

HIGH POINT UNIVERSITY

THE PREMIER LIFE SKILLS UNIVERSITY

Earl N. Phillips School of Business

**ACADEMIC
PROGRAMS**

ACCOUNTING



Accounting at HPU:

The HPU Accounting Program offers a broad professional accounting education leading to careers in the private or public sectors.

The B.S.B.A. in Accounting provides students with the analytical foundation of the discipline of accountancy. Included are the special tools of financial reporting and techniques of planning and control using financial and managerial accounting, income taxes, cost analysis and systems. Students who desire to sit for the CPA examination in North Carolina can satisfy all requirements necessary within the curriculum and should consult with the Chair of Accounting and Finance as to which courses are necessary.

Accounting Club:

This club is an organization open to all majors with the intent of learning and sharing topics in accounting, discussing career opportunities, and sharing ways to navigate the major and examinations. Guest speakers, speed networking events, student-run internship panels, and case-study competitions are also featured.

Accounting is for you if...

1

YOU SEE MATH AS AN ENGAGING PUZZLE

2

YOU'RE INQUISITIVE

3

YOU'RE ANALYTICAL

4

YOU'RE A PROBLEM SOLVER

5

YOU'RE ORGANIZED AND TENACIOUS

For more information, contact Dr. Ross Roberts at:
rroberts@highpoint.edu

www.highpoint.edu/accounting

SCAN TO LEARN MORE ABOUT HPU'S
ACCOUNTING MAJOR!



TOP 10 REASONS TO MAJOR IN ACCOUNTING AT HPU:

- 1** Our faculty of experienced professionals will be your mentors, and they are committed to offering individualized attention to every student.
- 2** A Meet-the-Firms accounting career fair is offered each September with Big Four and area accounting firms for internship and post-graduation career opportunities.
- 3** Our alumni work as staff accountants, internal auditors, management accountants, budget analysts, loan officers, financial analysts, forensic accountants and IT accountants.
- 4** Our graduates have accepted positions with many organizations, including the Big Four accounting firms of Deloitte, PwC, Ernst & Young and KPMG. Other notable companies include BDO, Citibank, Cone Health, Credit Suisse, Franklin Templeton, General Electric, Key Bank, Lincoln Financial, Lowes Companies, Oracle, Novant Health, RSM, Truist, Wells Fargo Advisors, Williams Overman Pierce and Zurich North America.
- 5** Accounting students gain practical experience and serve the High Point community through the Voluntary Income Tax Assistant (VITA) Program. By enrolling in the related service-learning course, students gain the skills needed to participate in the VITA community program by providing free assistance with tax return preparation to low- and moderate-income community members.
- 6** The PSB boasts an Accounting Club aiming to share topics in accounting, discuss career opportunities, and insights to navigate the accounting major and examinations. Guest speakers, speed networking events, student-run internship panels and case-study competitions are featured.
- 7** The Office of Career and Professional Development, like your professors, will be there every step of the way to guide and support you—and they'll offer valuable resources in landing your dream job.
- 8** According to the Princeton Review, HPU is a top university for business and finance majors.
- 9** You'll have access to the Tilley Trading Room, a Wall Street inspired state-of-the-art investment trading facility, classroom, and finance lab.
- 10** As the No. 1 Most Innovative College in the South, HPU will challenge and inspire you every day.



ACCOUNTING

Federal IRS agents visit HPU's campus to conduct mock forensic accounting investigations. The agents assume the role of 'suspects' as our students collaborate, investigate and solve the crime.

Experiential Learning:

Like all programs at HPU, the accounting degree seeks to develop the whole person. Consequently, the program combines general studies courses with business and accounting courses to provide students with a total academic experience.

Each student is encouraged to complete a work internship, equivalent to at least two-and-a-half months of full-time work during the mid-point of the course of study. Advisors in the Phillips School of Business assist students in securing internships for which they may earn credit.



Internship opportunities with companies such as:

- American Financial
- Baker Tilly
- Carr, Riggs & Ingram
- CLA
- Deloitte
- DMJPS
- EY
- FORVIS
- General Electric
- KPMG
- Morgan Creek
- Putnam Investments
- PwC
- Red Hat
- RMS US
- Williams Overman Pierce

Key Courses:

- **BUA 2000:** Business Career Bootcamp
- **ACC 2010:** Financial Accounting
- **MGT 2220:** Principles of Management and Organizational Behavior
- **ECO 2030:** Principles of Macroeconomics
- **ECO 2050:** Principles of Microeconomics
- **ACC 3000:** Accounting Information Systems
- **ACC 3040:** Cost Accounting
- **ACC 4020:** Auditing
- **ACC 4030:** Taxation

Hear from an Alum:

Rachel Lynch, '21, Risk and Financial Advisory Analyst at Deloitte in New York City

"HPU has provided me so many opportunities, all of which have helped me with self-confidence. I was able to shift my perspective to have an internal focus on becoming the best possible version of myself with a growth mindset, solid principles and adaptable values to be equipped for life after HPU. Beyond that, HPU has instilled in me to prioritize gratitude and the understanding that it does take a community to achieve your goals."



