



New Paltz
STATE UNIVERSITY OF NEW YORK

THE
SCHOOL
OF
BUSINESS



Sustainable Earth
By Staples

Assets =
Accounts
Sale

$$A = L + SE$$

Product

Facebook
Snapchat
Instagram
Twitter

A DEGREE...AND AN EDUCATION®

AS AN AACSB ACCREDITED SCHOOL,
**WE ARE IN THE TOP
5% OF BUSINESS
SCHOOLS AROUND
THE WORLD.**

(see page 6 for more details)



THE SCHOOL OF BUSINESS

prepares students to be outstanding business professionals—to be ready for the challenges they will face in an ever more global and dynamic business environment. Our faculty members are known for their commitment to teaching, while also pursuing meaningful research in their disciplines. Their engagement in the business community, together with their deep subject matter knowledge, enables them to provide excellent preparation for our students' future business careers. Our STEM and business majors benefit from exposure to broader ideas in their general education courses and learn to communicate better, a skill that employers highly value.



The room is packed and the audience looks to you to begin. You have spent weeks on the research, analyzing cost ratios and best business practices. You've polished your presentation (and your shoes) and you are confident in your results. The first slide comes up and you begin...

The School has established and maintained a supportive community that allows for a high level of interaction among students, faculty and staff. We are proud of the rich array of leadership and professional development opportunities available to our students through our many student organizations, the Career Resource Center and the Business Institute. We have a non-stop schedule of events—workshops, seminars, training sessions, symposia and more—designed to complement our challenging curriculum. Students are also provided individualized academic advising services in our Center for Business Advising, conveniently located within van den Berg Hall, the home of the School of Business.

We are proud to have our alumni working at prestigious organizations in the Hudson Valley, New York City and around the world in firms including PricewaterhouseCoopers, Deutsche Bank, Morgan Stanley, IBM, Pepsico, Hearst Media, CBS Sports, Fox News and BuzzFeed. Our alumni are generous with their time, and have helped us to develop a strong network of business connections around the world.

ALL CLASSROOMS ARE **HIGH-TECH** WIRELESS ENVIRONMENTS,

and we even have our own stock market trading room.

Our proximity to New York City provides unique opportunities; a full-time career counselor helps students with internships and job opportunities, while advisors guide our program to ensure our students are marketable.



Executive Director of Historic Huguenot Street (**Tracy Doolittle McNally '05, g**, Business Administration)

President and CEO, Dutchess County Economic Development Corporation (**Catherine Maloney '85**, Business)

Financial Advisor, Wells Fargo (**Leonard Boccia '89**, Finance/ Marketing)

THE SCHOOL OF BUSINESS

WHAT WILL YOU BECOME?

Diplomat

Field Representative, Dove Chocolate Discoveries, a subset of Mars North America (**Kali Brockunier '13**, MBA)

Vice President in Treasury, Deutsche Bank, London (**Fitzarnaz Drummond '06**, Finance/Management)

Director for African Affairs, Office of the United States Trade Representative (USTR) (**Patrick Coleman '90**, International Relations)

**DEVELOP AND IMPROVE
YOUR SKILLS AND ABILITIES
REQUIRED FOR A COMPETENT
BUSINESS PROFESSIONAL IN A
GLOBAL ECONOMY.**



**“THE PREFERRED
BUSINESS SCHOOL OF
THE HUDSON VALLEY.”**
THIS IS A TESTAMENT
WE’VE EARNED,

with an exceptional faculty and commitment to student-centered learning inside and outside the classroom. Our program prepares students to compete in an ever-changing business environment, involving them in a wide range of disciplines.

SCHOOL WEBSITE

www.newpaltz.edu/schoolofbusiness

MAJORS

Accounting
Finance
Management
Marketing
General Business
International Business

ACCREDITATIONS

New Paltz is regionally accredited by the Middle States Association Commission on Higher Education. What this means is that our students receive a world-class business education that provides the skills employers and alumni are telling us students need to succeed in today's ever-changing, global business environment.

CONTACT

The School of Business
State University of New York at New Paltz
1 Hawk Drive
New Paltz, NY 12561-2443
p: 845.257.2930
f: 845.257.2947
e: schoolofbusiness@newpaltz.edu
e: mba@newpaltz.edu

RANKINGS

SUNY New Paltz has been selected as one of the Top 16 collegiate chapters by the American Marketing Association (AMA) three years in a row at the AMA International Collegiate Conference.

