

## **Reflecting and Advancing the Mission of the College — the Department of Business Administration**

(Please see the separate statement of the Masters in Business Administration program.)

The mission statement of the Department of Business Administration is *“To prepare students for professional careers in business or related graduate studies by providing them with an outstanding student-centered education that is ethically based, technically competent, and socially/globally aware.”*

### ***Business Administration and the liberal arts***

From the Department’s strategic plan: *“A liberal arts education has never been more important for those working in the professions. The rate of change in society and organizations demands that everyone be lifelong learners. A liberal arts education is a linchpin of this quest, learning to learn. The ability and appetite for lifelong learning, as opposed to focusing exclusively on skills which may become obsolete or less relevant over time, is a gift we are dedicated to provide our students.”*

The Business Administration Department values and understands the context of a business education based in the liberal arts. These are not mutually exclusive at Augsburg College. The Department is intentional about and committed to educating the “whole person” through its majors in order to help our students make meaning out of their preparation for professional roles in a larger context of their vocation and place in the world. The proposal that is in development for a Business Semester in Mexico, in partnership with the Modern Languages Department and the Center for Global Education, is a good example.

Interdisciplinary learning is important for future business leaders and Department majors include course requirements from other departments of the College including Communications Studies, Economics, Music, and Computer Science. Majors in other departments require Business Department courses; these include Communications Studies, Computer Science, Economics, International Relations and Music.

A partnership with the Music Department created a specialization in Music Business in the Business Administration Department and a Music major with Music Business Concentration in the Music Department.

Exploration is underway for a partnership with the Athletic Department in a specialization in Sports Business.

The Keystone course for Business majors in the AugCore Signature Curriculum has been designed and implemented by a partnership between the Business and Religion Departments and is team taught by faculty from both departments. The course explores the nexus of vocation and professional training in the context of Luther’s understanding of vocation as expressed in his “Freedom of a Christian” essay.

### ***Business Administration and the faith and values of the Christian church***

Augsburg can claim a “Lutheran Business School” and its Lutheran heritage is reflected in the place and character of professional studies in this learning community. The breadth of programs and majors in business, the majority including experiential learning and interaction with other parts of the College are characterized by the freedom, inclusiveness and value of the individual that is in evidence in each of the sections of this short statement.

Luther's understanding of vocation is directly addressed in the two AugSem's offered by the Business Department and in the KEY490 Keystone classes. It is indirectly addressed in advanced courses in our several majors. Service is an integral part of courses in Accounting, Marketing, Management and Management Information Systems (MIS) in the form of student team projects described further in the section below.

The values of the Christian church are expressed in the treatment of ethics in the context of each major and across the content of the Keystone course.

### ***Business Administration in the context of a vital metropolitan setting***

A number of courses in several Business Administration majors such as Accounting, Marketing, Management and MIS include service-learning and team projects that take students into our neighborhood and the cities. These projects are sponsored by businesses and community organizations. Examples include Marcus Dental, Prism Studios, Our Savior's Lutheran Church, The Dowling School, the Brian Coyle Community Center, Project for Pride in Living, Cedar-Riverside Plaza Residents' Resource Center, and Confederation of Somali Communities of Minnesota. Many of these projects meet the Engaging Minneapolis or the Augsburg Experience AugCore Signature Curriculum requirements.

The Department relies on and values the generosity of time and willingness that project sponsors in the community are willing to give to our students. We understand that this is not a one-way connection but a partnership that needs to deliver value on both sides.

A new entry-level course entitled "Exploring Business as Vocation" brings representatives of the community such as a federal judge and 50 Foot Penguin theatre group into the classroom to provide students with a direct view of business principles in a variety of settings.

The development of the Masters in Business Administration program grew out of a commitment to a working student market in the Twin Cities and an engagement with local businesses in employee education and field study projects. (Please see the separate document for this program.)

### ***Business Administration within an intentionally diverse campus community***

The large numbers of students seeking Business Administration majors include those from many different geographical and ethnic origins. Business majors are particularly attractive to international students and their presence adds richness to the classroom experience of all of the students. Exchange programs with schools in places including Germany, Slovenia and Poland bring students to Augsburg's campus and carry Augsburg students to campuses abroad.

The full-time faculty is diverse in religious expression and ethnic origin. The department includes Episcopal, Hindu, Islam, Jewish, Lutheran and Roman Catholic faith expressions. Eight languages are fluently spoken and there are members of the department who are originally from Egypt, India, Poland and Tunisia — together with those who travel and study in other countries they bring a richness of culture and experience to the classroom.

Individual differences are explored and affirmed in Business courses with organizational, cultural and teamwork foci such as Project Management, Human Resource Management, International Business, International Finance, International Management, and International Marketing.