



BBBA

BACHELOR
OF BUSINESS
ADMINISTRATION



UNIVERSITY OF
NOTRE DAME

| MENDOZA COLLEGE OF BUSINESS



MENDOZA COLLEGE OF BUSINESS

WELCOME TO YOUR FUTURE

WHAT CAN YOU DO WITH A DEGREE FROM THE NOTRE DAME MENDOZA COLLEGE OF BUSINESS? ANYTHING.

College is not a four-year decision, but a 40-year one. The people you meet, the encounters with different ways of thinking, even the alumni community that you join will shape your future as much as the degree you earn and the career path you choose.

At the Mendoza College of Business, we realize your time here with us is short, but your potential to affect humanity for the better is infinite. Whether your passion is for finance or marketing, or you envision a career in health care or technology, we provide the tools and experiences you need to realize your goals and dreams.

No.5

Poets & Quants
Best Undergraduate
Business Schools
2018

No.4

2019
Public Accounting
Report



Mendoza at a Glance

A top-ranked business school



A liberal arts education



A storied reputation for ethics and values



A degree that's not an ending, but an open door



Classrooms where you're a person, not a number



Specialized programs and experiences to expand your knowledge and interests

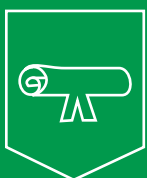
A TOP-RANKED BUSINESS SCHOOL + A LIBERAL ARTS EDUCATION

Because there isn't such a thing as a one-size-fits-all dream, your education must be well-rounded.

The world of business has changed. The rise of the global economy, the rapid evolution of transformation technologies, and the complexities of varied cultures brought together in one workplace are realities that demand a new type of leader — one who can solve problems in situations where there is no road map; who has a vision for the power of business to affect their communities for the better; who is innovative and open to new ways of thinking without abandoning core values.

The Mendoza College of Business undergraduate program is a recognized leader in academic excellence with a curriculum that provides a strong foundation in critical business skills and profound knowledge. At the same time, you have the opportunity to integrate your coursework with a rich variety of classes in liberal arts, science, theology and other programs across the University.

When you graduate from the Mendoza College of Business, you will take with you a degree that carries the national recognition of a premier undergraduate business school and also emphasizes the added value of a liberal arts education — something that will not only broaden you as a person, but also will broaden your opportunities for employment.



36%

of Mendoza undergrads have a second major in an Arts & Letters discipline



50%

the approximate amount of coursework in non-business classes



I had the opportunity to study abroad twice, first in Rome and later in Fremantle, Australia. Taking liberal arts and business courses abroad helped me expand my worldview as I learned about international markets and cultures, and these experiences shaped my business acumen for a globalized economy. For instance, I came to understand that no matter what market I am in, what I learned in my marketing classes — and now at Nielsen — is true in any economy: ‘The consumer is at the center of every good marketing decision.’”

Sofia Daboub
MARK '18





A STORIED REPUTATION FOR ETHICS AND VALUES

OUR HEART

At the heart of the Mendoza College of Business building you will find a compass inlaid in the marble flooring at the base of the grand spiral staircase. It serves as a constant reminder of Mendoza's unwavering dedication to charting a course true to its foundational mission of service and its continual attention to ethics as a vital part of a business education.

Business ethics is not a fad or a phase here, but our reason for being. Our goal remains to educate business professionals who can change the world for the better.

OUR MISSION

To build a premier Catholic business school that fosters academic excellence, professional effectiveness and personal accountability in a context that strives to be faithful to the ideals of community, human development and integrity.

PRME

Principles for Responsible Management Education (PRME) is an initiative of the United Nations Global Compact intended to inspire and champion responsible management education, research and thought leadership globally. The Mendoza College of Business serves in the Champions group, the top 30 global business schools supporting the U.N. sustainable development goals.



For me, Mendoza was and still is like a second home. Through the close connections that I built with my professors, I was encouraged to pursue a Ph.D. right out of undergrad, something that I could not have done without their guidance and expertise. Each person in Mendoza, from the professors to the café attendants, goes out of their way to care for every student, and that's something you won't find at just any business school. I will always be grateful for the four years I spent in Mendoza."

