

Fordham CBA London

Summer Program

Tentative Program Dates: May 26 – June 30, 2009



Special Study Abroad Program designed for College of Business Administration students, and for Fordham College Rose Hill and Fordham College Lincoln Center students minoring in business administration.

This program will focus on incorporating the study of marketing and art through two of the three courses:
(Tentative Course Choices)

- **Marketing Principles – MKBU 3225** (Business Core Course or Business Minor Course for FC Students)
 - **Introduction to Art History – AHRU 1100** (Fine Arts Core Course) or
 - **Invitation to Theater – TDRU 1100** (Fine Arts Core Course)
- **International Marketing – MKBG 3440** (Business Elective or Marketing Major/concentration course or Business Minor Course for FC Students)

Classes will meet at *Fordham's London Centre* and will integrate this global city with new business and cultural experiences.

Special Program Features include:

- Five weeks studying business and art in London
- Five weeks accommodation in London
- Two Fordham University Courses
- Corporate visits with top London companies
- Exploration and integration of the top European art museums with the Intro to Art History course. [i.e. *The National Museum, the Tate, The Orsay (Paris), The Louvre (Paris)*]
- Exploration and integration of the top British theaters with the Invitation to Theater course.
- Full day orientation of program and London
- Weekend trip to Paris
- “Evening at the Theatre”
- Open opportunities for weekend travel and exploration

All interested students should attend one of the following four informational sessions:

- Wednesday, November 26, 2008 3 p.m. Collins Hall, Room B-34
- Tuesday, January 27, 2009 5 p.m. Collins Hall, Room B-34
- Wednesday, February 4, 2009 3 p.m. Collins Hall, Room B-34
- Wednesday, February 11, 2009 3 p.m. LL 614 (Lincoln Center Campus)

Total Program Costs: \$6400

Applications will be available in Faber Hall 359 and www.fordham.edu/cba starting in November.



Applications are due:
February 16th