Deloitte.

HIGH POINT UNIVERSITY

THE PREMIER LIFE SKILLS UNIVERSITY

BUSINESS ADMINISTRATION



Business Administration at HPU:

Business Administration is a top major at HPU, and there are many reasons, including our job placement and the versatility of a business education. Additionally, students in our program learn life skills that make them ready for their careers. The core classes, shared with all business majors, set the foundation of business acumen and are accompanied by career-readiness assignments designed to prepare students to become tomorrow's business professionals.

Student Clubs and Organizations:

- Alpha Kappa Psi Business Fraternity
- Business Professionals of America
- Delta Mu Delta Business Honor Society
- National Retail Federation
- Real Estate Club

Business Administration is for you if...

1

YOU ARE INTERESTED IN LEADERSHIP ROLES

2

YOU CAN SEE MULTIPLE PERSPECTIVES

3

YOU ENJOY WORKING WITH OTHERS

4

YOU ENJOY LEARNING NEW THINGS

5

YOU UNDERSTAND HOW BUSINESS IMPACTS OUR WORLD

For more information, contact Dr. Brad Venable at: bvenabl1@highpoint.edu

www.highpoint.edu/business

SCAN TO LEARN MORE ABOUT HPU'S BUSINESS ADMINISTRATION MAJOR!



TOP 10 REASONS TO MAJOR IN BUSINESS ADMINISTRATION AT HPU:

- 1** You take a global business course like International Economics, Comparative Economics, International Marketing or opt instead for a Maymester abroad to take Global Business, Global Luxury Management, or Marketing in Spain, to name a few options.
- 2** Our HPU alumni have accepted positions with ADP, Amazon, The Coca-Cola Co., Cone Health, GE Healthcare, Georgia-Pacific (GP), Johnson & Johnson, Kellogg Co., Lenovo, Liberty Mutual, Lincoln Financial, Merrill Lynch, Qualcomm, TEK Systems, Temper Sealy International, Vanguard, The Walt Disney Co. and Yelp.
- 3** Previous Business Administration students have secured internships with Ashley Furniture, AT&T, Booz Allen Hamilton, Bristol-Myers Squibb, Cisco Systems, Cogent Analytics, Deloitte, Gartner, GE, Johnson Controls, Morgan Stanley, SEAD Software, UBS Wealth Management and Volvo Group.
- 4** Taking the broadest business major gives you the most range and flexibility to work on cross-functional teams and have your role recast if the company's needs change.
- 5** You get the most exposure to prepare you for leadership and management roles in business.
- 6** HPU business administration majors are encouraged to deepen their business skills by joining business clubs, minoring in a business field, and/or earn a 4+1 MBA.
- 7** Experiential learning is embedded in classes committing one class per semester to our Life Skills and Leadership Series.
- 8** Experiences include classroom business practitioner visits, student presentations, team projects, and solving real-time case studies where students visit the company sites to observe and analyze.
- 9** This major is ideal for those students interested in management and leadership.
- 10** The major is a great place to start if you are not exactly sure what field of business you are most interested in pursuing.



BUSINESS ADMINISTRATION

Teena Piccione, a global transformation and operations executive at Google and HPU's Data Expert in Residence, visits campus regularly to mentor students and encourage leaders.

Experiential Learning:

- Involvement with the High Point business community
- Opportunities to work on-site with leading operations and supply-chain management companies
- Study abroad global business courses
- Truist Leadership Institute Certification
- Working and learning at the High Point International Home Furnishings Market



Domino's CEO Russell Weiner, who serves as HPU's Corporate Executive in Residence, is pictured here offering career advice to students and recounting his experience in turning around Domino's when the pizza chain's sales were struggling more than a decade ago.



A dozen students pitched their business ventures to Netflix Co-Founder Marc Randolph in HPU's Entrepreneurship Center and gained valuable feedback to move forward with their projects.

Courses Unique to the Business Administration Major:

- MGT 3220: Leadership
- MGT 4990: Strategic Management
- 12 credit hours in 3000/4000 level business courses or minor in another business field

Business Administration Major and Minor Courses:

- ACC 2010: Financial Accounting
- ECO 2030 or 2050: Macroeconomics or Microeconomics
- FIN 3010: Financial Management
- MGT 2220: Management and Organizational Behavior
- MKT 2110: Marketing & Personal Selling



Hear from an Alum:

Lauren Strickler, '23, Georgia Pacific—Brand Associate

"Through internship opportunities, leadership positions and access to incredible individuals who make up the Access to Innovators Program, I have been able to learn things that I can apply to my career."

Sloan Strickler, '23, Georgia Pacific—Jumpstart Associate

"As a business student you are exposed to endless opportunities to help build your Life Skills, build rapport, challenge yourself, and learn from executives and professors who have their own success stories and much more."



BUSINESS ANALYTICS & ECONOMICS



Business Analytics & Economics at HPU:

The B.S.B.A. in Business Analytics and Economics will provide students with the skills necessary to understand data and use it to inform major business decisions. Business analysts use methods like data mining, predictive analytics and statistical analysis to analyze and translate data into useful information, discover and anticipate trends and ultimately help organizations make smarter, data-driven choices.

