

BUSINESS ADMINISTRATION MAJOR

- Sports Business
- Strategic Branding
- Value Investing

This major is only available to Gabelli School students on the Rose Hill campus.

The Business Administration major allows students to customize their business degrees by picking one primary concentration and combining that with other primary and secondary concentrations as well as business and/or liberal arts minors.

Students must also complete the Gabelli School business and liberal arts Core Curricula. In addition, all students complete between three and seven liberal arts electives depending on their major requirements.

Requirements

Students pursuing a major in Business Administration must select one primary concentration and may also complete one or more secondary concentrations or minors. Minors can be from the Gabelli School, Fordham College at Lincoln Center, or Fordham College at Rose Hill.

Available primary concentrations include:

- Accounting
- Business Economics
- Consulting
- Entrepreneurship
- Finance
- Information Systems
- Management
- Marketing
- Social Innovation

Available secondary concentrations include:

- Accounting
- Alternative Investments
- Business Economics
- Communications and Media Management
- Consulting
- Credit
- Digital Marketing
- Digital Media and Technology
- Entrepreneurship
- Finance
- Fintech
- Information Systems
- Integrated Marketing Communications
- Global Business
- Management
- Marketing
- Marketing Analytics
- Personal Development and Leadership
- Process and Quality Analytics
- Social Innovation