

FORDHAM UNIVERSITY



Gabelli School of Business

TABLE OF CONTENTS

2

Global. Jesuit.
New York City.
Gabelli School.

6

The Year Ahead

10

Academics

18

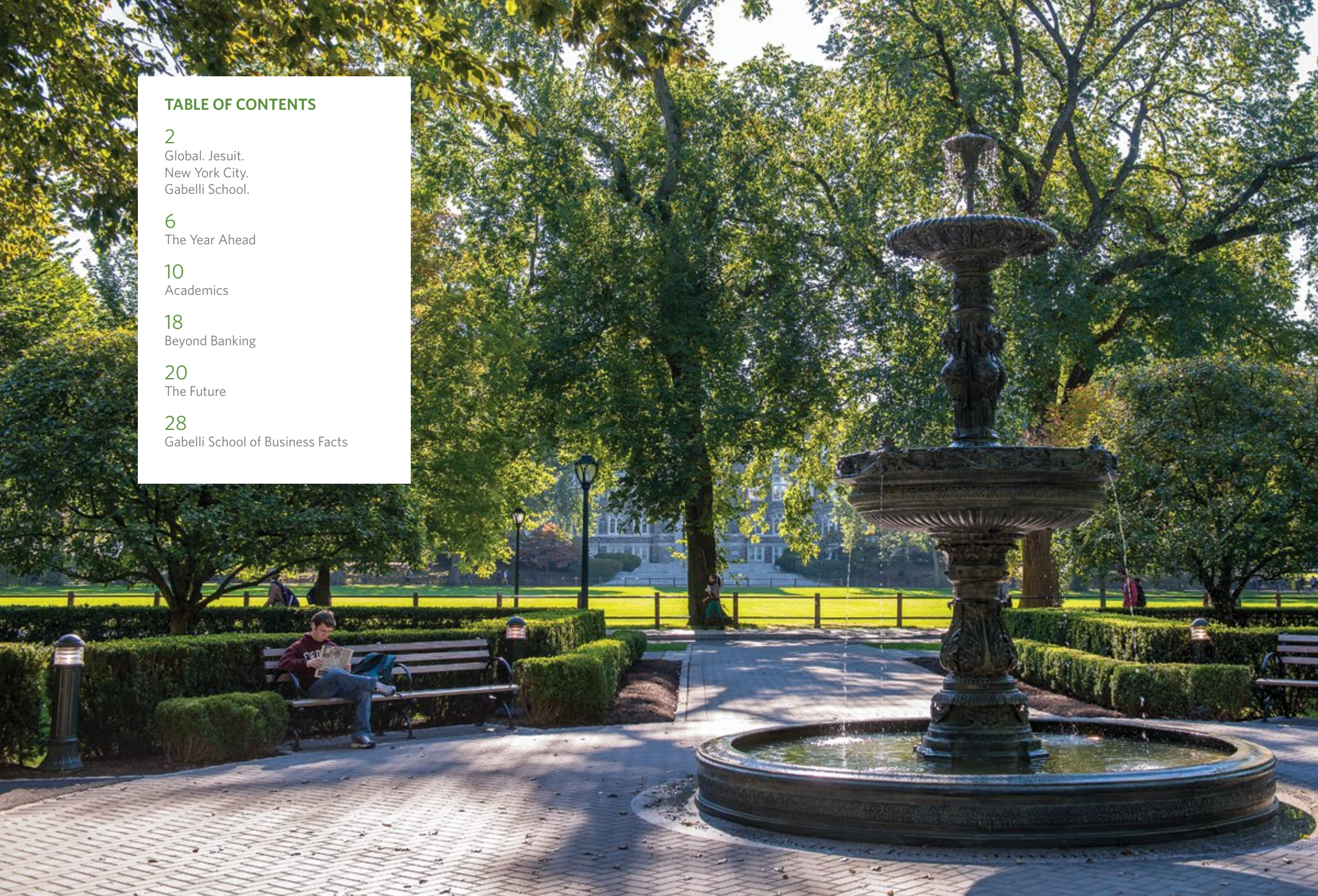
Beyond Banking

20

The Future

28

Gabelli School of Business Facts



**GLOBAL.
JESUIT.
NEW
YORK
CITY.
GABELLI
SCHOOL.**



LEARN BY DOING

Imagine going into your first job having learned everything you know about business from a textbook. Now imagine the opposite—having completed in-depth, real-world simulations to practice and refine every core business skill. A Gabelli School of Business education is the latter. By the time you graduate, you will have had the opportunity to manage an investment portfolio, break down complex tax case studies, pitch an idea for a brand-new business and more, all through our integrated business core curriculum. Your grasp of how a business works, from start to finish and top to bottom, will be unparalleled.

