School of Business Administration

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Undergraduate education in business administration is designed to impart general knowledge and, in particular, knowledge of resource administration. The curricula seek to expand capacities, perspectives, and skills of students who wish direct preparation for careers in either business firms or the public service.

In addition to the business programs leading to the Bachelor of Science, a Management and Engineering for Manufacturing bachelor's degree program is offered jointly with the School of Engineering and is described at the end of the list of business majors in this section of the Catalog.

Regional Plan. In conformity with plans approved by the Board of Trustees of the six New England land grant universities for regionalization of certain fields of specialized education, three majors in the School of Business Administration at the University of Connecticut are designated as regional programs. The Real Estate and Urban Economic Studies major is open to students from all the New England states; the Risk Management and Insurance major is a regional program for students from all the New England states except Rhode Island; the Health Care Management major is designated a regional program for all other New England states except New Hampshire and Vermont. To implement this policy, first priority in admission to the school is given to qualified applicants who are residents of Connecticut. Second priority is given to qualified applicants from those New England states which are members of the compact. Regional students will pay a reduced tuition.

Accreditation. The School of Business Administration is fully accredited by the AACSB - International Association for Management Education, a specialized accrediting body recognized by the Council on Post Secondary Accreditation and the U.S. Department of Education.

Admission and Degree Requirements

Admission Requirements. See Admission to the University. The School of Business Administration admits qualified students into the School directly as freshmen. Students not admitted into the School of Business Administration at the time of entry to the University may apply for admission through School of Business Administration procedures. Decisions will be made based on several criteria including the applicant’s academic record, courses completed, and space availability.

School of Business Administration majors will have to present either three years of one foreign language (high school) or two years of one foreign language (college) to satisfy the language requirement for the degree. Students not currently attending or who have never attended the University as an undergraduate degree seeking student must file a separate University application with the Transfer Admissions Office, 2131 Hillside Road, Unit 3088, Storrs, CT 06269-3088. Students wishing to transfer directly into the School of Business Administration should have made substantial progress toward completing the Lower Division requirements, particularly those courses which are prerequisites for the Common Body of Knowledge/Entry Level Business courses. Number of credits earned, grade point average and space availability will also be considered in the admission decision.

Transfer applicants not accepted directly into the School of Business Administration at the time of entry to the University may apply for admission through the School of Business Administration admission procedures previously listed. A decision will be made on a space available basis after completion of one full semester at the University. Individuals who have already completed a bachelor’s degree should contact the M.B.A. or M.S. in Accounting program to consider a graduate, rather than another undergraduate, degree.

All applicants to the School of Business Administration will be considered carefully in order to select the best qualified candidates. If notified of admission before registration in the spring, students may register for fall semester classes in a business program. All admissions are contingent upon successful completion of any course work for which applicants were registered at the time of application. Note: Students not in the School of Business are not eligible to take more than 27 credits of coursework offered by the School of Business.

Scholastic Standing Requirements. Students admitted to the School of Business Administration must earn a minimum 2.2 grade point average by the end of the semester in which they earn a minimum of 24 calculable credits of graded coursework at the University of Connecticut to be guaranteed continuation in the School. Students must also earn a minimum 2.6 grade point average in all lower division courses, including having substantial progress toward completing those courses which are prerequisites to the entry level business courses, in order to be guaranteed continuation to the Upper Division/Year in the School of Business Administration. Students must maintain a minimum of 2.0 for their semester grade point average, a 2.0 for their divisional grade point average, and a 2.0 grade point average in all calculable credits in School of Business Administration courses for which they have been registered. Students who fail to maintain the minimum grade point average in any of these areas are subject to dismissal from the School of Business Administration.

Bachelor’s Degree Requirements. Upon recommendation of the faculty, the degree of Bachelor of Science is awarded by vote of the Board of Trustees to students who have met the following requirements: (1) Earned a total of 120 credits; (2) earned at least a 2.0 grade point average for all calculable Upper Division coursework; (3) earned at least a 2.0 grade point average for all calculable credits in School of Business Administration courses for which they have been registered; (4) earned at least 50 percent of the business credit hours required for the business degree at the University of Connecticut; (5) earned at least 24 credits in 200-level courses in the School of Business Administration at the University of Connecticut, with no more than three of these credits in independent study courses and no more than three of these credits in field internship courses; (6) met all the requirements of the School of Business Administration.

