



ABOUT THE PROGRAM

Justice Louis Brandeis often spoke about the intersection of business, politics and ethics. He was fascinated by the way business works and by its impact on society. With this in mind, Brandeis' business major has four broad goals: to teach students the basic frameworks and analytical concepts in a core set of business functions; to help students understand the social and global context of business, including the impact of business on society and the value of ethical decision-making; to assure that students integrate their business studies by taking business administration electives focusing on salient areas, types of businesses and issues facing businesses; and to allow students to deepen their expertise in a specific area.

What makes the program distinctive?

Unlike most business programs, the Brandeis business major is steeped in the liberal arts. It encourages critical thinking in core business courses and in electives. Students also have the opportunity to participate in the life

of the International Business School, one of Brandeis' graduate schools. In their junior year, undergraduates interested in business, finance and economics may apply to enter the five-year B.A./M.A. program.

FAST FACTS

Current number of majors and minors: 241

Number of faculty: 18

Can you minor in this program? Yes

Emphasis within the major: critical analysis of business combined with a foundation in practical skills

Popular second majors: economics

Website: brandeis.edu/global/academic/programs/undergraduate

ACADEMICS AND RESEARCH

Internships for course credit

Business majors and minors are able to gain credit toward the program by pursuing hands-on opportunities in the working world.

Core courses

“Financial Accounting” gives students the tools needed to understand and analyze business data. “Functions of the Capitalist Enterprise” introduces students to how businesses work and what roles they have in society. “Organizational Behavior in Business” helps students understand how people work together in business organizations. “Marketing Management” provides rigorous thinking about market opportunities. “Introduction to Finance” introduces frameworks and concepts in financial analysis and management.

Elective courses

Popular business electives include “Managerial Accounting,” “Entrepreneurship,” “Real Estate and Society,” “Business in the Global Economy” and “Financial Analysis for Management.” Students also take electives in departments such as economics, legal studies, journalism and sociology.

Graduate study

Brandeis undergraduates can pursue a special track that will allow for completion of a master’s degree with only one additional year of study. Brandeis undergraduates enter the program in their senior year and remain enrolled at Brandeis for one additional year of full-time graduate study leading to the M.A.

BEYOND THE CLASSROOM

Research and professional experience

Business minor Ariella H. ’10 is focused on a career in finance and has worked as a research assistant for Professor Paroma Sanyal as well as doing an internship as a financial analyst for the wholesale department at Godiva Chocolatier. Ariella also has interned in the wealth management division at UBS Financial Services to help develop new strategies to grow the business.

Summer internships

Over one semester at Brandeis, business major Jeremy E. ’11 completed an advertising and marketing internship with an iPhone application company in Boston.

Jeremy also started his own summer storage business for students on the Brandeis campus and plans to study and intern in London.

AWARDS AND RECOGNITION

Excellence in teaching

Our faculty is dedicated to providing an exciting and challenging classroom experience. Many faculty members have won the Teacher of the Year award, voted on each year by the IBS graduate students. Recent winners who teach in the business major include Edward Bayone, Alfonso Canella, Robert Carver, Hagit Weihs and Grace Zimmerman.

World-renowned graduate programs

Brandeis’ International Business School has been ranked by The Economist as one of the top 100 business schools worldwide for three years running. The Princeton Review awarded IBS a place on its Student Opinion Honors list, based on students’ assessments of how well they felt the school prepared them to succeed professionally.

Leading-edge research

Our faculty is also involved in exciting and diverse research. Preeta Banerjee looks at how individuals, technology, the firm and the industry evolve in the life-sciences arena. Ricardo Lopez focuses on firms’ behavior in international markets and the role of international trade as a source of economic growth. Xin Wang investigates consumer behavior and helps managers make pricing decisions based on empirical and theoretical analysis.

AFTER BRANDEIS

Prominent alumni

Among Brandeis’ graduates are Ellen Gordon ’65, chief operating officer, Tootsie Roll Industries; Olaf Olafsson ’85, executive vice president, Time Warner; and Jeri B. Finard ’81, senior vice president and global brand president, Avon Products Inc.

Diverse career fields

Business majors often work in business or finance for a few years and then return to school to complete an M.B.A. at Brandeis or elsewhere. Graduates have gone on to jobs in commercial and investment banking, asset management, the corporate sector, advertising agencies, nonprofits, and professional services and consulting.

“Brandeis University allows you to combine a liberal arts education with a major in business. With our cross-disciplinary approach, you will gain a global perspective on business, valuable leadership and teamwork skills, and insight into the ethical and social responsibilities of owners and managers.”

Edward Bayone, chair of the undergraduate business program



Photo by Ken Schles

Office of Communications ©2011
Brandeis University A168