ARTS | SCIENCE | BUSINESS

The leaders of the business world are more than masters of the spreadsheet. They are articulate. They write well. They understand how history shaped their field and our society. Fordham's business program is different from many others because all students take a rigorous 13-course curriculum in the liberal arts, plus electives of your choice. The rewards are endless. Does every marketer understand demographics better from having taken Contemporary African Immigration? No. Has every entrepreneur taken a history course called Capitalism? Nope. Are the lessons of an Ethics of Relationships course in every manager's toolkit? Not a chance. But they can be in yours.

FACULTY

The Fordham business faculty represents the best of both worlds. You'll have full-time professors whose business research is attracting international attention and being published in major journals. And you'll have adjunct instructors borrowed from the ranks of active New York City executives, taking a few hours out of the office each week to share their expertise. Zero business courses are taught by graduate students.

TWO CAMPUSES

Study at one of two locations for the Gabelli School of Business. On the Rose Hill campus, Hughes Hall is the home of the undergraduate business school. The building recently underwent a \$38 million renovation allowing a digital-age interior to slip in behind the five-story building's 19th-century French gothic façade. Behind a glass wall in the lobby is the school's pièce de résistance: a trading room featuring Bloomberg terminals and streaming stock tickers. On the Lincoln Center campus, students can pursue studies in digital media and technology, healthcare management, international finance, and consumer insight.

NEW YORK CITY

JPMorgan Chase is headquartered here. As is Citigroup. Not to mention Goldman Sachs, AIG, Morgan Stanley, MetLife, Barnes & Noble, American Express, Time Warner, Polo Ralph Lauren, and dozens of other members of the Fortune 500. New York ranked first worldwide in a recent Cities of Opportunity survey, finishing in the top three in six key indicators, including intellectual capital and innovation, economic clout, and technology readiness. Why go to business school anywhere else?

GLOBAL PROGRAM

All business is now global. Your education will be, too. Add an international credential to your degree through our secondary concentration in international business. Visit three continents with the Global Business Honors Program. Study at Fordham's satellite campus in London. Conduct international marketing for the Fair Trade program. Spend a semester abroad. Take as many international-themed business courses on campus as you can. Your Gabelli School education puts you in touch with the entire world of commerce.





THE

YEAR

AHEAD

Here is a quick look at what you can expect during your freshman year.

SEPTEMBER

Town Hall with the Dean—Grab a microphone, ask anything you want to know about the Gabelli School, and get your answer straight from the dean.

OCTOBER

Fall Internship and Career Fair—Hundreds of employers converge on the student center to meet you, check out your resume, and tell you how to get into the hiring pipeline.

NOVEMBER

Entrepreneurship Conference—Want to launch your own business someday? Or to work for a startup? Prominent entrepreneurs come to this student-run conference so you can learn from their experiences.

DECEMBER

Join the Alumni/Student Supper Club—It can be hard to meet business contacts in a big, crowded room. These dinners match four or five students with one alumnus or alumna for a networking dinner where you can make a real personal connection.

JANUARY

Networking Carnival—Not all networking involves a suit and portfolio. Here, meet recruiters from major firms while you play carnival games, win prizes, and eat popcorn.

FEBRUARY

International Business Week—This series puts you in the same room as accomplished global business leaders. One recent speaker heads the company that owns Domino Sugar. Another is an ambassador from Argentina.

MARCH

Apply to study abroad—The Gabelli School program is an education in global business. Go the distance and sign up to study at one of 150 partner universities around the world.

