I WANT TO TAKE AS MANY INTERESTING COURSES AS I CAN WHILE I'M AT LEHMAN
BUT WHAT WILL I DO WITH A DEGREE IN THE LIBERAL ARTS WHEN I GRADUATE?

THE BUSINESS AND LIBERAL ARTS PROGRAM (BALA)

An academic minor for liberal arts majors considering careers in business

Corporate leaders recognize that their ideal future managers should possess the critical thinking, public speaking, and writing abilities developed through a liberal arts curriculum. In the “real world,” corporate human resource personnel focus their recruiting efforts on liberal arts college graduates because these students exhibit the skills and creativity they most value. Many CEOs have liberal arts backgrounds, and many corporations - including marketing, financial, and technology firms - recruit aggressively at liberal arts colleges.

With the help of a generous grant from PepsiCo, Lehman College has established the Business and Liberal Arts (BALA) program. BALA is a rigorous interdisciplinary minor that provides students majoring in the liberal arts and sciences with opportunities to develop additional skills through courses and exposure to a variety of business fields. The program affirms the importance of the liberal arts while serving as a bridge to a wide range of career possibilities.

How to Apply:

- Prospective candidates must have completed at least one semester in good standing.
- Pick up an application from the BALA Office - Shuster Hall, Room 177, or the Office of Institutional Advancement - Shuster Hall, Room 310.
- Application requirements include three essay questions, a letter of recommendation, and an interview with the Administrative Director.

BALA COURSES INCLUDE: Introduction to Accounting for Non-Accounting Majors, Human Resource Management, Principles of Management, Marketing Management, Corporate Communications, and Business Ethics

SPECIAL FEATURES: Capstone Experience, Workshops and Seminars, Mentoring Opportunities, and On-Campus Advising

CONTACT INFORMATION: Michelle Margan Carr, Director; Shuster Hall, Room 177
bala.program@lehman.cuny.edu /718-960-8719