Cameron Kormylo
BAN '19



FACULTY DISTINCTIONS

Best Academic Paper Award
Winners

Best Article Award Winners

Best Publications Award Winner

Book Authors and Editors

Fulbright Distinguished Chair
Appointee

Local and National Award-Winning
Teachers

Outstanding Professor Award
Winners

Outstanding Teacher/Scholar
Award Winners

Practitioners and Active
Consultants

Professional Society Association
Members

Research Award Winners

Scholarly Achievement Award
Winners

Thought Leaders of Their
Disciplines

Visiting Fellow Award Winners

WORLD-CLASS FACULTY FOR A WORLD-CLASS EDUCATION



 **Wendy Angst**
Management and Organization

When you walk into Wendy Angst's Innovation and Design Thinking class, you see students posting sticky notes all over the place or drawing or building 3D prototypes to engage users in the process. Angst wants them to share ideas in every way possible because she knows that creative communication — no matter what form — can bring conversations to a higher level and lead to important solutions.



 **Katherine Spiess**
Finance

A five-time teaching award winner, Katherine Spiess can often be spotted with a student in her office, books and notes spread across the table as she patiently talks through the finer points of corporate finance. Her Advanced Corporate Finance course offers students a deep dive into corporate governance, financial statement analysis, security valuation, capital structure theory, dividend policy, security issuance and capital budgeting.

182

Mendoza Faculty

1,765

2019-2020 Undergraduate Enrollment

64%/36%

Male/Female

Juniors and Seniors with Declared Majors

18%

Accountancy

17%

Business Analytics

5%

Business Technology

44%

Finance

6%

Management Consulting

10%

Marketing



Corey Angst

Information Technology,
Analytics, and Operations

Corey Angst is a tinkerer and a troubleshooter who loves to use technology to solve problems. He wants his students to become expert problem-solvers too, so he teaches them how IT can be coupled with problem-solving frameworks to help them make informed decisions. He discusses social media, the Internet of Things, augmented and virtual reality, and other evolving forms of IT in class, while also looking at how firms are applying these tactics for competitive advantage. Students love to talk to Angst about the possibilities. Good thing his office door is always open.



Ed Hums

Accountancy

On Tuesdays and Thursdays, Ed Hums watches the early morning news at LaFortune Student Center with any students who care to join him. They chat about current events and what's going on in the students' personal lives. Hums understands their struggles because he was a Notre Dame student himself. In fact, he still lives on campus as faculty-in-residence at Lyons Hall with his wife, Shirley.



Emily Garbinsky

Marketing

Emily Garbinsky wants her students to enjoy and appreciate marketing as much as she does. She structures her lectures to appeal to all learning types: auditory, visual and kinesthetic. Her students dive into real-life marketing through a semester-long consulting project with a local company where they see their ideas come to life.



MENDOZA MAJORS AND MINORS

As a Mendoza student, you will declare your business major in February of your sophomore year. However, we recommend that you take full advantage of the many resources available to you to explore all of the majors as early as possible. This includes introductory courses for each major, which are a tremendously valuable part of the discernment process when choosing a major.



Accountancy

Accounting is called the “language of business,” and through Mendoza’s rigorous curriculum, you will become fluent. As a Mendoza accountancy student, you acquire the ability to analyze, communicate and forecast the economic activity of a business. Courses focus on analytical and problem-solving skills within the context of financial reporting, managerial decision making and tax planning. Additional skills, such as professional responsibility, teamwork and communication, are integrated throughout the curriculum.



Business Analytics

The McKinsey Global Institute has estimated that the United States alone faces a shortage of 1.5 million managers and analysts to analyze big data and

make decisions based on their findings. In response to this growing demand, the business analytics major was launched in 2017. As a BAN major, you will learn how to be a global leader in scientific, data-driven analysis and research concerning all aspects of business operations. You will learn about the synergy between data governance, data analytics and the optimization of operational systems and processes. Additionally, through coursework, you become adept at making sound, ethical and well-rounded business decisions.