APRIL

Women in Leadership Conference—If you think women's role in business has reached a static point, this day of accomplished female speakers will help you discover what kind of change you can still make, no matter your gender.

MAY

Undergraduate Business Research Conference—Who's breaking new ground by researching business topics like neuromarketing, corporate fraud, and the Nordic economy? Gabelli School students. Hear their findings on this day of presentations that will change your perception of the word "research."

SPECIAL FIRST-YEAR PROGRAMS

Google Competition:

Don't waste any time in catching the attention of Google. Do it at orientation. Over the summer, Gabelli School freshmen are challenged to come up with an innovative business-expansion idea to pitch to Google. At freshman orientation, the best ideas are announced—in front of the day's featured guest speakers, two alumni who work at the company.

Compass Fellowship:

Want to have a business plan ready to launch by the end of your first year? Apply to be one of 15 Compass Fellows. This program, sponsored by the Kenneth Cole Foundation and found only on selected college campuses around the country, pairs freshman entrepreneurs with mentors to help map out their ventures.

First-Year Business Film Festival:

Join your classmates on Wednesday afternoons for free screenings of movies and faculty-led discussions of how they depict the business world. One year's series featured *The Social Network* with a chat about entrepreneurship and business tech, *Office Space* with a discussion of accounting, and *The Devil Wears Prada* with a talk on marketing. It's a great way to meet new friends in your class.



WHAT STUDENTS ARE SAYING:

“The main business class you take is called The Ground Floor. It is the quintessential freshman business course that introduces the many aspects of business while connecting you to faculty and fellow Gabelli kids. Its assignments push freshmen to explore Fordham University's vast resources, Wall Street, and business history. This course helped me gain not only academic knowledge, but also indispensable insight into working with others and problem-solving.”

-Tiffany Wang

“Beyond The Ground Floor, most of your freshman classes are in the liberal arts: philosophy, history, theology, composition, and economics, among others. They challenge you to think differently. You'll learn to raise more questions, brainstorm, possibly offer a solution—and explore ideas that are widely accepted or highly contested. Fordham's mix of business and liberal arts gives you a unique foundation that is marketable to any employer and will help you succeed in the future.”

-Andrew Montelongo

“Each year, you get a different adviser to help with scheduling, solving problems you might have, and figuring out which business field interests you most. [Freshman Class] Dean Jason-DiBartolo is a great resource to help you adjust to college life and plan for your future. She is always available through e-mail and has walk-in office hours in addition to scheduled appointments. She tries very hard to make sure you know what is going on throughout campus and have what you need to be successful in your classes.”

-Hanna Read



ACADEMICS

A Gabelli School business degree is so flexible and customizable that the question of “which major” doesn’t even begin to describe the ways your Fordham education can define you to future employers. Students get to assemble the academic program that best suits their needs and interests.

MAJORS

Students choose a major in their junior year. These represent your main academic focus and require approximately 15 courses.

Accounting Information Systems
Applied Accounting and Finance
Business Administration (with a primary concentration)
Finance
Information Systems
Marketing
Public Accountancy (150 credits)
Public Accounting (120 credits)

PRIMARY CONCENTRATIONS

If your major is business administration, you can add depth in a given field through one or more concentrations, which require three to four courses each.

Rose Hill

Accounting
Business Economics
Entrepreneurship
Finance
Information Systems
Management
Marketing

Lincoln Center

Digital Media and Technology
Global Finance and Business Economics
Management/Healthcare
Marketing/Consumer Insight

SECONDARY CONCENTRATIONS

No matter what your chosen major, you can add a secondary concentration as an overlay—an additional layer of specificity that sets your business degree apart.

Accounting
Alternative Investments
Communications and Media Management
Finance
Information Systems
International Business
Management
Marketing
Sports Business
Value Investing

MINORS

Gabelli School students can complete a minor in any of nearly four dozen subjects, drawing upon the resources of the business school as well as those of Fordham College at Rose Hill.

