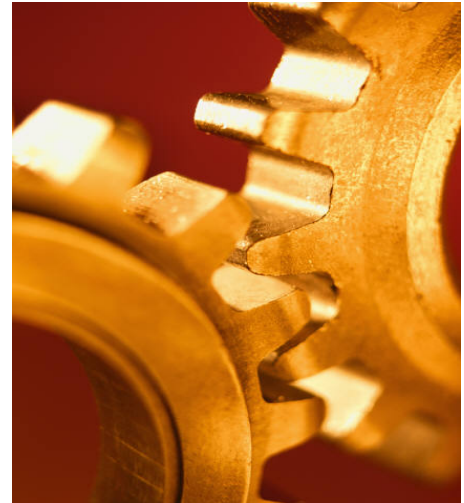


# combined concentrations

*Business is like riding a bicycle. Either you keep moving or you fall down.*

**Frank Lloyd Wright**



Students at the University at Albany School of Business have the option of pursuing a dual concentration, whereby they complete nine credits in each of two areas rather than fifteen to eighteen credits in one specific business function.

A dual concentration has many academic benefits. In today's fast-paced and increasingly competitive business arena, professionals are expected to have a diverse knowledge of business processes and the ability to take a cross functional approach in meeting business challenges. This is particularly true of those in a management capacity.

The following combined concentrations are offered to Business Administration majors:

- Finance/ITM
- Finance/Marketing
- Finance/Management
- ITM/Marketing
- ITM/Management
- Marketing/Management

Choosing the type of dual concentration depends largely on a student's future plans. For example, if students are interested in pursuing a career in the Mergers and Acquisitions area of investment banking, a joint concentration in finance and management would be a good choice as the valuation aspects are covered in finance courses and the strategic aspects would be strengthened in management courses. As well, students leaning toward a marketing career in any capacity understand that the practice of marketing requires timely, accurate information about the customers, competitors, products and services. A dual concentration with ITM would leverage students' understanding of how to obtain, organize, analyze and act upon this important information.

For more information on dual concentrations at the University at Albany School of Business, please visit [www.albany.edu/business](http://www.albany.edu/business).