Business Technology


Business technology majors learn the fundamentals of solving business problems with technology, and acquire skills that are directly applicable to roles ranging from business analyst to technology leader, in fields as diverse as financial services, health care, manufacturing

and consulting. In 2016, USA Today ranked the major No. 1 in the country, and noted that Mendoza’s major in particular “prepares a student for not only the technical aspects of the job, but also the human and ethical aspects.” The ranking also stated that Mendoza’s major “understands that the computers are there to serve the people, and the people are there to serve the world.”



Finance

Finance majors study business principles to gain a deep understanding of how businesses operate and what makes them successful. Based on these principles, you learn how to perform critical analyses that allow you to identify and solve problems, as well as to recognize and take advantage of opportunities. You also learn how to assess the effects decisions have on firms, individuals and society. As a finance major, you acquire the



34
Average Class Size

tools and perspective necessary to make value-enhancing decisions whether working in corporate finance, banking, investment management, wealth management or consulting.



Management Consulting

As a management consulting major, you learn how to manage people and processes in organizations of all sizes. You also learn how to identify and address business challenges and how to serve as business managers, innovators and consultants. Through coursework, you gain knowledge critical to business leadership that is centered on moral decision making, organizational effectiveness and social impact. The core disciplines of MGTC are organizational behavior, human resources, strategic management, innovation and entrepreneurship, ethics and communications.



Marketing

The American Marketing Association describes marketing as the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. ND marketing majors prepare for life as insightful managers, enlightened consumers and engaged citizens through rigorous coursework and experiential learning informed by behavioral science, quantitative and qualitative methods and ethical reasoning. Students acquire and hone analytic and creative skills, develop a stakeholder orientation to their profession, and learn to become effective leaders.



Innovation and Entrepreneurship (Minor)

By minoring in innovation and entrepreneurship, you learn how to conceive, develop and launch new ventures — both for-profit and social enterprises — and to turn innovative ideas into products and services that can be brought to market.



Real Estate (Minor)

This interdisciplinary minor will introduce you to the basic principles and practices of real estate, including land-use patterns and regulation, real estate finance, valuation, law, brokerage and transfers, urban economics and development.

SIGNATURE COURSES

AIM (Applied Investment Management)

Manage a live \$13 million portfolio and gain first-hand experience with real-life investing.

Business Problem Solving

Develop corporate street smarts to leverage creative and problem-solving skills. Through hands-on techniques and exercises, you will learn how to ask the right questions, gather the right data and use it to improve your judgment and make better business decisions.

Cloud Computing

In this course, we will explore the applications of cloud computing to common business problems, including the provisioning of infrastructure, business platforms and software.

Digital Marketing

Use digital marketing strategies to build social media eminence, effectively engage customers and prospects, and successfully promote brands, products and services with data.

Global Portfolio Management

Experience an in-depth approach to studying non-U.S. securities and alternative investments.

Innovation and Design

Think differently about the world and create new ideas that have a positive impact. Understand the key principles and innovation processes that lead to breakthroughs and the practices that make them work.

Junior Research Challenge: Foresight in Business and Society

Examine major global trends and how they shape business and society in this signature research-based class.

Machine Learning

Study real-life examples such as robotic control, text understanding and medical informatics and learn best practices and the ethics of artificial intelligence.

Tax Assistance Program (TAP)

Combine real-world accounting experience with community service through helping local low-income residents with tax preparation.

Ten Years Hence

Hear renowned experts from a wide range of industries exploring major trends in the coming decade through this esteemed lecture series.



SPECIALIZED PROGRAMS + EXPERIENCES TO EXPAND YOUR KNOWLEDGE AND INTERESTS

PROGRAMS

Entrepreneurship

Notre Dame's IDEA Center is a resource hub for entrepreneurial-minded students. In partnership with the Mendoza College of Business, the center offers an interdisciplinary minor in innovation and entrepreneurship; resources and support as students work to bring their business concepts to market; and a chance to win more than \$400,000 in cash and prizes in the McCloskey New Venture Competition.

