DANIELS UNDERGRADUATE Programs

University of Denver
DANIELS COLLEGE OF BUSINESS
Rigor. Relevance. Results.
Inspired by the past. Focused on your future.
Congratulations on your decision to pursue a business degree. Exciting things are happening at the Daniels College of Business—and it’s all geared towards inspiring future innovators and global leaders like you.

Today, the pioneer spirit that launched one of the first ethics-based leadership curriculums is channeling the foresight of our namesake, Bill Daniels, in bold new ways. Daniels offers engaging experiences for our students outside the classroom that ensure they are equipped with the skills necessary for success following graduation.

The Daniels Difference: immersive, hands-on learning ensures that you graduate market ready. Employers seek creative thinkers and leaders with the ability to hit the ground running. The Daniels Difference is in the doing. Our innovative action-based programs take you out of the classroom and into the marketplace. You will develop personal and authentic leadership skills as you tackle relevant business challenges in real time. This approach combines our legacy with our experiential curriculum to prepare you for the future. The result: you will discover how the modern marketplace impacts the human condition and become a pioneer for the public good who is ready to influence global business issues.

At the intersection of rigor and market relevance, the Daniels Difference gets results: our graduates are in demand.

Thank you for your interest in the Daniels College of Business at the University of Denver. As the eighth-oldest business school in the country, our 100+ years of legacy in leadership development is the foundation you need to grow, compete and thrive. Become a pioneer and experience the Daniels Difference that will set you apart in your academic journey—and far beyond.

Sincerely,

Brent Chrite, PhD
Dean

Lisa Victoravich, PhD
Assistant Dean
The Daniels Difference is a unique, challenge-based approach that gives you hands-on experience—and the skills employers demand.

**LEADERSHIP & TRADITION**

Build your personal and authentic leadership skills on ethical pillars.

Daniels has a rich history of integrating business ethics and values-based leadership in its core curriculum. Our namesake, Bill Daniels, was a renowned business leader and philanthropist, who attributed his personal and professional success to a set of values and principles that guided his life and business. These values include:

- Integrity
- Trust
- Accountability
- Transparency
- Respect
- Rule of Law
- Viability
- Fairness

**MARKET READY**

Learn from programs directly aligned with marketplace expectations and opportunities.

Imagine being trusted with the task of actively managing the Reiman Fund, a stock portfolio worth $270,000. This is not a simulation; you will actually use your analytical skills to:

- Identify and invest in undervalued companies
- Run a portfolio attribution analysis
- Present formal buy and sell recommendations

**CHALLENGE-BASED**

Take on real world business challenges via action-based learning.

A key component of our Gateway to Business course is the Madden Challenge, a thrilling 10-week team competition that fuels your entrepreneurial spirit while driving home business fundamentals. Here’s your chance to:

- Design a functional mobile app prototype
- Present to angel investors at the end of the quarter in a competitive format
- Receive team prize money and financial assistance to bring the app to market

My advertising class included a real-world marketing scenario in which we developed a creative strategy and advertising campaign and presented it to the client. The experience was a blast and receiving feedback from people who actually work in the industry was invaluable; I will always carry the experience with me.

JORDAN MENDICINO
Marketing

Daniels allows me to pursue my dream of working in Hospitality while providing an intensive and challenging business education. Smaller class sizes make me feel like I belong, and give me the support I need to push out of my comfort zone and grow as a person.

CAIT JACKSON
Hospitality Management
Becoming a successful business leader requires more than knowledge and intelligence. To be successful, business leaders must exhibit strong interpersonal communication skills, business etiquette and the power to make strategic decisions. The Daniels Professional Development Program (DPDP) requires students to participate in experiential activities to master these skills.

Our faculty infuses your learning with a wealth of professional experience and strong ties to the business community. DPDP, in conjunction with Daniels Career Services, supports your development beyond the classroom. We want to ensure that you graduate with the leadership savvy and communication skills you need to fuel your career. DPDP is required for all undergraduate business majors.