American School and University Magazine recognized van den Berg Hall for its outstanding design in the August 2006 edition of the magazine.

We have very selective admission requirements into the School of Business and we continue to raise the bar.



In just five years, students can satisfy the requirements for both a bachelor degree in business and an MBA! Finish your bachelor degree in four years and complete the 36 credit requirement for the MBA in one year, including the summer, by following a 4+1 plan of study. Please visit www.newpaltz.edu/ugc/business/4plus1bs.html for more information.

Within 6 months after graduation, 97% of graduates are employed or in graduate school



New majors, such as business analytics, food management and retail, and entrepreneurship and sustainability.

Kenneth Pasternak Trading Room with Bloomberg Terminal and stock trading software.



**WHAT DOES BEING AACSB-ACCREDITED MEAN TO YOU?
IT MEANS ATTENDING A
BUSINESS SCHOOL IN THE
TOP 5% WORLDWIDE.**



The State University of New York at New Paltz is proud to be among the best in business education.

Preparing for a career in business requires choosing the best business school—one with top faculty, impactful research, driven students and the highest standards of quality. AACSB-accredited schools must meet very rigorous quality standards as proof they belong among the best in the business education worldwide. AACSB-accreditation means international recognition from top employers and other universities, more access to recruiters and graduates who earn more competitive salaries. Find out more about what AACSB accreditation means for you: www.aacsb.edu/aacsb-accredited

DEPARTMENTS AND PROGRAMS

www.newpaltz.edu/schoolofbusiness

**BACHELOR OF SCIENCE (BS) IN:
ACCOUNTING
FINANCE
GENERAL BUSINESS
INTERNATIONAL BUSINESS
MANAGEMENT
MARKETING**

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

**MASTER OF BUSINESS
ADMINISTRATION (MBA) IN
PUBLIC ACCOUNTANCY
(150-credit Licensure-Qualifying
Program)**



B.S. AND MBA IN ACCOUNTING

[www.newpaltz.edu/schoolofbusiness/
undergradprog.html](http://www.newpaltz.edu/schoolofbusiness/undergradprog.html)

Accounting information is essential for effective planning, control and decision-making by management, and for reporting on the activities of an organization to interested external parties such as investors, creditors, government agencies and taxing authorities. Accounting includes the development and analysis of data, the testing of its validity and relevance and the interpretation and communication of the resulting information to users. The Bachelor of Science in Accounting program prepares students for accounting positions in industry, government and nonprofit organizations.

The MBA in Public Accountancy program prepares students for careers in public accounting, and consists of 36 credits of graduate study beyond the BS in Accounting at New Paltz or its equivalent. This program is registered with the NYS Education Department as meeting its 150-semester-hour education requirement for becoming a Certified Public Accountant (CPA).

B.S. IN FINANCE

[www.newpaltz.edu/schoolofbusiness/
undergradprog.html](http://www.newpaltz.edu/schoolofbusiness/undergradprog.html)

The field of finance is broad and dynamic, directly affecting every individual, business, organization and government. Finance focuses on the allocation of resources and resource management, as well as financial markets and institutions.

The Bachelor of Science in Finance program

provides an understanding of the financial decision making process and prepares students to apply their knowledge and skills in a competitive, global business environment. All finance courses apply accounting, economic analysis and quantitative methods in solving financial problems. The Finance program provides a foundation for a wide range of careers in corporate finance (managing cash, credit, capital and financial budgets) and financial services (banking, investing, real estate and insurance).

B.S. IN GENERAL BUSINESS

www.newpaltz.edu/schoolofbusiness/undergradprog.html

General Business majors gain a broad-base of knowledge needed to work in professions including careers in small business or entrepreneurship and management positions in healthcare, manufacturing, banking, real estate, investment, hospitality, retail sales, military-related enterprises and professional and service organizations. Students gain the skills needed to manage business operations, understand finance, marketing and sales, and utilize organizational theory in meeting business needs. Graduates can continue graduate study in business school or law school.