Investment Management Leaders Program

This certificate program is designed for finance majors who want to broaden their investment management and leadership skills. It helps bridge the gap between theory and practice so students are fully prepared to launch their careers upon graduation.

International Study

Through Notre Dame International, you can pursue opportunities through numerous programs in more than 26 countries, including China, Australia, England and Spain. These life-changing experiences can deepen personal appreciation for diverse cultures and ways of thinking.

Internships

The Meruelo Family Center for Career Development provides you with a wealth of resources to help you experience potential careers in a variety of industries. The career center works closely with you as you begin to navigate the hiring and interview process with potential employers.

Research Opportunities

The Mendoza College of Business and the University of Notre Dame offer undergraduate research opportunities that provide you with a deeper understanding than can be conveyed in a classroom or in a textbook. Opportunities include research courses, independent study and research assistant positions.

55%

of Mendoza undergraduates participate in international study programs

STUDENT CLUBS AND ACTIVITIES

There are more than a dozen business-related student clubs and organizations that allow you to learn more about the opportunities afforded to each major. These groups, which are open to all students irrespective of major, also facilitate networking with upperclassmen and corporate recruiters. At the Mendoza College of Business, these groups include the following:

BaseND (Business Action in Social Entrepreneurship)

Consulting Connect

Corporate Finance Club

Enactus

Entrepreneurship Society of Notre Dame

Global Business Brigade

Honorary Societies

Beta Alpha Psi

Beta Gamma Sigma

Investment Club of Notre Dame du Lac

IT, Analytics & Operations Club

Marketing Club

Mendoza Student Leadership Association*

MoneyThinkND

Smart Women Securities at Notre Dame

Sports Analytics Club

Student International Business Council

Undergraduate Women in Business

Wall Street Club



*The Mendoza Student Leadership Association (MSLA) was created in 2013 to foster community within the undergraduate business program, strengthen the relationships between students and faculty, and develop additional peer-to-peer programming. Ongoing initiatives include the Coffee with Professors program, peer mentoring and alternative career path information sessions.



The Wall Street Club is an excellent microcosm of the Notre Dame alumni network. The senior leaders take it upon themselves to mentor and prepare younger students for the internship search for no reason other than to pay forward the efforts of the older students who once lent them a helping hand. This willingness to support other members of the Notre Dame family does not fade post-graduation; it simply increases in size and scope."

Brian Willis
FIN '16

A DEGREE THAT'S NOT AN ENDING, BUT AN OPEN DOOR

Your Notre Dame experience doesn't end with graduation. As an alumnus, you're backed by our dedicated alumni network that will help you make professional connections through mentorships, internships and career opportunities all over the world.

