

# BUSINESS & ACCOUNTING



Say yes to business! A major in business opens a world of opportunities.



During my time at Clarke, I studied abroad. I learned about currency exchange in Ireland, England, and Wales. I got to see so many different, wonderful things. I love being on the Assurance Services staff at Ernst & Young in Des Moines, Iowa. Clarke really prepared me for my first professional job.

**ALLISON SMITH**  
Accounting '16

## THE SPECIFICS

**BUSINESS** degrees mean versatility. Choose from three areas of emphasis:

- Management: focus on management of personnel and resources in a global, competitive environment
- Marketing: focus on worldwide knowledge of consumers and brand management
- Finance: focus on global understanding of investment and financial institutions

Our **ACCOUNTING** major prepares you for modern careers in fast-paced settings. The major stresses both practical and theoretical foundations of accounting, critical thinking, and leadership.

Real-world experience is coming your way. Our internships are an invaluable resource when it comes time to enter the job market. Recent business internships include:

- McGraw-Hill
- Honkamp Krueger & Co.
- Heartland Financial
- Cottingham & Butler
- Re/MAX
- Prudential

## GLOBAL BUSINESS IMMERSION

Each year, the Business Department leads a 10-15 day trip abroad to study the artistic, cultural, social, and economic aspects of a country. Students and faculty have traveled to Australia, Italy, Ireland, Switzerland, France, England and Spain.



Business classes at Clarke are taught by full-time faculty, which provides students with subject experts in the field.



**#1**

Business is the number one major for college undergraduates, according to the U.S. Department of Education.



**\$70,500**

The median salary for business/accounting careers, according to the 2018 U.S. Bureau of Labor Statistics.

**ADMISSIONS OFFICE**  
(563)588-6316  
admissions@clarke.edu



## COOL CLASSES

**LEADERSHIP** — This course focuses on the process of leadership, the interplay between power and influence, motivation, performance, development, and context. Students in this class have the opportunity to interview local managers to gain leadership insights and conduct a job shadow to see leadership in action.

**MICROECONOMICS** — You will conduct an analysis of markets such as trade, production and costs and their role in resource distribution.

**MARKETING MANAGEMENT** — You'll examine the marketing tools and techniques used in managing all aspects of the marketing operation and apply concepts into practice.

## NETWORK

Club involvement is at the hub of your experience at Clarke. The business department hosts many social networking options.

- Future Young Professionals of Clarke — lead events on campus to help students prepare for the professional work environment.
- Investments Club — actively buys and trades stocks in order to grow a portfolio.
- Sport Management Club — helps facilitate athletic halftime events. They strategize on how to draw more people to athletic events and to engage the crowd at halftime events.

## LEARN MORE!



[clarke.edu/academics/business-administration](https://clarke.edu/academics/business-administration)  
[clarke.edu/academics/accounting](https://clarke.edu/academics/accounting)