

HST U272	The Invention of Europe	4 SH	LNS U250	Cervantes and His Times	4 SH
HST U273	Belief in Magic and Science in Europe	4 SH	LNS U265	Spanish Civil War on Film	4 SH
HST U280	Hitler's Germany	4 SH	MTH U203	Foundations of Mathematics	4 SH
HST U281	Holocaust	4 SH	MUS U103	Music as a Social Expression	4 SH
HST U285	Russian Civilization	4 SH	MUS U105	Music of the USA	4 SH
HST U286	History of the Soviet Union	4 SH	MUS U108	Music and Poetry	4 SH
HST U310	Spread of Buddhism	4 SH	MUS U111	Rock Music	4 SH
HST U311	Colonialism/Imperialism	4 SH	MUS U116	Beethoven	4 SH
HST U321	Technological Transformations	4 SH	MUS U121	Medieval and Renaissance Music	4 SH
HST U322	Work and Leisure	4 SH	MUS U122	Music of the Baroque Era	4 SH
HST U330	Colonial and Revolutionary America	4 SH	MUS U123	Music of the Classical Era	4 SH
HST U331	The Civil War and Reconstruction	4 SH	MUS U124	Music of the Romantic Era	4 SH
HST U332	The Rise of Modern America	4 SH	MUS U125	Twentieth-Century Music	4 SH
HST U333	U.S. Prosperity, Depression, War	4 SH	MUS U313	Historical Traditions 3: World	4 SH
HST U335	American Constitution 1: 1783–1865	4 SH	PHL U135	Philosophical Problems of Law and Justice	4 SH
HST U336	American Constitution 2: 1865–Present	4 SH	PHL U137	Philosophical Problems of War and Peace	4 SH
HST U340	Cultural History of the U.S.	4 SH	PHL U140	Social and Political Philosophy	4 SH
HST U341	History of the Western U.S.	4 SH	PHL U145	Technology and Human Values	4 SH
HST U342	Environmental History of North America	4 SH	PHL U160	Philosophical Problems of Economic Justice	4 SH
HST U343	History of Business in America	4 SH	PHL U165	Moral Problems in Medicine	4 SH
HST U344	U.S. Urban History	4 SH	PHL U170	Business Ethics	4 SH
HST U346	The American Empire	4 SH	PHL U180	Environmental Ethics	4 SH
HST U350	Modern China	4 SH	PHL U330	Modern Philosophy	4 SH
HST U351	Japan since 1850	4 SH	PHL U335	Nineteenth-Century Philosophy	4 SH
HST U370	Renaissance to Enlightenment	4 SH	PHL U350	Twentieth-Century Continental Philosophy	4 SH
HST U371	Europe 1870–1921	4 SH	POL U326	Premodern Political Thought	4 SH
HST U375	Culture and Identity in Early Modern England	4 SH	POL U328	Modern Political Thought	4 SH
HST U376	The British Empire	4 SH	POL U330	American Political Thought	4 SH
HST U377	Ireland and the Irish Migration	4 SH	POL U357	Growth and Decline of Cities and Suburbs	4 SH
HST U386	History of Soviet Cinema	4 SH	POL U420	War and Political Violence	4 SH
HST U387	Soviet Secret Police	4 SH	POL U440	Politics in Northern Ireland	4 SH
HST U388	Borderlands: World War II in Eastern Europe	4 SH	POL U450	Government and Politics in Russia	4 SH
HST U390	Africa and the World in Early Times	4 SH	POL U475	Government and Politics in Latin America	4 SH
HST U393	Islam and Empires	4 SH	POL U485	Government and Politics in China	4 SH
HST U394	Islamic Nationalism	4 SH	POL U530	Revolution and International Conflict	4 SH
HST U421	History through Film	4 SH	SOA U365	Sport, Culture, and Society	4 SH
HST U430	Political Reform in America	4 SH	SOA U400	Muslims, Jews, and Christians in the Middle East	4 SH
HST U475	The Culture of Europe	4 SH	SOC U245	Sociology of Poverty	4 SH
HST U485	Vienna, Prague, Budapest	4 SH	SOC U285	Deviant Behavior and Social Control	4 SH
HST U695	Population in History	4 SH	SOC U357	Growth and Decline of Cities and Suburbs	4 SH
INT U240	War and Conflict in the Nuclear Age	4 SH	THE U210	Theatre and Society	4 SH
INT U357	Growth and Decline of Cities and Suburbs	4 SH	THE U300	Theatre History	4 SH
JRN U350	History of Journalism	4 SH	THE U500	Dramatic Theory/Criticism	4 SH
LIN U454	History of English	4 SH			
LNF U150	Introduction to French Culture	4 SH			
LNF U280	French Film and Culture	4 SH			
LNF U550	Masterpieces of French Literature 1	4 SH			
LNF U551	Masterpieces of French Literature 2	4 SH			
LNG U270	Modern German Film and Literature	4 SH			
LNJ U260	Japanese Film	4 SH			
LNM U250	International Perspectives	4 SH			
LNR U386	History of Soviet Cinema	4 SH			
LNS U150	Spanish Culture	4 SH			
LNS U160	Latin American Culture	4 SH			
LNS U240	Latin American Film	4 SH			

