

GLOBAL BUSINESS MAJOR

Requirements

Students pursuing a major in global business must select a primary concentration. This may be paired with a secondary concentration or a liberal arts minor from Fordham College at Lincoln Center or Fordham College at Rose Hill.

Available primary concentrations include:

- Digital Media and Technology (Media Track)
- Digital Media and Technology (Technology Track)
- Global Finance and Business Economics
- Global Marketing with Consumer Insights

Available secondary concentrations appear below. Courses for these concentrations are primarily offered on the Rose Hill campus.

- Accounting
- Alternative Investments
- Business Economics
- Business Law and Ethics
- Business of Healthcare
- Communications and Media Management
- Consulting
- Credit
- Digital Marketing
- Entrepreneurship
- Equity Analysis
- Finance (Students with Global Finance and Business Economics as a primary concentration may not select Finance as a secondary concentration.)
- Fintech
- Information Systems
- Integrated Marketing Communications
- Investment Banking
- Management
- Marketing (Students with Global Marketing and Consumer Insights as a primary concentration may not select Marketing as a secondary concentration.)
- Marketing Analytics
- Personal Development and Leadership
- Process and Quality Analytics
- Social Innovation
- Sports Business
- Strategic Branding
- Value Investing