Accounting
Business Economics
Law and Ethics
Marketing
Sustainable Business

Liberal Arts Minors
African and African American Studies
American Studies
Anthropology
Art History
Biology

Chemistry
Classical Civilizations
Classics (Language)
Communication
Comparative Literature
Computer Science
Creative Writing
Economics
English
Environmental Policy
French
German
History
Information Sciences
Irish Studies
Italian
Latin American and Latino Studies
Mathematics
Marketing
Media Studies
Medieval Studies
Middle East Studies
Music
Philosophy
Physics
Political Science
Psychology
Sociology
Spanish
Sustainable Business
Theater
Theology
Urban Studies
Visual Arts
Women’s Studies



GLOBAL MARKETING

Companies must tailor their marketing approaches for the countries where they operate, choosing product design, promotion, and pricing strategies that will resonate on the ground. Students become adept marketers in diverse cultural, political, and economic environments. Related courses include Marketing in the U.K., offered at the Gabelli School's London campus, and Marketing in China, taught in New York.

BUSINESS COMMUNICATIONS

Leaders of the business world must be able to deliver sterling written and spoken communications. Through creative and fun assignments that range from interviewing executives in your desired field, to producing a video that captures your personal strengths, professors help students to develop their communication skills and confidence. How do you address a criticism of your company using social media? By the end of this class, you will know.

HEDGE FUNDS

This elective introduces students to the growing field of alternative investments with a specific focus on hedge funds. Students gain a grasp of leverage, short-selling, and derivatives, and they become able to perform detailed rate-of-return and risk assessments on a range of the most popular hedge fund strategies and styles. Guest lecturers include hedge fund executives, and the class visits the offices of at least one fund.

SPORTS LAW

Given the prominence of sports in American culture and society, it is no surprise that sports business faces its share of legal issues. This course covers a range of them: labor relations, free agency, contracts, personal injury, broadcasting, league governance, and more. This may be one of the few courses at a U.S. university in which students are encouraged by the professor to read *Sports Illustrated*.

COURSE SNAPSHOTS

A group of students in business suits are seated around a conference table in a meeting room. They are looking towards the camera with serious expressions. The table is cluttered with papers, a water bottle, and a coffee cup. The background shows a modern office environment with blue walls and large windows.

GLOBAL BUSINESS HONORS PROGRAM

About 25 top-ranked freshmen are invited to join this tightly knit group, which enrolls in advanced courses and travels abroad together to destinations such as the United Kingdom, Chile, and China.

DUAL-DEGREE PROGRAMS

Within five years, students can earn an undergraduate and a graduate degree. Options include BS/MBA and BS/MS programs and span a wide range of business fields.

STUDENT RESEARCH

Can Twitter predict stock returns? How do leveraged buyouts influence corporate governance? Students devise original research projects to find answers to questions like these, then share their findings with the corporate world and the business academic community.

CFA TRACK

This program prepares students to take the CFA Level I exam right after graduation. CFA certification is the finance industry's gold standard in the mastery of investment principles.

CASE COMPETITIONS

Get noticed by companies such as Deloitte and Credit Suisse, and organizations such as the American Marketing Association—all of which run business-related contests that Gabelli School students enter.

SPECIAL PROGRAMS



STUDENT MANAGED INVESTMENT FUND

This is no mere “stock-market game.” Each semester, 24 junior and senior finance students work together to invest \$1 million of Fordham University’s actual endowment. The result—in addition to a proud track record of above-the-benchmark performance—is a hands-on learning experience like no other.

WHAT MAKES OUR STUDENT MANAGED INVESTMENT FUND DIFFERENT FROM OTHER SCHOOLS’ FUNDS?

- Larger than most: \$1 million, compared with \$150,000 to \$200,000 elsewhere.
- Not just stocks: Learn to invest across multiple asset classes: securities, bonds, commodities, and foreign exchanges.
- International: Fordham students invest globally, not just in U.S. instruments.

WHAT STUDENTS ARE SAYING:

“It requires you do to twice as much work as the hardest class you have had. It is unlike any other class, and it is the best learning experience at Fordham. You learn how to manage money not only with a phenomenal professor, but also with some of the brightest minds in the business school.”

-Domenick Ferrara

“We have dedicated and intelligent student managers running the fund. All the research and decisions are done by the students, and everyone plays an integral role in making the fund a success. The two most important factors contributing to the success of the fund are teamwork and discipline.”

