



Colleges of Distinction Business Field of Study Badge

We are excited to spotlight already recognized Colleges of Distinction that deliver leading-edge business programs. Economics have always been vital to undergraduate studies, but society is increasingly shaped as much by entrepreneurship and corporate stewardship as it is by public policy, law, education, the humanities, etc.

Earning a Business Field of Study Badge

Institutions that earn the Business Field of Study badge exhibit **high-impact practices** in both their overall undergraduate programs and in their business programs. These institutions also meet criteria specific to their business programs:

Stability: The business program has been active at least 10 years, has shown stability in the number of degrees awarded annually, and is nationally accredited by such organizations as:

- AACSB: Association of Advance Collegiate Schools of Business
- ACBSP: Accreditation Council for Business Schools and Programs
- IACSB: International Accreditation Council for Schools of Business

Multidisciplinary: The program features three or more distinct disciplines, such as marketing, accounting, finance, management, entrepreneurship, IT management, corporate strategy, etc. Students learn to approach business problems with critical thinking rooted in both quantitative and qualitative approaches, and they possess such critical soft skills as leadership, public speaking, information literacy, etc.

Practical experience: The program requires that its students gain experiences working with real-world firms, whether that be through internships, practica, consulting projects, etc.

Collaborative learning: The program emphasizes collaboration among students through methods like case-method teaching, business plan competitions, etc. Students also collaborate with non-business majors, e.g., pre-law, engineering, pre-med, etc.

Business Ethics: These programs graduate students grounded in business ethics. They learn how a firm's obligations extend beyond its shareholders and to a greater ecosystem of customers, employees, investors, communities, suppliers, and the environment.

Dedicated Advising and Counseling: The program has academic advisors/counselors and career counselors dedicated exclusively to Business majors.

High-Impact Practices that are tailored to business majors.

Industry connections: Whether through job placement, internships, co-op opportunities, advisory councils or networking activities, the institution provides students with numerous avenues to build career connections in the field.

Using the Business Badge

As with other marketing assets that Colleges of Distinctions provides its members, institutions can use their Business Badge to:

- Attract and enroll prospective students
- Cultivate donors
- Develop corporate partnerships
- Build connections with employers
- Hire top faculty
- Strengthen grant proposals

This **Marketing Best Practices** document provides some ideas for how to use assets like the Business Badge in each of the preceding areas. This **Maximizing Recognition** document illustrates how institutions have integrated assets like the Business Badge into their enrollment marketing plans.

Questions?

If you have questions about whether your institution qualifies for a Business Badge or how to make the best use of it, please contact:

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