

Brandeis Introduces Business Major

The Brandeis Faculty has voted to approve a new major in Business, starting in Fall 2010. The major will be available for students entering Brandeis after its introduction, as well as for any current students graduating after Fall 2010. The minor will remain available for current as well as future students.

A Distinctive Program for Brandeis

The new Business major builds on unique strengths of Brandeis University. Its combination of studies in Business and in Liberal Arts is distinctive and offers a broad foundation for graduate entering the job market as well as those pursuing further studies in business.

Louis Brandeis was among the first to define business as a profession worthy of pursuit. Before his appointment to the Supreme Court, Brandeis practiced commercial law. He was fascinated both by the way business worked and the impact it had on society. While the business world of his day differed in many respects from that of our own, many of his insights still have the ability to open up new perspectives and stimulate debate.

The program of study of the new Business major is rooted in the liberal arts and encourages critical thinking and analysis both in core business courses and in electives. Required courses address the social context of business and the organizational underpinnings of business practice. The curriculum offers multiple paths for students to develop connections between their business studies and the "non-financial" measures of success they value – from concerns with global society and sustainability to innovation in science and art.

Goals of the Major

The new Business major has four broad goals:

- Teach you **fundamental frameworks and analytical concepts** in a core set of business functions. This objective is achieved through a set of tightly-integrated required courses that also develop critical skills in thinking, quantitative analysis, and oral discourse. These fundamental courses are at the core of any business degree.
- Help you understand the **social and global context of business**, including the impact of business on society and the value of ethical reasoning in decision-making. This objective is achieved through the integration of these issues in Business courses, and by requiring "Business and Society" electives.
- Allow you to **integrate your business studies**. This goal is achieved by requiring "Business Administration" electives that focus on salient areas, types, and issues facing businesses, as well as by encouraging an internship or other capstone project.
- Allow you to **deepen their expertise** in an area of their choice, which ideally is related to other work they are doing at Brandeis. The curriculum provides a set of themes in both "Business and Society" and "Business Administration"; you may also develop your own themes, with approval of the program Chair.

Requirements for the Major

Students will apply and be admitted to the business major after completing some of the introductory courses; the application procedure is still to be worked out. The Business major normally requires eleven courses in total. Details are provided in the Brandeis Bulletin and on this link:

http://www.brandeis.edu/global/pdfs/business/BUS_major_requirements.pdf

The requirements are summarized below:

Pre-requisite for entry into Business courses (one course)

- *Introduction to Economics* gives you the conceptual foundation that is critical to understanding business.

Core courses (five courses)

- *Financial Accounting* gives you the tools you need to analyze business data.
- *Functions of the Capitalist Enterprise* introduces how businesses work and what roles they have in society.
- *Marketing and Business Strategy* teaches you how to think rigorously about market opportunities.
- *Introduction to Finance* introduces frameworks and concepts in financial analysis and management.
- *Organizational Behavior* helps you understand how people work together in business organizations.

Electives in the field of Business and Society (two courses)

You will take two courses from social science departments covering themes such as:

- *Law and Government*
- *Communications, Commerce, Culture*
- *Environment and Sustainability*
- *Health and Social Policy*

Electives in the field of Business Administration (two courses)

You will take two courses in advanced business studies, covering themes such as:

- *Finance*
- *Globalization and Innovation*

Elective to complete your business studies (one course)

You will take one course that helps you complete and integrate your studies. Usually taken in the final year, this course can be any advanced elective course in Business and Society or in Business Administration or an *Internship in Business*, *Independent Research*, or *Senior Thesis Research*.

What You'll Gain from the Program

Business majors often work in business or finance for a few years and then return to school to complete an MBA at Brandeis IBS or elsewhere. Even if you don't pursue this graduate education route, what you learn in the business program will help you advance in your professional career in the private or public sector.

Students in the business major participate in the life of the International Business School, which administers the program in cooperation with the School of Arts and Sciences. IBS professors teach undergraduate business courses, and students in the program regularly attend events and talks at the graduate school. Undergraduates enroll in graduate IBS courses when appropriate. In their junior year, undergraduates interested in business may apply to enter the combined BA/MA program. In this program, you enroll in the graduate school in your fourth year at Brandeis and receive the master's in international economics and finance degree after your fifth year. This course of study generally includes a semester at one of the more than twenty business partner schools abroad.

This unique program meets the growing need in the workplace for professionals and leaders with an open mind who are equipped to comprehend the complexities of today's global society. At Brandeis, we believe that a business education consists of much more than the acquisition of a set of practical skills. In both the graduate and undergraduate programs, we emphasize critical thinking, broad perspective, and multicultural understanding. In this way, we hope to prepare you to be responsible and thoughtful citizens in the business world of tomorrow.

Learn More

Web site:

www.brandeis.edu/global/academic/programs/undergraduate

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General information about IBS:

www.brandeis.edu/global