



SHENANDOAH
UNIVERSITY

School of Business

SCHOOL OF BUSINESS



2025 Undergraduate Programs

SUCCESS STORIES START HERE

Our graduates are everywhere! They are attorneys, entrepreneurs, business managers, CPAs, financial advisers, human resources professionals and sales executives working across the nation and around the world. They found their passion for business here and you can too!

“Shenandoah’s business program allowed me to grasp the knowledge necessary to feel competent at my work and to have a well-rounded foundation coming into my career. My professors encouraged me every step of the way to put in the work in order to see the results I wanted. The university’s small-school family-feel shaped my values and has translated to my job in many other ways, such as being one to encourage positive change and to provide ideas from a different perspective than most. If I had to go back in time, I’d definitely pick SU all over again!”

– Allison B. Compher '17
BBA / Accounting, Spanish minor
Senior Internal Auditor at American Woodmark

GAIN A GLOBAL PERSPECTIVE IN & OUT OF THE CLASSROOM



The Shenandoah University Business School’s AACSB International accreditation, achieved by less than 6% of business schools in the world, means you’ll receive a world-class education from one of a very select group of universities across the globe. As a result, our graduates are recognized within the business community as knowledgeable, capable and able to excel in the workplace.



BUSINESS MAJORS, MINORS & CERTIFICATES

Our business degrees prepare you for the career of your choice. You will learn the most important skills that employers want and need today! Our business classes feature experiential projects for real companies and entrepreneurs. Using design thinking, project management tools, and data analytics, you will work with classmates to solve problems and offer innovative solutions for regional and international companies and nonprofit organizations.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

- Accounting
- Aviation Studies
- Digital Marketing
- Economics & Finance
- Entrepreneurship
- Esports Management
- Healthcare Management
- Information Systems & Technologies
- Management
- Marketing
- Sport Management

BACHELOR OF SCIENCE IN ESPORTS (BS)

- Management
- Media & Communication

MINORS

- Business Administration
- Economics
- Entrepreneurship
- Esports Management

CERTIFICATES

- Cybersecurity Management
- Data Analytics
- Digital Marketing
- Esports Coaching
- Esports Management
- Healthcare Management
- Sustainable Business

MASTER OF BUSINESS ADMINISTRATION

Fast-Track to Your MBA

- Early admission available from high school 4 + 1
- With our 4 + 1 option, you can earn an MBA with only one additional year of classes.
- Transfer students can take advantage of our 2 + 2 + 1 option.

WHY A BBA?

The BBA gives you a solid foundation in general business and offers flexibility and diversity in career preparation. All concentrations offer opportunities for internships, project-based experiential learning and international travel.

ACCOUNTING

The accounting concentration provides a framework for careers as public or management accountants and meets all of the educational requirements of the Commonwealth of Virginia to take the CPA exam.

AVIATION STUDIES

The aviation concentration provides a pathway for students who already hold an FAA certified private pilot's license, instrument rating and two additional flight certifications* to complete a bachelor's degree with fewer credits due to aviation credits counted. **FAA flight training and instrument rating are not available at Shenandoah University.*

BUSINESS ADMINISTRATION

The business administration concentration provides a broad background in a variety of important foundational areas including accounting, data analytics, entrepreneurship, finance, human resources, organizational behavior, management, marketing, international trade, strategy, law, and ethics.

DIGITAL MARKETING

Digital marketing focuses on tactics including SEO (Search Engine Optimization), SEM (Search Engine Marketing), social media marketing, online advertising, email marketing, mobile marketing, and content marketing. Students will do hands-on projects with real clients and develop skills in crafting advertising, performing keyword

research, and using tools for image and video creation. Program content is aligned with recognized industry certifications including Google Ads, Google Analytics, HubSpot Inbound and the American Marketing Association's Professional Certified Marketer Certificate.

ECONOMICS & FINANCE

The economics and finance concentration prepares students for careers in general business and government, particularly in the financial services industry, as well as for advanced studies in economics and finance. The program prepares students with the content necessary to take exams for Chartered Financial Analyst (CFA) professional status.

ENTREPRENEURSHIP

In today's gig economy, the entrepreneurship concentration's most valuable lesson teaches learners how to think like an owner. Whether you plan to start your own business, join a family business, or become part of a firm or corporation, entrepreneurship skills in leadership, competitive strategy, business planning, marketing and data analytics will help you achieve your goals.

ESPORTS MANAGEMENT

The BBA concentration in esports management is designed to prepare individuals for careers in esports administration and management with interscholastic, intercollegiate and professional esports organizations, esports event organizers, entrepreneurial esports ventures and more.

