GLOBAL BUSINESS LEADERSHIP
ACCOUNTING/FINANCE
COMMUNICATION
ECONOMICS
TO GET THE BEST IN BUSINESS EDUCATION TODAY, YOU’D BETTER COME PREPARED TO GET YOUR HANDS DIRTY.

At the College of Saint Benedict and Saint John’s University, we blend engaging classrooms, business-focused clubs and organizations and endless opportunities for internships and experiential learning. The results are transformational. Our graduates emerge ready for that first job out of college – and the next one.

Today, business preparation involves ever-expanding technology and an increasingly global marketplace. Success demands more than mere exposure. It takes immersion. For our students, that means developing the ability to rapidly adapt to change, to understand and be at home in the world, to provide leadership, to analyze challenges and seize opportunities and to think both critically and creatively to solve problems.

HIGHLIGHTS OF STUDYING BUSINESS AT CSB/SJU

- Fortune 500 companies, all Big Four accounting firms and other regional and national companies visit CSB/SJU to recruit.
- The colleges’ nationally leading study abroad program provides students with opportunities for internship experiences in the global economy.
- Students in our Entrepreneur Scholars program start their own businesses, receive mentorship from successful graduates and travel to San Francisco and Hong Kong to meet with business leaders and entrepreneurs.
- Small class sizes and interactive classrooms help students develop communication and problem-solving skills needed by business leaders.
- Our focused, full-time professors see teaching as their primary job. They bring extensive experience from the business world, but are committed to educating our students.
- The flexibility of the CSB/SJU curriculum provides students with the breathing space to develop a more individualized plan of study, to pursue a double major, to add a minor or to spend a semester studying abroad.

FIND OUT MORE
Visit csbsju.edu/business and search for whatever interests you.

THEN CONTACT US
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CSB/SJU accounting/finance majors select one of three paths to prepare for a dynamic and changing world. Whichever path they choose, students will take a wide array of accounting, finance and general business courses, as well as a course in business writing and communication to stand out in the working world.

THREE PATHS

1. CPA preparation
   Our students not only take the 150 credit hours required to sit for the CPA exam, they do it in four years. Many colleges require five. And our graduates traditionally pass the CPA exam at a much higher rate than the national average.

2. Traditional accounting
   Since many students are interested in accounting but don’t want to sit for the CPA exam right away (or ever), this path provides a broader, more general view of accounting. It’s ideal for students who are interested in understanding the language of business, but are planning to explore entrepreneurial opportunities. It’s also a fit for those looking for a career in a business’ accounting department.

3. Finance
   A finance concentration prepares students to focus on financial analysis, capital planning and investment/portfolio management. This typically leads to such careers as stock brokers, securities analysts, investment bankers, financial planners or in a corporation’s finance department. Our finance track gives students a background in economics, international finance and transaction modeling, which is essential for success in a global economy.

Because of our liberal arts curriculum, our global business graduates have the additional edge of a broad knowledge base that makes them creative, flexible thinkers. Our graduates leave CSB/SJU prepared to be successful and comfortable doing business anywhere in the world.
COMMUNICATION MAJOR

Our communication major offers many courses that complement and strengthen any business major at CSB/SJU. Classes address topics relevant to business, including persuasion, public speaking, public relations, advertising and strategic campaigns. The program focuses on the versatile, valuable skills of writing, speaking, listening, persuasion, analysis and critical thinking. All of this also provides excellent preparation for graduate studies or law school.

ECONOMICS MAJOR

Economics is the study of how people interact within their social and natural environments to provide goods and services to one another based on the constraints within those environments.

The CSB/SJU economics major offers opportunities to explore these interactions and examine important issues and policies. The curriculum consists of three tiers:

1. A strong foundation in the study of economics.
2. Theory courses in microeconomics, macroeconomics and quantitative methods.
3. Opportunities for application of study.

Classes branch out into a number of specialty courses where students begin to shape their individual career paths in economics. This individualized path typically includes a strong taste of international economics, whether right on campus or through one of our many international study opportunities.

