



**IT'S ALL OF OUR**  
**BUSINESS**



# WE POWER BUSINESS

## WE'VE GOT THE RÉSUMÉS TO PROVE IT

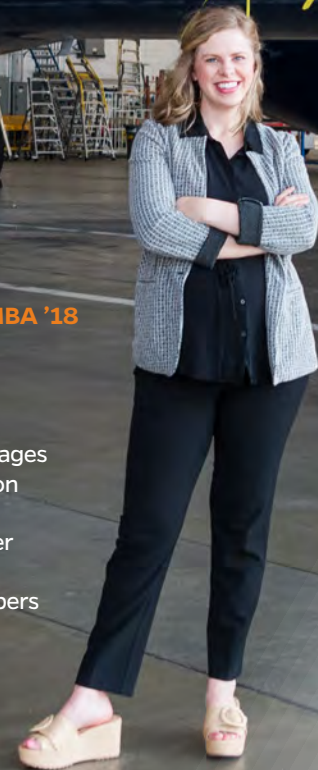
At Mercer, our job is to help you do your job in the best way possible. We'll help you power a career that will take you in every possible direction.

Mercer business students land internships and careers with organizations like:

- Atlanta Braves
- Atlanta Hawks
- Aflac
- Centers for Disease Control and Prevention (CDC)
- Deloitte
- Delta Air Lines
- Google
- IHG Hotels & Resorts
- Morgan Stanley
- PricewaterhouseCoopers
- Truist

**Allison Brantley,**  
BBA in Accounting '15, MBA '18  
PROJECT MANAGER  
TECHNICAL OPERATIONS  
DELTA AIR LINES

**EXPERIENCE** • Allison manages interior aircraft modification projects to make the cabin and flight experience better and more comfortable for customers and crew members of Delta Air Lines.



# 96%

of business students who graduated in 2022 were employed or in graduate school six months after earning a Mercer degree.\*

\*See methodology at [mercer.edu/post-graduate](https://mercer.edu/post-graduate).

# THE EDUCATION TO BUILD IT

Mercer's Stetson-Hatcher School of Business equips you for a meaningful career in business. Undergraduate students benefit from the support of experienced faculty mentors, academic advisors, and career coaches inside and outside the classroom. You'll find many Mercer business students double—and triple—majoring in both complementary and interdisciplinary areas of study.

## Undergraduate Programs

- Accounting
- Economics
- Entrepreneurship
- Finance
- General Business
- International Business
- Management
- Marketing
- Risk Management and Insurance
- Sports Marketing and Analytics
- Supply Chain Management

## Add a Graduate Degree

Your next power move? Leverage Mercer's **Special Consideration Program** to seamlessly transition into a graduate program and become a **#DoubleBear**.

**30% tuition benefit**

**Priority admission consideration**

**Waived application fee**

- Master of Accountancy
- Master of Business Administration (MBA)
- Master of Science in Business Analytics
- Master of Science in Integrative Business

*Customize your graduate program with our in-demand graduate certificates.*

## Triple Bear = Triple Threat

Combine the Mercer MBA with another Mercer graduate or professional program to minimize your time and investment and maximize your impact.

- Master of Accountancy + MBA
- Master of Divinity + MBA
- Doctor of Pharmacy + MBA
- Doctor of Physical Therapy + MBA
- Juris Doctor + MBA

# AND THE SKILLS TO FUEL IT

Mercer undergraduate business students are part of the School of Business from day one—no additional application required. You'll receive personalized career development support through workshops, seminars, career fairs, and special events so that a few years from now, you're completely job ready on day one of your next chapter.

## DON'T CALL THEM SOFT SKILLS—THEY'RE POWER SKILLS

- Major/Minor Selection ✓
- Internship Experience ✓
- Interview Preparation ✓
- Network Expansion ✓
- Personal Brand Development ✓
- Global Impact ✓

# POWERED BY AMBITION

## OUR SOPHOMORES AND JUNIORS DOUBLE AS SENIOR EXECES

There's real-life learning and then there's real-life doing. Through Mercer's **Student Managed Investment Fund**, students get to make real financial decisions with real university dollars.

When Mercer's Board of Trustees greenlit a million-dollar allocation to start the student-designed, student-run Student Managed Investment Fund—they looked to not only spark significant financial growth, but to kickstart one of Mercer's most popular and impactful experiential learning experiences.

In this course, business students spend two semesters developing a financial analyst's report on stocks and investments before making decisions on whether to include those stocks in a fund, sell them if they're already in their fund, or continue to hold them. Along the way, students meet with industry leaders and judges to simulate how decisions are made at the investment banking level.

Now, the course is an elective for all finance majors—and has helped numerous students secure internships, jobs, and entrance into graduate school programs.



