

# FORWARD ALWAYS UNIVERSITY



Gabelli School of Business  
at Lincoln Center



As a student at the Gabelli School of Business at Lincoln Center, you're a fast subway ride away from Wall Street. You can walk to Broadway in minutes. New York City's tech corridor, Silicon Alley, is 15 minutes away by bike.

### WHAT SETS FORDHAM APART?

- **Learning by doing:** You will graduate with hands-on experience in tackling the same business challenges that real executives face every day.
- A complete **liberal arts core curriculum** that gives you the writing and speaking skills you need to be a business leader and helps you stand out from your colleagues.
- **Global content** woven into every business core course.
- Four academic concentrations developed to prepare students for **areas where companies are growing and hiring.**

At Lincoln Center, you will earn a different degree than your Gabelli School classmates on Fordham's Rose Hill campus. Known as the Bachelor of Science in Global Business, the program requires you to hold at least one internship and to study abroad—global experience that can make you even more competitive. Within this major, you will also be able to choose one of four concentrations that will further deepen your global business knowledge—digital media and technology; marketing; consumer insight; management: healthcare; or global finance and business economics.

When you begin your first year at Lincoln Center, you and all your classmates will take a global version of the Gabelli School's introductory course for all business students: The Ground Floor. It gives you an overview of all the major business functions—accounting, marketing, finance, IT, and more—as you write a business plan for your own startup venture. You can even launch it.

Sophomore year will make you fluent in business. Intensive courses will offer a solid grounding in every aspect that makes a company tick. You'll also do hands-on projects to practice what you learn. For example, working in a team, you'll act as a consultant to a real business to generate a creative solution to one of its biggest marketplace problems.

With this preparation complete, in your junior and senior years, you will have the chance to choose among the four concentrations created specifically for Lincoln Center students, based on the resources of Manhattan and the areas where businesses need talented new hires.

*Learn more:*  
[fordham.edu/business](https://fordham.edu/business)

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## DIGITAL MEDIA AND TECHNOLOGY

Develop mobile apps. Manage social media. Develop an e-commerce strategy. Research people's shopping patterns online. A mix of business classes and liberal arts coursework in computer science, visual arts, and communications gets you ready to lead in these areas.

COURSES YOU MIGHT TAKE INCLUDE:

- Social Media Across the Globe
- Mobile Commerce and Apps
- New Media and Communication Law
- Media Economics
- Fundamentals of Website Design

## MARKETING: CONSUMER INSIGHTS

Understanding consumer behavior will make you more marketable to potential employers. Through coursework in business, psychology, sociology, and anthropology, this concentration will give you a command of why people buy what they buy.

COURSES YOU MIGHT TAKE INCLUDE:

- Cross-Cultural Consumer Insights I and II
- Global Consumer Behavior
- Introduction to Cultural Anthropology
- Business Anthropology in a Global Context
- Marketing Research





## MANAGEMENT: HEALTHCARE

In the past decade, the healthcare industry has added 2.6 million jobs in the United States alone. Healthcare is among the most dynamic fields in business today in terms of vast markets, innovative technology, new discoveries, and impact on society. This program will help prepare you for corporate, government, and nonprofit positions.

### COURSES YOU MIGHT TAKE INCLUDE:

- Globalization, Healthcare and Marketing
- Healthcare Information Technology
- Multinational Healthcare Delivery System Management
- Multinational Human Resources Strategies in Healthcare
- Healthcare Finance

## GLOBAL FINANCE AND BUSINESS ECONOMICS

If you're interested in financial analysis, sales and trading, investment management, or risk management, this concentration is for you. Here you will get a rigorous education in finance—with an international perspective.

COURSES YOU MIGHT TAKE INCLUDE:

- Global Business Economics and Trade
- Financial Management of a Multinational Firm
- Global Investments
- International Financial Reporting





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THE JESUIT UNIVERSITY OF NEW YORK

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