Additionally, an undergraduate research seminar and project help CSB/SJU economics majors gain valuable skills in understanding economic problems and preparing and presenting high quality research using careful analysis and quantitative tools. Our graduates go on to success in business, finance, government, public policy, law and academia.

Our communication courses empower business students to think critically and ethically about the messages they create for globalized audiences. Students examine communication as it relates to important issues like gender, culture, family, relationships, social movements and civil rights.

Courses focus not just on message design, but on analysis of the message itself, as well as how that message impacts the community. The result is the creation of a broad knowledge base that sets our graduates apart.

Many of our courses include an experiential learning component, through which students apply theories and concepts they have learned to situations outside the classroom. This includes hands-on experiences like implementing an advertising campaign for a local business, writing a corporate apology in response to a crisis PR situation and creating persuasive videos.
The Entrepreneurial Scholars Program at CSB/SJU is open to students from all majors, offering the chance to launch a business or nongovernmental organization of their own design. Students accepted to the program (we call them E-Scholars) learn the skills and information it takes to translate their entrepreneurial ideas into reality.

**WHAT IS ENTREPRENEURSHIP?**

Entrepreneurship is a process through which individuals and groups pursue solutions to needs, problems and challenges by seizing opportunities, leveraging resources and initiating changes that create value. The solutions that entrepreneurs promote usually include the introduction of new ideas, goals, services or practices that require innovation and risk to implement. Entrepreneurs apply creativity, vision, passion and leadership to address the challenges before them. When focused on social value, entrepreneurship can blur the traditional boundaries between the public, private and non-profit sectors.

**PROGRAM BASICS**

- The Entrepreneurial Scholars Program offers selected students a three-course sequence in entrepreneurial studies (occurring over a two-year period).

- Each E-Scholar receives access to mentors. Students meet periodically with successful entrepreneurs and learn about best practices.

- Learning from successful entrepreneurs involves both national and international travel.

- Through the program, E-Scholars develop a feasibility plan and experience creating a new venture.

**E-SCHOLARS**

Students from all classes and all majors are encouraged to visit the center and explore their ideas for ventures — either businesses or nongovernmental organizations. Expert volunteer alums are available to help students with all the challenges of starting a venture. While alums help students make connections in key industries, staff and faculty provide coaching along the way and help students and their ventures avoid some common first-timer mistakes. The center also offers a student loan fund for business loans.

**THE DONALD MCNEELY CENTER**

The Donald McNeely Center for Entrepreneurship provides classes, coaching and assistance to students as future entrepreneurs. Through the engagement of faculty and experienced entrepreneurs, the center stimulates, supports and expands business and social entrepreneurship.
Eric Rego Big Idea Competition
The Eric Rego Big Idea Competition is open to any student enrolled at CSB/SJU. Each student develops and pitches a venture idea to our audience and panel of judges. (No business plan or actual business is needed.) Your venture can be a new product, a new way to deliver a service, a new solution to an old problem, a new way to help others... It's up to you! The top three winners take home cash prizes.

Enactus
With over 69,000 students participating in over 1,700 university programs in 36 countries, Enactus is a global force that generates over seven million volunteer hours a year. Through entrepreneurial action, Enactus clubs are helping to achieve the United Nations’ 17 sustainable development goals. The CSB/SJU Enactus Club works with communities in need to find ways to improve their condition through business sense and entrepreneurial spirit. Then, each year, the club competes against other clubs in an "annual report" competition to rate their ideas, results and presentation skills.

Marketing Club
The Marketing Club gives Bennies and Johnnies opportunities to explore areas like branding, advertising and networking. Club members gain experience through offering services to the CSB/SJU community and area businesses.