“Having the opportunity to essentially run a million-dollar fund alongside my peers has given us invaluable experience.

**Mark Bearden, BBA in Finance '22**  
INDIRECT TAX ANALYST  
PORSCHE CARS NORTH AMERICA

**EXPERIENCE** • Mark provides analysis and support for internal and external auditors, assists in monitoring compliance of management rules and internal control policies, and works with department managers and teams to provide support and analysis.



# DRIVEN BEYOND THE CLASSROOM



Mercer's business students build impressive résumés by pursuing individual interests in student organizations, service initiatives, global experiences, undergraduate research, and more.



## Game On

Juniors and seniors are partnering with a local baseball team, the **Macon Bacon**, to gain real-world experience through a Sports and Entertainment Marketing course. During this course, students analyze game data, promote ticket sales, and plan community events. They also partner with Mercer Athletics to expand their knowledge outside the classroom.

## Get the Word Out

**Traffick Jam** is a social brand owned and managed by Mercer marketing students. Its purpose is to prevent youth from being sold for sexual purposes (trafficked), and it educates local high school students on how to recognize warning signs. The marketing team builds brand equity, earns sponsors, creates products, and holds events to raise funding for its initiatives.

## Lead the Way in Research

Mercer University's team won first runner up in the 2023 **CFA Institute Southern Classic Research Challenge** and earned first place the previous two years. This annual competition engages students from the Southeast to test their analytic, valuation, report writing, and presentation skills.

## Promote Economic Education

The **Center for the Study of Economics and Liberty (CSEL)** facilitates dialogue in the Mercer community and beyond around individual liberty, economic freedom, and principled entrepreneurship. The CSEL also offers undergraduate research grants. One of the 2023 recipients, Zachary Thomas (pictured left), presented his research at the Society of Business, Industry, and Economics Conference in Destin, Florida. His research involved a study of sector risk/reward ratios based on economic freedom indices.

# POWERED BY PURPOSE

## IN EVERY CORNER OF THE WORLD

Bigger than study abroad. More meaningful than community service. Higher impact than research alone. **Mercer On Mission** deploys students and faculty across the globe to meet the most fundamental needs of humanity. Through Mercer On Mission, business students apply their classroom skills to help businesses on an international level.



## Rwanda

Since 2015, Mercer's School of Business faculty and students have partnered with Rwandan entrepreneurs to help improve their business plans and practices. Students work with business owners to consider location, pricing, cost-benefit analysis, and partnerships. After returning to the U.S., students continue supporting entrepreneurs virtually.



“Participating in the Mercer On Mission trip to Rwanda pushed me to apply my knowledge to tactics that can be used in someone’s business. The relationships curated among the families and people in Rwanda as well as the bonds and memories made with the cohort will always stay with me.

**Anniston Nooks, BBA in Marketing and BA in Communication Studies '23**




## South Africa

A team of Mercer students and faculty has partnered with Streetscapes, a nonprofit working to combat homelessness in Cape Town, South Africa.

The Mercer On Mission group divides into teams to analyze current revenue streams of the social enterprise and make proposals for improvements. By increasing revenue, Streetscapes can better serve the homeless population through resources such as housing, counseling and support groups, and job skills training. Through this multi-year partnership, the Mercer teams evaluate the implementation of new projects and continue to work alongside Streetscapes in its mission.



## Ecuador



Inspired by his student experience in a Mercer On Mission trip to Ecuador, Shane Buerster, '18, utilized resources from the Mercer Innovation Center to create his own business, Z Beans Coffee. The company’s mission is to develop sustainable communities through Transparent Trade, utilizing direct, fair trade practices and supply chain transparency to promote environmental and economic longevity. In addition to an online storefront and business wholesales, Shane has expanded the business to include coffee shops in Atlanta, Columbus, Macon, and Warner Robins, Georgia, as well as Orange Park and Brandon, Florida.

# POWERED BY EACH OTHER

## A COLLABORATIVE COMMUNITY

Here at Mercer, of course we'll help you develop the skills and confidence you need. You better believe that we'll provide experiences you can't get any place else. But ultimately, your biggest takeaway will be our people. Tap into a network of executives, entrepreneurs, and easy-to-talk-to Mercerians who will stay with you for life.

“Being named to the Forbes 30 Under 30 list has lent a lot of credibility to the mission our team at Press Sports has been committed to for more than four years.

**Conrad Cornell, BBA in International Business '18**  
CO-FOUNDER AND CEO, PRESS SPORTS

**EXPERIENCE** • Social media app Press Sports provides a platform for athletes across all sports and levels to share moments throughout their careers and build a network with coaches, fans, and fellow athletes.