Economics Association:

This student organization is designed to enhance the understanding of economics sciences, and to develop the community, promote the study, and recruit students to the field of economics.

Business Analytics & Economics is for you if...

1

YOU ARE DATA-DRIVEN

2

YOU APPRECIATE THE POWER OF INFORMATION

3

YOU ENJOY RESEARCH

4

YOU LIKE SOLVING PROBLEMS WITH EVIDENCE-BASED SOLUTIONS

5

YOU SUCCEED IN MATHEMATICS

For more information, contact Dr. Jerry Fox at:
jfox@highpoint.edu

www.highpoint.edu/business-analytics-economics

SCAN TO LEARN MORE ABOUT
HPU'S BUSINESS ANALYTICS
& ECONOMICS MAJOR!



TOP 10 REASONS TO MAJOR IN BUSINESS ANALYTICS & ECONOMICS AT HPU:

- 1 As technological trends evolve and customers' needs grow more complex, you'll be able to identify changes in the business world and be able to respond and adapt to those shifts.
- 2 There's currently a shortage of skilled business analysts, and organizations are looking for individuals who specialize in data analysis to best serve their customers.
- 3 92% of executives say they are accelerating investment in Big Data. This means that organizations will need more business analysts than ever to keep up with analyzing that data.
- 4 Just like you—your HPU peers will be smart, and because of the collaborative nature of our entrepreneurship classes, your group work will be enjoyable and valuable.
- 5 The Business Analytics and Economics program will prepare you to pursue a wide variety of exciting and fast-growing careers in nearly every industry.
- 6 Data collection is increasingly being done by artificial intelligence and other automated programs, but only humans can think critically and creatively enough to translate that data into actionable information. That's where you come in.
- 7 Instead of subjecting you to a boring, 300-person lecture, the small class sizes of HPU will allow you to ask questions and engage in meaningful conversations.
- 8 According to the Princeton Review, we are a top university for business majors.
- 9 As the No. 1 Regional College in the South and the No. 1 Most Innovative College in the South (U.S. News & World Report), HPU will challenge and better you every day.
- 10 You'll be given access to the Tilley Trading Room—a Wall-Street-inspired, state-of-the-art investment trading facility.

BUSINESS ANALYTICS & ECONOMICS

Experiential Learning:

- Involvement with the High Point Business Community
- Truist Leadership Institute Certification
- The Investment Club, investing real dollars in markets
- Study abroad global business courses
- Working and learning at the High Point International Home Furnishings Market



The W. Allen Tilley Trading Room: Students in this classroom feel as though they have stepped into a Wall Street investment trading room as they receive real-world, practical hands-on experiential learning opportunities.

Possible Careers Include:

- Data Analyst
- Director of Research
- Market Research Analyst
- Process Engineer
- Project Manager
- Senior Analyst
- Business Intelligence Consultant

Hear from an Alum:

Tyler Schmitter, '23, Tax Delivery Consultant at Deloitte

"There are many inspiring mentors on this campus but the Economics department played an especially pivotal role in helping me to realize my full potential. I was so fortunate to be given the opportunity to cultivate meaningful relationships with such experienced professors who consistently challenged me in the classroom and supported me in reaching my goals."



Deloitte.

ENTREPRENEURSHIP



High Point University students pitched their business ideas to a panel of judges and earned start-up funds during the annual Elevator Pitch Competition. The annual competition is part of HPU's Global Entrepreneurship Week, an international initiative that introduces entrepreneurship to young people across the globe.

Entrepreneurship at HPU:

The B.S.B.A. in Entrepreneurship will provide students with the skills necessary to determine the feasibility of their business ideas, obtain the knowledge and required proficiency in the development and writing of a business plan, understand how to identify a sound business opportunity, and know how to conduct a feasibility analysis. Graduates will have the skills and background to launch their business enterprises or join a family business with much to offer.

Entrepreneurship Club:

This club is designed to inspire and accelerate young entrepreneurs across campus, helping them launch their products and companies. This drive toward success is accomplished through the promotion of an entrepreneurial mindset, networking opportunities, capital funding, team creation, and exposure to real-life situations.

Entrepreneurship is for you if...

1

YOU'VE CONSIDERED STARTING A BUSINESS

2

YOU'RE INTERESTED IN PURCHASING A BUSINESS

3

YOU'RE A CREATIVE AND INNOVATIVE THINKER

4

YOU'RE ALWAYS THINKING OF NEW BUSINESS IDEAS

5

YOU'RE CONFIDENT AND HARD-WORKING

For more information, contact Professor Kathryn Elliott at: kelliott@highpoint.edu

www.highpoint.edu/entrepreneurship

SCAN TO LEARN MORE ABOUT HPU'S ENTREPRENEURSHIP MAJOR!



