# BUSINESS



## OUR BUSINESS DEGREES ARE BUILT ON THE FOLLOWING VALUES:

#### **Hope and Courage**

Bolster your confidence with the competence to make your dream career a reality

#### Integrity

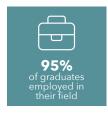
Sharpen your discernment and ethical standards with Christian mentorship

#### **Personal Excellence**

Learn how to advance professionally in business

#### **Servant Leadership**

Become a more selfless, humble, and community-minded leader







#### **WHY ROBERTS?**

Every major has a core of professional business courses designed to help you succeed.

Gain real-life experience working with clients, projects, and business ventures. Work with our dedicated Business Internship Director and Career Coach to complete Internship Prep and Internship Courses designed to your specific interests.



### **AVAILABLE MAJORS**



#### **ACCOUNTING**

Develop faithful character and master accounting skills. You'll graduate prepared to sit for your CPA or CMA exam. Enter our 4+1 program to become qualified for your NYS CPA Licensure and earn a master's degree in Strategic Leadership.

#### **BUSINESS ADMINISTRATION**

Build a strong foundation in business to launch your career with one of the most versatile majors. Gain key business skills while working with real-world projects. Three-year option available.

#### **BUSINESS ANALYTICS**

Business Analytics empowers individuals to harness the power of data to make informed decisions, drive business growth, and gain a competitive edge in a rapidly evolving marketplace. This program equips students with essential data analysis skills, including proficiency in SQL and Tableau.

#### **ESPORTS AND GAMING ADMINISTRATION**

You already love gaming - now you just need your degree. Study tech and business to begin a lucrative, rewarding career. Built off a foundation of core business fundamentals provides students the ability to succeed in an administrative role within the esports and games industry. Introductory courses were developed in partnership with Unity and the IGDA.

#### MANAGEMENT AND LEADERSHIP

Become a masterful tactician as a manager and an innovative strategist as a leader. Learn to affect healthy business practices that promote care for people and the planet. Alongside foundational business courses, take specialized courses in areas like game theory & decision-making, training & development, and strategic leadership.

#### **MARKETING**

Get real-world experience working with clients. Stand out from the field by marketing with integrity. Hone your creativity in digital and traditional marketing tactics.

#### SPORTS MANAGEMENT AND MARKETING

Turn your love for the game into a lucrative career. Study at Rochester's only NCAA DII university, learning the ins and outs of managing and marketing organized sports.

#### **HEALTH ADMINISTRATION**

Learn to use your Business Administration skills to improve the environment of patient care. Build your foundational skills in your bachelor's degree with the opportunity to advance further with a master's degree.

3 YEAR OPTION AVAILABLE FOR EVERY PROGRAM BUT ACCOUNTING



#### STORIES LEADING THE WAY

"Nat's Nuts was born in the Miner Hall Dorm kitchen as a fundraiser for a mission trip with the Enactus team. Our most recent development is a partnership with Whole Foods, which blows my mind."

 Nathaniel Harrington '17 (Business Administration) started his business at Roberts and has grown it into his full-time career.