The professors at Daniels have been an integral part of my experience and success. They are there to guide and challenge me. There have been countless times where a professor has taken the extra time to make sure that I understand a concept, or to simply talk and get to know me as a person. I cannot emphasize enough how lucky I am to be surrounded by a group of people who want to help young adults grow and learn.

Katherine Toldy
Business Information & Analytics

Admission to Daniels
A number of qualified students may be granted direct admission to Daniels when accepted to the University of Denver. Students not directly admitted into the Daniels College of Business apply via secondary admission upon successful completion of prerequisite coursework. This process supports academic quality, small and engaged classes and strong student-faculty connections.

Class Size
The average undergraduate class size at Daniels is 24 students. This facilitates stimulating group discussions and interaction with faculty.

Professional Advising Team
Daniels has a dedicated team of Academic Advisors who work with current and prospective business students to navigate their curricular journey, University life and assistance with applying to graduate school.

Daniels Distinction Program
The Daniels Distinction Honors Program fosters the talents of high-performing undergraduate students. Students in the program attend small, intense classes with advanced coursework and participate in undergraduate business research or experiential learning opportunities.

International Experience
Daniels students must fulfill an international experience requirement through a four-credit class or study abroad. Participation in the Cherrington Global Scholars program will satisfy this requirement. Note: International students meet this requirement by virtue of studying at DU.

Accreditation
Daniels has been continuously accredited by the Association to Advance Collegiate Schools of Business International (AACSB) since 1923. AACSB provides internationally recognized, specialized accreditation for business and accounting programs at the bachelor’s, master’s, and doctoral level.
FIRST YEAR EXPERIENCE

A Real Life Entrepreneurial Challenge
Calling all student entrepreneurs! Gateway to Business gives you the chance to live and breathe the creation of a business. You will design a mobile app, write a business plan and present your team’s idea to a panel of judges.

“The Gateway to Business course pushed me outside of my comfort zone. My desire to pursue a career in business was reaffirmed by the lessons in management, marketing and project investments. I will be forever thankful for that experience.”
−Alexandra Tilton | Finance

Immersion in Analytical Thinking and Technical Expertise
While completing the Data Analytics Sequence, you’ll learn how to inspect, clean and model data to guide business decisions. All Daniels students become certified in Microsoft Word, Excel, and PowerPoint.

Professional Development that Sets You Apart
The Daniels Professional Development Program (DPDP) is a required part of the curriculum created to prepare students for success before and after graduation.

Understanding the Importance of Behavior in Organizations
Have you ever wondered why some organizations thrive while competitors with the same technology and capital resources fail? In Leading Organizations, you learn about the human elements that foster organizational success.

SECOND YEAR EXPERIENCE

A Strategic Business Communications Course Designed with the Market in Mind
Recruiters and employers make it plain in survey after survey: they want to hire business students with excellent writing and speaking skills. In our new Strategic Business Communication course you will practice crafting and executing masterful speeches, pitches and presentations.

Develop your Ethical Compass
Students taking Foundations of Business Law will participate in Ethics Boot Camp (EBC). Within a cohort of 12 students, you will work with business leaders and faculty to implement a community service project.

“As a participant of EBC, I was able to grow professionally and personally. The experience challenges your thinking, encourages moral development and helps provide better insight into the role of ethics in our future careers. I chose to be a campus leader because EBC made a huge impact in my life and I wanted to share my experience with others and give back.”
−Savanah Snider | Marketing

The Daniels Core:

1st Year Core Courses and Experiences:
BUS 1000: Gateway to Business (Madden Challenge)
INFO 1010: Analytics I: Data & Analysis (Excel certification)
INFO 1020: Analytics II: Statistics & Analysis (Word and PowerPoint certification)
MGMT 2100: Leading Organizations
DPDP Checkpoint: Résumé, Cover Letter, Major Workshops, Two Career Services Workshops