## ACCOUNTING

[www.cba.neu.edu/acc](http://www.cba.neu.edu/acc)

A concentration in accounting prepares the graduate for entry into public or private firms and is one of the most critical areas of management. Accounting is an exciting field that requires critical thinking skills to interpret business data and to deal with people, as well as an appreciation of precision and accuracy. Accountants hold sensitive management positions in

private companies in business or industry, public accounting firms, and government agencies.

To prepare for an accounting career, students take courses in financial reporting, managerial accounting, and accounting information systems. Elective courses are available for more specialized study in strategic cost analysis, assurance services, and taxation. See pages 248–249 for course descriptions.

## BSBA in Accounting

### COLLEGE OF BUSINESS ADMINISTRATION BSBA CORE REQUIREMENTS

See page 178 for requirement list.

### ACCOUNTING MAJOR REQUIREMENTS

Complete the concentration in accounting from the list “Business Concentrations” on pages 178–179.

### BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION

Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list “Business Concentrations” on pages 178–179.

### GPA REQUIREMENT

2.000 GPA required in business courses.

### ELECTIVES OUTSIDE BUSINESS

Minimum of five electives required including the following course:

CBA U101	Introduction to Business	4 SH
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### GENERAL ELECTIVES

Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

### COOPERATIVE EDUCATION

### UNIVERSITY-WIDE REQUIREMENTS

128 total semester hours required

Transition students are required to complete 132 total semester hours

Minimum 2.000 GPA required

## ENTREPRENEURSHIP AND NEW VENTURE MANAGEMENT

[www.cba.neu.edu/mgt](http://www.cba.neu.edu/mgt)

By combining technological and service innovation with the great incentive to enhance personal wealth, today’s entrepreneur is an important engine for growth and job creation in our economy. Entrepreneurs come in many varieties: from those who start one-person firms to those who start growth ventures that will go public and become large companies. Rather than starting their own businesses, some of our students assume responsibility for family businesses and expand them through

new strategies and financing. Still other students are hired by large corporations that are trying to learn entrepreneurial thinking to create new business units and renew traditional product lines.

The entrepreneurship and new venture management concentration guides students through the process of developing new business concepts, writing business plans for those concepts, and seeking venture financing. We expose students to a wide range of entrepreneurs and investors. Students will also learn how to manage a small, growing business, which will help some of our students better manage and expand their existing family-owned businesses. The most entrepreneurial of seniors may compete in a special undergraduate track for start-up financing in Northeastern’s \$60k Business Plan Competition.

## BSBA in Entrepreneurship and New Venture Management

### COLLEGE OF BUSINESS ADMINISTRATION BSBA CORE REQUIREMENTS

See page 178 for requirement list.

### ENTREPRENEURSHIP AND NEW VENTURE MANAGEMENT MAJOR REQUIREMENTS

Complete the concentration in entrepreneurship and new venture management from the list “Business Concentrations” on pages 178–179.

### BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION

Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list “Business Concentrations” on pages 178–179.

### GPA REQUIREMENT

2.000 GPA required in business courses.

### ELECTIVES OUTSIDE BUSINESS

Minimum of five electives required including the following course:

CBA U101	Introduction to Business	4 SH
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### GENERAL ELECTIVES

Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

### COOPERATIVE EDUCATION

### UNIVERSITY-WIDE REQUIREMENTS

128 total semester hours required

Transition students are required to complete 132 total semester hours

Minimum 2.000 GPA required

## FINANCE AND INSURANCE

[www.cba.neu.edu/fin](http://www.cba.neu.edu/fin)

The role of people trained in finance and insurance is expanding rapidly within the business world. Changes on the financial scene—rising securities prices, fluctuating inflation and interest rates, and scarcity of capital—have created an awareness that financial knowledge is essential to the effective management of business firms.

Finance is the management and investment of money and other assets for business, financial institutions, nonprofit organizations, governments, and individuals.

The program draws on accounting principles, economic theory, and quantitative methods to direct the way money is managed, acquired, and distributed. Students learn how economic systems operate and how money markets work within economic systems. They also learn to analyze economic trends and indications and to examine the movement and distribution of money.

Students may specialize in one or more of the following areas: management finance, investment management and analysis, management of financial institutions, insurance and risk management, real estate, and financial planning. The program prepares students for careers in financial management, security analysis, investment management, security or insurance brokerage, underwriting, credit management, and risk management with corporations, commerce banks, insurance companies, and other financial institutions. See pages 334–336 for course descriptions.

### BSBA in Finance

#### COLLEGE OF BUSINESS ADMINISTRATION

#### BSBA CORE REQUIREMENTS

See page 178 for requirement list.

#### FINANCE MAJOR REQUIREMENTS

Complete the concentration in finance from the list “Business Concentrations” on pages 178–179.

#### BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION

Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list “Business Concentrations” on pages 178–179.

#### GPA REQUIREMENT

2.000 GPA required in business courses.

#### ELECTIVES OUTSIDE BUSINESS

Minimum of five electives required including the following course:

CBA U101	Introduction to Business	4 SH
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## GENERAL ELECTIVES

Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

## COOPERATIVE EDUCATION

### UNIVERSITY-WIDE REQUIREMENTS

128 total semester hours required

Transition students are required to complete 132 total semester hours

Minimum 2.000 GPA required

## HUMAN RESOURCES MANAGEMENT

[www.cba.neu.edu/hrm](http://www.cba.neu.edu/hrm)

All organizations must acquire, develop, motivate, and retain employees. These tasks are often called human resource management (HRM)—the “people” side of organizations. Because people do the work of organizations—create the strategy, service customers, and build products—the success of an organization rests significantly on the quality of its HRM.

In recent years, several factors, including globalization of operations, diversity of the workforce, rapid technological change, and heightened competition, have increased the challenges to HRM. Simply put, more is expected of HRM. The role of yesterday’s HRM professional was viewed as primarily administrative. Today, in many organizations, the HRM professional is considered a “business partner”—adding value to business decisions and then aligning HR practices with those decisions.

HRM professionals must have expertise in many areas. Within HRM, they must understand complex compensation and benefit systems, apply labor relations law, forecast workforce needs, increase individual and organizational learning, and implement organizational change. Beyond HRM, they must possess broad-based business acumen so that they contribute to the business strategy and help manage operations.

### BSBA in Human Resources Management

#### COLLEGE OF BUSINESS ADMINISTRATION

#### BSBA CORE REQUIREMENTS

See page 178 for requirement list.

#### HUMAN RESOURCES MANAGEMENT MAJOR REQUIREMENTS

Complete the concentration in human resources management from the list “Business Concentrations” on pages 178–179.

#### BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION

Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list “Business Concentrations” on pages 178–179.

