Your life isn’t one dimensional, so why should your education be?
Individual Program of Study (IPS)
Hannah Jeffers

• Accounting Major
• Interest in Film, and Art as well as Business
• Monroe Scholar – film project
• Tribe Ambassador and Tour Guide
• Participated both the Accounting Tax Challenge and the Goodman Audit Challenge
• Artistic interests have enhanced her business coursework

Kritika Sharma

• Marketing major, Management & Organizational Leadership concentration
• Research on Gen Y with business Prof. Ron Sims
• Internships with Metro Washington Airports & Booz Allen Hamilton
• Leader of William & Mary Consulting

Nat Baako

• Finance Major, Accounting concentration, with an International Emphasis
• International Student from Ghana
• Studied abroad in Manchester, England.
• Midfielder on Tribe soccer player
• Selected as CAA National Player of the Year and Scholar/Athlete of the Year

mason.wm.edu/UGprofiles
Curriculum for Majors

Core Curriculum
Pre-requisites, Integrated Foundation Semester, Upper-Level Core Coursework

Majors
Accounting, Finance, Marketing, Process Management & Consulting

Concentration and/or International Emphasis
Accounting, Entrepreneurship, Finance, Management & Organizational Leadership, Marketing, Process Management & Consulting
First Semester in the Business Major program
Integrated Foundation Semester (the “Block”)

Discipline Courses (3 credits each)
- Finance
- Info Systems
- Marketing

Integrative Courses (1 credit each)
- Business Perspectives
  - Anchor Course
  - Ethics
  - Teamwork
  - Presentation Skills

- Computer Skills
  - Anchor Course
  - Technology Applications

Global Perspective across all classes
Curriculum for Integrated Foundation Semester

Required - 11 credits of coursework first semester as a major

- BUAD 300 Business Perspectives & Applications (1-Pass/Fail)
- BUAD 311 Principles of Marketing (3)
- BUAD 323 Financial Management (3)
- BUAD 362 Introduction to Information Technology (3)
- BUAD 330 Computer Skills for Business (1-Pass/Fail)
What to expect in the Integrated Foundation Semester

Community
Blocks ~ Teams ~ Simulation ~ MasonFest celebration ~ Community events ~ Relationships with faculty and staff

Skill Building
Presentations ~ Business Communication ~ Resumes ~ Interviews ~ Ethical reasoning ~ Decision-making ~ Broad-based business understanding

Opportunities
Student Organizations ~ Guest Speakers from business and beyond ~ Professional events ~ Networking ~ Research
Developing your IPS: 
*Balancing Experiences & Reflections*

**Reflections**

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**Experiences**

- **Summer Experience 2011**
  - Courses: Research; Study Abroad; Internships; Service Learning

- **Fall Integrated Foundation Semester**
  - Experience of different business areas; career events; networking; communications & team experience; student orgs

- **Winter Break**
  - Externships; Career Trips to NYC & DC; Study Abroad (SE Asia)

- **Spring Semester: Launching your Major & Concentration**
  - Upper-level courses; continue exploring and refining depth of study; consider research opportunities for summer or senior year

- **Summer Experience 2012**
  - Courses: Research; Study Abroad; Internships; Service Learning
IPS in Action

Social Entrepreneurship & Service Learning

Courses and Research

Professional Experience

International Study
Many business students participate in service projects during the summer.

W&M Service Programs and Trips

Social Entrepreneurship Corps

Community Engagement Grants are available
Courses and Research

W&M General Education Requirements (GERs)

Major and/or minor coursework

Faculty-Student research opportunities

Honors and Scholarship projects
Professional Experience

Internships and Externships

Professional Development Sessions and Advising Sessions

Skill-building opportunities with student organizations
Internationalize your IPS

We endorse 100% of business students having an international experience.

Semester Exchange Programs
Summer Faculty-Led Programs
Budapest Summer Study Program

Five week Summer Program

Students Earn 7 W&M credits:
• Consumer Behavior
• Topics in International Finance
• Organizational Behavior

Four in-class study excursions into Budapest (i.e. Ministry of Economic Affairs, Hungarian Parliament, etc.)

Three-day excursion to Prague