Welcome to The Jack Welch College of Business

The Jack Welch College of Business (WCOB) at Sacred Heart University is ranked among the nation’s top business schools by both *The Princeton Review* and *Bloomberg Businessweek*. We’re dedicated to developing the next generation of leaders by offering a business education that combines ethics, depth of knowledge, a broad global perspective, business acumen, training in the newest technologies and hands-on experiences designed to build job skills for today’s marketplace and tomorrow’s careers.

The WCOB Community

The Welch College of Business enrolls over 1,500 students in undergraduate and graduate degree programs. The faculty consists of more than 45 professors, all recognized scholars and experienced business practitioners. Our business faculty to conduct research and writing, to ensure that our professors remain current in business practices.

Curriculum and Facilities

The Welch College of Business is a vibrant, dynamic place to study, one where you will learn business strategies, practices and theories that model today’s worldwide marketplace. Our AACSB-accredited curriculum emphasizes:

- Core business skills and knowledge
- Communications skills
- Ethics
- Hands-on learning both in and out of the classroom
- Understanding of the global marketplace
- Mastery of current technologies

Undergraduate Majors

Accounting  
Business Economics  
Finance  
Management  
Marketing  
Sport Management

Graduate Degree Programs

Doctor of Business Administration in Finance  
Master’s in Accounting  
Master’s in Business Administration  
Master’s in Digital Marketing  
Master’s in Finance and Investment Management  
Master’s in Human Resource Management

Internships

Some of the companies that have recently offered internships to our students include:  
Bank of America/Merrill Lynch  
Credit Suisse First Boston  
General Electric  
Ernst & Young  
IBM  
Madison Square Garden  
Morgan Stanley  
NASDAQ  
Octagon Sport Marketing  
Pepperidge Farm  
PricewaterhouseCoopers  
Tetley USA  
Unilever

Professional Certificates

Professional post-baccalaureate study is also offered through graduate certificates in accounting, core business skills, corporate finance, global investments, human resource management, healthcare administration, digital marketing, leadership and marketing.

How to Contact Us

Jack Welch College of Business  
Sacred Heart University  
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At Sacred Heart University, we take a comprehensive approach to business education. Our learning environment promotes building business knowledge, critical thinking skills and professional development. We are also committed to serving the ever-changing needs of our students as we prepare them for careers in a marketplace where the technology is constantly evolving.

Our new Frank and Marisa Martire Business & Communications Center is designed to provide students with top-notch facilities and the latest technologies, so they can master everything from business fundamentals to trading room skills and accounting basics to global savvy. Ultimately, our goal is to help our students build a resume that attracts top employers from around the world.

About Sacred Heart University
Founded in 1963, Sacred Heart is the second-largest Catholic university in New England and has been ranked among the best colleges by both The Princeton Review and U.S. News & World Report. The University’s location in Fairfield, Conn. gives our students unparalleled access to internships, employment and corporate professionals in New York and New England. Our business alumni work worldwide, but many began their careers at one of the more than 2,000 companies located within an easy commute of our campus.

Center Facilities
The new Frank and Marisa Martire Business & Communications Center honors Frank, a 1969 graduate of Sacred Heart, and his wife Marisa for their years of service and leadership, as well as a multimillion-dollar philanthropic commitment to the University. Center facilities include:

- An active trading floor
- Smart classrooms
- Interactive labs, including a motion capture lab
- Two large studios for television, video and film production
- Industry-standard post-production facilities
- Screening venues
- Multimedia classrooms
- A two-story atrium
- A multimedia forum for leadership institutes, lectures and screenings
- Satellite-equipped classrooms for videoconferencing with our European campus in Luxembourg
- Faculty offices, conference rooms and lounges
- A café
- Elegant landscaping with walking paths and benches for informal meetings
- Offices for student media clubs

Training Experienced Traders
One of the most exciting features of the new Center is our active trading floor, which includes:

- 30 workstations
- 13 Bloomberg terminals
- 3 80” LCD screens
- LCD wallboard ticker tape displaying market information, news headlines and real-time data from the NASDAQ and the NYSE
- Breakout rooms where students can work on team assignments
- LCD display monitors for group presentations
- Team study area
- Televisions providing up-to-the-minute financial news
- Executive conference room for meetings