

AREAS OF STUDY

General Academic Programs

- Business Administration
- Global Business

Academic Areas

- Accounting and Taxation
- Business Law and Ethics
- Communication and Media Management
- Finance and Business Economics
- Information, Technology, and Operations
- Leading People and Organizations
- Marketing
- Strategy

Interdisciplinary Areas of Study

- Business Economics
- Digital Media and Technology
- Entrepreneurship
- FinTech
- Global Business
- Marketing Analytics
- Social Innovation
- Sports Business
- Sustainable Business
- Strategic Branding