223

Domestic
Notre Dame
Clubs

27%

Top Industry:
Financial Services

146,000+

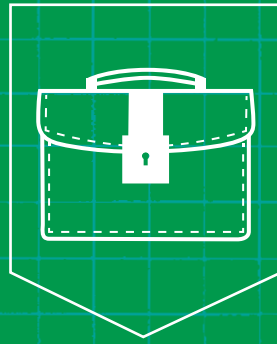
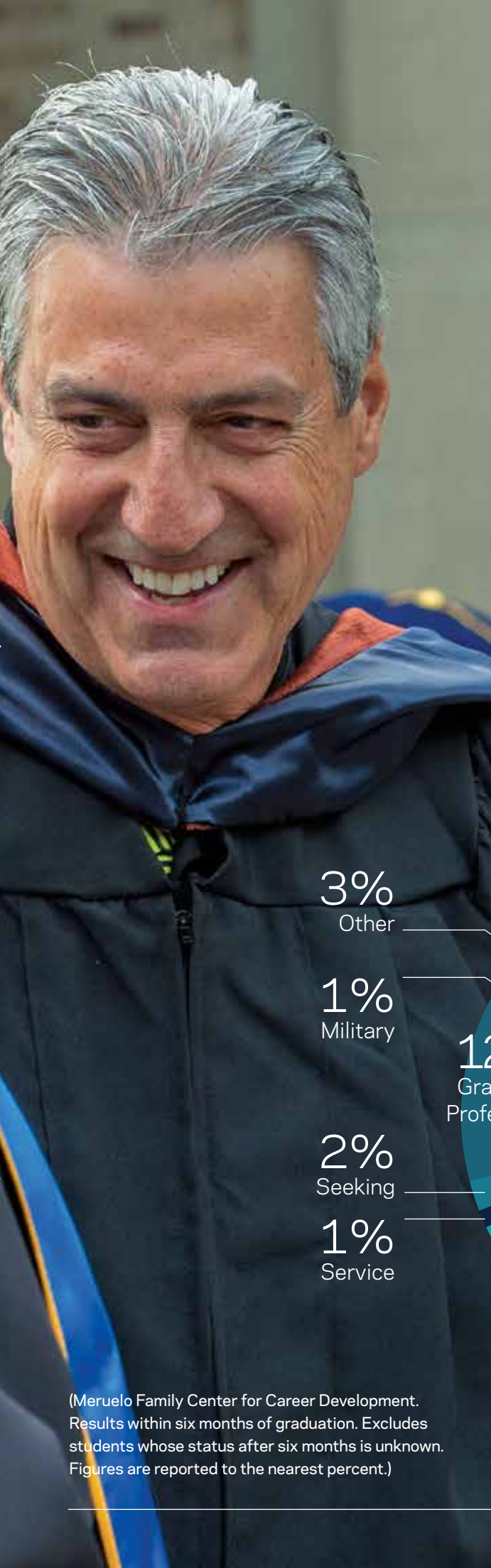
Total Living
Notre Dame
Alumni