2nd Year Core Courses and Experiences:
MKTG 2800: Introduction to Marketing
BUS 3000: Strategic Business Communication
LGST 2000: Foundations of Business Law (Ethics Boot Camp)
FIN 2800: Financial Decision Making
ACTG 2200: Accounting for Decision Making
INFO 2020: Analytics III: Business Modeling
DPDP Checkpoint 2: Mock Interview, Career Fair and Two Career Services Workshops

3rd Year Core Courses and Experiences:
MGMT 3000: Business Policy & Strategy
BUS 3500: Business for the Public Good
Study Abroad Internship Experience

THIRD YEAR EXPERIENCE

Global Exploration
Approximately 70% of Daniels students choose from 150 universities in 55 countries to study abroad.

“During my time abroad in New Zealand, I met a lot of great people from around the world, experienced new cultures and discovered myself. It opened my mind and broadened my horizons.”
−Zhonglin (John) Qiao | Hospitality & Finance

Profits and Stakeholder Value Go Together
In Business for the Public Good, the culminating experience of the Daniels Core, you will explore how business fits into the larger society. You will work in teams to address a real-world problem while considering issues such as corporate social responsibility, privacy, and technology. At the conclusion of the course, you will present your solution to a panel of experts.

FOURTH YEAR EXPERIENCE

Focus on your major coursework and meet with our career counselors to secure a job or talk with our academic advisors about graduate school options.

“The Gateway to Business course pushed me outside of my comfort zone. My desire to pursue a career in business was reaffirmed by the lessons in management, marketing and project investments. I will be forever thankful for that experience.”
−Savanah Snider | Marketing

EXPERIENCE THE DIFFERENCE
CAREER Services

2016 Undergraduate Stats

88% KNOWLEDGE RATE

STUDENT BODY
84% DOMESTIC
16% INTERNATIONAL

AVERAGE SALARY
$49,776 DOMESTIC $50,087 INTERNATIONAL $42,000

Students with Internships
83% of Daniels students have completed at least one internship

Accepted Job Offers by Geographic Location
- 72% Colorado
- 13% West
- 4% Southwest
- 2% Mid-Atlantic
- 3% Midwest
- 4% Northeast
- 1% South

Accepted Job Offers
- 86% Domestic
- 61% International

Professional Functions
[For those accepting jobs by 3 months post grad]
- 4% Operations/Production
- 4% Accounting
- 9% Entrepreneur/Founder
- 16% Other
- 10% General Management
- 16% Marketing/Sales
- 30% Finance

Knowledge Rate
83% of Daniels students have completed at least one internship

CLASS OF 2016 ACCEPTED OFFERS

Arrow Electronics
Boeing
Charles Schwab
DaVita
Four Seasons
Fransen Pittman G.C.
Goldman Sachs
Janus Capital Group
Marriott International
Motivity Solutions
Northwestern Mutual
PricewaterhouseCoopers
SDR Ventures
Stonebridge
U.S. Bank
Vail Resorts

INDUSTRIES IN COLORADO
- Aerospace
- Aviation
- Beverage Production
- Bioscience
- Broadcasting & Telecommunications
- Energy
- Financial Services
- Healthcare & Wellness
- Information Technology-Software
- Leisure & Hospitality
- Real Estate & Development

I wanted to be involved in a business school that I knew would not only prepare me tactically, but would do a stellar job of helping me explore career options. Daniels does a great job of placing students with top tier companies (like KPMG, Nike, Bloomberg, etc.), and preparing us for those conversations and interviews. The school has done so much for me in a professional sense: it is because of Daniels that I had the prestigious opportunity of meeting Warren Buffett, and I would recommend Daniels to any student looking for a bright and successful foundation for their career in business.

AISH NARANG
Accountancy

Students with Internships
83% of Daniels students have completed at least one internship

86% Domestic students
61% International students

Stat are 3 months after graduation. Career Statistics collected and presented in compliance with National Undergraduate Business Symposium standards.