-Bridget Dalton

“Much of our success has come from our ability to employ great diversification and risk management. This is a direct result of the extraordinary confidence that our University has shown in us.”

-Rebecca Horne

BEYOND BANKING

Not everybody chooses to study finance. These programs represent a few of the paths available to students who want a different career in business.

MARKETING

Our marketing program is connected with the bright lights of the New York City advertising world—from established titans like McCann Erickson to small, nimble digital shops like R/GA and LiveIntent—and with major corporations, too. Recent marketing graduates have gone on to work at PepsiCo, Target, BBDO, Deutsch Inc., Lord & Taylor, major New York-area newspapers, and more.

SUSTAINABLE BUSINESS

People, profits, and planet: Sustainable business strikes a balance among these three factors. Sustainability is becoming a national phenomenon, and companies are taking notice, from the smallest startups to the largest multinational banks. Students can stand out to employers by completing a minor in this subject, taking courses such as Social Entrepreneurship or Fair Trade and Microfinance.

SPORTS BUSINESS

Created to meet student demand, the Gabelli School's secondary concentration in sports business allows students to pursue a sports certification on top of any major. They take three courses—Sports Marketing, Sports Media, and Sports Law—and then hold an internship, complete some sports-related travel or do a sports research project. Guest speakers from the MLB, the NBA, sports marketing agencies, and other firms allow students to make connections and network in the field.

ENTREPRENEURSHIP

Entrepreneurship at the Gabelli School of Business is more than an area of study. It's a mindset. This program cultivates the game-changing entrepreneurial spirit, helping students to think differently, sense opportunity, generate creative solutions, and chase those solutions with an uncommon drive. Students take courses based not in textbooks, but on real-world learning: launching a startup as a class, using social media, and exploring how to attract venture capital to their own business ideas. Students with concrete concepts for new businesses can apply to launch their ventures in the University's own business incubator, the Fordham Foundry.

FAIR TRADE

Students get hands-on practice in marketing, accounting, and other skills as they import and sell global Fair Trade products in the United States. With faculty guidance, they:

- identify products that will sell in the U.S.: coffee, chocolate, jewelry, and stone carvings;
- develop plans to market these products;
- import the goods from Kenya, Bolivia, and India;
- sell the products online, on campus, and around New York City;
- return the profits to the business owners; and
- see firsthand how the Fair Trade model benefits underprivileged communities and the environment and promotes economic and social justice.



Most institutions have a university-wide office for career placement. Fordham certainly does. But the Gabelli School goes a step beyond that for its business students. The Personal and Professional Development Center, part of the business school, offers a comprehensive four-year sequence that guides students in finding the right career path.

- Self-discovery and goal setting
- Internship and job searching
- Resume development
- Interviewing practice
- Networking skill development
- Hands-on case-study sessions with industry executives
- Field-specific advising/coaching in accounting, finance, and marketing

WHY HIRE GABELLI SCHOOL STUDENTS?

“At my company, KPMG, Fordham is a premier school for us. We always seek out the Gabelli School of Business graduates. What we are looking for are professionals of high intellect, great ethics and integrity, and also great personality—well-rounded individuals. We always go to the Gabelli School, and we always will.”

—Eileen Walsh, Partner-in-Charge, Audit Learning Development, KPMG

“There is a buzz around Fordham right now, and people’s affinity for the school, whether you went there or not, is at an all-time high. It’s a great time for this institution.”

—Edward D. FitzGerald, Global Co-Head, Business & Technology Services, Bank of America Merrill Lynch



THE FUTURE



WHO HIRES GABELLI SCHOOL STUDENTS?