**GPA REQUIREMENT**

2.000 GPA required in business courses.

**ELECTIVES OUTSIDE BUSINESS**

Minimum of five electives required including the following course:

CBA U101 Introduction to Business 4 SH

**GENERAL ELECTIVES**

Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

**COOPERATIVE EDUCATION****UNIVERSITY-WIDE REQUIREMENTS**

128 total semester hours required

Transition students are required to complete 132 total semester hours

Minimum 2.000 GPA required

**INTERNATIONAL BUSINESS ADMINISTRATION**

[www.cba.neu.edu/bsib](http://www.cba.neu.edu/bsib)

The College of Business Administration is offering an innovative degree program, the Bachelor of Science in International Business. This program, the first of its kind in the United States, is for the highly motivated student who plans a career in international business: international marketing, international finance, overseas manufacturing, global supply chain management, import/export management, or other global business activities.

The growth of multinational firms, international trade, and regional international trading blocs of nations has created a shortage of skilled managers who are equipped to analyze the complexities of international business. In addition, large banks and insurance companies, governments, trade associations, and transnational bodies also have a growing need for managers who understand international business issues. The BSIB degree prepares managers who can meet such needs. The BSIB fosters understanding of problems involved in operating across national boundaries and of opportunities for businesses to succeed in multinational environments.

The BSIB includes broad-based courses dealing with the international environment as well as functional business courses with an international focus. The degree offers two broad options of study: the first based on achieving proficiency in a foreign language option; the second based on studying international management and international affairs.

Students who opt for the foreign language emphasis are admitted to a French, Spanish, German, Chinese (not available for 2005–2006), or Italian track. They develop fluency in their chosen language and study the culture of the country or countries where that language is spoken. In addition, they are required to study in their language of choice in a partner university abroad for at least one semester and to participate in at least one six-month cooperative education work experience abroad in order to sharpen their language, cross-cultural, and

business skills. Students should contact the Bachelor of Science in International Business academic adviser for course schedules.

All students in the Bachelor of Science in International Business degree program must take the required courses in the international business administration concentration (see below) and are encouraged to develop skills in other business areas such as finance, marketing, management, or human resources.

*Note:* The Bachelor of Science in International Business degree requires an additional half summer on campus to prepare for study abroad, bringing the total required semester hours to 137.

**BSIB—Bachelor of Science in International Business—Foreign Language Option****COLLEGE OF BUSINESS ADMINISTRATION****BSIB CORE REQUIREMENTS**

See page 178 for requirement list.

**INTERNATIONAL BUSINESS MAJOR REQUIREMENTS****Required Courses**

Complete the following three courses:

INB U201	Global Environment of International Business	4 SH
INB U301	Living and Working Abroad	4 SH
INB U501	Advanced Global Management	4 SH

**Electives**

Complete one course from the following list:

FIN U320	International Financial Management	4 SH
INB U310	Cultural Aspects of International Business	4 SH
MKT U512	International Marketing	4 SH
SCM U301	Global Supply Chain Management	4 SH

**SECOND BUSINESS CONCENTRATION**

Complete a second business concentration from the list “Business Concentrations” on pages 178–179.

**FOREIGN LANGUAGE AND ELECTIVES OUTSIDE BUSINESS****Foreign Language Requirement**

Complete six courses in one language. Students who place out of introductory foreign language courses must substitute electives outside business.

**FRENCH**

LNF U111	Elementary French 1—BSIB	4 SH
LNF U112	Elementary French 2—BSIB	4 SH
LNF U311	Intermediate French 1—BSIB	4 SH
LNF U312	Intermediate French 2—BSIB	4 SH
LNF U511	Advanced French 1—BSIB	4 SH
LNF U512	Advanced French 2—BSIB	4 SH

**GERMAN**

LNG U111	Elementary German 1—BSIB	4 SH
LNG U112	Elementary German 2—BSIB	4 SH
LNG U311	Intermediate German 1—BSIB	4 SH
LNG U312	Intermediate German 2—BSIB	4 SH
LNG U511	Advanced German 1—BSIB	4 SH
LNG U512	Advanced German 2—BSIB	4 SH