The Bachelor of Science in General Business program provides students with greater breadth and knowledge across multiple business-related disciplines and prepares students to thrive in a world of that increasingly demands cross-functional abilities. The program emphasizes the multiple roles of managers in organizations and is beneficial to managers in both small and large organizations. **Students customize their program of study under the guidance of a faculty advisor based on their selection of elective courses, internships and independent studies.**

B.S. IN INTERNATIONAL BUSINESS

www.newpaltz.edu/schoolofbusiness/undergradprog.html

One of the greatest challenges facing college graduates today is the need to succeed in a globally competitive environment. Meeting this challenge requires an understanding of the growing complexities of international competition, together with the ability to thrive in multicultural settings. The Bachelor of Science in International Business program responds to this need by teaching students to think globally about business issues.

The program focuses on analysis of domestic and international business environments and related business practices and problems.

It gives students a solid foundation in business core areas, international business, and international relations, as well as proficiency in a foreign language. Students gain a broad understanding of the economic, social and political world in which we live, as well as the macro- and micro-level business implications of working in a global environment.

B.S. IN MANAGEMENT

www.newpaltz.edu/schoolofbusiness/undergradprog.html

In today's highly complex and competitive global business environment, there is a current and future need for well trained professional managers skilled in the areas of planning, organizing and controlling work-related activities and the leadership of individuals, groups and organizations.

The Bachelor of Science in Management program is designed to provide students with knowledge and skills in these areas and the ability to apply what they have learned in a wide variety of management and administrative positions. The focus of this program involves course work in organizational behavior, human resource management, organization theory, international business, motivation and work behavior, workplace aggression and counterproductive behavior, and strategic management.

ENGAGED FACULTY

"THE GROUP PROJECT I BELIEVE IS WHAT REALLY PREPARED ME FOR THE REAL WORLD. MARKETING PLANS AND STRATEGIC PLANS WITH GROUPS WERE FUN AND TAUGHT ME A GREAT DEAL."



VIEW PROFESSOR MICHAEL SHERIDAN'S VIDEO AT WWW.NEWPALTZ.EDU/ADMISSIONS

B.S. IN MARKETING

www.newpaltz.edu/schoolofbusiness/undergradprog.html

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. Marketing also responds to the changing environment by meeting the ever-changing needs and desires of consumers. In effect, marketing exists within the dynamic context of our social trends and cultural forces. Understanding these activities and their impact on consumers and businesses is a goal of the marketing professional.

The Bachelor of Science in Marketing program introduces students to an innovative and stimulating discipline using dynamic learning techniques. Students develop a solid understanding of the marketing principles and concepts, then apply them using a variety of experiential learning activities. Students gain marketing fundamentals and focus on the management of marketing strategies and policies.

“THE THING I LIKE THE BEST IS THE FACULTY. THEY WERE ALWAYS WILLING TO **TAKE AN EXTRA STEP** TO EXPLAIN OR SHOW YOU SOMETHING. FROM THE VERY BEGINNING, WHEN I WAS A FRESHMAN TAKING MANAGERIAL ACCOUNTING WITH PROFESSOR TSAI, TO TAKING MY FINAL ACCOUNTING CLASS WITH PROFESSOR HOLLISTER, **ALL MY PROFESSORS WERE WILLING TO HELP ME** IN ANY WAY POSSIBLE.”



**BUSINESS MANAGEMENT MAJOR, ENTREPRENEUR,
STUDENT ACTIVITIES MANAGER, LACROSSE PLAYER,
REPRESENTATIVE FOR THE SUNY STUDENT ASSEMBLY,
KAYAKER AND HIKER > SCHOOL OF BUSINESS**

IT ALL STARTED WHEN I WAS 14. I WAS IN HIGH SCHOOL AND HAD AN INTEREST IN BUSINESS. I WANTED TO START SOMETHING, TO GET INVOLVED, TO CREATE SOMETHING. I WAS AN ENTREPRENEUR AT HEART. SO I TOOK SOME COLLEGE COURSES AS A JUNIOR AND SENIOR AND TRANSFERRED TO THE SUNY COLLEGIAN PROGRAM.

I was a member of the American Marketing Association (AMA) chapter at New Paltz. I started out as the vice president of fundraising and then became the vice president of marketing. The AMA is an internationally recognized organization on the professional and scholastic levels. It creates opportunities for students to get involved with leadership positions, gain marketing and field experience, and offers resources that students can use in the classroom and in real-world situations.