The degree in business administration requires a minimum of 120 degree credits of course work. At least 60 credits presented for the degree must be comprised of courses other than business administration, including general education coursework: no more than 9 credits of economics and no more than 6 credits of statistics may be counted as part of these 60 credits.

Stamford and Waterbury/Tri-campus Campuses Programs. Students at the Stamford and Waterbury/Tri-campus campuses have the opportunity to complete all of the Lower Division requirements and the Common Body of Knowledge courses of the Upper Division requirements before transferring to the Storrs campus. All curricular options (majors) except Business and Technology require additional work at the Storrs campus.

Exemption and Substitution. Students who desire to be excused from course requirements, or to substitute other courses for those prescribed, should consult the dean of the school. Such exemptions or substitutions must be approved by the dean of the school.

Transfer Credits. The transfer of credits for 200-level (Upper Division) courses offered in the School of Business Administration on the basis of work done at schools that do not offer the baccalaureate or schools not accredited by the AACSB - International Association for Management Education, is permitted only by validation procedures established by academic departments within the School. Typical validation procedures may include successful completion (C or better) of additional prescribed course work at the University of Connecticut or the completion of a departmental examination. Students must receive departmental approval before beginning any validation procedures.

Grades of Pass/Fail or Audit. In the School of Business Administration, students may not elect the Pass/Fail or Audit option for any course used to meet the general education distribution requirements, the course requirements for a major, or any course taken within any of the departments of the School.

Plan of Study. Major requirements are outlined in the plan of study current at the time of the student’s entry or readmission into the School of Business Administration, whichever is later.

Curricula in Business Administration

I. University General Education Requirements

The University has adopted General Education requirements in a variety of curricula areas that must be satisfied as part of every bachelor’s degree program. These requirements are listed in the Academic Regulations section of this Catalog.
II. School of Business Administration Requirements

Business students must complete the following requirements in order to prepare for professional studies that will begin in the junior year. Students should note that many of these courses may also be used to fulfill University General Education requirements (indicated by *).

Note: Please refer to page 42 to find the Curricula in Management and Engineering.

Accounting
ACCT 131

Foreign Language
All students must have (1) passed the third year level in high school in a single foreign language, ancient or modern, or (2) two units/levels of a single foreign language in high school PLUS an added year of college courses at a more advanced level in a single foreign language, or (3) completion of two years (four semesters) through the college Intermediate Level.

Expository Writing
ENGL 110* or ENGL 111*, or ENGL 105* and ENGL 109*

Quantitative Analysis
MATH 105Q* and MATH 106Q* (Preferred Sequence)
STAT 100V* or 110V*

Culture and Modern Society
HIST 101*
ANTH 100* or GEOG 160*

Philosophical or Ethical Analysis
PHIL 101* or PHIL 102* or PHIL 103* or PHIL 104* or PHIL 105* or PHIL 106* or SCI 240*

Social Scientific and Comparative Analysis/Practice
ECON 111* and 112*
COMS 102* or 103*

Non-Laboratory Science
PSYC 132*

Additional Requirements
Business students must also meet the University General Education requirements of two “W” courses, Group 4 Literature and Arts, and Group 8 Laboratory Science. These requirements are not met by any of the Business requirements listed above.

A minimum of 60 credits used toward graduation requirements must be comprised of non-business courses, including general education course work. No more than 9 credits of economics and no more than 6 credits of statistics may be counted as part of these 60 credits.

Required Courses and Sample Sequence

Freshman Year First Semester
Mathematics 105*  
English 105  
Psychology 132  
Group 4 (Arts)  
Elective

Freshman Year Second Semester
Mathematics 106*  
English 109  
Philosophy 101 or 102 or 103 or 104 or 105 or 106 or SCI 240  
Communication Science 102 or 105  
Elective

Sophomore Year Third Semester
Economics 111  
Accounting 131  
Statistics 100 or 110  
Geography 160 or Anthropology 100  
W Course

1 When the years of study have been split between high school and earlier grades, the requirement is met if the student has passed the third year level course.
2 May also take one of the following combinations: MATH 115Q* and 116Q* or MATH 112Q* and 113Q* and 114Q*, or MATH 120Q* and 121Q* or MATH 115Q* and 105*, or MATH 112Q* and 113Q* and 105, or MATH 112 and 105 and 106.