TOP 10 REASONS TO MAJOR IN ENTREPRENEURSHIP AT HPU:

- 1** HPU's David S. Congdon School of Entrepreneurship is North Carolina's first private school of entrepreneurship and one of only two schools of entrepreneurship in the state.
- 2** You'll have access to Netflix CO-Founder Marc Randolph, HPU's Entrepreneur in Residence.
- 3** Opportunities to participate in elevator pitch and business plan competitions on campus.
- 4** Because of the collaborative nature of our entrepreneurship classes, your group work will be enjoyable and valuable.
- 5** You will be equipped with the Life Skills and mindset to start your own business and create economic opportunities and social value.
- 6** You'll have a variety of clubs and organizations that supplement your in-class experience, including the entrepreneurship club!
- 7** You'll be able to effectively develop resource management plans, identify a business opportunity and conduct a feasibility analysis.
- 8** Opportunities to attend various events and national conferences designed to give students inspiration to refine their business ideas and learn from global leaders in the business world.
- 9** Instead of subjecting you to impersonal 300 person lectures, the small class sizes of HPU will allow you to ask questions and engage in meaningful conversations.
- 10** You'll have a chance to win money through competitions presenting your business idea. The award money allows you to invest in your business idea and move forward in making your ideas a reality.



HPU students successfully pitched their baby formula bottle product to Netflix Co-Founder Marc Randolph during his recent visit to campus. Each year students have the opportunity to pitch their business ideas to Randolph who also serves as HPU's Entrepreneur in Residence.

ENTREPRENEURSHIP

Experiential Learning:

- Elevator Pitch Competition
- Business Plan Competition
- Pitch Practice
- Participating in Global Entrepreneurship Week
- Access to Innovators including Marc Randolph, co-founder of Netflix
- Co-working Idea Incubator space
- Student Entrepreneur Showcases
- Annual participation in the Collegiate Entrepreneurs National Organization conference
- Working on projects for local businesses



High Point University Center for Entrepreneurship:

The Center for Entrepreneurship fosters innovation and supports business ventures, advancing the entrepreneurship program offered by the Earl N. Phillips School of Business to the next level of excellence. It supports a new emphasis on entrepreneurship, sales, management and marketing. The Center breeds innovation, business creation and creative thinking. The curriculum is fluid as it remains apace of current business trends and needs. Students learn new venture concepts using real-world scenarios based on the Center's interactions with the local business community and its noted professionals.



Hear from an Alum:

Caitie Gehlhausen, '20, CEO & Founder of Catie G and Lock-It

"I feel so honored to have attended a school that fully supported its students' business endeavors. Being awarded first place in the Business Plan Competition, receiving \$10,000 during my freshman year, allowed me to dedicate a budget towards marketing and promotion that would ultimately propel the Socket Lock-It to the next level in the phone accessory industry. I can't thank HPU enough for the amazing opportunities."



Caitie is pictured with her "Caitie G" purse, which aims to eliminate event-day insecurities – adhering to the clear bag policies while also protecting your privacy. Inside the purse is her other product, Lock-It, which offers both the convenience of a wallet and the functionality of a phone grip.

FINANCE



Finance at HPU:

The B.S.B.A. in Finance equips students with the qualitative and quantitative skills needed to measure, analyze, and evaluate the value and performance of financial assets in multiple asset classes like equity, fixed income and real estate. Students learn to apply this knowledge in the fields of wealth management, corporate finance and investment research. Integrated into the finance major are several experiential learning opportunities through national certification programs such as Bloomberg and the Investnet Institute, the CFA Program and internships.

The Floyd T. Craven Investment Club:

The club manages a portfolio of over \$180,000 and performs market studies and stock pitches. Together students discover how the different aspects of the market connect to one another, gain a more in-depth understanding of stocks, bonds, commodities and much more. By participating in this club, students gain the skills necessary to manage their own portfolios and make money in the stock market.

Finance is for you if...

1

YOU LOVE TO SOLVE PROBLEMS

2

YOU PERSIST DESPITE CHALLENGES

3

YOU ENJOY THINKING ABOUT NUMBERS

4

YOU'RE A GREAT COMMUNICATOR

5

YOU'RE INTERESTED IN THE FINANCIAL MARKETS

TOP 10 REASONS TO MAJOR IN FINANCE AT HPU:

