HELZBERG SCHOOL OF MANAGEMENT

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
Thank you for your interest in Rockhurst University’s business program, housed within the Helzberg School of Management.

Home to 11 Fortune 1,000 companies and several other large firms, Kansas City provides Helzberg faculty and students with unparalleled access to successful executives and their firms. I invite you to discover the Jesuit approach to business education – an education that focuses on developing the whole person.

Through Rockhurst’s carefully constructed core curriculum, grounded in the liberal arts and sciences, the Helzberg School of Management’s business curriculum strives for excellence in all core disciplines associated with business studies inside the context of ethical and social justice norms. That approach fits well with our mission to develop future leaders of competence and conscience, leaders committed to making a positive difference in business, in their communities, and in the lives of others.

That is why leading companies and organizations throughout the region seek out Helzberg students for internships and jobs.

I invite you to join us in transforming today’s business environment and making a positive difference in the world.

Cheryl McConnell
Dean, Helzberg School of Management

“Helzberg School graduates consistently demonstrate a great ability to help our clients with difficult business issues. This is because of the technical training they receive, balanced with the liberal arts curriculum that develops critical thinking and communication skills.”

- Miles Mooney, partner and St. Louis/Kansas City assurance practice leader, PwC
BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Future business leaders will face an economic and business environment of increasing complexity. Jesuit education seeks to educate the whole person through a carefully constructed core curriculum in the liberal arts and sciences.

Building on this foundation, the Helzberg School of Management’s business education develops leaders of competence and conscience through experiential learning opportunities and excellence in the core disciplines associated with business studies. Jesuit business school graduates are well grounded in accounting, finance, economics, operations management, information technology, marketing and management, while viewing business within the context of sound ethical principles and social justice.

The BSBA program is composed of the following concentrations:

- Accounting
- Corporate Accounting and Finance
- Financial Markets and Economic Analysis
- International Business
- Management
- Marketing

Graduates in these areas are in high demand. This need, coupled with the foundation of a Jesuit business education, puts you in the driver’s seat when choosing where you want to work.

Rockhurst University’s Helzberg School of Management’s undergraduate and graduate business programs are accredited by AACSB, the gold standard in business education. Fewer than five percent of the world’s business schools have achieved this distinction.
Accounting ranks as one of the top 10 college degrees in demand, with a strong employment outlook. The average annual, entry-level salary is $50,000.

Salaries in international business vary greatly depending on the company, location and industry. The average annual, entry-level salary is $31,200.

The average annual, entry-level salary for management jobs is $49,200.

Accounting
Learn to manage, control and evaluate businesses, from the smallest start-up to the largest international corporation.

Within this program, you’ll study the techniques and concepts of accounting, preparing you for a career in public, corporate or governmental accounting, or as an IRS agent, internal auditor, financial analyst and more.

Some of the classes you will be taking include Financial Accounting, Managerial Accounting, Corporate Tax, Auditing and Business in Global Environments.

Corporate Accounting and Finance
This concentration covers everything from accounting to financial analysis to investments and financial policy in both the U.S. and international markets.

You’ll gain the training you need to become a well-rounded professional with critical thinking, analytical and communication skills.

This program will prepare you for a career as a financial or accounting analyst, business consultant, insurance agent, auditor, controller, financial adviser and more.

Some of the classes you will be taking include Financial Accounting, Business Leadership: Strategy/Policy/Ethics, Essentials of Finance and International Finance.

International Business
Learn how to manage and lead in today’s increasingly interdependent, global economy.

You’ll gain an understanding of the unique challenges posed by globalization, preparing you to plan and implement successful business strategies. You’ll also discover how globalized commerce affects a company’s structure and operations.

Some of the classes you’ll be taking include Financial Accounting, Intro to Operations Management, Business in Global Environments, International Economics and Intercultural Communication.

Management
This concentration will prepare you to plan, organize and assume leadership roles in organizations. Through a curriculum that focuses on practical skills, ethical issues and management theories, this concentration will help you succeed in the diverse global business environment.

You’ll learn the principal methods, models and concepts of management, as well as how to apply them to real-life settings. You can also expect to dive into the different types of leadership, as well as the activities that enhance the development of your own leadership potential.

Marketing

Learn the art and science of defining opportunities and persuading people to try new products or services. You will come to understand the elements of the marketing mix and how these can be integrated to achieve organizational objectives.

Within this program, you’ll have an option to focus on specific areas within the marketing field, such as consumer behavior, market research, brand management, international marketing, and business-to-business marketing.

Some of the classes you’ll be taking include Principles of Marketing, Consumer Behavior, International Markets, Marketing Research and Marketing Policy.