Upper Division Requirements
No School of Business Administration students should enroll in any 200-level, Upper Division business courses until they have passed the Lower Division requirements.

Common Body of Knowledge. The following Common Body of Knowledge courses are prescribed for all students in this school and should be completed in the junior year, except for Management 290
ACCT 200 - Principles of Managerial Accounting (to be taken no later than fifth semester)
BLAW 271 - Business Law or BLAW 275* - Business, Law and Society
FNCE 201 - Financial Management
MGMT 201 - Introduction to Management and Organization
MGMT 272* - Career Development in Business
MGMT 290 - Strategy, Policy and Planning
MKTG 201 - Introduction to Marketing Management
OPIM 203 - Business Information Systems
OPIM 204 - Operations Management

Computer Equipment. A laptop computer requirement is being phased in for business students starting in Fall, 2001. Laptops will be required in upper division courses starting in the student’s junior year. Consult the School of Business website: http://sba.uconn.edu/ for the latest information before purchasing a machine.

Accounting
The undergraduate (four year) program consists of the Bachelor of Science (B.S.) degree in Business Administration with a major in Accounting. The B.S. degree combines a general background in business with an appropriate number (currently seven 3-cr. plus one 1-cr., ACCT 205, Introduction to a Profession) of upper level accounting courses to prepare students for successful entry into an accounting career.

Accounting majors are required to achieve a 2.0 grade point average in all accounting courses taken at the University of Connecticut, excluding grades and credits for independent studies (ACCT 299’s) and internship (ACCT 289’s) as a requirement for graduation.

A student majoring in accounting must have taken at least two-thirds of the following 200-level accounting course credits at the University of Connecticut or an accounting program accredited by the American Assembly of Collegiate Schools of Business.
ACCT 201 - Intermediate Accounting I
ACCT 202 - Intermediate Accounting II
ACCT 203 - Advanced Accounting
ACCT 205 - Introduction to the Profession
ACCT 221 - Cost Accounting
ACCT 243 - Assurance Services
ACCT 260 - Federal Income Taxes
BLAW 277 - Business Transactions and the Law

Professional Certification. Students majoring in accounting may choose a curriculum that prepares them for professional examinations which are part of the certification procedures that lead to designation as a Certified Public Accountant (C.P.A.) or Certified Management Accountant (C.M.A.). Students preparing for the C.P.A. examination should also apply for the M.S. in Accounting Program. The M.S. in Accounting is a 30-credit program designed to meet the 150-hour education requirement for the C.P.A. exam in Connecticut. Students preparing for the C.M.A. examination should consult with their accounting advisor regarding the appropriate elective courses to take.

1 COMS 105 is required for Accounting majors.
2 BLAW 275 is required for Accounting majors.
3 Not required for Accounting majors.
Internships in Accounting. Many students who major in accounting participate in an internship. Currently, the Accounting Department has internships during both Spring semester and the summer. During the period of internship, the students are employed and supervised by firms and participate in various types of auditing or accounting work.

Participation in these programs occurs during the sixth or seventh semester or the summer between the student’s junior and senior year. This experience contributes to the development and growth of the students who are chosen for the work.

Business and Technology

The business and technology major is only open to students at the Stamford and Waterbury/Tri-campus campuses. The objective of the major in business and technology is to provide a business degree with a special emphasis in the application of information technology. Functional area concentrations (three courses) are also possible in selected areas based on the availability of courses.

Courses required in the major are:
OPIM 205 - Data Base Management
OPIM 206 - Business Application Programming
OPIM 207 - Internet Technologies and Electronic Commerce
MGMT 250W - Management Communications
Plus three 3 credit School of Business electives at the 200 level beyond the common body of knowledge courses.

Finance

The Finance major prepares students for careers in the financial services industry and in the finance areas of companies. The major requirements permit students to tailor a curriculum to suit individual interests in finance, real estate, and insurance.