I absolutely loved the faculty at New Paltz. They were so open and approachable. I could walk into an office and a professor would be sitting there engaged with another student or waiting for a student to walk in.

MY ADVICE TO INCOMING STUDENTS?

If you come to the School of Business, be prepared. This is a great program and it will be an experience that you'll cherish for a lifetime. You are going to meet some of your best friends, future colleagues and mentors who you'll have for the rest of your life. Get involved. It's not just learning—it's learning by doing. That's the experience that New Paltz has to offer.

Hometown: Ulster Park, N.Y.

Favorite place on campus:
The Atrium

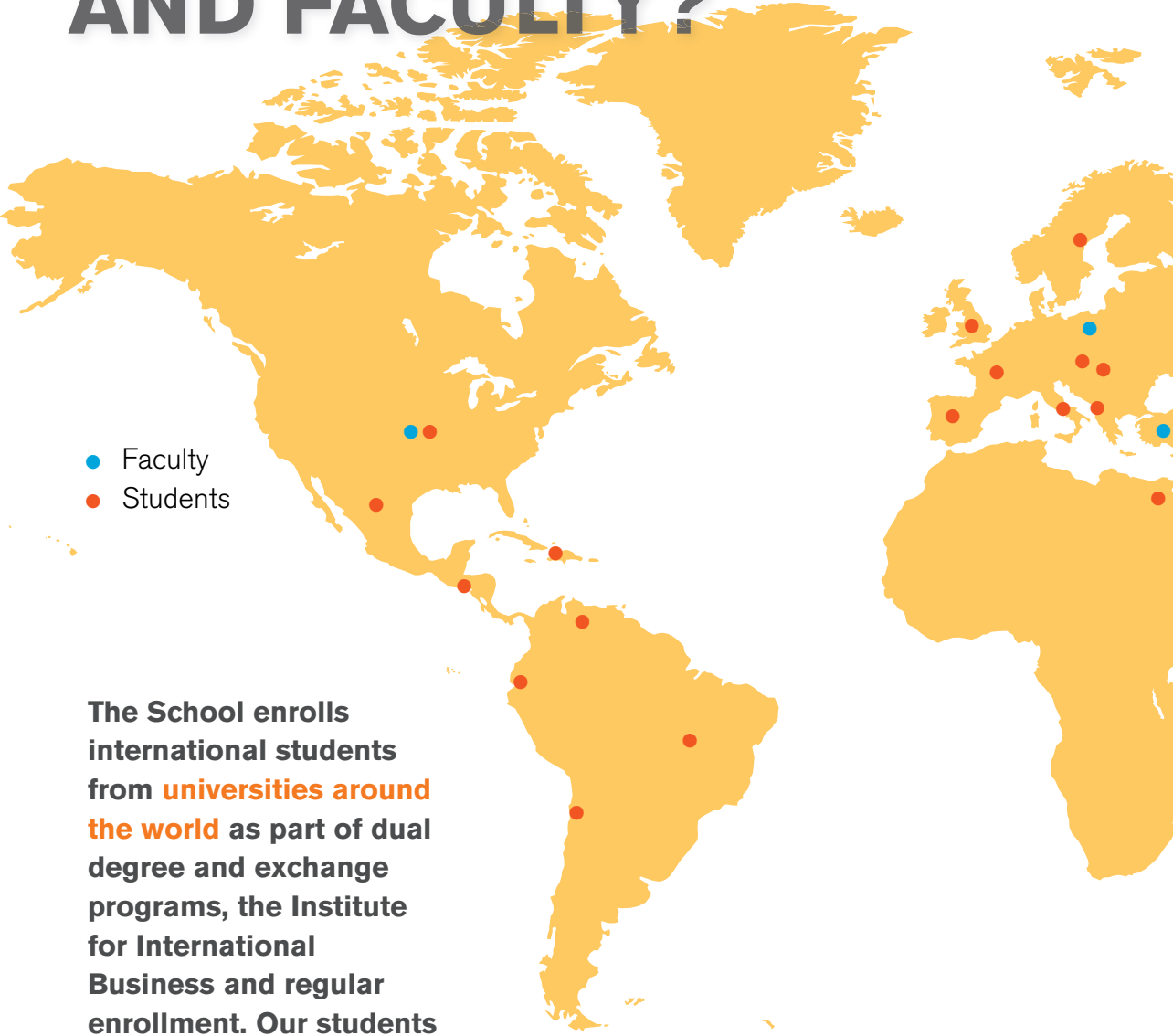
Best way to relieve stress:
Hiking in the Gunks



SEE JESSE'S STORY AT
WWW.NEWPALTZ.EDU/ADMISSIONS



DO YOU WANT TO BE EXPOSED TO A **GLOBALLY DIVERSE** STUDENT BODY AND FACULTY?

