

ELECTRONIC BUSINESS SECONDARY CONCENTRATION

In today's economy, it's more challenging to find examples of business that isn't electronic. The touch points between technology and commerce are too numerous to count.

This secondary concentration indicates that a student has made an academic investment in learning about innovative, tech-driven improvements in business—and has explored the opportunities, ethical questions, and resulting forces created by technological advances.

Students who pursue the Electronic Business secondary concentration are encouraged to join the Fordham Media and Entertainment Alliance, which was formed to enhance relationships between the community and the media and entertainment industry. The alliance creates ongoing access to industry professionals through panel discussions, networking events, site visits, and seminars.

Requirements

To earn the Electronic Business secondary concentration, students must earn nine credits from three upper-level classes that are coded as Electronic Business courses.

Courses in this group have the ABEB attribute.

Course	Title	Credits
BLGB 7325	Law of Trad & New Media	3
CMGB 7500	Media Systems and Markets	3
CMGB 7554	Consumer Adopt of New Med	3
CMGB 7556	Law of Trad & New Media	3
ISGB 7901	E Business Strategies & Appl	3
ISGB 7905	Web Applications Development	3
ISGB 7924	Mobile E-Commerce and Apps	3
ISGB 7945	IT and Sustainability	3
ISGB 7978	Web Analytics	3

NOTE: Either version of Law of Traditional and New Media (BLGB 7325 or CMGB 7556) class may be taken, but not both.