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# About the Graduate School of Business Administration

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## ABOUT THE GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

Fordham University's Graduate School of Business Administration (GBA) offers a dynamic educational experience in New York City with access to renowned faculty, a diverse business community, an international student body, and an extensive alumni network. Founded in the Jesuit tradition of excellence in education, intellectual vigor, and ethical conduct, GBA is dedicated to being an institution of global distinction. Our mission is to educate business professionals and equip them to manage effectively in a range of leadership roles.

We take maximum advantage of our extraordinary New York City location. Based in the middle of Manhattan, adjacent to Lincoln Center, a short subway ride to Wall Street, and within walking distance of major banks and multinational corporations, GBA offers an unparalleled setting for learning about the breadth and depth of contemporary business thought and practice.

We believe that business can and should be a noble calling, one that creates a livelihood for individuals and broader economic development for societies, and one that serves to generate and distribute the benefits of prosperity. Business enterprise offers an opportunity for the human spirit to expand into the world, to stretch the limits of what is possible, and to learn, through working together, how to achieve something greater than what has been accomplished before.

A GBA business education is characterized by the Jesuit principle *cura personalis* (care for the whole person). We unite a striving entrepreneurial *spirit* with the ethical responsibilities of the *heart*, giving our students lifelong tools they can use not only to succeed, but also to serve and give back to the community. In this way, we develop GBA students to realize their potential to be the ethical, compassionate leaders our world needs today.

Four themes run through our MBA programs and all of our specialized master's degree programs:

***Business in the Global Political Economy:*** Increasing globalization has produced increased uncertainty and complexity for managers.

Understanding business means understanding the world. Our emphasis on political economy means that we believe business professionals must understand how businesses and states interact and influence each other around the world.

***Business in a Money Center:*** New York City is the principal money center in the world. Our programs go beyond our highly ranked offerings in finance and accounting to illuminate the role of the financial institution in all aspects of business practice.

***Business and Media:*** New York City is a preeminent media and information center. As the media and information industries continue to experience unprecedented change, GBA assures that contemporary managers learn how to work with the media industry and how to use the tools of rapidly advancing information technology.

***The Societal Value of Business:*** The global financial crisis and the Great Recession that began in 2008 remind us that business professionals need a foundation in ethical decision-making. Through the Fordham GBA curriculum and through the culture of the classroom, we inspire our students to address the responsibilities that businesses and business leaders have to society.

Established in 1969 as an exclusively part-time business program, GBA has successfully expanded far beyond its original scope. Today, full-time students comprise approximately 40 percent of enrollment. During this same period, the business world into which our students graduate has changed dramatically. GBA offers courses on a 15-week trimester system with a flexible full- or part-time curriculum, small, collaborative classes, and a rich variety of learning experiences both in and out of the classroom.

Graduate students can choose from among six MBA concentrations, eight cutting-edge master's degree programs and diverse electives, enabling them to customize a unique graduate education to meet their individual needs.

The GBA curriculum features a full range of MBA programs, including the traditional MBA (full- and part-time) with concentrations in: Public Accounting/Accounting, Finance, Communications and Media Management, Information Systems, Management Systems, and Marketing. MBA students can further specialize with designations in Entrepreneurship, Global Sustainability, Electronic Business, and International Business. GBA also offers an Executive MBA degree; a pre-MBA program; international study programs; and joint degree options, including a J.D./M.B.A. program with Fordham University School of

Law, and an M.T.A. program, which combines an M.B.A. in Public Accounting with an M.S. in Taxation and preparation for the CPA examination.

Fordham GBA also provides a range of specialized M.S. degrees, including the 3 Continent M.S. in Global Management (3CMGM) and programs in: Accounting, Business Enterprise, Communications and Media Management, Global Finance, Investor Relations, Quantitative Finance, and Taxation.

At Fordham GBA, we provide a relevant and rigorous graduate business education for full-time, part-time, and executive program participants alike. As the global business environment evolves ever more rapidly and is increasingly uncertain, we are committed to responding with continuous improvement—by keeping our curriculum rigorous and relevant to today’s market needs, and becoming more nimble in our ability to respond quickly to change and educate our students about critical developments in business as they unfold.

Our students become part of a supportive, lifelong community. GBA forges links with national and international companies that maintain a corporate presence in the city’s regional economy, and our dynamic student clubs enhance connections to the world of business and to our expansive network of alumni, friends, and partners. Together we strive, through our heritage of teaching the whole person, to foster the spirit of business in the heart of New York and beyond.