HEALTHCARE MANAGEMENT

The healthcare management concentration integrates the biological sciences with core business courses to prepare leaders for the complex challenges of the continuously evolving health care industry. Health care administration and leadership is a rapidly growing field that provides the expertise needed to manage health care organizations that are changing to meet the needs of an expanding and aging population.

INFORMATION SYSTEMS & TECHNOLOGIES

Students who choose the information systems and technologies concentration learn how to use technology to achieve organizational goals through effective utilization of computer technology and resources. Students apply practical and theoretical learning to problem solving and systems development.

MANAGEMENT

In this concentraton, you'll develop an awareness of management functions, theory and skills within local and global environments. You'll learn to use both quantitative and behavioral methods to achieve organizational goals through effective utilization of human and material resources.

MARKETING

The marketing concentration focuses on contemporary marketing trends, industrial needs and marketing management skills practiced today. You'll also address actual marketing problems confronted by various types of organizations.

SPORT MANAGEMENT

Sport managers help athletes and entire organizations run their operations smoothly, managing corporate image and serving as intermediaries between players and teams. Shenandoah's sport management program combines a solid foundation in business management with courses in marketing, ethics, facility planning and sports law.





ESPORTS PROGRAMS

Shenandoah has positioned itself as one of the nation's premier leaders in esports academia. Shenandoah's esports programs prepare students to be an integral part of the action in a field that values quick and strategic thinking, mental agility, intellectual curiosity and creativity.

ESPORTS MANAGEMENT (BS)

The Bachelor of Science in esports management is designed to prepare individuals for careers in esports management with interscholastic, intercollegiate and professional esports organizations, entrepreneurial esports ventures and more. This program provides a robust esports background with a focus in business management. You will gain one-of-a-kind experiences through international partnerships and at our state-of-the-art esports arena.

ESPORTS MEDIA AND COMMUNICATION (BS)

The Bachelor of Science in esports media and communication prepares students for a career in the broadcast and production side of esports. Through collaborative international experiences with esports employees and players from around the world and trips abroad, internships with major esports and video game companies, and hands-on experiences with industry executives as well as the varsity esports team at Shenandoah, students will be ready for careers as esports event producers, broadcasters, streamers and more.

ESPORTS COACHING CERTIFICATE

The Esports Coaching Certificate provides students with necessary skills to coach esports at various levels. This program teaches the foundations of coaching as well as the unique nuances and aspects of esports.

ESPORTS MANAGEMENT CERTIFICATE

The Esports Management Certificate prepares students for entry-level management positions in the esports industry. The program focuses on the unique aspects of esports management. The program can also be pursued as an independent course of study.

“Shenandoah Esports was essential in giving me the experience I needed to land my dream job. The coursework provided me with a knowledge of the business of esports, and experiential learning opportunities which gave me standout points on my resume. The program allowed me to travel domestically and internationally. This program changed my life for the better and in my opinion, is one of the best esports programs in the country.”

– Mykiah Bonhom '23,
BBA / Esports
Esports Specialist at
Spectrum Industries



ENHANCE YOUR DEGREE WITH STACKABLE CERTIFICATES

Today's business leaders are looking for employees who have skill sets that reflect the changing nature of business. We offer five of the most sought-after certificates in business today. Upper-level undergraduate students can apply for these graduate certificates as part of their overall program. Certificates include:

CYBERSECURITY MANAGEMENT

Three classes and a capstone project – students become proficient in key areas of cybersecurity and are ready to work in government, banking, retail, and corporate cybersecurity upon graduation

DATA ANALYTICS

Four classes and a capstone project – prepares students to be ready for high-level research positions in any organization. Covers topics in artificial intelligence, Bitcoin, machine learning, and consulting

DIGITAL MARKETING

Three classes and a capstone project – covers market research, social media, data analytics, and evaluation

HEALTHCARE MANAGEMENT

Four classes and a capstone project – prepares you for working in the dynamic health care industry

SUSTAINABLE BUSINESS

Three courses and a capstone project – executes corporate environmental, social and governance practices

ACCOMPLISHED, CARING FACULTY

Our faculty members have had successful careers with their own businesses, Fortune 500 companies, multinational corporations, government agencies and the military. Their wealth of experience informs their teaching and provides you with the benefits of multiple perspectives.

Academic advising is the key to personalizing your Shenandoah education and staying on track for graduation. A School of Business faculty advisor in your area of interest will help you with an appropriate program of study that meets your career aspirations and goals.