ITALIAN		
LNI U111	Elementary Italian 1—BSIB	4 SH
LNI U112	Elementary Italian 2—BSIB	4 SH
LNI U311	Intermediate Italian 1—BSIB	4 SH
LNI U312	Intermediate Italian 2—BSIB	4 SH
LNI U511	Advanced Italian 1—BSIB	4 SH
LNI U512	Advanced Italian 2—BSIB	4 SH
SPANISH		
LNS U111	Elementary Spanish 1—BSIB	4 SH
LNS U112	Elementary Spanish 2—BSIB	4 SH
LNS U311	Intermediate Spanish 1—BSIB	4 SH
LNS U312	Intermediate Spanish 2—BSIB	4 SH
LNS U511	Advanced Spanish 1—BSIB	4 SH
LNS U512	Advanced Spanish 2—BSIB	4 SH

**Electives Outside Business**

Complete at least one course outside business. *Note:* Students who place out of introductory foreign language courses must substitute electives outside business so that the total foreign language courses and electives outside business is six courses. The following course:

CBA U101	Introduction to Business	4 SH
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may be counted as an elective outside business.

**ELECTIVES REQUIREMENT FOR INTERNATIONAL BUSINESS**

Complete two open elective courses.

**GPA REQUIREMENT**

2.000 GPA required in business courses

**CREDIT OUTSIDE BUSINESS**

At least 64 semester hours must be earned outside business.

**GENERAL ELECTIVES**

Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

**COOPERATIVE EDUCATION****UNIVERSITY-WIDE REQUIREMENTS**

137 total semester hours required

Minimum 2.000 GPA required

**BSIB—Bachelor of Science in International Business—International Management Option****COLLEGE OF BUSINESS ADMINISTRATION****BSIB CORE REQUIREMENTS**

See page 178 for requirement list.

**INTERNATIONAL BUSINESS MAJOR REQUIREMENTS****Required Courses**

Complete the following three courses:

INB U201	Global Environment of International Business	4 SH
INB U301	Living and Working Abroad	4 SH
INB U501	Advanced Global Management	4 SH

**Electives**

Complete one course from the following list:

FIN U320	International Financial Management	4 SH
INB U310	Cultural Aspects of International Business	4 SH
MKT U512	International Marketing	4 SH
SCM U301	Global Supply Chain Management	4 SH

**SECOND BUSINESS CONCENTRATION**

Complete a second business concentration from the list “Business Concentrations” on pages 178–179. *Note:* The concentration in management may not be used.

**FOREIGN LANGUAGE AND ELECTIVES OUTSIDE BUSINESS****Foreign Language Requirement**

Complete three foreign language courses with a minimum of one year in the same language. Students who place out of introductory foreign language courses must substitute electives from the IAF department.

**ARABIC**

LNA U101	Elementary Arabic 1	4 SH
LNA U102	Elementary Arabic 2	4 SH
LNA U301	Arabic Conversation and Composition	4 SH

**CHINESE**

LNC U101	Elementary Chinese 1	4 SH
LNC U102	Elementary Chinese 2	4 SH
LNC U301	Chinese Conversation and Composition 1	4 SH
LNC U302	Chinese Conversation and Composition 2	4 SH
LNC U501	Advanced Chinese 1	4 SH
LNC U502	Advanced Chinese 2	4 SH

**FRENCH**

LNF U111	Elementary French 1—BSIB	4 SH
or LNF U101	Elementary French 1	4 SH
LNF U112	Elementary French 2—BSIB	4 SH
or LNF U102	Elementary French 2	4 SH
LNF U311	Intermediate French 1—BSIB	4 SH
or LNF U301	French Conversation and Composition 1	4 SH
LNF U312	Intermediate French 2—BSIB	4 SH
or LNF U302	French Conversation and Composition 2	4 SH
LNF U511	Advanced French 1—BSIB	4 SH
or LNF U501	Advanced French	4 SH
LNF U512	Advanced French 2—BSIB	4 SH

**GERMAN**

LNG U111	Elementary German 1—BSIB	4 SH
or LNG U101	Elementary German 1	4 SH
LNG U112	Elementary German 2—BSIB	4 SH
or LNG U102	Elementary German 2	4 SH
LNG U311	Intermediate German 1—BSIB	4 SH
or LNG U301	German Conversation and Composition	4 SH
LNG U312	Intermediate German 2—BSIB	4 SH
LNG U511	Advanced German 1—BSIB	4 SH
LNG U512	Advanced German 2—BSIB	4 SH