Deloitte Audit Competition
Accounting students can compete for a spot on the CSB/SJU audit team for competitions sponsored by Deloitte, one of the Big Four accounting firms. Teams research accounting rules relating to a specific case study, then prepare and present their findings to a panel of Deloitte partners. The 2015 CSB/SJU team won both the Minneapolis Competition and the Regional Competition in Chicago.
GRETCHEN HUGHES
Global Business Leadership major
Forecome Co., Ltd., Shanghai, China

Gretchen pursued the internship of a lifetime in Shanghai through the CSB/SJU Center for Global Education’s Summer Global Internship Program. “I gave weekly culture lessons from the American perspective, including: business emails, holidays, sports, dining etiquette and public speaking,” says Gretchen. She designed an “American-style” kitchen and acted as spokeswoman for the company’s KingSlicer product line in addition to more traditional tasks like research and proofreading. As Gretchen sees it, “The most beneficial aspect was learning about a real-world office setting, while also being able to observe cultural and communication differences. I was the only foreigner in my office and there were times where it was very difficult to understand my co-workers (and vice versa). I believe I have a lot left to learn when it comes to understanding others’ perspectives and perceptions, and my internship provided me with an opportunity to begin that journey.”

DANIEL TRIPICCHIO
Accounting Major
Deloitte

During his sophomore year, Daniel’s adviser recommended him for an internship with Deloitte, a Big Four accounting firm. Following that first summer internship with Deloitte, Daniel agreed to a summer 2016 internship, a second summer internship in international tax following his graduation. It was during the internship that he was given a life-changing international opportunity. Daniel was one of 31 U.S. interns (out of approximately 2,300 who applied) selected to participate in Deloitte’s Global Internship Program. The month-long program took him to Brazil, where he was able to work, live and build connections with international professionals. Daniel completed a rotation with Deloitte’s tax department where he learned about Brazilian tax legislation. “It is so rare to have an experience that is so valuable professionally, but at the same time a truly memorable personal experience,” Daniel says. “The way the Brazilians took me in reminded me of the community you find at CSB/SJU, and perhaps that is why the experience was so extraordinary.”

CLAUDIA EISENHUTH
Economics Major
Harvey Mackay University

Twin Cities business magnate and bestselling author Harvey Mackay initially thought he needed a traditional full-time employee for a high-stakes project. It turns out that what he really needed was a bright, ambitious intern. Connections in the CSB/SJU alum network made sure he found just the right one. Claudia, a member of the CSB/SJU Entrepreneur Scholars program, dove in to market Mackay’s launch of a new worldwide online university. She describes the “incredibly valuable experience” as being like an “accelerated business course.” Mackay, who served as a mentor for Claudia over the duration of the internship, said, “If Claudia is any indication of the intelligence, drive and resourcefulness of today’s students, no one needs to worry about the future.”
CORIE BARRY ’97
Accounting Major
CFO – Best Buy Company

Corie was named Chief Financial Officer at Best Buy in 2016 after working with the company in various financial roles since 1999. As CFO, she oversees audits and closing the books among other duties. “My personal belief is that the best CFOs are very operational in nature,” Corie says. “There are CFOs who try to deeply understand the business, and then can translate that into financial outcomes. So, I actually spend a great deal of my time learning about and understanding how the business works, and then try to think about how we could construct the business differently and deliver the best financial outcome for the shareholders.”

JOHN WIEHOFF ’84
Accounting and Government Majors
CEO – C.H. Robinson Worldwide

John Wiehoff has guided C.H. Robinson to become one of North America’s largest third-party logistics companies. With nearly 8,000 employees and 224 offices, the company provides truck, rail, boat and air transportation around the world. He has been chief executive officer since 2002 and was named chair in 2007. He’s also been company president and a director, rising from earlier positions as chief financial officer and treasurer.

PHILLIP TRIER ’01
President
U.S. Bank, Twin Cities

GRETCHEN KORF ’00
Vice President, External Affairs
UnitedHealth Group

TIM RADAICH ’94
Vice President, Government Segment
Thomson Reuters

MELISSA RYAN ’09
Associate Finance Manager
General Mills

BOB BRIGHAM ’78
Chief Operating Officer
Essentia Health

GRETCHEN HAMEL ’86
Vice President
Wells Fargo Audit Services

ALLISON BEATTY ’08
Senior Buyer
Target Corporation

MARC HAEVKAMP ’12
International Tax Manager
EY