Concentrations

Primary Concentrations
All primary concentrations at Rose Hill may also be pursued as secondary concentrations.

- **Rose Hill:**
  - Accounting
  - Business Economics
  - Consulting
  - Entrepreneurship
  - Finance
  - Information Systems
  - Management
  - Marketing
  - Social Innovation

- **Lincoln Center:**
  - Global Marketing with Consumer Insights
  - Digital Media and Technology (available only to students in the Class of 2023 and earlier)
  - Digital Media and Technology (Media Track)
  - Digital Media and Technology (Technology Track)
  - Global Finance and Business Economics
  - Healthcare Management (available only to students in Class of 2022 and earlier)

Secondary Concentrations

- Accounting
- Alternative Investments
- Business Economics
- Business Law and Ethics
- Business of Healthcare
- Communications and Media Management
- Consulting
- Digital Media and Technology
- Entrepreneurship
- Finance
- Fintech
- Information Systems
- Global Business (Rose Hill only)
- Management
- Marketing
- Marketing Analytics
- Personal Development and Leadership
- Process and Quality Analytics
- Services Marketing
- Social Innovation

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