

The Value of a Major in Business

The media has – since the downturn of the economy – called to question the value of an undergraduate education, both in the liberal arts and in the pragmatic majors such as business. Despite irrefutable evidence over the last century, indicating the monetary value of a college education (not to mention the human and intellectual value), high unemployment, the transfer of manufacturing and technology to the Far East, and the rise of tuition have combined to alter the calculations and perceptions of the value of a college education. US News and World Report had long argued that large universities – both public and private – have raised tuition far beyond the recoverable value in jobs ultimately attained by their graduates, and urged its readers to consider smaller, cost-effective schools that developed thinking and communication skills.

Blitstein Institute of Hebrew Theological College prides itself on containing tuition costs, maintaining a high faculty-student ratio, focusing on developing written and oral eloquence along with critical thinking skills through a rigorous curriculum in Judaic and General Studies. As a result, TI graduates compete ably not only in admission to top graduate schools, but also in the post-BA job market.

The economy is showing signs of recovery in some sectors, yet the job market is still tough. Nonetheless, there are jobs available for those with the right skill sets. Consequently, TI works closely with local businesses and non-profit organizations to ensure that students foster critical practical skills through internships and part-time work during their college years. That experience often gives students the edge in landing a job after graduation. In cooperation with Jewish Vocational Services, TI offers career counseling, guidance in preparing resumes and handling job interviews.

Rabbi Azriel Feifel, Coordinator of the Department of Business, notes “TI’s Business Department, while offering the classic courses such as Marketing, Finance, and Economics, has made it a point of requiring students to take courses that develop their spreadsheet, data analysis and e-commerce skills. This, in turn, enables them not only to secure employment, but also to shine when the opportunity arises.” The Department offers majors the opportunity to specialize in two areas, which enhance the value of the student’s ability to land lucrative positions even in touch economic times. The Concentration in Information and Decision Sciences provides additional mathematical and data-mining skills, which Forbes magazine deems the most important in finding jobs in the finance and marketing sectors. The Concentration in Ecommerce and Web-Based Business gives students an edge in technologically advanced enterprises that are the fastest growing segment in an otherwise stagnant economy.

While the Business Department is still rather small, it is on the upswing. Many students, both Business majors and others, benefit every semester from the excellent courses offered by the business faculty, which is comprised of instructors who have distinguished themselves in both corporate and academic environments. They are in the know with respect to current trends in the business world, both locally and in the globally. Formal instruction is augmented by guest speakers drawn from the professional world who provide insight into the challenges facing private and public-traded businesses in an increasingly global economy.

The Business Department also has formed a strong synthesis with the Department of Accounting, contributing to the strong success of our graduates on the CPA exam.