FNCE 203 - Applications in Financial Management
Any two from the following:
FNCE 202 - Investment and Security Analysis
FNCE 204 - Financial Risk Management
FNCE 205 - Global Financial Management
FNCE 206 - Financial Services
Any two additional from the following:
FNCE 202 - Investments and Security Analysis
FNCE 204 - Financial Risk Management
FNCE 205 - Global Financial Management
FNCE 206 - Financial Services
FNCE 217 - Economics for Global Business Decisions
FNCE 221 - Risk Management and Insurance
FNCE 223 - Health Insurance
FNCE 224 - Social Insurance
FNCE 225 - Life Insurance and Retirement Security
FNCE 228 - Risk Management: Property and Liability Exposures
FNCE 230 - Real Estate Principles
FNCE 232 - Real Estate Investments
FNCE 233 - Real Estate Finance
FNCE 234 - GIS Applications and the Use of the Internet in Real Estate Markets
FNCE 298 - Special Topics
HSMG 280 - Introduction to Health Care Management
HSMG 281 - Health Care Analysis
HSMG 282 - Health Care Information Technology
HSMG 283 - Advanced Topics in Health Care Management

Health Care Management

The objective of the baccalaureate program with a major in health care management is to provide a conceptual and a practical understanding of the health care management field. The Health Care Management Program is a Full Member of the Association of University Programs in Health Service Administration (AUPHA) and is the only undergraduate Health Care Management Program in New England to maintain both AACSB accreditation and AUPHA full membership. This academic program has been designated by the New England to maintain both AACSB accreditation and AUPHA full membership. Students considering a Marketing major are advised to complete PSYC 133 or PSYC 135 or SOCI 107 as part of their Lower Division course work, and are strongly encouraged to take Business Law (BLAW) 275 to fulfill the upper division BLAW requirement.

MKTG 208 – Consumer Behavior or 209 – Industrial Buyer Behavior
MKTG 280 – Marketing Research
MKTG 282 – Marketing Planning and Strategy or MKTG 270 – Global Marketing Strategy
and two additional three-credit Marketing or School of Business Adminis-
tation or Economics electives (200-level). A maximum of three (3) credits of Marketing 289 or 299 can be counted toward this requirement. No Marketing major may count more than nineteen Marketing credits beyond Marketing 201 toward those credits presented for degree requirements.

**Real Estate and Urban Economic Studies**
The objective of the baccalaureate program with a major in real estate and urban economic studies is to provide both a theoretical foundation and a practical understanding of the field as preparation for a career as a real estate professional. This nationally recognized academic program has been designated by the New England Board of Higher Education as a New England Regional Student Program. This allows qualified residents from other New England states to enroll in the real estate program at reduced tuition since the major is not offered at other state universities in the region.

**FNCE 230 - Real Estate Principles**
Any two from the following:
- FNCE 232 - Real Estate Investments
- FNCE 233 - Real Estate Finance
- FNCE 234 - GIS Applications and Use of the Internet in Real Estate Markets

**BLAW 274 - Real Estate Law**
Any two from the following:
- FNCE 232 - Real Estate Investments
- FNCE 233 - Real Estate Finance
- FNCE 234 - GIS Applications and Use of the Internet in Real Estate Markets
- BLAW 274 - Real Estate Law

**FNCE 202 - Investments and Security Analysis**
- FNCE 203 - Applications in Financial Management
- FNCE 204 - Financial Risk Management
- FNCE 205 - Global Financial Management
- FNCE 206 - Financial Services
- FNCE 217 - Economics for Global Business Decisions

**FNCE 221 – Risk Management and Insurance**

**ECON 259 – Urban and Regional Economics**

**MKTG 280 – Marketing Research**

**Internships in Real Estate.** Students interested in a career in real estate may apply for a summer internship. During the period of the internship the students are employed and supervised by real estate firms and portfolio managers under the direction of staff of the Center for Real Estate and Urban Economic Studies. Participation in the intern program occurs during the summer between the student’s junior and senior year. A written report based on their involvement provides the basis for earning course credit. The internship provides meaningful practical experience in the field of real estate and helps students clarify their career goals.

**Risk Management and Insurance**
The objective of this major is to provide students with an understanding of risk management techniques used by individuals and businesses. The special role played by insurance in the areas of life and property-liability risk exposures and in the management of pension and other employee benefit plans is emphasized as preparation for a career as an insurance professional. The Risk Management and Insurance major has been designated by the New England Board of Higher Education as a New England Regional Student Program. Qualified residents from other New England states may enroll in this program at reduced tuition since the major is not offered at some state universities in the region.