HEBREW		
LNH U101	Elementary Hebrew 1	4 SH
LNH U102	Elementary Hebrew 2	4 SH
ITALIAN		
LNI U111	Elementary Italian 1—BSIB	4 SH
or LNI U101	Elementary Italian 1	4 SH
LNI U112	Elementary Italian 2—BSIB	4 SH
or LNI U102	Elementary Italian 2	4 SH
LNI U311	Intermediate Italian 1—BSIB	4 SH
or LNI U301	Italian Conversation and Composition 1	4 SH
LNI U312	Intermediate Italian 2—BSIB	4 SH
or LNI U302	Italian Conversation and Composition 2	4 SH
LNI U511	Advanced Italian 1—BSIB	4 SH
or LNI U501	Advanced Italian 1	4 SH
LNI U512	Advanced Italian 2—BSIB	4 SH
or LNI U502	Advanced Italian 2	4 SH
JAPANESE		
LNJ U101	Elementary Japanese 1	4 SH
LNJ U102	Elementary Japanese 2	4 SH
LNJ U301	Japanese Conversation and Composition	4 SH
RUSSIAN		
LNR U101	Elementary Russian 1	4 SH
LNR U102	Elementary Russian 2	4 SH
LNR U301	Russian Conversation and Composition	4 SH
SPANISH		
LNS U111	Elementary Spanish 1—BSIB	4 SH
or LNS U101	Elementary Spanish 1	4 SH
LNS U112	Elementary Spanish 2—BSIB	4 SH
or LNS U102	Elementary Spanish 2	4 SH
LNS U311	Intermediate Spanish 1—BSIB	4 SH
or LNS U301	Spanish Conversation and Composition 1	4 SH
LNS U312	Intermediate Spanish 2—BSIB	4 SH
or LNS U302	Spanish Conversation and Composition 2	4 SH
LNS U511	Advanced Spanish 1—BSIB	4 SH
or LNS U501	Advanced Spanish	4 SH
LNS U512	Advanced Spanish 2—BSIB	4 SH

#### **Electives Outside Business**

Complete at least one course outside business. *Note:* Students who place out of introductory foreign language courses must substitute electives from the IAF department so that the total foreign language courses and electives outside business is three courses. The following course:

CBA U101	Introduction to Business	4 SH
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may be counted as an elective outside business.

#### **BSIB MINOR IN INTERNATIONAL AFFAIRS**

##### **Required Course**

Complete the following course:

IAF U101	Introduction to International Affairs	4 SH
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##### **Regional Analysis Elective Courses**

Complete two regional analysis courses from the list “Approved Courses: International Affairs—Regional Analysis and Global Dynamics” on page 104.

#### **Global Dynamics Elective**

Complete one global dynamics course from the list “Approved Courses: International Affairs—Regional Analysis and Global Dynamics” on page 104. *Note:* POL U155, taken in the BSIB core, may not be used.

#### **ELECTIVES REQUIREMENT FOR INTERNATIONAL BUSINESS**

Complete two open elective courses.

#### **GPA REQUIREMENTS**

2.000 GPA required in business courses

2.000 GPA required in the minor in international affairs

#### **CREDIT OUTSIDE BUSINESS**

At least 64 semester hours must be earned outside business.

#### **GENERAL ELECTIVES**

Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

#### **COOPERATIVE EDUCATION**

#### **UNIVERSITY-WIDE REQUIREMENTS**

137 total semester hours required

Minimum 2.000 GPA required

## **MANAGEMENT**

[www.cba.neu.edu/mgt](http://www.cba.neu.edu/mgt)

The concentration in management is designed for the student with a strong interest in motivating people to provide goods and services creatively and productively.