A&M Records
Allianz Global Investors
AXA Advisors
Bank of Communications
BDO Seidman Alliance
BET
Betsey Johnson
Bloomingdale's
Brown Harris Stevens
Bravo TV
Calvin Klein
Chiomenti Studio Legale
Citigroup
Cole Haan
Comedy Central
Condé Nast
Davis & Gilbert LLP
Deloitte
Diesel USA
Discovery Communications
Ermenegildo Zegna
Ernst & Young LLP
Esquire Magazine
FASB
Food Network
Fox Business
GAMCO Investors, Inc.
Goldman Sachs
Goldmark Advisers, Inc.
Google
Grant Thornton LLP
HSBC Bank
Hearst Corporation
Island Def Jam
Jefferies & Company, Inc.
JPMorgan Chase & Co.
KPMG
Lincoln Financial Group
Madison Square Garden
Marie Claire Magazine
Martha Stewart
McGladrey
MetLife
Michael Kors
Monster.com
MTV Networks
NBCUniversal
New York Yankees
Nomura Securities
Northwestern Mutual
Ogilvy & Mather
Orion Fashions
Post Road Entertainment
PwC
Random House, Inc.
Saks Fifth Avenue
SiriusXM Radio
Sony BMG
Time Inc.
UBS

SUCCESS STORIES

CITIGROUP CHOOSES DANIEL HODD FOR SALES AND TRADING GROUP

There's a desk on Greenwich Street in Tribeca waiting for Daniel Hodd, and it's in the offices of Citigroup, which offered him a full-time position in sales and trading.

Daniel has something on his resume that many college students don't: He spent several years in the Marine Corps infantry, both in the United States and abroad, before coming to Fordham. He said his military service gave him strong preparation for the intense career that he's about to begin, including "decisiveness under pressure, effective communication, and analytical problem solving. These skills are directly relevant to S&T," he said.

Finance has been his interest for a long time—ever since high school, when he participated in a trading competition. His visits to actual trading floors have confirmed his instinct that sales and trading was the niche for him, as has his college experience.

"Fordham has been an incredible place to catalyze my transition from the military to a career in financial services," Daniel said.

TECH "STARTUP TO WATCH" HIRES ALEXIS SUMMIT FOR INTERNSHIP

Taking a seat on the forefront of digital marketing, Alexis Summit spent Wednesdays during her junior year as an intern at LiveIntent, a downtown-Manhattan digital marketing startup—and recently named one of *The Wall Street Journal's* Five Tech Startups to Work For.

"Working at a company like LiveIntent is the future," said Alexis, who is majoring in business administration with two concentrations: marketing and entrepreneurship. "Less bureaucracy, more innovation."

What makes LiveIntent's services future-friendly? The company personalizes e-mail advertisements based on a recipient's location, type of device used to read a message, and the time of day. LiveIntent's early clients included The Weather Channel, *Newsweek*, and *Maxim*.

MICHAEL SANSARRAN HEADED TO MAJOR LEAGUE BASEBALL

It's impossible to know yet what Major League Baseball will look like in the future.

What we do know is that Michael Sansarran will have a hand in shaping it.

While in his final semester at the Gabelli School, Michael started work with the baseball development department within the MLB commissioner's office—a huge coup for a student who has a lifelong dedication to baseball not only as a sport, but also as a business and as an element of U.S. culture.

The baseball development office focuses on promoting youth and diversity in America through baseball. Its staff oversees MLB's Urban Youth Academy, which provides free baseball and softball instruction to kids ages 8 through 17, and also runs special events designed to cultivate talent in and love of baseball, such as the Future All-Stars Game, the Breakthrough Series, and the Civil Rights Game.

"The mission of this department aligns with a lot of my personal beliefs," Michael said. "I could not have chosen a better role. This could be the only job I ever have!"

CHRISTINA CORRADO IS A TRUE BURBERRY GIRL

Christina Corrado is on her way to becoming an experienced fashion professional, securing her second sales internship with Burberry the summer before her senior year.

She began with the company during the school year, getting the chance to represent Burberry during "market week." That's when buyers come to look at a fashion house's collection and decide what to buy. Christina became a key link between her employer and its luxury buyers: Neiman Marcus, Bloomingdale's, Bergdorf Goodman, Nordstrom, and Saks Fifth Avenue.

"It is fun to put your selling skills to the test," she said. "At the end of market week, you see all of your hard work being quantified into orders, and it is thrilling to see the amount of money you are making for the company."

