ABOUT THE PROGRAM

Business enrolls more students than almost any other program at Brandeis. Our courses teach a way of thinking that is rooted in both research and practice. Business school cases are commonly used to help students apply concepts. Guest speakers give talks that bring the real world inside the classroom. Optional internships can give students invaluable hands-on experience. Class presentations, papers and discussions help students develop professional skills in business communication. All the while, students are challenged to develop their 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.

What makes the program distinctive?

Most of our students major in another field of study, adding breadth and depth to their background. Students also have the opportunity to participate in the life of the International Business School, one of Brandeis’ graduate schools. Students may apply to enter programs that award both a BA in business and a master’s degree.
ACADEMICS AND RESEARCH

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. “Operations Management” introduces students to the processes that organizations use to create products and services.

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, psychology and American studies.

Graduate study
Brandeis undergraduates can pursue a special track that will allow for completion of a master’s degree, often with only one additional year of study.

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 several 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. Aldo Musacchio focuses on the ways in which governments support domestic firms to compete at home and abroad. Sandra Cha conducts research on leadership and identity, focusing on two aspects: leading through shared values (which are a core component of identity) and leading in the context of demographic diversity.

Debarshi Nandy’s research interests are in the fields of entrepreneurial finance and innovation, corporate finance, and financial intermediation. Jane Ebert considers the concerns that motivate consumers today versus those that affect future behavior.

BEYOND THE CLASSROOM

Student-run clubs
Students can apply their skills by participating in organizations such as the Real Estate Club, Investment Club, Brandeis Student Consultancy and TAMID.

Professional experience
Jared G. ’13 is an investment banking analyst at Moelis & Co., Andrew H. ’13 is a product manager with Epic Software, and Karen H. ’12 is a marketing associate at a boutique agency.

Summer internships
We work closely with the Hiatt Career Center to help our students secure summer internships at both for-profit and nonprofit firms.

AFTER BRANDEIS

Diverse career fields
Business majors often work in business or finance for a few years and then return to school to complete an MBA at Brandeis or elsewhere. Graduates have gone on to jobs in commercial and investment banking, asset management, advertising, sales, product management, venture capital, and consulting and nonprofit management.

“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

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