“At Mercer, I found my passion for market research, which helped me land my job at NASCAR. I use the skills and fundamentals of survey research and data analysis every day.

**Marissa James, BBA in Marketing '20, MBA '22**  
CONSUMER RESEARCH ANALYST, NASCAR

**EXPERIENCE** • Marissa assists marketing functions by running custom consumer research projects. She writes and programs surveys, collects and analyzes results to find insights, and reports the findings to stakeholders. Marissa also works with the Official NASCAR Fan Council to survey NASCAR's most avid fans on various topics regarding the sport.





“The support from faculty is unparalleled, and whether you want to start a new club, study abroad, innovate a new concept, or conduct research on a specific economic niche, Mercer’s business school will assist you in all of your pursuits.

**Sachin Khurana, BBA in Economics,  
Finance, and Management '20**  
PRIVATE EQUITY ASSOCIATE, SIRIS CAPITAL



**EXPERIENCE** • Sachin is responsible for all aspects of buy-side mergers and acquisitions at Siris Capital, a technology-focused private equity firm in New York City. Sachin’s role is two-fold: maintain portfolio companies and analyze potential new investments. Sachin works with C-suite executives to identify growth opportunities, acquire other adjacent companies in the industry, and realize cost synergies/savings. When evaluating a new investment, Sachin analyzes the company’s financials, creates valuation models to understand the company’s worth, and assesses any potential investment risks/considerations within the company’s industry before purchasing the company.

# A BUSINESS PROGRAM THAT INVESTS IN

# YOU

Through access to distinctive experiential opportunities and a dedicated team of academic and career advisors, Mercer business students graduate prepared to launch their careers in a variety of fields.

## TAP INTO THE POWER OF PERSONAL

Your Mercer journey is personalized to your future career plans and goals—beginning on day one.



YEAR	GOAL	HIGHLIGHT
<b>Your First Year</b>	Begin taking business courses early and start your professional development work.	<b>Professional Development</b> Meet your business advisor and explore ideas and topics that interest you.
<b>Your Sophomore Year</b>	Complete all introductory business courses and build out your two-year action plan.	<b>BUS 202: Introduction to Professional Development</b> Develop an action strategy, including selection of majors and minors, coursework plans, and immersive plans such as internships, global experiences, and Mercer On Mission.
<b>Your Junior Year</b>	Build your personal brand and roll it out into the world. This is a team effort that includes you, your career coach, your business advisor, and the faculty mentor in your discipline.	<b>BUS 402: Professional Development Implementation</b> Develop and begin implementing a career plan that includes polished personal marketing materials, brand stories, work portfolios, networking, and negotiation skills.
<b>Your Senior Year</b>		
<b>Your Graduate Year</b>	Enhance your leadership skills and discipline expertise with a Mercer master's degree or graduate certificate.	<b>Special Consideration Program</b> Receive a 30% tuition benefit for any School of Business graduate program or select graduate programs in other disciplines across the University.



**100%**  
internship rate

### Internships

Students in Mercer's School of Business are known for career readiness. Through internships, students gain real-world experience while building professional networks that often lead to full-time employment with the same organization after graduation.



# WE POWER BIG IDEAS BY MAKING THEM REAL

The **Mercer Innovation Center** acts as a business incubator for Central Georgia, with a focus on utilizing technology to foster economic growth. As a student entrepreneur, you can participate in **The Next Big Idea** business pitch competition and apply for a **Mercer Innovation Fellowship**.

## The Next Big Idea

Each year, the Mercer Innovation Center hosts The Next Big Idea, a business competition designed to encourage Mercer undergraduate students to think creatively and develop their business ideas.

Previous winner Luke Kolbie, '21, (pictured left) earned the top prize for his idea called Kingfisher Buckle, an updated design for use in the belt and strap hardware industry. Luke received \$4,500 to use for the development of his business plan. The comfort, durability, and customization features of his products set Kingfisher Leatherworks apart, and Luke quickly expanded his business to include belts, bags, wallets, and more. Since receiving the award, Luke has been granted a design patent on the buckle and moved the Kingfisher Leatherworks headquarters to Birmingham, Alabama.

Through a new venture as CEO of shoe company Russell Moccasin, Luke plans to continue to provide long-lasting, quality products by way of conservation through craftsmanship.



# *Majors*

**Accounting**

**Economics**

**Entrepreneurship**

**Finance**

**General Business**

**International Business**

**Management**

**Marketing**

**Risk Management and Insurance**

**Sports Marketing and Analytics**

**Supply Chain Management**

**MERCER**  
UNIVERSITY

SCHOOL OF BUSINESS

[business.mercer.edu](http://business.mercer.edu) | [admissions@merc.edu](mailto:admissions@merc.edu)



@mercerbusiness