It's no surprise that this excites Christina, who is dedicated equally to fashion and business. Before Burberry, she held a yearlong sales internship at Diane von Furstenberg, worked with a stylist named Elizabeth Sulcer on magazine advertisements, and was an intern for Kahn Lucas, a children's clothing manufacturer—truly making the most of Fordham's location in one of the fashion capitals of the world.

INTERNSHIPS TO JOBS

In politics, winning a primary is sometimes tantamount to winning the election. Gabelli School students find the same with internships: Land a great internship, perform well, and you may find yourself on track to a permanent job.

STEVEN CIRINCIONE

Intern to analyst, investment banking,
Goldman Sachs

GENE COLUCCI

Intern to analyst, internal audit,
Morgan Stanley

RYAN CURRAN

Intern to assistant account executive,
BBDO advertising

JENNIFER FAZZOLARI

Intern to associate, assurance division,
Ernst & Young

DOMENICK FERRERA

Intern to analyst, risk management,
JPMorgan Chase

JOSHUA KIM

Intern to risk-management associate,
GE Capital

JOHN MANLEY

Intern to analyst, asset/wealth management,
Deutsche Bank

Read more success stories online:
www.gabelliconnect.com



GABELLI FACTS

MISSION

The mission of the Gabelli School of Business is to educate students from diverse origins and backgrounds within a Jesuit tradition that commits each individual to the lifelong achievement of intellectual excellence, ethical values, humanistic concerns, and active involvement in national and global society.

DEAN

Donna Rapaccioli, Ph.D.

90 YEARS OF HISTORY

On a chilly day in 1920, a man named Hugh S. O'Reilly crossed Fordham's Rose Hill campus for an appointment with then-President Edward P. Tivnan, S.J. He pitched the idea of starting a business school at Fordham, and he succeeded.

The following fall, Fordham business students took up their pencils and textbooks on the seventh floor of New York City's iconic Woolworth building, on the northern edge of Manhattan's financial district. At first, there were only night classes: in accounting, business English, and business law. The students—all men—aimed to take the New York State CPA examination. In reflection of that, Fordham called the division the School of Accounting.

These were the earliest roots of what would become known as the College of Business Administration and, now, the Gabelli School of Business, in honor of a 2011 gift from alumnus Mario Gabelli (GSB '65). Today, the Gabelli School of Business prepares students for global leadership roles in business by combining an intensive, practice-oriented business curriculum with a distinguishing foundation in the liberal arts.

www.fordham.edu/gabelli

LOCATION

The Gabelli School of Business is housed in Hughes Hall, the five-story, French Gothic building at the heart of the Rose Hill campus. The 85-acre green, leafy campus is located in the Bronx—bordered by the New York Botanical Garden, the Bronx Zoo, and the original Little Italy. After a recent dramatic renovation, Hughes Hall retained its 19th-century exterior while gaining a digital-age interior, featuring amenities such as a trading room with Bloomberg terminals and streaming stock tickers. Students can also pursue a Gabelli School education at Fordham's Lincoln Center campus, where they can take courses in digital media and technology, healthcare management, international finance, and consumer insight.

STATISTICS

AS OF 2012-2013:

- \$55,770** Mean starting salary, Class of 2012
- 93%** Students holding at least one internship during college
- 91%** Freshman retention rate
- 34** Students in the average-size class
- 17-to-1** Student-to-faculty ratio
- 63-to-37** Male-to-female ratio
- 123** Full-time faculty
- 90%** Percent with Ph.D. or terminal degree

ENROLLMENT

- 2,009** Traditional
- 42** Non-traditional
- 441** Freshman class

BLOOMBERG BUSINESSWEEK RANKINGS

- Undergraduate business schools (2013): 40
- Subject area rankings (2013):
 - International business: 7
 - Marketing: 11
 - Corporate strategy: 16
 - Finance: 17
 - Sustainability: 22
 - Entrepreneurship: 25





FORDHAM UNIVERSITY

THE JESUIT UNIVERSITY OF NEW YORK

NONPROFIT
ORG
U.S. POSTAGE
PAID
HARTFORD, CT
PERMIT #1382

WWW.FORDHAM.EDU/GABELLI
HUGHES HALL, BRONX, NY 10458