42

International
Notre Dame
Clubs

28,000

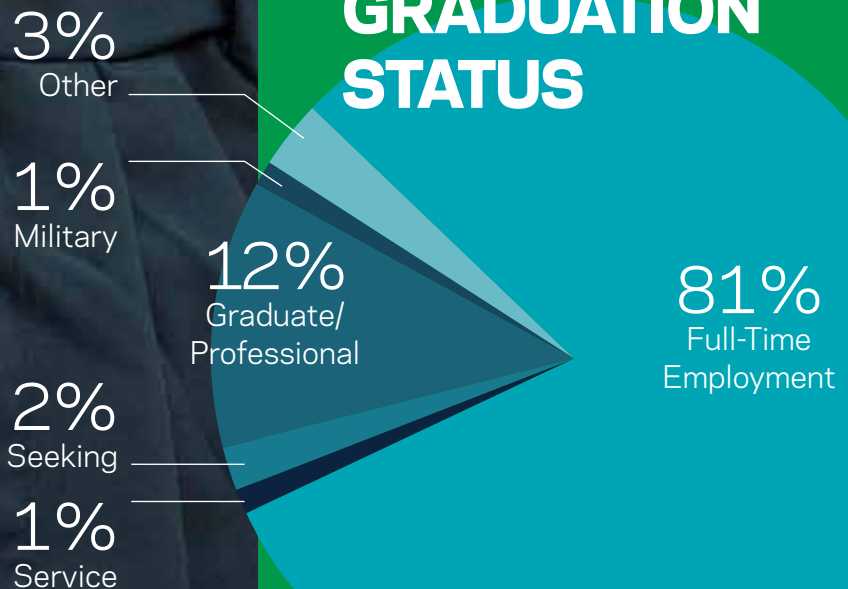
Total Mendoza
Alumni



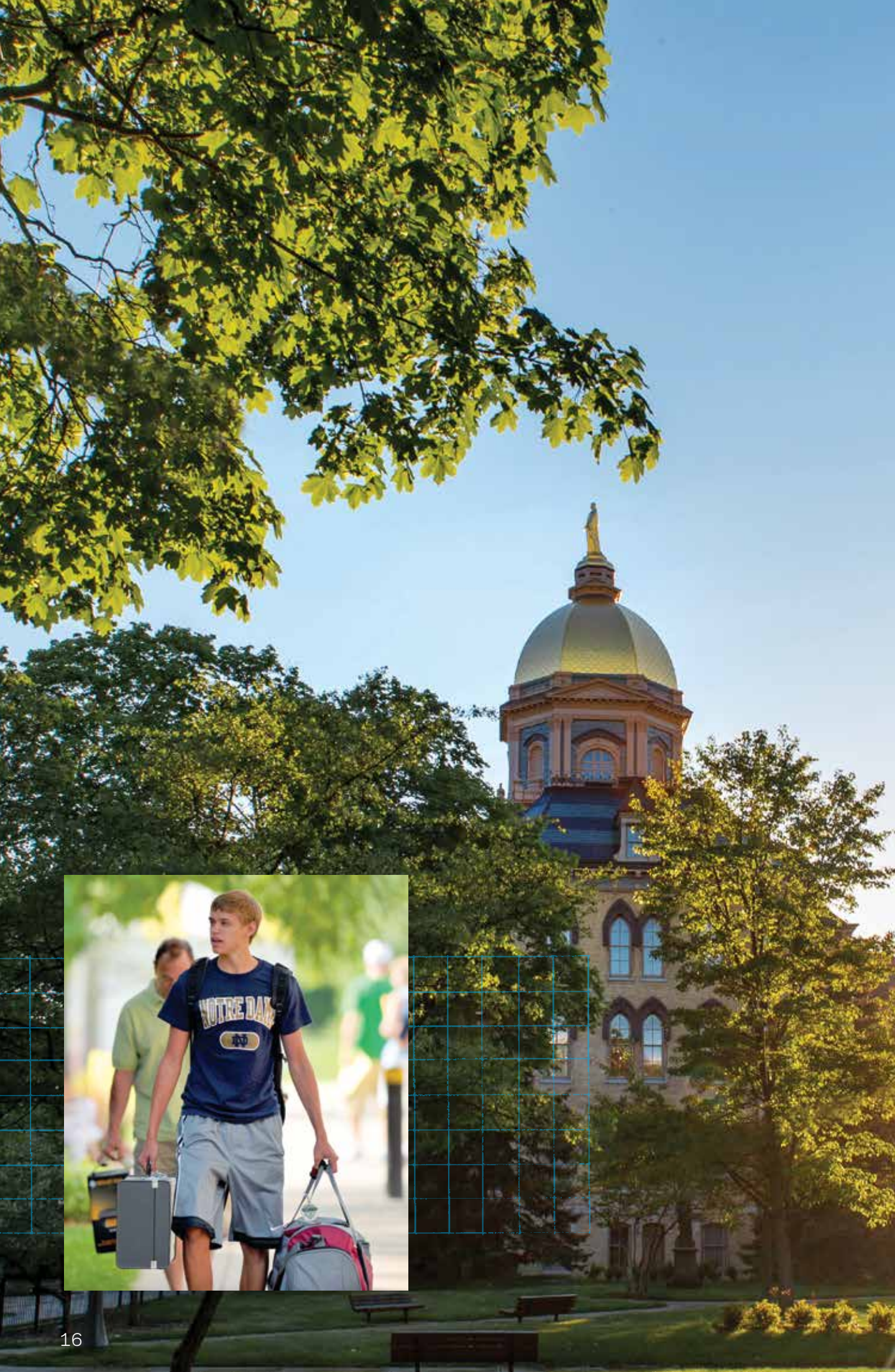
SAMPLE EMPLOYERS

Bank of America	Goldman Sachs
Capital One	Google
Citigroup	Huron Consulting Group
Credit Suisse	KPMG
Deloitte	Morgan Stanley
Epic Systems	P&G
EY	PwC
Facebook	Robert W. Baird
General Electric	Target
General Mills	

POST-GRADUATION STATUS



(Meruelo Family Center for Career Development. Results within six months of graduation. Excludes students whose status after six months is unknown. Figures are reported to the nearest percent.)





**READY TO
TAKE THE NEXT
STEP TOWARD
A BRIGHT
FUTURE?**

For more information about the application process, or for information about transferring into the Mendoza College of Business, please contact:

The University of Notre Dame
Office of Undergraduate Admissions
Telephone: 574-631-7505
Email: Admissions@nd.edu
Website: Admissions.nd.edu

Office of Undergraduate Studies
mendozaugrad.nd.edu



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