




DAYTON
SCHOOL OF BUSINESS
— Asbury University

A Business School that is Best *For* the World.

In the Howard & Beverly Dayton School of Business, programs are not typical. **Most business schools strive to be best *in* the world, but the Dayton School of Business (DSB) seeks to be best *FOR* the world.**

Students in the DSB learn to use business principles as a vehicle to address economic, social and spiritual poverty. They receive individualized attention from accomplished faculty who are **experts in the fields of Accounting, Business Administration, Entrepreneurship, Finance, Marketing, Nonprofit, Administration and Sport Management.** Students are not only mentored through rigorous and Christ-focused curriculum, but also through **internships, business competitions, networking events, workshops and conferences.** The DSB educates men and women from around the world in a curriculum that will enable them to integrate their faith and work.

A group of diverse students and faculty members are smiling and looking towards the camera. In the foreground, a young man with glasses and a beard is smiling. Behind him, a woman with red hair and glasses is also smiling. To the right, a young man with a beard is smiling. They are holding a large check from 'The ASBURY PROJECT' for 'My ID' for 'One Thousand Five Hundred Dollars'. The check also features the logos for 'The ASBURY PROJECT', 'HOWARD DAYTON SCHOOL OF BUSINESS', and 'ASBURY Developmental UNIVERSITY'.

Spiritual capital can transform the communities in which businesses work.

“Students who enter the DSB are trained to navigate today’s complex global marketplace in a faithful way.”

— **Dr. Mike Kane**, Dean
Dayton School of Business



Howard and Beverly DAYTON

“Service and sacrifice” is how friends have most-often characterized Howard and Beverly Dayton, and so **it was only fitting that in a ceremony on campus in 2014 (above), Asbury University dedicated its School of Business to the Daytons.**

Howard served as a naval officer, then developed a successful career in the restaurant business and in commercial real estate. He recognizes that his early career goal was founded on “making as much money as possible as soon as possible.” **After a business partner challenged him to study the Bible to discover what God teaches about handling money, Howard’s life was profoundly changed.**

The Lord gave Howard a passion to share these life-changing principles, resulting in the authorship of five books — *Your Money: Frustration or Freedom*; *Your Money Counts; Free and Clear*; *Your Money Map*; and *Money and Marriage God’s Way*. He also has authored five popular, small-group studies and produced several video series and served as **host of the nationally syndicated radio programs *Money Matters*, *How to Manage Your Money*, and *Ted and Tony*.**

Howard founded Crown Ministries in 1985, which merged with Larry Burkett’s Christian Financial Concepts to form Crown Financial Ministries. **During his tenure as CEO, Crown became the world’s largest financial ministry, teaching more than 50 million people in 80 countries.** Howard transitioned from the role of CEO at Crown and in 2009 founded Compass – Finances God’s Way. Compass’ primary focus is on teaching God’s financial principles through small group studies. Howard partnered in life and ministry with his wife, Beverly, and together they led 55 small groups.

MAJOR:

Accounting



– Allison, *Tax Accountant*

“ I have been able to make numerous connections from DSB events. I would not be where I am currently without every opportunity given.

The DSB professors continually show support by always being open to have a conversation. Whether it be about academics, career goals, or something else altogether, they have shown they want me to succeed in all aspects of life.”



KY CPA Competition Team

The Accounting major at the Dayton School of Business is focused on preparing students for careers in public, private and not-for-profit accounting, as well as for graduate studies and accounting certifications such as the CPA and CMA. **The focus is on teaching students the necessary technical and critical thinking skills and an understanding of the broadness of business with an ability to work well with people.**

The field of accounting provides a vast number of job opportunities within all types of organizations, from public accounting firms to businesses to churches and other service organizations.

To most effectively prepare for the different areas of accounting and the opportunity to impact the kingdom through our work, the DSB Accounting major challenges students to consider the technical skills they are learning through a Biblical lens.

Ultimately, Asbury aspires that Accounting students are technically sound in their knowledge of accounting, able to collaborate effectively with others and experience Christ through their work at Asbury so they are best equipped for their future endeavors.

■ MAJOR:

Business Administration

The course of study in Business Management, pursued in the Christian environment of Asbury University, offers students an education that will enhance and enrich their personal lives and prepare them for Christian service to society, for effective performance in their profession and success in advanced study at the graduate level.

This DSB program makes the Biblical principle of stewardship and Christian standards of ethics an integral part of the acquisition of technical knowledge and of the pursuit of excellence in professional skills.

Key Areas of Emphases

- Entrepreneurship
- Human Resource Management
- International Business
- Leadership
- Management

– Rachel, *Business Administration*

I have learned not just to view business as a potential career path, but also an opportunity for ministry. We learn how to use business to impact the world and people for Christ.”





– Caitlyn, *Nonprofit Ministry Manager*

“

The DSB faculty have prepared me to professionally represent whatever workplace I end up in with integrity, intelligence and hard work.”

MAJOR:

Marketing



“

Competitions help me realize the importance of adaptability and confidently believing in my capabilities as a salesperson... as well as learning the importance of actively listening to people and confidently providing them with a genuine solution.”

– Kaylee, Marketing Major



The Marketing major at the Dayton School of Business is focused on preparing students for careers in the critical marketing function in corporate, entrepreneurial and not-for-profit enterprises and ministries. In addition to the courses common to all DSB majors, there are four courses that provide grounding in the fundamentals of marketing. Students choose an additional three elective courses, allowing them to **customize the major to fit particular areas of interest.**

The DSB marketing major can help prepare students for a variety of career opportunities including jobs in Product Management, Brand Management, Sales, Advertising and Marketing Research.

Students desiring to be prepared for effective ministry — whether in business or in Christian organizations — will find this major's focus on effective, persuasive communication to be helpful as they prepare to be used for the expansion of God's kingdom.



