

# Studying Business at Brandeis University

## *Critical Perspectives and Practical Skills*

Are you interested in business, but also in history, literature, economics, psychology or other liberal arts subjects? Most universities offer one or the other, forcing you to choose between business and the liberal arts. **At Brandeis you can combine the best of both worlds – you can combine your liberal arts education with an exciting minor in Business.**

The Business minor builds on the strengths of our **International Business School**, a pioneering professional school dedicated to teaching and research in global finance, management and economic policy. At the same time, the undergraduate business program includes courses from across our liberal arts departments, such as Politics, Sociology, Anthropology, Journalism, and American Studies. This program allows you to earn your bachelor's degree in the liberal arts or science field of your choice, while also gaining broad understanding and practical exposure to business.

Our Business curriculum teaches a way of thinking that cuts across disciplines and is **rooted in practice**. Business school case studies are commonly used to help you apply concepts. Company speakers give talks that bring the real world inside the classroom. Optional internships can give you invaluable hands-on experience. Class presentations, papers, and discussions help you develop professional skills in business communication. All the while, you will be challenged to develop your own **perspectives on the big issues in business today**, from the role of private enterprise in globalization to the ethical and social responsibilities of managers.

You may also pursue an option to go even deeper into business studies. The Brandeis business school offers a **5-year BA/MA degree**, in which students spend their senior year taking advanced graduate courses and complete the MA degree in just one additional year at Brandeis. (Students need to apply for the BA/MA option in their junior year.) What's more, that year need not be spent wholly at Brandeis – you can study abroad at one of our partner business schools in Europe, Latin America, and Asia. There is no better way to learn about global business!

In short, Brandeis lets you off the hook – you don't have to choose between rigorous study in liberal arts and practical training in business. We give you **a winning combination of perspectives and skills**.

The rest of this document gives an overview of the program and lists its courses. This material is subject to change. For the latest official information, visit the website of the Brandeis Registrar. For the latest program information, including notices about related events and programs in the International Business School, go to [www.brandeis.edu/global](http://www.brandeis.edu/global).

**Note:** If you are currently in the BA/MA program, or are interested in the BA/MA, please see Appendix A.

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## Overview of the Business Program

**Objectives** The Business Program (BUS) introduces you to the functions and problems of business enterprise and helps you to acquire skills essential to a professional career in business. Administered and staffed by the Brandeis International Business School (IBS) and the College of Arts and Sciences (A&S), the curriculum allows you to combine perspectives and methods from liberal arts disciplines with an intensive education in business thinking and practice. The specific goals of the program in Business are to:

- Enable you to **gain knowledge about the history, forms, behaviors, and role of business** institutions by using multi-disciplinary approaches;
- Help you **develop professional perspective**, thinking, and understanding of the role of individual actions and leadership in business; and
- Engage you by **developing skills** in analytical thinking, critical reading, problem-solving, research, good writing, and effective presentation and debate.

**How to Join the Program** The Business Program is designed to be accessible to any Brandeis undergraduate and to serve students with a broad range of interests. It welcomes all students who wish to augment their liberal arts education with a brief but sophisticated overview of business issues. Satisfactory completion of the Business minor is noted on the student's permanent record and transcripts.

To enroll in the program, contact Program Chair **Prof. Ed Bayone** by email at [ebayone@brandeis.edu](mailto:ebayone@brandeis.edu).

You may join our **email list** even if you are not enrolled; we use it for periodic announcements. To join the list, send an email with the word SUBSCRIBE in the subject line as well as in the body of the email to [business@lists.brandeis.edu](mailto:business@lists.brandeis.edu) or go to <http://lists.brandeis.edu> and sign up to the list called "business." The list will only accept Brandeis email addresses.

**What You Will Gain from the Program** Because of the structure and goals of this program, you will complete your major in your "home" academic discipline while at the same time gaining an education in business. The disciplinary knowledge you acquire in your major will enrich your approach to practical issues in business, and the reverse. The program will also enable you to pursue an internship that will assist you in clarifying career options and in exploring and analyzing how organizations function. This new program is unique, but meets the growing need in the workplace for professionals and leaders with an open mind to 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. At both the graduate and undergraduate programs, we emphasize critical thinking, broad perspective, and multi-cultural understanding. In this way, we hope to prepare you to be responsible and thoughtful citizens in the business world of tomorrow.

**Requirements for the Minor** The Business minor requires completion of a minimum of six courses. Three courses constitute a core, at least one provides an alternative perspective on business (i.e., it is not a course in economics or business), and two are electives that allow for some specialization. Here are the specific requirements:

**A.** Two core courses, one in economics and one in business: ECON 2a and BUS 10a.

**B.** One core course in accounting and statistics: BUS 4a or BUS 6a.

Students who take a statistics course in another department (e.g., ECON 83a, PSYC 51a, MATH 36a,b, or another statistics course approved by the program advising head) should take BUS 6a.

