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
• Sports Business
• Strategic Branding
• Value Investing

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