



# Business Administration

> STONECIPHER SCHOOL OF BUSINESS



## > Bachelor of Science in Business Administration

A Business degree provides the concepts and skills for success in business and for future study. Students can study in areas such as financial and quantitative analysis, business law, entrepreneurship, managerial decision-making, ethics, marketing, accounting, written and oral communication, economics and computer expertise. A Stonecipher School of Business degree meets the needs of the highly competitive and ever-changing business world through small classes, personalized advising, quality faculty and world class facilities.

## > Master in Management

The Master in Management (MIM) is primarily a degree for those whose first degree is outside the business field or who have a degree in a business field, but would like to update their knowledge. The program is primarily for someone in one of the following three groups:

1. Students who have just completed a nonbusiness undergraduate degree whose first job prospects would be enhanced with the completion of a graduate degree in business.
2. Full-time employees with a nonbusiness undergraduate degree who are entering or hope to soon enter a management position.
3. Full-time employees who have a business degree but find themselves underemployed or who have not been employed in a management position.

## > A Rewarding Experience

Being a Business Administration student at ECU is a rewarding experience for all involved. The courses cover all functional areas of the business environment without sacrificing an awareness of the arts, sciences and humanities. ECU's Business Administration programs are conveyed to the students in a manner to help them better understand the business world they will one day enter. Students learn skills and techniques that can be applied to virtually any industry and can even be used to one day start a company of their own. The courses within the business administration degree provide students with useful knowledge and skills in Finance, Management, Marketing, Entrepreneurship, Management Information Systems and General Business.

East Central  
University  
1100 E. 14th St.  
Ada, Oklahoma 74820

[www.ecok.edu/busadmin](http://www.ecok.edu/busadmin)  
580-559-5274



Campus Tours:  
[ecok.edu/take-a-tour](http://ecok.edu/take-a-tour)  
Begin at ECU Admin, 102  
580-559-5628  
[admissions@ecok.edu](mailto:admissions@ecok.edu)



**What can I become?**



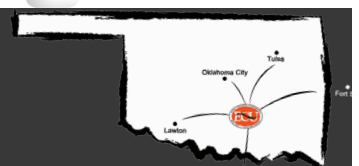
Account Manager  
Banker  
Chief Executive Officer  
City Manager  
Consultant  
Database Specialist  
Entrepreneur  
Estate Planner  
Event Planner  
Financial Planner  
HR Manager  
Informational System Analyst  
Management Trainee  
Manager  
Manufacturer  
Marketer/Sales Person  
Market Researcher  
Public Relations Officer  
Publisher  
Realtor  
Training Specialist  
Web Page Developer  
*...and so much more!*



**Show Me the Money!**

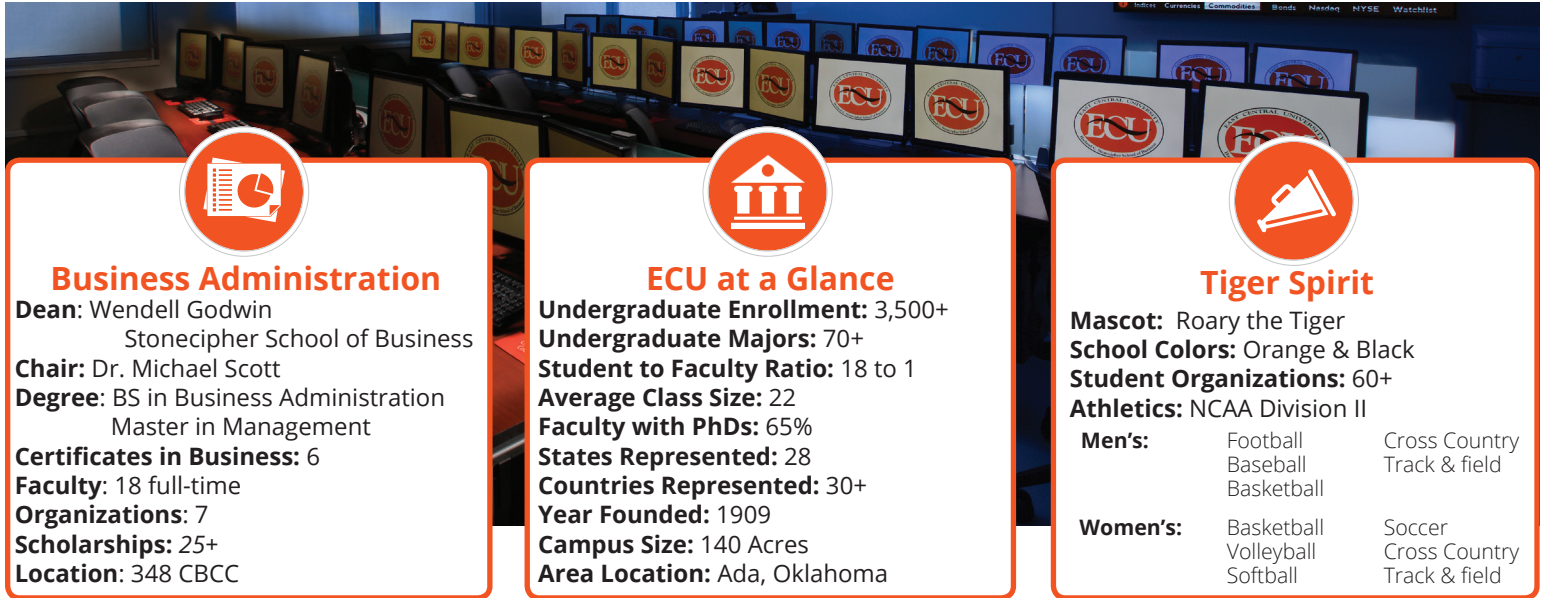
Graduates with a business admin degree typically earn between \$46,000 and \$57,000 for entry level jobs. As a college graduate, you can earn an average of 75% more than those with only a high school degree, per *The Chicago Tribune!*


