

Business *and* Business Administration 4+1



Fast track your business career.

Why Study at Rivier?

Our Business 4+1 program provides you with a streamlined, integrated academic experience that will give you an edge in the job market.

Build Your Knowledge Base

Rivier's 4+1 program allows you to complete a B.S. in Marketing, Business Management, Finance, or Sport Management in your first four years and apply for the one-year MBA in your senior year. Coursework and projects ground you in quantitative and qualitative analysis and incorporate applications-based learning using new technologies, global perspectives, and ethics-based best practices. The one-year MBA provides advanced knowledge in financial management and addresses marketing and new product development, project management, economic analysis, strategies for innovation, and more.

Gain Real-World Experience

The curriculums focus on experiential learning, having you apply what you've learned to real-world situations. As a Business undergraduate, you are required to complete one career-focused internship and encouraged to participate in others. Students often intern in sales, financial planning, sport, and marketing organizations. Internships provide practical experience that builds your confidence and your resume. Study abroad opportunities, clubs, and co-curricular events offer learning and leadership experiences outside of the classroom.

Begin Your Career

Rivier's 4+1 program offers a wide range of career options, such as:

- Business directors, vice presidents, and CEOs
- Marketing executives and management consultants
- Financial analysts and investment bankers
- Non-profit organization leaders

Advanced Degrees

Rivier's traditional MBA degree is a 36-credit program. However, if you enroll within one year after completing a Rivier Business degree (see above), you will be considered for the 30-credit MBA program.

Journeys of Transformation

Rivier University's core curriculum, titled *Journeys of Transformation*, aligns with the American Association of College & Universities essential learning outcomes. Coursework focuses on developing strong intellectual and practical skills for workforce success, and offers opportunities for service learning, servant leadership, and civic engagement to enhance leadership abilities.



12,175 sq. ft.
high-tech Cybersecurity
Lab and Tech Hub
opened in 2022



100%
of students complete
internships, field
experiences, or service
learning programs



36,000 sq. ft.
cutting-edge
Science & Innovation
Center



90+ years
of educational
excellence



100%
of students receive
financial aid



B.S. Course of Study

The Bachelor of Science in business programs that lead into the 30-credit MBA are listed below. Detailed information on these programs is available at the Rivier University website and in the academic catalog.

- Bachelor of Science in Business Management
- Bachelor of Science in Finance
- Bachelor of Science in Marketing

Business program majors may apply for this MBA program in their senior year. Students must complete their undergraduate degrees prior to entering the fifth-year program and have earned a cumulative grade-point average of 3.0 or higher to maintain eligibility.

MBA Course of Study

BUSS 523	Marketing and New Product Development
BUSS 550	Global Finance for Managers
BUSS 574	Project Management
BUSS 644	Risk Management and Decision Making
BUSS 699	Strategies of Innovation

Choose two of the following:

BUSS 502	Business Research and Communications
BUSS 560	Organizational Dynamics
BUSS 675	Operations and Quality Management

MBA students select one of the following concentrations:

- Management
- Information Technology Management
- Marketing

Students must take three courses from their chosen area of interest.

MANAGEMENT

BUSS Elective 1
BUSS Elective 2
BUSS Elective 3

INFORMATION TECHNOLOGY MANAGEMENT

BUSS 651	Leading Projects through Virtual Environments
COMP 572	Computer Security
COMP 610	Database Management Systems
COMP 616	Data Mining

MARKETING

BUSS 581	Digital Marketing & Analytics
BUSS 680	Sales Management
BUSS 687	Strategic Brand Management

The University reserves the right to make changes when appropriate and necessary as needed without notification. (0824)

Employment Promise Program

Rivier's **Employment Promise Program** enhances the career preparation and employability of students in all academic disciplines. The program includes mentorship through Rivier's Career Development Center and features a tailored four-year academic and professional development plan, integrating experiences that have been shown to enhance overall employability and improve job search success.

Confidence in the quality of a Rivier education enables the University to ensure invested students will secure employment within nine months of graduation. If not, the University will provide the student additional financial or educational support. Get more information at rivier.edu/EPP.



Academic Accreditation

Rivier University is accredited by the New England Commission of Higher Education (NECHE).



Rivier's undergraduate programs in Business Management, Finance, Marketing, Sport Management, and Cybersecurity Management, as well as our MBA programs, are accredited by the Accreditation Council for Business Schools and Programs (ACBSP, 11520 West 119th Street, Overland Park, KS 66213, (913) 339-9356, www.acbsp.org.)



Quick Links

 Ask a Question
admissions@rivier.edu

 Talk to an Admissions Counselor
rivier.edu/team

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events.rivier.edu

 Tuition & Fees
rivier.edu/tuition

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or online at apply.rivier.edu