4% Logisitcs 4% Information Technology
16% Consulting 16% Marketing/Sales
Dress Code
You have the knowledge. You have the experience. Now dress the part! Looking polished and professional is one way to instill confidence in yourself and affect how you are perceived by others. The Dress Code, an interactive fashion show, showcases business attire in various scenarios. From your first impression to your next promotion, knowing how to dress well is essential for both!

Welcome Back BBQ
Kick off the start of the new academic year and enjoy a fun and casual meal with other Daniels students, faculty and staff.

Undergrads on Ice
Upon your return from winter break, spend an evening skating on Magness Arena while enjoying brownies and hot chocolate.

Etiquette Dinner
We know that clients are signed, deals are struck and jobs are offered over meals. In the business world, meals are a strategic way to learn about a person’s character and professionalism. At the Etiquette Dinner, you will learn the proper way to dine with class and set yourself apart from the competition—this evening is full of fun and walks you through proper dining instruction.

Business Olympics
At this fast-paced event, you are challenged in various ways from building the tallest Lego tower, to naming the corporate logo and testing your knowledge at business Jeopardy. The team that wins the most games is immortalized on our Business Olympics trophy.

Undergraduate Case Competition
Working in teams with your peers and a faculty mentor, our case competition gives you a chance to compete against other Daniels undergrads tackling relevant and current business issues and presenting your solutions to local business professionals.

Peer to Peer Mentor Program
The Daniels Pioneer Peer to Peer Mentor Program matches a first-year student with an upperclassman. The goal of this program is to support student academic success that facilitates social interaction, community building and development for first-year students.

Leadership Opportunities
Daniels is home to many student groups that provide opportunities to develop your leadership skills.
Our beautiful college campus is surrounded by breathtaking views of the Rocky Mountains and is a vibrant hub of engagement throughout Denver and the west. Widely recognized as a top city for young professionals and ranked #1 in 2015 and 2016 on Forbes’ List of the Best Places for Business and Careers, Denver offers more than 300 days of sunshine, speedy access to a natural playground of outdoor adventure, professional sports teams and world-class dining. A hot spot for thriving business activity, you will receive the benefit of the College’s strong corporate connections throughout the Denver-metro area.

NATURE’S PLAYGROUND MEETS A YOUNG AND VIBRANT CITY
IN 125 ACRES OF TIMELESS BEAUTY

IN A WORD...

Destination

DENVER STARTUP WEEK
The University of Denver shares a unique connection with Denver Startup Week (DSW), as two of the three founders of DSW are DU alums. The largest event of its kind in North America, DSW is the summit of entrepreneurial energy, innovation and connection. At over 13,000 participants and counting, DSW features numerous panels created and hosted by DU faculty and staff, our alumni and industry partners. The week culminates with the Pitch Challenge, a wide-open, “show-us-your-best” competition that provides a chance for any young Denver company—small business or startup with less than $5 million in outside investments—to pitch in front of a panel of “celebrity” judges at a Grand Finale.

PROJECT X-ITE
Project X-ITE is the hub that connects innovation, technology and entrepreneurship across the University of Denver campus to forge new paths and to create collaborative solutions to today’s relevant issues.

XPLORE
Project X-ITE provides a portal for you to explore your curiosity for entrepreneurship, innovation and technology. Project X-ITE offers plenty of events, challenges and competitions to help you launch your idea and take it to the next level. These events include summits, speaker series, ideation challenges, and pitch competitions.

THE ENTREPRENEURSHIP MINOR
The Entrepreneurship minor at Daniels focuses on action, decision-making, experimentation and hypothesis testing in the face of an uncertain future within a business context. When you complete the Entrepreneurship minor you will understand how to shape a business, its economic, political and social context, and the creation of products or services.

The Entrepreneurship minor is open to all undergraduate students. Individual classes may be taken as electives.

I wanted to move west and DU is held in high regard in the business community. I am having a fantastic experience at DU and Daniels in particular.

CHASE STILLMAN
Real Estate & Sustainable Development

I2500