The program helps students understand the various aspects of administrative practice and develop judgment and skills in organizational problem analysis and decision making. It focuses on three functional areas—marketing, finance, and operations—and explores the interrelation of these areas and the ways they can be used as management tools. To these are added the perspectives of law, accounting, and management information systems. Finally, the concentration includes several courses on business policy that are intended to develop skills in both the integrative and strategic roles of management. Through extensive use of case studies, management simulations, and group research projects, students develop leadership skills. Faculty pay significant attention to “people problems” in order to stress the importance of developing an effective workforce. See pages 388–389 for course descriptions.

#### **BSBA in Management**

#### **COLLEGE OF BUSINESS ADMINISTRATION BSBA CORE REQUIREMENTS**

See page 178 for requirement list.

**MANAGEMENT MAJOR REQUIREMENTS**

Complete the concentration in management from the list “Business Concentrations” on pages 178–179.

**BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION**

Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list “Business Concentrations” on pages 178–179.

**GPA REQUIREMENT**

2.000 GPA required in business courses.

**ELECTIVES OUTSIDE BUSINESS**

Minimum of five electives required including the following course:

CBA U101	Introduction to Business	4 SH
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**GENERAL ELECTIVES**

Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

**COOPERATIVE EDUCATION****UNIVERSITY-WIDE REQUIREMENTS**

128 total semester hours required

Transition students are required to complete 132 total semester hours

Minimum 2.000 GPA required

**MANAGEMENT INFORMATION SYSTEMS**

[www.cba.neu.edu/ioa](http://www.cba.neu.edu/ioa)

In the industrial era of the past, management of materials and products was the focus. In the global Information Age, success, for individuals and for companies, requires the ability to manage information effectively.

The goal of the management information systems (MIS) concentration is to teach future managers how to use information systems (IS) and technology (IT) to help organizations and individuals perform more efficiently and effectively. This can lead the student in two career directions:

- To become a professional in the information systems function of a company
- To harness the power of information systems in another functional area such as accounting, finance, marketing, etc.

Students develop new, cutting-edge approaches that allow them to use the powerful resource of information systems to its greatest advantage. Understanding how to get the right information in the right form and format to the right people at the right time is essential in today’s business world, especially when companies and the individuals that do this well are achieving significant competitive advantage.

Students study database management; telecommunications; systems integration and design; program design methodologies;

and other IS topics, such as digital multimedia, expert systems, electronic business, and knowledge management.

IS can only be effectively designed and implemented when understood in the context of the individual user, the work group, the organization, and society. Therefore, the study of MIS combines a focus on technology with a focus on organizational systems within the business context. Not only do students develop technical and problem-solving skills that are in high demand by employers, they learn to identify how IS can best be used within a business organization.

Students who wish to become MIS managers will need to interact frequently with other managers throughout an organization. Therefore, students are encouraged to complete a dual concentration in MIS and another area of business. Graduates of this program enter a wide range of professions that suit their particular interests. Professional options include systems analyst, programmer, database designer and administrator, Webmaster, software help-desk expert, project specialist, consultant, network administrator, and IT specialist within other departments, such as financial services, accounting, marketing, or manufacturing. See pages 395–396 for course descriptions.

**BSBA in Management Information Systems****COLLEGE OF BUSINESS ADMINISTRATION****BSBA CORE REQUIREMENTS**

See page 178 for requirement list.

**MANAGEMENT INFORMATION SYSTEMS MAJOR REQUIREMENTS**

Complete the concentration in management information systems from the list “Business Concentrations” on pages 178–179.

**BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION**

Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list “Business Concentrations” on pages 178–179.

**GPA REQUIREMENT**

2.000 GPA required in business courses.

**ELECTIVES OUTSIDE BUSINESS**

Minimum of five electives required including the following course:

CBA U101	Introduction to Business	4 SH
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**GENERAL ELECTIVES**

Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

**COOPERATIVE EDUCATION****UNIVERSITY-WIDE REQUIREMENTS**

128 total semester hours required

Transition students are required to complete 132 total semester hours

Minimum 2.000 GPA required

**MARKETING**[www.cba.neu.edu/mkt](http://www.cba.neu.edu/mkt)

A business not only designs and manufactures products, but also markets and sells them to manufacturers, wholesalers, retailers, and consumers. All the activities that direct the flow of goods and services from producer to consumer are classified as marketing concerns. Once an organization determines a customer's needs and wants, its first objective is to produce goods or services to satisfy that particular customer. Essential in all types of businesses are product design, research, pricing, packaging, transportation, advertising, selling, and servicing.

