

THE BARRY FLORESCUE

# UNDERGRADUATE BUSINESS PROGRAM

## BROADEN YOUR SKILLS WITH 3 VERSATILE DEGREE OPTIONS.

A partnership between University of Rochester's College of Arts, Sciences & Engineering and Simon Business School.



### BACHELOR OF SCIENCE IN BUSINESS

15 Courses and 5 Tracks

The BS program is best for students interested in studying a business discipline in greater depth.

Accounting Track

Finance Track

Business Analytics Track

Marketing Track

Entrepreneurship Track



### BACHELOR OF ARTS IN BUSINESS

11 Courses

Double Major Required

The BA program is designed for students with a strong interest in another discipline and wish to pursue their studies in that discipline as well as in business.



### MINOR IN BUSINESS

5 Courses

This minor is available to undergraduate students within Arts, Sciences & Engineering. It builds core business skills through three required core courses and two electives.



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[rochester.edu/college/bsb](http://rochester.edu/college/bsb)

**HEIDI TRIBUNELLA**  
Clinical Professor of  
Accounting, New York State  
Certified Public Accountant

Former auditor, Deloitte &  
Touche, LLP and  
PricewaterhouseCoopers LLP

Track Advisor: Accounting



## NAVIGATE GREAT CAREER DECISIONS WITH THE HELP OF TRACK ADVISORS.

### ACADEMIC ADVISING

Start with the academic advisor for the business program to answer general questions about course planning, major/minor declaration, and transfer credit.

[ugbusiness@rochester.edu](mailto:ugbusiness@rochester.edu)

### TRACK ADVISORS

For career and general discipline advising, contact the relevant track advisor:

- Professor Heidi Tribunella for Accounting
- Professor Roy Jones for Business Analytics
- Professor Dennis Kessler for Entrepreneurship
- Professor Derek Mohr for Finance
- Professor Vince Hope for Marketing

GET TO KNOW US

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