- 1 According to the Princeton Review, HPU is a top university for finance majors.
- 2 Students encounter both a macro and micro look at the world of financial activity, learning the broader skills needed to analyze and measure the value of financial assets and performance, followed by application of these skills in specific pragmatic financial decision-making situations.
- 3 You'll have access to the Tilley Trading Room, a Wall Street inspired state-of-the-art investment trading facility, classroom and finance lab.
- 4 Through the Investment Club, you'll utilize the specialized software available in the Tilley Trading Room to cultivate an in-depth understanding of stocks, bonds, and commodities and manage an active investment portfolio valued at over \$180,000.
- 5 Our faculty of experienced professionals will be your mentors, and they are committed to offering individualized attention to every student.
- 6 Our HPU finance alumni have secured positions in commercial and investment banking, financial planning, insurance, real estate, public accounting, hedge fund management organizations and venture capital firms.
- 7 Graduates have been placed with organizations including ADP, Deloitte, FDIC, Lincoln Financial, MetLife, Oppenheimer & Company, Prudential Financial, T. Rowe Price, The Vanguard Group and Wells Fargo to name a few.
- 8 The Chartered Financial Analyst (CFA) Program is a respected investment credential for financial professionals focusing on investment knowledge and portfolio management. The PSB is a member of the CFA Institute University Recognition Program, tying our curriculum to professional practice. Through proper course selection, a student can incorporate at least 70% of the Level 1 CFA Program Candidate Body of Knowledge, giving them an early start in the process of securing the CFA.
- 9 Students have the option to take FIN 3020 - Investment Analysis where they may pursue the Bloomberg Certification, a self-paced program on foreign exchange, economic indicators, bond analysis and stock analysis. Another certification opportunity is Investnet, a program designed for students with an interest in the wealth management industry.
- 10 Students may elect to take FIN 3001 - Financial Certification Preparation, designed to prepare students to obtain industry recognized financial certification including the Securities Industry Essentials (SIE) Certification, required for those pursuing an investment career involving buying and selling securities in the name of a client.

For more information, contact Dr. Steven Lifland at: slifland@highpoint.edu

www.highpoint.edu/finance

SCAN TO LEARN MORE ABOUT HPU'S FINANCE MAJOR!





FINANCE

Experiential Learning:

- Involvement with the High Point Business Community
- Truist Leadership Institute Certification
- The Investment Club (investing real dollars in markets)
- Study abroad global business courses
- Working and learning at the High Point International Home Furnishings Market



Key Classes:

- **ACC 2010:** Financial Accounting
- **MKT 2110:** Principles of Marketing and Personal Selling
- **MGT 2220:** Principles of Management and Organizational Behavior
- **BUA 2990:** Business Communications and Professional Development
- **ECO 2030:** Principles of Macroeconomics
- **ECO 2050:** Principles of Microeconomics
- **FIN 3010:** Financial Management
- **FIN 3015:** Corporate Finance
- **FIN 4030:** Financial Modeling

Hear from an Alum:

Dakota Taming, '22, J.P. Morgan Chase & Co.—ABL Analyst

“My peer and faculty mentors in the finance department were instrumental in my preparation for the recruiting process for my position. I really believe that the recruiting process is fair, even at these highly competitive, large institutions, but having a strategy, a goal and the opportunity to talk to someone who has done it before makes all the difference.”

**JPMORGAN
CHASE & CO.**



HEALTHCARE MANAGEMENT



Healthcare Management at HPU:

The B.S.B.A. in Healthcare Management will provide students the skills and opportunity to become a business leader in healthcare but still have the option to work in other industries. Students will build a solid foundation in business with courses on managerial accounting, organizational behavior and supply chain management. Then they will focus on broader topics specific to healthcare management responsibility.

Healthcare Management Club:

The mission of the organization is to advocate for and provide resources and networking opportunities to students interested in pursuing a career in healthcare.

Healthcare Management is for you if...

1

YOU HAVE A KNACK FOR PROBLEM-SOLVING

2

YOU ENJOY THINKING STRATEGICALLY

3

YOU WANT TO HELP PEOPLE WITH HEALTHCARE MATTERS

4

YOU'RE ORGANIZED AND DETAIL-ORIENTED

5

YOU'RE AN EFFICIENT COMMUNICATOR

For more information, contact Mr. Scott Jobe at: hjobe@highpoint.edu

www.highpoint.edu/healthcare-management

SCAN TO LEARN MORE ABOUT HPU'S HEALTHCARE MANAGEMENT MAJOR!



TOP 10 REASONS TO MAJOR IN HEALTHCARE MANAGEMENT AT HPU:

- 1** You'll develop a strong foundation in business which will help bring a new perspective to healthcare management and leadership.
- 2** You will have the freedom to explore more leadership positions that overlap with healthcare and other industries, such as insurance.
- 3** Growth for medical and health services managers jobs is projected at 32% through 2029, much faster than the average for all occupations, according to the U.S. Bureau of Labor Statistics.
- 4** Just like you—your HPU peers will be smart, and because of the collaborative nature of our entrepreneurship classes, your group work will be enjoyable and valuable.
- 5** Instead of subjecting you to a boring, 300-person lecture, the small class sizes of HPU will allow you to ask questions and engage in meaningful conversations.
- 6** According to the Princeton Review, we are a top university for business majors.
- 7** As the No. 1 Regional College in the South and the No. 1 Most Innovative College in the South (U.S. News & World Report), HPU will challenge and better you every day.
- 8** You'll be able to understand how key business principles apply to the healthcare field.
- 9** Approximately 290,000 healthcare managers will be needed within the next 10 years.
- 10** Healthcare represents over 18% of the GDP and consumes the largest amount of private sector spending in the US economy. Job growth in the Triad region of North Carolina is expected to be 14% in the next five years.



HEALTHCARE MANAGEMENT

Access to Healthcare Industry Leaders:

Study abroad with HPU's
Tuition-Free Go Global
Grant—up to a \$5,000 value!