Financial Markets and Economic Analysis

Learn how to succeed with a career in investments or finance. You will come to understand the relationship between financial markets and economics.

This program will prepare you for a career in investment management, asset planning, portfolio management, commercial and investment banking.

Some of the classes you will be taking include Investments, Economics, Financial Markets and Institutions, as well as an international course or a course in the rapidly growing areas of forecasting and data analytics.

General Business or an Individually Tailored Concentration

This option allows you, with the help of your faculty adviser, to design an individualized program of courses related to your personal and professional goals and interests. For example, students have focused on courses in financial management, entrepreneurship, leadership, health care management and more.

This flexible concentration presents you with the principal methods, models and concepts of business and management, as well as how to apply them in the real-world.

Certificate in Business Administration or Business Minor

The Helzberg School of Management offers a minor in business administration, as well as a Certificate in Business Administration for students pursuing a degree other than the BSBA.

The average annual salary for bachelor’s degree candidates in management with a concentration in economics and finance is $48,158.

97.2% of students are employed or accepted into graduate school within six months after graduation.
Rockhurst encourages you to explore the many opportunities to help build your skill set outside the classroom. Get involved right away and make connections that will last a lifetime.

Applied Business Projects
Helzberg students participate in active, engaged capstone projects, and businesses are taking notice. Here are a few examples:

City of Kansas City, Mo.
A group of six MBA students partnered with the City of Kansas City, Mo., to launch an online catalog showcasing data used by the city, along with an online forum that allows the public to request new data and vote on ideas.

The Briefcase, LLC
Kansas City’s fastest growing startup, Briefcase, was co-founded by a Helzberg School graduate and a capstone project for students. The platform makes job hunting easier by allowing students to search for internships, part- and full-time jobs in one place. It is currently being tested by RU business students.

The Roasterie
With the Keurig concept taking over the coffee industry, The Roasterie looked to a team of Rockhurst students to figure out how they can tap into the craze.

Crown-A-Royal
Rockhurst students pitched a strategic marketing plan to the Kansas City Royals, focused on how the Royals could raise awareness of the All-Star game and help get a Royal on the All-Star team. The Royals accepted and used the plan.

ACADEMIC SUPPORT
Rockhurst University’s approach to business education is multifaceted. We incorporate the Jesuit and liberal arts core curriculum into a business education, resulting in a more well-rounded academic experience. Our rich learning environment boasts a mix of lectures, projects, team competitions and oral presentations – the same situations you will experience in the workplace.

The Helzberg School of Management’s small classes are led by nationally and internationally recognized faculty. They will challenge you, inspire you, and help you to learn and think critically. An academic adviser will map out your academic career, assisting you every step of the way. You will also be paired with a faculty adviser to help you explore various academic and career options.

Career Services offers resume-building and interview-preparation workshops, as well as connections to our extensive employer networks that offer high-impact internship and job opportunities.

Need help with a class? Stop by the Learning Center for tutoring in any discipline, help with study strategies, writing assistance and more. You should also check out Greenlease Library which provides access to a collection of more than 400,000 items on campus, as well as resources from other academic and public libraries nationwide.

Students also benefit from our wireless network, which covers every inch of campus, and 15 state-of-the-art computer labs.

Rockhurst students have completed internships with some of the world’s most exciting companies such as Cerner, Google, Hallmark, H&R Block, KPMG, Lockton, New York Life, PricewaterhouseCoopers, RubinBrown, VML and more.
JOB PLACEMENT
Kansas City is home to companies such as AMC Entertainment, Cerner Corporation, DST Systems, Garmin International, Great Plains Energy, Hallmark, H&R Block, Seaboard, Sprint, Westar Energy and YRC Worldwide to name a few.

The Helzberg School of Management maintains a close connection with these top employers, giving you an edge among other candidates.

A few examples of companies that hire our students include:

- Barkley
- Capital One
- Cerner
- Commerce Bank
- Creative Consumer Concepts (C3)
- CVS Pharmacy
- DST Systems, Inc.
- Edward Jones
- Ernst & Young
- Ethnographic Research, Inc.
- Farmers Insurance
- Federal Reserve Bank of Kansas City
- Freightquote
- Google
- Hallmark
- Lowe’s
- Midwest Healthcare Services
- Morgan Stanley Smith Barney
- PerAspera Consulting, LLC
- PricewaterhouseCoopers (PwC)
- Re/Max
- State Street
- The Roasterie
- RubinBrown
- Toys "R" Us
- Waddell & Reed
- Zurich

CONTACT US
For more information or to schedule a visit, contact Rockhurst’s Office of Admission at 800-842-6776 or admission@rockhurst.edu.