and course work in labor, development, health, and international and public finance economics. The economics major, with coursework in intermediate theory and econometrics, prepares students for work in the private sector or government as analysts or consultants. Quantitative and qualitative analytics also prepare students for advanced degrees in research or teaching.

Management majors select a focus in marketing, organizational leadership (which includes human resource management), or sports management. Faculty mentorship, along with student-led extracurricular activities, makes both of these programs attractive choices for students. Student clubs often affiliate with local and national professional organizations. Social media marketing and data analysis have become important foci of marketing activities. The international management major combines language and study abroad to develop an entree into the global business arena. Sports management, through coursework and internships, prepares students for regional and national opportunities in a diverse array of professional and amateur sports.

### Hands-On Learning

As members of one of the largest departments on campus, economics and business students support a number of active clubs and professional associations. Many classes actively involve students in individual and group research and fieldwork, including the nationally renowned student-run Amrhein Investment Fund.

The central location of Moravian College and the loyal and highly successful alumni of the department afford many opportunities for student programs, internships and, ultimately, jobs. Preparations for graduate study (M.B.A., J.D., M.A., M.Sc., Ph.D.) as well as professional certification (C.P.A., C.M.A.) are also

emphasized. Students' internships, Honors and SOAR projects, and international travel help students make a smooth transition from college to advanced study and work. Among the hands-on-learning opportunities are intercollegiate case competitions, volunteer income tax assistance, national conference participation and community partnerships with groups such as the Women's 5K Classic Inc., Bethlehem Police Department and New Bethany Ministries. Other opportunities include the Amrhein Investment Club, the Moravian Marketing Group, the Society for Human Resource Management and the Economics and Business Club. Trips have been taken recently to Major League Baseball; Tiffany & Co.; Disney World; Prague, Czech Republic; and Seoul, South Korea.

### Alumni Careers in Economics and Business

- Kyle D'Angelo '12 is a staff accountant with ParenteBeard.
- Jordan Pesce '12 is an applications engineer with Lutron Electronics.
- Hannah Yang '11 is an assurance associate with PricewaterhouseCoopers.
- Borko Milosev '04 is the founder and president of a real estate investment firm, Post Road Management.
- Brian Corvino '02 is the chief operating officer for US Market Access Services and Insight Products, Decision Resources Group.
- Frank Conforti '96 is the CFO of Urban Outfitters.
- Joseph Giordano '95 is a director with the Royal Bank of Canada.
- Andy Hart '90 is senior vice president for diamonds and gemstones at Tiffany & Co. and president of Tiffany subsidiary, Laurelton Diamonds, in New York City.
- Laura Haffner '86 is the area president of the Lehigh Valley Division of Wells Fargo Bank in Allentown.
- Pat Parenty '80 is the president of L'Oreal USA, professional products division.

Long before 1776,  
Moravian College stood for  
life, liberty, and the pursuit of happiness.  
As the sixth-oldest college in America,  
we believe everyone is born with an innate love of learning.

*Our mission is to set it free.*

To every student of every circumstance,  
we promise the power of the liberal arts,  
a whole wide world of experience,  
and a deeper enjoyment of life.

*Pursue them all with passion.*