- 
- Faculty
 - Students

The School enrolls international students from **universities around the world** as part of dual degree and exchange programs, the Institute for International Business and regular enrollment. Our students represent twenty-nine different countries.

We attract students from around the corner and around the globe:

Albania, Australia, Brazil, Chile, China, Czech Republic, Ecuador, Egypt, El Salvador, England, Ethiopia, France, Haiti, India, Iran, Iraq, Italy, Japan, Korea, Malaysia, Mexico, Poland, Russia, Slovak, Spain, Sweden, Taiwan, Thailand, Turkey, United States, Venezuela, Vietnam

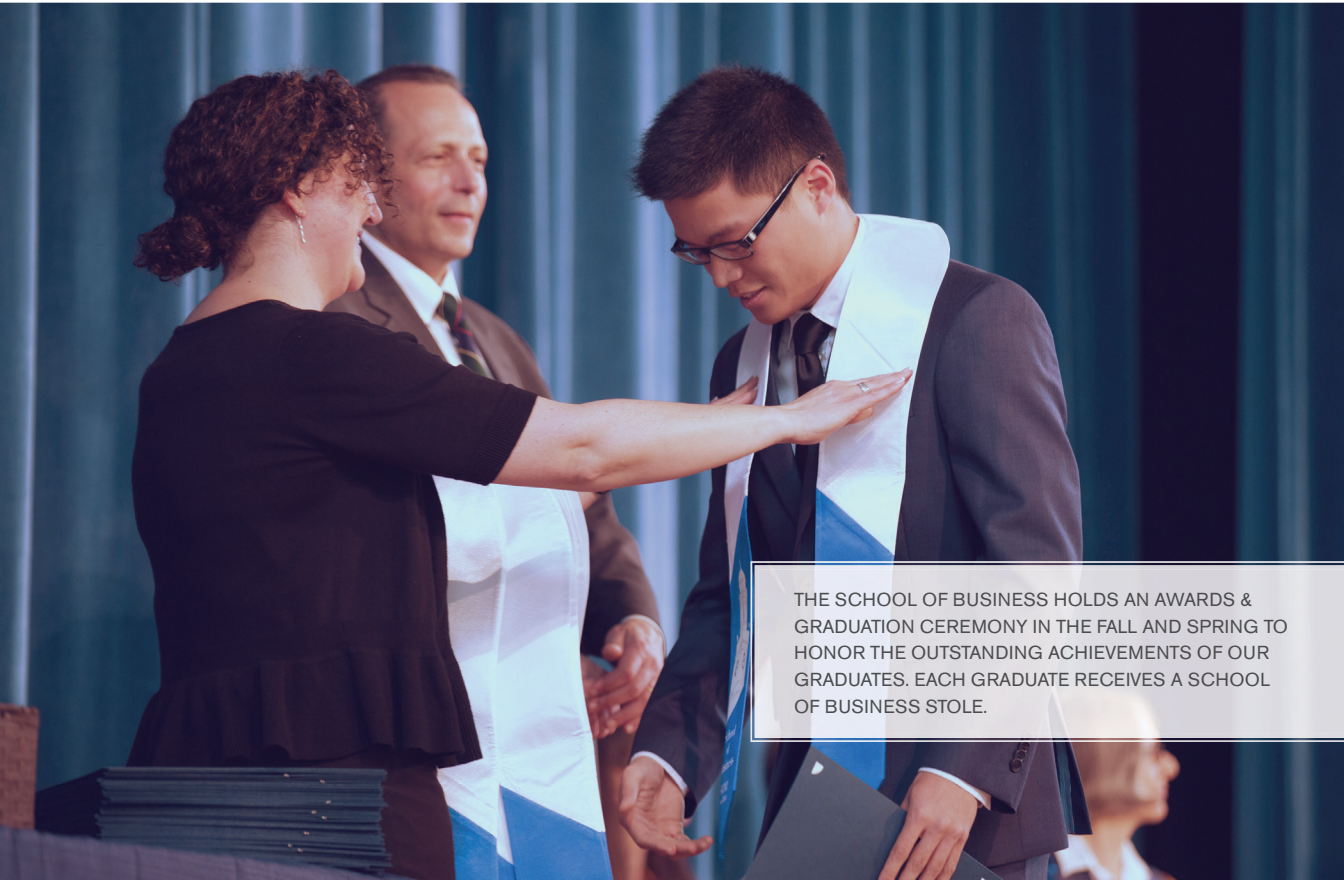


More than half of our faculty members are international. Our educators represent nine countries from around the globe.





THE SCHOOL OF BUSINESS' HALL OF FAME SERVES AS A PLACE WHERE ACHIEVEMENT IS RECOGNIZED, REWARDED, AND ENCOURAGED FOR THOSE WHO HAVE MADE SIGNIFICANT CONTRIBUTIONS TO THEIR RESPECTIVE BUSINESS PROFESSIONS. IT ALSO PROVIDES A SIGNIFICANT POSITIVE IMPACT ON THE EDUCATIONAL ACTIVITIES OF THE SCHOOL OF BUSINESS.



THE SCHOOL OF BUSINESS HOLDS AN AWARDS & GRADUATION CEREMONY IN THE FALL AND SPRING TO HONOR THE OUTSTANDING ACHIEVEMENTS OF OUR GRADUATES. EACH GRADUATE RECEIVES A SCHOOL OF BUSINESS STOLE.



41.4329° N, 73.9946° W



CLEAN-UP DAY*



PHILLIES BRIDGE FARM PROJECT*

DOING BUSINESS IN SPAIN*



IN, AND BEYOND, THE CLASSROOM

FACILITIES

The School of Business faculty and administrative offices, classrooms and discipline-oriented labs are located in van den Berg Hall (VH). VH has: two computer labs with top-of-the-line hardware and software, one of which is a trading room; a friendly and well-equipped student lounge; a leadership lab; the Bloomberg Terminal; smart classrooms with state-of-the-art technological equipment; a wireless environment; and televisions displaying business news and School of Business events.

DEDICATED FACULTY

We are proud of our talented and dedicated faculty. They are experienced educators who have extensive expertise in diverse areas of specialization. They have terminal degrees and all remain current in their fields through intellectual contributions, teaching, service and practice. Excellence in teaching is strongly emphasized and all faculty members maintain a close working relationship with our students. The faculty work together with a committed and helpful administrative staff to provide a supportive, student-centered learning environment.