(NACE 2018 Salary Report)



# Department of Business Administration


> WHAT DOES IT MEAN TO YOU?






### Business Administration

**Dean:** Wendell Godwin  
Stonecipher School of Business  
**Chair:** Dr. Michael Scott  
**Degree:** BS in Business Administration  
Master in Management  
**Certificates in Business:** 6  
**Faculty:** 18 full-time  
**Organizations:** 7  
**Scholarships:** 25+  
**Location:** 348 CBCC



### ECU at a Glance

**Undergraduate Enrollment:** 3,500+  
**Undergraduate Majors:** 70+  
**Student to Faculty Ratio:** 18 to 1  
**Average Class Size:** 22  
**Faculty with PhDs:** 65%  
**States Represented:** 28  
**Countries Represented:** 30+  
**Year Founded:** 1909  
**Campus Size:** 140 Acres  
**Area Location:** Ada, Oklahoma



### Tiger Spirit

**Mascot:** Roary the Tiger  
**School Colors:** Orange & Black  
**Student Organizations:** 60+  
**Athletics:** NCAA Division II

<b>Men's:</b>	Football	Cross Country
	Baseball	Track & field
	Basketball	
<b>Women's:</b>	Basketball	Soccer
	Volleyball	Cross Country
	Softball	Track & field

## A Future Full of Opportunity

I wouldn't be where I am today without the Stonecipher School of Business. Dean Godwin and President Hargrave were my connections to getting hired on at AT&T straight out of college. The small classes had a huge impact on my college education because my Professors knew me on a first name basis. The School of Business offered so many great opportunities to expand my knowledge and help me understand what "real life" was going to be like after I graduated.



I graduated from the Stonecipher School of Business in May 2013, and have been working for AT&T since. Working for a corporate company can be a challenge, but it has been a great experience, and I continue to learn every day. My job has flexibility, great benefits, and a lot of opportunities for advancement. I enjoy coming back to ECU and speaking to Dean Godwin's Leadership classes about my career and my journey from a college student to a successful, working individual.

**Taylor Morrison, Business Administration, Marketing 2013**  
*Specialist Project Manager – AT&T (June 2013 – current)*

The School of Business at East Central is one of the best programs in the state. They encourage you to capitalize on your strength. The faculty is gifted at spotting talent in everyone and advises each person effectively into a concentration that suits them well. Dean Godwin brings real world leadership experience to ensure a well-run program. I encourage any person pursuing a business education to enroll into this school and watch how many doors will open for you with such an incredible and diversely marketable degree.



I cannot express enough how much my management degree from ECU has prepared me for the entrepreneurial journey I embarked upon following graduation. Because of what I learned in strategic planning courses, management, finances, and marketing, I've been blessed with opportunity to oversee the strategy and finances in 10 states of a presidential campaign among other state and federal offices. I've also launched and manage four service-oriented companies domiciled in Oklahoma and Nevada with one company providing services nationwide and each company now operates 100% debt-free. I'm excited to speak about my degree everywhere I get a chance and the impact it's had on my life already. From my heart, thank you East Central University.

**John Fritz, Business Administration, Management 2013**  
*Managing Partner - Stone Search & Campaign Strategist*  
*Director - NVF Partners*



By choosing to study business at the Harland C. Stonecipher School of Business, I made the right investment. I never imagined that I would be where I am today, however, I do know for sure that I would not be where I am today if it were not for the Stonecipher School of Business. I am currently working for the Boeing Company in Seattle, WA as a project manager and I run my own small business. I have been able to experience success in both. My time at the SSB equipped and prepared me with tools to be successful in business and in life. I am forever grateful for the relationships that I developed and the knowledge that I gained while attending ECU's Stonecipher School of Business. GO TIGERS!

**John Gaines, Business Administration, 2011**  
*Business Operations Program Planner*

**We educate and empower students to understand and transform our world.**

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