Students who do not take any statistics course should take BUS 4a.\*

**C.** One course providing an alternative perspective on business: Any cross-listed course (e.g., not BUS), except for ECON courses.

**D.** Two electives: One should be a BUS course (except BUS 89a or BUS 98a) and the other can be any BUS or cross-listed course, including ECON courses (but not including statistics courses).

**E.** No course with a final grade below C can count toward fulfilling the requirements for the minor in business.

**Notes:** *No more than two courses may be double-counted for another major or minor. Upon approval of the program Chair or your advisor, more advanced BUS courses in the International Business School may be used as substitutes for BUS courses in the program. Students may elect to specialize in various fields, such as globalization and business, finance, entrepreneurship, business and society, and business and government. The program Chair or your advisor will advise on appropriate courses for specialization. This specialization does not appear on the student's transcript.*

### **Interdepartmental Committee Overseeing the Program**

<b>Edward Bayone, Chair</b>	International Business School
<b>Maura Jane Farrelly</b>	American Studies; Journalism
<b>Richard Gaskins</b> (on leave spring 2009)	American Studies; Legal Studies
<b>Benjamin Gomes-Casseres</b>	International Business School
<b>Andrew Molinsky</b>	International Business School; Psychology
<b>Paroma Sanyal</b>	Economics
<b>Xin Wang</b>	International Business School

\* For students who take a statistics course in another department (e.g. Economics Majors who take Econ 83a) and then take BUS 6a instead of BUS 4a, the statistics course is not considered a double-counted course; it is not formally a requirement of the Business minor (BUS 4a or 6a is), but is a way to show competence in statistics.

## Courses of Instruction

*The following courses are approved for the Business minor. Not all are given in any one year. Please consult the Registrar's Course Schedule each semester. To see a complete description of all the courses listed here, go to the Provisional Bulletin found on the registrar's website at: [http://www.brandeis.edu/registrar/catalog/one-subject.php?subject\\_id=900](http://www.brandeis.edu/registrar/catalog/one-subject.php?subject_id=900)*

### Core Courses

#### **BUS 4a**

Introduction to Accounting and Statistics

#### **BUS 6a**

Financial Accounting

#### **BUS 10a**

Functions of the Capitalist Enterprise

#### **ECON 2a**

Introduction to Economics

### Elective Courses

#### **BUS 30a**

Entrepreneurship and Innovation

#### **BUS 60a**

Business and Marketing Strategy

#### **BUS 70a**

Business in the Global Economy

#### **BUS 71a**

Introduction to Finance

#### **BUS 75a**

Financial Analysis for Management

#### **BUS 89a**

Work in the Global Business Environment: Internship and Seminar

#### **BUS 98a**

Independent Study

### Cross-listed Courses

Visit the Business Bulletin for an updated list:

<http://www.brandeis.edu/registrar/bulletin/provisional/courses/subjects/900.html>

## Appendix A: The BA/MA Program

IBS offers a 5-year BA/MA program, open to qualified applicants from Brandeis. Students apply in their Junior year through the IBS Office of Admissions; please see the IBS website and the IBS Office of Admissions for further details on how to apply. Once enrolled in the BA/MA program, you are eligible to take First-Year graduate courses at IBS during your Senior year in the BA program. Many of these graduate courses may be counted toward a Business minor in your BA curriculum; but the reverse is not the case: BUS courses numbered below 200 (i.e., undergraduate business courses) do not count toward your graduate MA degree. So, where there are both graduate and undergraduate courses in a given subject, you would be encouraged to take the graduate course if you are enrolled in the BA/MA program.

<b>BUSINESS MINOR COURSES</b>	<b>IBS GRADUATE COURSES THAT SERVE AS UBSTITUTE COURSES FOR BA/MA</b>	
<b>Core</b>		
BUS 4a Measuring Business Performance	<i>N/A to Econ and IBS students who should take BUS 6a plus a statistics course</i>	
BUS 6a Financial Accounting	Accounting and Financial Analysis	FIN 212a
BUS 10a Functions of the Capitalist Enterprise	Competition and Strategy	BUS 260a
<b>Electives</b>		
BUS 30a Entrepreneurship and Innovation	Entrepreneurship	BUS 230a
BUS 60a Business and Marketing Strategy	Marketing Management	BUS 252a
BUS 70a Business in the Global Economy	Managing International Business	BUS 270a
BUS 71a Introduction to Finance	International Corporate Finance	FIN 202a
BUS 75a Financial Analysis for Management	<i>Not available at IBS</i>	
BUS 89a Internship and Seminar	Field Project	BUS 297a
BUS 98a Independent Study	Independent Study	BUS 298a
<b>CROSS-LISTED COURSES</b>		
<b>Economics of Business</b>	<i>Most IBS courses in FIN or BUS could be BUS electives</i>	
<b>Alternative Perspectives on Business</b>	<i>No IBS course -- needs to be outside of Econ, BUS, and IBS</i>	