Please visit www.newpaltz.edu/schoolofbusiness/faculty.html for more information on our faculty.

BEYOND THE CLASSROOM

EDUCATIONAL ACTIVITIES

Students have opportunities to gain hands-on experience through the Business Plan Contest, Debate Competition, Investment Competition and Volunteer Income Tax Assistance program. In addition, students can conduct research with faculty, or for local businesses through the Business Support Center or student associations.

“
THE SCHOOL COVERED
EVERY ASPECT OF
MODERN BUSINESS,
TO THE POINT THAT
SOME CLASSES
HAD OVERLAPS IN
INFORMATION, WHICH
MADE ME FEEL
THAT **I WAS
REALLY LEARNING.**”

(opposite page, top left) Beta Gamma Sigma members Micaela Manteo, Benjamin Schwartz, and Yolanda Diaz volunteered for Make a Difference Day in Poughkeepsie to clean up underneath the Walkway Over the Hudson.

(top right) Organized by professor Michael Sheridan, students are involved in a semester-long project at the Phillies Bridge Farm Project where the students act as consultants for the farm. Cost structure, operations, and revenue streams are analyzed and the students then devise recommendations and present them to the farm's board of directors.

(bottom) – School of Business students took part in a “Doing Business in Spain course” during the summer of 2015. For a total of one month, they took classes, visited private, public, and cooperative organizations, and engaged in cultural activities.

The School organizes several professional development and networking events throughout the year, such as the Business Development Conference, the Accounting & Finance Career Symposium, alumni networking events, an ethics seminar series and speakers on timely topics.

Our mentor program links students to current students, alumni or business professionals. Mentors provide support, encouragement and guidance.

The trading room and leadership lab provide opportunities for students to practice investing, presentation and team building skills.