OUR PROFESSORS ENGAGE YOU IN MANY WAYS:

- Providing experiential learning opportunities
- Mentoring
- Connecting current students with alumni in the field
- Advising clubs and organizations
- Networking with professional groups
- Attending conferences
- Co-authoring publications



LEARNING OUTSIDE THE CLASSROOM

Our School of Business offers unique and exciting “extras” that provide students with real-world, hands-on learning experiences. Our motto is, “Don’t just study business, do business.”

INTERNSHIPS

Internships provide a bridge to the business world. Students gain hands-on experience when they intern at local and regional organizations including American Woodmark, Shenandoah Valley Discovery Museum, Rubbermaid, United Bank, United Way, U.S. Army Corps of Engineers, Valley Health & YHB | CPAs & Consultants and across the nation.

LEADERSHIP & MENTORING PROGRAM

The Leadership & Mentoring Program (LAMP) provides students opportunities to learn real-world business practices under the guidance of seasoned professionals interested in sharing their wisdom.

STUDENT ADVISORY BOARD

Every year, the dean invites 12 undergraduate and graduate students to serve on a highly influential student advisory board.

SPORT BUSINESS ASSOCIATION

The SBA is a student-run organization that helps students to develop professional skills related to the sports industry. Through networking events and experiential projects, students have the opportunity to work at major sporting events, including the Super Bowl, the College Football Playoff National Championship, and NCAA Men’s College Basketball Final Four Tournament.

ESPORTS CLUB

Shenandoah University is in the vanguard of competitive collegiate esports with its own esports arena, varsity program and academic major. Hosting tournaments include League of Legends, Overwatch, Rocket League and Smash Bros Ultimate.

CENTER FOR ENTREPRENEURSHIP

You don’t have to want to start your own business to be part of the entrepreneurship program. Entrepreneurship is more than owning your own business — it is learning to think like an owner.

SCHOOL OF BUSINESS LEGACY GOLF TOURNAMENT FOR SCHOLARSHIPS AND EXPERIENCE

The tournament’s goal is to raise money for scholarships to support first-generation, regionally located applicants who want to major in business. Current SU business students lead, promote, and facilitate the event as a class project. They apply what they learn in the classroom to a real-world experience.



DEVELOP AS A LEADER IN A GLOBALLY FOCUSED TEAM ENVIRONMENT

With the understanding that business today is a global enterprise, we provide plenty of opportunities for education abroad. You'll have experiences that will help you offer more value to future employers.

“The School of Business offers a unique program grounded in the intersection between theory and practice. Our culture is focused on the building of individual skill sets within a professional team environment, which can range from being mentored by the CEO of a financial company to interning at a global firm in Barcelona, Spain. Your studies here will prepare you to take your place in the new wave of business leadership.”

– Fritz G. Polite, Ph.D, MPA
College Life Coach



THE HONORS PROGRAM

Add to the expertise you'll need in the business world by studying in Shenandoah's Honors Program. All honors courses complement the SU general education program and the university's dedication to advancement in knowledge, critical thinking and communication. Each course emphasizes the multidisciplinary nature of any career or scholarly activity and provides advanced instruction in communication, reflection and ethical reasoning. Additionally, three honors seminars focus on how to make a difference within global and local communities.



su.edu/honors

ADVANCED TECHNOLOGY

MAJORS

- Computer Science
- Cybersecurity
- Data Science & Applied Mathematics
- Information Technology
- Engineering
 - ◊ Computer Engineering
 - ◊ Engineering Physics
 - ◊ Simulation Engineering
 - ◊ Software Engineering
- Mathematics
- Virtual Reality Design

MINORS

- Artificial Intelligence
- Cybersecurity
- Data Science
- Game Design and Development
- Information Technology
- Mathematics
- Virtual Reality Design

CERTIFICATE PROGRAMS

- IT/Cybersecurity Technician
- Virtual Reality Design

su.edu/AdvancedTechnology

ADVANCED TECHNOLOGY PAIRS INCREDIBLY WITH SCHOOL OF BUSINESS

Advanced technology is one of the world's largest and fastest-growing industries. Government, corporations, small businesses, health care organizations and more are using advanced technologies for teaching, learning and problem-solving. We take a humanistic approach to technology at Shenandoah, meaning that you'll always consider how technology is used and how it benefits others.



“Data is critical in the modern workforce, across all industries. Students use deep learning, distributed computing paradigms, visualization and data collection from physical sensors to solve community and regional problems.”

– Ralph Wojtowicz, Ph.D.,
Director, Division of Applied Technology and
Associate Professor of Mathematics

THE HUB FOR ENTREPRENEURS

The Hub for Innovators, Veterans and Entrepreneurs (HIVE) opens Fall 2024. The HIVE has transformed a historic armory building on main campus into a boundary-breaking technology hub and tech business magnet location.



SHENANDOAH
UNIVERSITY

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