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 allow students to deepen their expertise and specialize in several specific business areas and disciplines; and to integrate their business studies with a liberal arts education.

What makes the program distinctive?
Unlike most business programs, ours 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. or B.A./M.B.A. programs.

FAST FACTS
Current number of majors and minors: 390
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 major:
economics, international and global studies, sociology
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” grounds students in fundamental financial concepts.

Elective courses
Popular business electives include “entrepreneurship,” “Consumer Behavior,” “Managerial Accounting” and “Real Estate and Society.” Students also take electives in departments such as sociology, American studies, psychology and health: science, society and policy.

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.

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, Robert Carver, Michael McKay, Hagit Weihs and Grace Zimmerman.

World-renowned graduate programs
Brandeis’ International Business School has a worldwide reputation for academic excellence. For two years, it has been ranked number one in the United States by the Financial Times for pre-experience finance master’s programs.

Leading-edge research
Our faculty is also involved in exciting and diverse research. Andy Molinsky examines what it takes for managers to succeed in the global economy, employing cross-culture code-switching techniques. Ricardo Lopez focuses on the role of international trade as a source of economic growth. Jane Ebert considers the concerns that motivate consumers today versus those that affect future behavior.

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.

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, sales, product management, venture capital, and consulting and nonprofit management.