Please visit www.newpaltz.edu/schoolofbusiness for more information on these opportunities.

STUDENT ASSOCIATIONS

Business student associations organize networking events and professional conferences, hold workshops, present guest speakers, attend conferences and compete nationally and regionally. Joining an association is a great way to network with other students and business professionals, gain leadership skills and learn more about a particular field.

Please visit www.newpaltz.edu/schoolofbusiness/about_studentorgs.html for more information on the student associations.

INTERNSHIPS

The School of Business encourages students to gain practical experience prior to graduation. Internship experience is consistently ranked as the number one item employers look for when considering college graduates for a full-time position! Our students have interned at Fox News, UBS Financial Services, Inc. and WABC-TV. Please visit www.newpaltz.edu/schoolofbusiness/about_internships.html for more information on businesses including internships.

BETA GAMMA SIGMA HONOR SOCIETY

Membership in Beta Gamma Sigma is the highest recognition a student can receive in a business program accredited by AACSB International. The Society's mission is to encourage and honor academic achievement, foster personal and professional excellence, advance the values of the Society, and to serve its lifelong members.

CAREERS

The School of Business has a Career Counselor dedicated to providing career counseling for business students three days a week. She is available to help students develop resumes and cover letters, locate internships or employment opportunities, perfect interviewing techniques and more.

Please visit www.newpaltz.edu/schoolofbusiness/about_internships.html for more information.

BUSINESS COMMUNITY

The Business Advisory Council provides input to the School of Business to insure that students are taught the skills, knowledge and ethical behaviors required for successful and satisfying business careers.

Please visit www.newpaltz.edu/schoolofbusiness/corporate_bac.html for more information.



BETA GAMMA SIGMA HONOR SOCIETY MEMBERSHIP INDUCTION CEREMONY



SUNY NEW PALTZ STUDENTS ATTENDED THE 2015 STATE OF THE UNIVERSITY ADDRESS AT THE EGG IN ALBANY, GIVEN BY CHANCELLOR NANCY L. ZIMPHER.

THE SCHOOL OF BUSINESS FACULTY-STUDENT RATIO OF 15:1 RESULTS IN SMALL CLASS SIZES (36 STUDENTS FOR UNDERGRADUATE AND 25 FOR MBA), PROVIDING OPPORTUNITIES FOR INDIVIDUALIZED ATTENTION AND DIRECT INTERACTION BETWEEN STUDENTS AND PROFESSORS.



AT A GLANCE

Character: Very selective, 4-year, co-ed, residential, regional, state assisted university, liberal arts/professional studies.

Location: New Paltz, NY, a small, historic village (population of 14,000) in New York State's Hudson Valley region, midway between Albany and New York City.

Faculty: 357 full-time and 301 part-time with 82% of faculty holding a Ph.D. or terminal degree.

Campus: 257 acres and 49 buildings.

Enrollment: 6,642 Undergraduates (6,167 full-time and 549 part-time), and 1,050 graduate students (484 full-time and 566 part-time).

Academic Structure: College of Liberal Arts and Sciences; School of Business; School of Science and Engineering; School of Education; School of Fine and Performing Arts; The Graduate School.

Average Class Size: 75% of our classes have fewer than 30 students; 92% of classes are fewer than 40 students.

Female/Male Ratio: 63% female, 37% male.



**EXPERIENCE
NEW PALTZ VIDEO:**
[www.newpaltz.edu/
admissions](http://www.newpaltz.edu/admissions)



APPLYING:
[www.newpaltz.edu/
admissions](http://www.newpaltz.edu/admissions)

FINANCIAL AID:
[www.newpaltz.edu/
financialaid](http://www.newpaltz.edu/financialaid)

VISITING:
[www.newpaltz.edu/
visitus](http://www.newpaltz.edu/visitus)

INTERACTIVE MAP:
[http://www.newpaltz.edu/
map](http://www.newpaltz.edu/map)



New Paltz

STATE UNIVERSITY OF NEW YORK

41.7436° N / 74.0839° W



The School of Business

State University of New York at New Paltz

1 Hawk Drive

New Paltz, NY 12561-2443

845.257.2930

admissions@newpaltz.edu

www.newpaltz.edu

www.newpaltz.edu/schoolofbusiness

2016



The State University
of New York