**FNCE 221 – Risk Management and Insurance**

**FNCE 223 – Health Insurance**

or

**FNCE 224 – Social Insurance**

**FNCE 225 – Life Insurance and Retirement Security**

**FNCE 228 – Risk Management: Property and Liability Exposures**

One from the following:
- FNCE 202 – Investment and Security Analysis (formerly FNCE 208)
- FNCE 206 – Financial Services
- FNCE 223 – Health Insurance

or

**FNCE 224 – Social Insurance**

**FNCE 230 – Real Estate Principles**

**FNCE 298 – Special Topics**

and one additional three-credit Finance or School of Business Administration or Economics elective (200-level)

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**Curricula in Management and Engineering for Manufacturing**

**I. University General Education Requirements**
The University has adopted General Education requirements in a variety of curricula areas that must be satisfied as part of every bachelor’s degree program. These requirements are listed in the Academic Regulations section of this catalog.

**II. School of Business Administration Requirements**

Business students must complete the following requirements in order to prepare for professional studies that will begin in the junior year. Students should note that many of these courses may also be used to fulfill University General Education requirements.

**Management and Engineering for Manufacturing**

(jointly offered by the School of Business Administration and the School of Engineering)

**Note:** Requirements for all Management and Engineering for Manufacturing students, both through the School of Business and through the School of Engineering, are the same. Students must work very carefully with a Management and Engineering for Manufacturing advisor.

**Expository Writing**
- ENGL 110* or ENGL 111*, or ENGL 105* and ENGL 109*

**Quantitative Analysis**
- MATH 115Q and MATH 116Q or MATH 112Q, 113Q, and 114Q - MATH 210 and 211*
- STAT 110V*

**Culture and Modern Society**
- HIST 101*
- ANTH 100* or GEOG 160*

**Philosophical or Ethical Analysis**
- PHIL 104*

**Social Scientific and Comparative Analysis/Practice**
- ECON 113*

**Laboratory Science**
- CHEM 127* or 129Q*
- PHYS 151Q* and 152Q*

Management and Engineering for Manufacturing majors are required to complete the following:
- ACCT 131
- ACCT 200
- BLAW 271
- CE 211*, 212, and 287
- CSE 123*
- EE 220
- ENGR 100*
- FNCE 201
- ME 221, 222, 227, 233, and 260W
- MEM 151, 210, 211, 215W, 221, 225, and 231
- MGMT 201, and 290
- MKTG 201
- MMAT 201
- OPIM 203C, and 252
- Technical Electives courses (6 credits)

The Technical Electives course must be 200-level or higher listed in the departments listed in the School of Business Administration and the School of Engineering as specified in the Management & Engineering for Manufacturing Guide to Course Selection. Students are encouraged to seek faculty-supervised manufacturing summer internships prior to their junior and senior years. Such internships may be shown on the student records by registering for MEM 296 – Manufacturing Internship, with instructor and advisor approval.

* Courses required for the School of Business which may also meet a University General Education requirement are noted with an *

*School of Engineering requirements. See School of Engineering section.
Other Educational Opportunities

Field Study Internships. Internship experiences provide Upper Division students an opportunity for supervised field work in areas of business and government. Regular internship programs are available on a limited basis in accounting, real estate, and management. Individual internships may be arranged in other departments and majors within the School of Business Administration; these are subject to availability and departmental restrictions.

Insurance – Actuarial Science. Insurance majors who are interested in preparing for careers in actuarial science should consult the requirements under the Mathematics Department in the College of Liberal Arts and Sciences.

Study Abroad. Business Administration students with interest in International Trade and Marketing with special reference to East-West Trade and International Affairs have available to them a special joint School of Business Administration-Center for European Studies program. For detailed program description see the College of Liberal Arts and Sciences section.

Pre-Law Studies. Business Administration students who plan to apply for admission to a school of law may arrange for pre-legal curricular counseling through the assistant dean, School of Business Administration.

Cooperative Education Program. The School of Business Administration participates in the Cooperative Education Program which develops pre-professional off-campus employment opportunities for University students.

Master of Business Administration Program
General management-oriented courses of study leading to the Master of Business Administration degree are offered as a full-time day program on the Storrs campus and as part-time evening programs in Hartford and Stamford. Details of the programs may be obtained from the M.B.A. Director, School of Business Administration, 368 Fairfield Road, Unit 2041, University of Connecticut, Storrs, CT 06269-2041.