The concentration in marketing is designed to familiarize students with the marketing process and to provide them with the theoretical concepts, skills, and tools necessary to enter and advance successfully in one of the many possible career paths. Students learn to evaluate consumer behavior, employ advertising principles, utilize market research and testing, and develop ways to position products and services in a favorable light. They also explore the changing economic, political, legal, ethical, and cultural contexts in which marketing strategies must be developed.

Students may select courses that lead to one of many career paths within marketing: product or brand management, marketing research, advertising management, retail management, sales management, or international marketing management. See pages 396–398 for course descriptions.

**BSBA in Marketing****COLLEGE OF BUSINESS ADMINISTRATION****BSBA CORE REQUIREMENTS**

See page 178 for requirement list.

**MARKETING MAJOR REQUIREMENTS**

Complete the concentration in marketing from the list "Business Concentrations" on pages 178–179.

**BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION**

Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list "Business Concentrations" on pages 178–179.

**GPA REQUIREMENT**

2.000 GPA required in business courses.

**ELECTIVES OUTSIDE BUSINESS**

Minimum of five electives required including the following course:

CBA U101 Introduction to Business 4 SH

**GENERAL ELECTIVES**

Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

**COOPERATIVE EDUCATION****UNIVERSITY-WIDE REQUIREMENTS**

128 total semester hours required

Transition students are required to complete 132 total semester hours

Minimum 2.000 GPA required

**SUPPLY CHAIN MANAGEMENT**[www.cba.neu.edu/mgt](http://www.cba.neu.edu/mgt)

From the *Fortune* 500 manufacturer to the small firm that produces, sells, or distributes products, all such companies have a supply chain management function that must be effectively managed if they are to be competitive. A supply chain manager is typically involved in making critical decisions about such matters as the modes of transportation used to move the company's materials and products, inventory policies, warehousing needs, customer service standards, and the location of facilities.

As companies become increasingly involved in global markets as both buyers and sellers, supply chain managers play a major role not only in assessing the feasibility of international activity, but also in developing supply and distribution networks to support that involvement. The policies that these managers help formulate are major determinants of a company's success in the international arena.

The academic work of the program flows from introductory courses that address the decisions outlined above through advanced study of the formulation of supply chain strategies. The program culminates in a senior seminar that not only introduces the students to industry leaders in the field, but also focuses on development of individual research and presentation skills.

Because supply chain managers frequently interact with those involved in other areas of management, many supply chain management students have chosen to complete a second concentration in such areas as marketing, finance, or international business.

In addition to finding career opportunities with manufacturers, retailers, and distributors, supply chain management students may find similar opportunities with companies that sell supply chain services or transportation services in the marketplace. Consulting firms and government agencies at the federal, state, and local levels provide other career options. See pages 450–451 for course descriptions.

**BSBA in Supply Chain Management****COLLEGE OF BUSINESS ADMINISTRATION****BSBA CORE REQUIREMENTS**

See page 178 for requirement list.

**SUPPLY CHAIN MANAGEMENT MAJOR REQUIREMENTS**

Complete the concentration in supply chain management from the list “Business Concentrations” on pages 178–179.

**BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION**

Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list “Business Concentrations” on pages 178–179.

**GPA REQUIREMENT**

2.000 GPA required in business courses.

**ELECTIVES OUTSIDE BUSINESS**

Minimum of five electives required including the following course:

CBA U101	Introduction to Business	4 SH
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**GENERAL ELECTIVES**

Additional courses taken beyond college and major course requirements to satisfy graduation credit requirements.

**COOPERATIVE EDUCATION****UNIVERSITY-WIDE REQUIREMENTS**

128 total semester hours required

Transition students are required to complete 132 total semester hours

Minimum 2.000 GPA required