High Point University provides students with the opportunity to network and learn from leaders across all industries. Specifically, former **CEO of Tufts Medical Center and HPU's Healthcare Executive in Residence Dr. Ellen Zane**, as well as **Sue Downes, CEO and co-founder of MyEyeDr and HPU's Healthcare Expert in Residence**, regularly visit campus to mentor students. Beginning with one office in 2001, Downes has led the MyEyeDr. brand to over 800 locations across 27 states and the District of Columbia. Zane retired in 2011 as president and CEO of Tufts Medical Center and Tufts Children's Hospital, the third-oldest medical center in the country and the sixth-largest employer in Boston, Massachusetts.



Possible Careers Include:

- Healthcare system, health plan or medical company administrator
- Health insurance operations director
- Healthcare analyst
- Healthcare manager
- Healthcare operations manager

Hear from an Alum:

Michael Biehl, '23, Patient Care Coordinator at the Atrium Health Sanger Heart and Vascular Institute

"HPU helped me get to where I am now. My classes enabled me to find my passion within the healthcare industry and not just dream about becoming a part of it. Everyone at HPU was a great resource for me in my professional journey. Professor Steven Alberts, instructor in the Phillips School of Business, was my most impactful mentor at HPU. He encouraged me to find my voice and speak up. He taught me how to effectively communicate in a professional setting, which helped boost my confidence."



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INTERNATIONAL BUSINESS



International Business at HPU:

High Point University's International Business Program places emphasis on international business and economics, foreign language study, and global cultural knowledge. Depending on areas of interest, students are encouraged to take additional courses in business areas such as marketing, logistics, and finance, as well as social science and humanities courses in international relations and world religions and cultures. A study-abroad experience is also strongly encouraged.

Economics Association:

The student organization is designed to enhance the understanding of economic sciences, develop the community, promote the study of economics and recruit students to the field of economics.

International Business is for you if...

1

YOU WANT TO TRAVEL FOR WORK

2

YOU'RE INTRIGUED BY OTHER CULTURES

3

YOU WANT TO WORK IN BUSINESS

4

YOU LOVE TO CONNECT WITH NEW PEOPLE

5

YOU SPEAK (OR WANT TO LEARN) ANOTHER LANGUAGE

For more information, contact Michael McCully at: mmccully@highpoint.edu

www.highpoint.edu/internationalbusiness

SCAN TO LEARN MORE ABOUT HPU'S INTERNATIONAL BUSINESS MAJOR!



TOP 10 REASONS TO MAJOR IN INTERNATIONAL BUSINESS AT HPU:

- 1** The International Business (IB) major emphasizes international business and economics and other global courses combined with in-depth language study in Chinese, French, Italian or Spanish. The program is conducted in cooperation with the Department of World Languages with a curriculum that seeks to prepare IB graduates culturally, socially and professionally for this rapidly expanding field of employment in the global economy.
- 2** You won't just talk about international business; you'll get to experience it firsthand. Maymester and semester-long student abroad opportunities will expose you to the ins and outs of IB.
- 3** Our HPU alumni have accepted positions with Amazon Operations, Aramark Corporation, Forrester Research, Gartner, iAero Airways, J.P. Morgan, JAGGAER Software Solutions, MassMutual, Northwestern Mutual, Paycom, Polymershapes, Selective Insurance, The Hartford, The Vanguard Group and Wright Medical.
- 4** Our internship guarantee is sure to land you a valuable placement, which could be a major stepping stone in securing your first job.
- 5** Previous IB students have secured internships with Aetna, American Cruise Lines, Ashley Furniture, Club Med, Entertaining Asia, Northrup Grumman, Pfizer, SEI Energy, World Relief, and Yahoo!
- 6** The Office of Career and Professional Development, like your professors, will be there every step of the way to guide and support you, and they'll offer valuable resources for landing your dream job.
- 7** You'll have a variety of clubs to supplement your in-class experience.
- 8** Our faculty of experienced professionals will be your mentors, and they are committed to offering individualized attention to every student.
- 9** Real-world business opportunities will provide you with experiences to talk about in future interviews, giving you a leg up on your competition.
- 10** According to the Princeton Review, HPU is a top university for business majors.

INTERNATIONAL BUSINESS

HPU Exchange Partners for Study Abroad:

- Charles Sturt University, **Australia**
- University of Graz, **Austria**
- l'Institut des Hautes Études des Communications Sociales (IHECS), **Belgium**
- La Universidad Latinoamericana de Ciencia y Tecnología (ULACIT), **Costa Rica**
- University of Essex, **England**
- University of Winchester, **England**
- Canterbury Christ Church University, **England**
- Groupe École Supérieure de Commerce de Pau (ESC-Pau), **France**
- University of Regensburg, **Germany**
- Lingnan University, **Hong Kong**
- Cork Institute of Technology, **Ireland**
- University Carlo Cattaneo (LIUC), **Italy**
- University of the West of Scotland, **Scotland**
- Korea University, **South Korea**
- Universidad Pontificia Comillas, **Spain**
- Universidad Nebrija, **Spain**
- Stockholm Business School, **Sweden**
- Bangor University, **Wales**



As an International Business Major, you could become a:

- Business development manager
- Data analyst
- Financial trader
- Human resources officer
- Marketing executive
- Sales executive
- Supply chain manager
- + so much more!



