

Student Performance in Introduction to Business: A Predictor of Future Business Major Success?

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Abstract

Introduction to business courses are a common fixture in business school course schedules. Yet, very few programs seem to utilize these courses for any purpose beyond giving potential business majors a freshman-level course offering. How prevalent are these introductory courses, how many programs require these courses, and do these courses provide any insight into future business major performance. This paper will attempt to answer these questions using commonly available information on business programs and student data gathered from an AACSB accredited business college at a mid western comprehensive university.