MAJOR:

Sport Management

The Sport Management program prepares students as highly skilled leaders with a Biblical worldview who are prepared to navigate the complexity, ambiguity and differing perspectives often encountered in today's changing sport business environment.

The Sport Management curriculum allows students to combine their passion for sport with a well-developed understanding of the business enterprise.

A degree in Sport Management allows students to receive the educational foundation and the practical experience necessary to gain access to a career in this competitive industry.



“The DSB professors have invested time in me, mentored me and helped me obtain invaluable experience through internships. They have taught me business and pushed me to grow spiritually.”

— Jonathan, *Sport Management Major*



adidas

A
INTRAMURALS

SPORT WEAR. IMPACT THE

MAJOR:

Finance



Now more than ever, corporations, individuals, government agencies and small businesses, need educated finance professionals to prepare and execute financial plans to ensure the businesses short and long terms success.



“

In my internship, I put to practice much of what I learned. The DSB emphasizes the intersection of marketplace and ministry, and as a young woman in the workplace, I realize this is my ministry.

We should be students who echo Asbury's commitment to be a ready people for a waiting world.”



— **Kayleen**, *Financial Consultant*



A finance degree from Asbury prepares future professionals to develop financial strategies to grow their business while addressing uncertainty and risk with sound financial strategies.

Finance majors complete a balance of theoretical and practical courses in a myriad of areas including business development, economics, corporate and international finance, organizational management, marketing, risk management, accounting, investments and statistics, as well as, develop problem-solving skills to think outside the box to best allocate and manage capital on behalf of a client or employer.



■ MINORS:

- Accounting
- Business
- Economics
- Entrepreneurship
- Marketing
- Sport Management



– Alex,
*Entrepreneur
and MBA
Student*

“ I’m just inspired to make an impact in the marketplace with my faith.”

4+1 Program

The unique 4+1 MBA degree is designed to give traditional undergraduate students from all areas of study the opportunity to earn an MBA in one year after completing a bachelor's at Asbury.

Traditional on-campus undergraduate students may take graduate level courses during their senior year to give them an accelerated start on the MBA program.



“DSB pours into students both spiritually and professionally. Academics are important and the DSB shapes well-rounded individuals.”

– Tim, MBA Student

MBA Program

100% online.

Asbury's 100% online MBA program is designed to provide an educational experience that develops students academically and equally equips them to **engage today's complex global market-place in a faithful way.**

Throughout the program, students are intentionally prepared for corporate settings, small businesses, entrepreneurial endeavors and nonprofit or ministry-based environments, making them more marketable to potential employers.



“

In Asbury's MBA, we learn about business, not as an end in itself, but a means to reveal the Kingdom of God and address social concerns. Rather than charity or government intervention, there is an additional route for social change — we are leveraging the free market system to address social concerns. I think it's brilliant.”

— Jay, *Entrepreneur*



– Jennifer,
Marketing Strategist

“Participating in a mentorship program was a great move which provided future career help. Mentoring is very important and every student should consider the mentoring opportunities.”



Mentoring

The mission of the Dayton School of Business is to provide a rigorous, student-centric education that emphasizes collaboration, plus critical and innovative thinking, while curating and cultivating integrity and character. **Integral to this mission are the relationships students develop with classmates, faculty and mentors. These relationships are the foundation of a student's support.** Student's lean on their support system for encouragement, and also welcome the opportunity to be challenged to give their best.

DSB students are encouraged to participate in one of our mentoring programs. The purpose of mentoring is to explore big “life” issues.

Students are exposed to an array of mentoring opportunities with local business leaders, Asbury alumni or corporate mentors.

“

Asbury has helped me redirect my vision so that I see business as not just making money, but empowering others so they can empower themselves.”

– Nesbert, *Entrepreneur*



Where Are They Now?

Alumni work in a broad spectrum of companies such as:

- Accelerated Wealth
- Allstate Insurance
- Alltech
- Appalachian Regional Healthcare
- Bank of Lexington
- PNC Bank
- CapinCrouse LLP
- Chick-fil-A
- Columbus Blue Jackets
- Dean Dorton Allen Ford, PLLC
- Ernst & Young Global Limited
- First Southern Bank
- General Electric
- General Motors
- Home Depot
- JPMorgan Chase
- Keller Williams
- Meijer, Inc.
- Nordstrom
- Northwestern Mutual
- Pricewaterhouse Coopers
- RFH CPAs & Consultants
- State Farm Insurance
- Tempur Sealy International
- Tennis Channel
- University of Kentucky HealthCare



More than

96%

of DSB seniors participate in an internship while a student at Asbury.



100%
online MBA

format allows students from across the world to join the program — currently including **3 continents!**

Annually, students compete in more than

10

local, state and national competitions.



3 of the 5
past

Francis White Ewbank
Excellence in Teaching Awards
were awarded to Dayton School of Business Professors



Since 2014, DSB students have won more than

\$45,000

in **prizes** and business **start-up funds** through student competitions.



After completing their bachelor's degree from Asbury,

4+1

students can **earn their MBA** in as little as **1 additional year.**

Asbury has broken ground for the

COLLABORATIVE LEARNING CENTER

— a more than 50,000-square-foot building that will house the Dayton School of Business and the School of Science, Health & Mathematics.





■ FIND OUT MORE:

asbury.edu/business



1-800-888-1818 | One Macklem Drive | Wilmore, KY 40390 | asbury.edu

Asbury University, a Christian Liberal Arts University in the Wesleyan-Holiness tradition, equips students, through academic excellence and spiritual vitality, for lifelong learning, leadership and service to the professions, society, the family and the Church, preparing them to engage their cultures and advance the cause of Christ around the world.