Hear from an Alum:

Carly Garr, '19, Universal Destinations & Experiences—Senior Global Product (UXUI) Designer

“HPU taught me to make myself stand out. I think what really set me apart when I was interviewing was that I had done multiple internships in the U.S., as well as abroad. It was an excellent talking point when interviewing, and HPU definitely pushed me to find those internships, positions and most importantly, to make connections with people who wanted to help me succeed. I knew I wanted to set myself apart, and having Career and Professional Development assist during my freshman year was a reason I was able to accomplish what I did.”



MARKETING



A team of marketing students at the American Marketing Association (AMA) conference. HPU's AMA chapter has placed nationally in case competitions and received awards for chapter planning and professional development.



Marketing at HPU:

As a marketing major in HPU's Phillips School of Business, students learn how to create messages that move products and study the how and the why of organizational success through traditional and digital marketing techniques. Students study distribution, pricing and preparation of goods and services, and develop the communications tools needed to understand and reach people in target markets throughout the globe. Every student in the HPU marketing program will master the professional marketing skills necessary for building lasting customer relationships based on expertise, listening, empathy, trust and value.

American Marketing Association:

The goal of the organization is to further the professional development of students interested in marketing through involvement in marketing events and activities outside the classroom.

Marketing is for you if...

1

YOU'RE CREATIVE AND INNOVATIVE

2

YOU'RE A GREAT COMMUNICATOR

3

YOU HAVE A PASSION FOR PERSUASION

4

YOU CAN MAKE ANYTHING INTERESTING

5

YOU WATCH THE SUPER BOWL FOR THE COMMERCIALS

TOP 10 REASONS TO MAJOR IN MARKETING AT HPU:

- 1** Marketing is now at the center of any successful enterprise, whether it is a financial institution, a sports team, a retail store or an international corporation.
- 2** You will learn how to create messages that move products and study the how and the why of business success through traditional and digital marketing techniques.
- 3** You will study distribution, pricing, and preparation of goods and services, and develop the communications tools needed to understand and reach people in target markets throughout the globe.
- 4** Our marketing graduates have accepted positions at many organizations known for marketing and talent development, including AT&T, Nestle, Reynolds American, Volvo Group, Gartner and Zenith Media.
- 5** Marketing offers a diverse career choice, including advertising and promotions manager, content strategist, director of digital marketing, market research analyst, marketing manager, public relations specialist, sales representative, social media manager and search engine optimization specialist.
- 6** Our internship guarantee is sure to land you a valuable experience, which could be a major stepping stone in security your first job!
- 7** The Office of Career and Professional Development, like your professors, will be there every step of the way to guide and support you—and they'll offer valuable resources in landing your dream job.
- 8** According to the Princeton Review, we are a top university for business majors.
- 9** As the No. 1 Regional College in the South and the No. 1 Most innovative College in the south U.S. (News & World Report), HPU will challenge and inspire you every day.
- 10** Real-world opportunities will provide you with experiences to talk about in future interviews, giving you a leg up on your competition.

For more information, contact Dr. Cynthia Hanson at:
chanson@highpoint.edu

www.highpoint.edu/marketing

SCAN TO LEARN MORE ABOUT
HPU'S MARKETING MAJOR!



MARKETING

Experiential Learning and Clubs:

MARKETING IN SPAIN MAYMESTER:

Students have the opportunity to travel with their peers and professors to various parts of Spain. Utilizing classroom space at the University of Salamanca, students combine classroom concepts with real-world experience and travel on the weekends to different regions of the country.

NEUROMARKETING LAB:

HPU's Biometric Evaluation, Analytics, Cognitive Observation and Neuromarketing (BEACON) lab gives students the opportunity to gain experience in neuromarketing by using biosensors to measure and record brain activity, eye movement, facial expressions, and other physiological responses to advertising and marketing materials.

AMERICAN MARKETING ASSOCIATION (AMA):

Open to all majors, HPU's AMA chapter offers students opportunities to participate in national marketing competitions, an annual collegiate conference, an honor society and much more.



Key Courses:

- **BUA 2000:** Business Career Bootcamp
- **MGT 3280:** Principles of Management and Organizational Behavior
- **MKT 3180:** Marketing Communications
- **MKT 3200 :** Consumer Behavior
- **MKT 3600:** Principles of Marketing and Personal Selling
- **MKT 3600:** Sales in Dynamic Environments
- **MKT 4100:** Social Media Marketing
- **MKT 4400:** Marketing Management

Hear from an Alum:

Emily Dillon, '21, Account Manager at Gartner in Florida

"Experiential learning, exposure to conferences, board rooms that simulate Fortune 500 companies and an understanding of business etiquette were all cornerstones of the foundation that HPU helped me build for my future. HPU not only taught me important subject matter which allowed me to be proficient in sales and marketing but also provided me with important Life Skills that made all the difference.