Master of Science in Accounting Program
The M.S. in Accounting is a 30-credit program. Five areas of specialization include: Financial Reporting and Assurance Services, Information Systems, Tax, Healthcare, and Financial Services. The M.S. Program is offered both on a full-time and a part-time basis. Details of the program may be obtained from the M.S. in Accounting Director, School of Business Administration, 368 Fairfield Road, Unit 2041A, University of Connecticut, Storrs, CT 06269-2041.

Ph.D. Program in Business Administration
With areas of concentration in Accounting, Finance, Management and Marketing, the Ph.D. program in Business Administration aims to produce scholars able to make contributions to academic institutions as well as to government and business. Details of the program may be obtained from the Chairperson of the Ph.D. Admissions Committee, School of Business Administration, 368 Fairfield Road, Unit 2041, University of Connecticut, Storrs, CT 06269-2041.

Center for International Business Programs
The Center for International Business Programs is a focal point for international research and outreach activities. The Center sponsors faculty travel and hosts visiting international scholars. It is a resource center for international business education. It is the focal point for facilitating academic-business partnerships on an international basis.

Center for Real Estate and Urban Economic Studies (CREUES)
The Center for Real Estate and Urban Economic Studies is especially concerned with research on real estate markets and valuation, urban growth and land use structure, and public and private administration of real estate resources. Research interests also include the administration of business firms in construction and development, real estate law, real estate financing, marketing, management, and valuation. The Center operates in conjunction with and supports the school’s teaching program in real estate and urban economic studies.

Center for Health Care and Insurance Studies (CHCIS)
The Center for Health Care and Insurance Studies (CHCIS) is concerned with education, research and service in the areas of health systems, planning, design and management. The Center administers the undergraduate program in Health Systems and the graduate program in Health Care Management. It also cooperates with other units of the University in offering interdisciplinary programs in health care education and research. Over the last ten years the Center has been primarily concerned with developing systems designed to improve the delivery of health care services.

Institute for Development of Entrepreneurial Advantage
This Institute is dedicated to exploring various aspects of entrepreneurship. The Center has focused its activities in the areas of small businesses and family businesses. There is also a generalized program in entrepreneurship. Description of the three component parts of IDEA, the Family Business Program, the Small Business Institute, and the Thomas J. and Bette Wolff Family Program in Entrepreneurship follows.

Family Business Program
This program was created as a result of a business community-University of Connecticut School of Business Administration partnership to provide a resource for family businesses. The Center also is a focal point for research in the area of family business. There are a number of corporate sponsors for this program. Members from all businesses can participate in workshops and round table discussion on issues of interest to family businesses.

The Wolff Program sponsors a series of luncheons between highly successful entrepreneurs and honors students interested in becoming entrepreneurs. The primary objectives of the series are to provide a forum for discussing the role of free enterprise in our American economy and to expose budding entrepreneurs to successful business role models.

This program also sponsors an annual lecture series which invites top entrepreneurs from the nation to speak before our students and alumni.

The Small Business Institute
The Small Business Institute provides free management consulting on all types of business problems for a growing number of small businesses and start-up ventures throughout Connecticut. During this past year, management consulting reports were provided for 70 clients.

Consulting teams are composed of MBAs enrolled in either the Small Business Management and Entrepreneurship course, the Business Policy, Strategy and Planning course, or the Small Business Consulting (Independent Study) course. In some cases, the graduate students are supported in their assignments by undergraduate students. Clients may be recommended for consulting by the United States Small Business Administration, students, alumni or small business people may contact the Director of the Institute directly.

Thomas J. and Bette Wolff Family Program in Entrepreneurship
The Wolff Program sponsors a series of luncheons between highly successful entrepreneurs and honors students interested in becoming entrepreneurs. The primary objectives of the series are to provide a forum for discussing the role of free enterprise in our American economy and to expose budding entrepreneurs to successful business role models.

This program also sponsors an annual lecture series which invites top entrepreneurs from the nation to speak before our students and alumni.

The support for this program is due to the generosity of one of our most distinguished alumni, Mr. Thomas J. Wolff. The department is indeed proud to have such support.

Institute of Writing
The Institute of Writing was created in 1988 to encourage excellence in professional communication. As part of the School of Business Administration, its major responsibility is to teach both undergraduate and graduate students how to write, speak, think, and listen more effectively. In addition, the Institute sponsors a yearly prize for the best written legal brief in Connecticut, and holds seminars on legal and technical writing. It also conducts workshops for faculty on grant proposals. Outreach programs will expand in the future.