

BUSINESS ADMINISTRATION @ WAGNER

Business administration majors may choose one of five concentrations: accounting, finance, marketing, management, or international business. A **common core curriculum** for all concentrations and a capstone internship ensure that all students will have a broad-based and practical understanding of business. **Graduates of the major** work in areas such as banking, financial management, international business, securities market operations, marketing, advertising, sales, management, and management information systems in both small and large companies. Any of these concentrations can be incorporated into an accelerated 5-year MBA program.

Wagner College is a competitive, four-year private college founded in 1883. The broad liberal arts curriculum is enhanced by a rich array of internship and other professional and cultural opportunities readily available in New York City.



For more information, contact the Admissions Office at (800) 221-1010 or visit our website at www.wagner.edu

SAMPLE CLASSES

Accounting

Federal Taxes: This course is designed to provide a basic working knowledge of the Internal Revenue Code with regard to individual, partnership, corporation, and fiduciary income taxes.

Finance

Money and Investing: This course deals with the nature and functions of money, the monetary history of the United States, the Federal Reserve System, the basic principles of investment vehicles, including stocks, bonds, and government securities, commercial banking, credit and savings institutions.

Management

Small Business Management: Analysis of problems and techniques peculiar to operation of a small business.

Marketing

Advertising: A study of various aspects of advertising which pertain to individual and group behavior in the buying process.

International Business:

Global Perspectives in Business: An explanation of the dynamic global business environment and how corporations can effectively function on a global scale.

FIRST YEAR LEARNING COMMUNITY EXAMPLE

Stockholders vs. Soup kitchens

This LC, which contains a Government and Business class, answers the following questions: Is government responsible for the welfare of society? Do corporations have a social responsibility, beyond the aim of maximizing profit? The Government class will explore, among other things, the issues of race and the welfare state. The Business class will explore the

arguments for and against the idea of corporate social responsibility.

RESEARCH TOPICS

- "Low Cost Airlines: The Way of the Future"
- "Can Blockbuster survive? Declining sales of Blockbuster and new marketing techniques for them to implement"
- "Google—Will it Fail?"

CONTACTS

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INTERNSHIP EXAMPLES

Allstate Insurance	Kenneth Cole Productions, Inc.
American Express Financial	Levi Strauss
American International Group	Madeline Johnson Marketing/PR
Barlow Hartman Public Relations	Madison Square Garden
Blue Sky Communications	Marriott Marquis
Citigroup Brokered CD Trading	Merrill Lynch
Citigroup Global Markets	Morgan Stanley
Clear Channel Communications	NFL
Coach, Inc.	New York Mercantile Exchange
Credit Suisse	New York Stock Exchange
Cynthia Rowley-PR	New York Yankees
Deutsch Bank	Polo Ralph Lauren
Dolce & Gabbana	Pricewaterhouse Coopers LLP
Donna Karen DKNY	Smith Barney
Escada USA	Sony/BM
ESPN	Standard and Poor's
Goldman Sachs	The Weinstein Company
Hyatt International	Union Bank of Switzerland
ING Financial Markets	Vanchieri & Ferrier
JP Morgan Chase	Webster Insurance

The Wagner College Business Administration Department is nationally accredited by the Association of Collegiate Business Schools and Programs (ACBSP) and the International Assembly for Collegiate Business Education (IACBE).

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