

Meet some recent
successful graduates from the
Ketner School of Business:

Kathryn Merrell
Moore '04



B.S. in Accounting

Founder and Operator
Katydid Designs
West Palm Beach, Fla.

Derek
Camps '03



B.S. in Business Administration,
concentration in Marketing

Territory Manager
Boston Scientific -
Endourology
Orlando, Fla.

Colan
Potemra '03



B.S. in Business Administration

Southeast Region
Sales Manager
Covidien
Raleigh, N.C.

Allan
Autry '08



B.S. in Business Administration,
concentration in Accounting
Master of Accountancy degree,
N.C. State University, 2009

Accountant
Johnson Lambert & Co.
Raleigh, N.C.

Our Purpose: Your Promise.

That is our Catawba College promise to you.

Type: Private, coeducational, residential institution
offering strong science and pre-professional programs

Founded: 1851

Professors: 78 full-time faculty, more than 70%
of whom hold terminal degrees

Student-Faculty Ratio: 15:1

Residence Life: 80% of students live on
campus with housing guaranteed for four years

Location: Salisbury, N.C., located 45 minutes
from the greater Charlotte area, Greensboro and Win-
ston-Salem, and two hours from the mountains and
four hours from beaches



KETNER
SCHOOL of
BUSINESS

2300 W. Innes St.
Salisbury, NC 28144
1-800-CATAWBA (228-2922)
or 704-637-4405
Fax: 704-637-4422

www.catawba.edu



What does Ketner School of Business have that
no other school of business can match?

An unwavering commitment to you.



KETNER SCHOOL OF BUSINESS

Your Aspirations.
Your Future.
Your Catawba.

www.catawba.edu

Here at the Ketner School of Business, you'll do more than just learn about business.

You'll experience, apply and practice what you learn so that when you begin your first job after graduation, you will have a running start.



Yes, you'll be well-prepared with the core business knowledge and theories, but you will also be well-prepared to work in teams, communicate clearly, analyze situations, solve problems, utilize technology, make good decisions and provide value-based leadership.

Our curriculum blends the competencies of liberal studies with career preparation and our participant-centered learning brings theory, practice and experience into focus.

You'll be engaged with:

- Case studies relevant to your courses
- Guest lectures with speakers from business and industry
- Team projects and applied research
- An internship during your junior or senior year
- Community Service Projects
- Interaction with recent Business School graduates
- Optional international experiences

The cornerstone of the Ketner School of Business is a firm grounding in ethics and values. This is not just a

lecture, not just a course, but a part of our culture. We believe that ethical and value-based leadership should be an integral part of business and at Catawba College, it is!

In small classes, our academic programs come to life with personal interaction between students and faculty who not only "know their stuff," but can help you apply it to the real world. Our professors who have a wide variety of experiences are committed to the success of each student and are accessible for advice, extra help, or just a friendly chat. And, professors teach all of our classes because there are no teaching assistants at Catawba.

We strive to help our students become well-rounded, contributing members of their community, therefore we emphasize early and often the importance of community service and involvement in professional organizations.

Our B.S. degree in Business Administration offers the following concentrations:

- Accounting
- Economics
- Information Systems
- Management
- Marketing

With minors available in:

- Accounting
- Business Administration
- Economics
- Information Systems
- Marketing

Mentors help connect Catawba business students with successful business leaders.

Our high tech campus provides WiFi, 24-hour computer labs in the Ketner School of Business, and connects our students to the very latest technologies.

Meet some recent successful graduates from the Ketner School of Business:

Maurice Price '03



B.S. in Business Administration, concentration in Information Systems
Master's of Information Technology, UNC Charlotte, 2008

Systems Analyst
City of Salisbury
Salisbury, N.C.

Heather Underhill Schmitz '02



B.S. in Business Administration, concentration in Marketing
MBA, East Carolina University, 2003

Contract Specialist
The SAS Institute
Raleigh, N.C.

Joseph "Jody" Widener '01



B.S. in Business Administration, concentration in Marketing and Management
MBA, Indiana University of Pennsylvania, 2002

Logistics Commercial Planner
Ikea
Conshohocken, Pa.

Because we know that you've made a promise to yourself – a promise to strive, to achieve and to become what YOU want to be – **Catawba exists to help you realize your full potential and to keep that promise to yourself.**