Through a series of meetings with the Office of Career and Professional Development, I built a dynamic resume and LinkedIn profile. This helped differentiate me from thousands of other applicants and led to me being selected as the only sophomore to intern with Gartner in Fort Myers, Florida."



SALES



Sales at HPU:

In the Professional Sales Program, you will learn the techniques and be equipped with the tools and experiences utilized by major corporations to train and develop their newly hired sales forces. The Professional Sales Program is led exclusively by "Professors of the Practice," full-time professors who have spent an entire career before HPU in client-facing roles for major corporations and have been recognized as top sales performers, sales leaders and sales force executives. Our sales labs include one-of-a-kind sales training facilities, with realistic sales role-play labs that recreate the most intimidating selling experience—an in-person meeting in a real business environment with an important prospect, all captured on video for students' and professors' review. Coached and rehearsed, every sales student grows in listening skills, negotiation skills and self-confidence. They learn to build trusted, long-term relationships. These are truly skills they will use for life.

PSB Selling Club:

Open to students of any discipline, the organization looks to teach students the skills that differentiate top professional sales executives and allow them to showcase their talents on the national stage. Members also help organize a Sales Career Fair each semester, bringing in top recruiters in the sales profession.

Sales is for you if...

1

YOU LOVE HELPING PEOPLE

2

YOU WORK HARD

3

YOU ARE COMPETITIVE

4

YOU ARE RESPECTFUL

5

YOU ENJOY LEARNING NEW THINGS

TOP 10 REASONS TO MAJOR IN SALES AT HPU:

- 1** The Professional Selling Program is led by a faculty of top sales professionals with proven sales excellence records from companies such as Syngenta, Motorola, Xerox, and Thomson. Their award-winning talents coupled with our one-of-a-kind facilities will teach you one of life's most important skills. Don't just become a master of your product – know how to sell it well.
- 2** These experienced professionals will be your faculty mentors, and they are committed to offering individualized attention to every student.
- 3** Select companies sponsor the Professional Selling Program and participate in two on-campus sales career fairs annually. In addition to the career fair, these three-day events include networking opportunities, class presentations, and a speed selling competition.
- 4** Our sales graduates have accepted positions at Ashley Furniture, Amazon, Bunzl, Continental Tire, Fastenal, Gartner, GE Healthcare, IBM, Tom James Company, Lenovo, Mutual of Omaha, Oracle and Stryker.
- 5** Real-world selling opportunities will provide you with experiences to talk about in future interviews, giving you a leg up on your competition. At HPU, we alone teach exclusively sales topics, mentor sales students outside of classes and coach HPU's Intercollegiate Sales Competition teams as they travel nationally to compete with other university teams.
- 6** Sales Club members vie for the chance to compete annually at both the National Sales Challenge and the Collegiate World Cup of Sales Competition. In addition HPU teams ranking nationally in past competitions, all competitors have returned with multiple job offers!
- 7** As the No. 1 Regional College in the South and the No. 1 Most innovative College in the South U.S. News & World Report, HPU will challenge and inspire you every day.
- 8** Our internship guarantee is sure to land you a valuable placement, which could be a major stepping stone in securing your first job.
- 9** The Office of Career and Professional Development, like your professors, will be there every step of the way to guide and support you—and they'll offer valuable resources in landing your dream job.
- 10** According to the Princeton Review, we are the top university for business majors.

For more information, contact Professor Larry Quinn at: lquinn@highpoint.edu

www.highpoint.edu/sales

SCAN TO LEARN MORE ABOUT HPU'S SALES MAJOR!



SALES



Meridith Elliott Powell, HPU's Business Growth and Leadership Expert in Residence and a professional speaker and bestselling author, visits campus regularly to mentor students and meet with faculty.

Experiential Learning:

THE PROFESSIONAL SELLING PROGRAM

The mission of the Professional Selling Program is to provide students with the tools and experience to significantly improve their value to the selling profession, to showcase the excellent talent of our students, and to give employers a prime source for recruiting motivated and qualified new sales talent. The program is led by a faculty of top sales professionals with proven sales excellence records from companies such as Syngenta, Motorola, Xerox and Thomson.

- Role-play labs – uniquely furnished individual facilities for sales call role-plays to create a realistic corporate buying environment using digital recording with live streaming to judges' viewing rooms.
- Meet-and-greet facilities
- Meeting rooms
- Judges' viewing rooms
- Interview spaces
- Sales classrooms



Sales managers from several companies join sales majors throughout the year for a Speed Selling Competition, individual interviews, business dinners, class panel discussions and a Sales Career Fair.



Hear from an Alum:

Jake German, '23, Continental—Regional GOLD Coordinator

"HPU taught me the Life Skills I needed for a career in the business field. HPU's sales program and fine-dining learning labs helped me develop valuable Life Skills. I also learned how to dress for success while building my communication and leadership skills. The Office of Career and Professional Development helped me build my resume and cover letter for my job applications."



▶ WATCH JAKE'S MENTORSHIP MATTERS EPISODE!

