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

Updated: 03-08-2024