

HST U485	Vienna, Prague, Budapest	4	SH	SOC U245	Sociology of Poverty	4	SH
HST U695	Population in History	4	SH	SOC U285	Deviant Behavior and Social Control	4	SH
INT U240	War and Conflict in the Nuclear Age	4	SH	SOC U357	Growth and Decline of Cities and Suburbs	4	SH
INT U357	Growth and Decline of Cities and Suburbs	4	SH	THE U210	Theatre and Society	4	SH
JRN U350	History of Journalism	4	SH	THE U300	Theatre History	4	SH
LIN U454	History of English	4	SH	THE U500	Dramatic Theory/Criticism	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				
LNS U250	Cervantes and His Times	4	SH				
LNS U265	Spanish Civil War on Film	4	SH				
MTH U203	Foundations of Mathematics	4	SH				
MUS U103	Music as a Social Expression	4	SH				
MUS U105	Music of the USA	4	SH				
MUS U108	Music and Poetry	4	SH				
MUS U111	Rock Music	4	SH				
MUS U116	Beethoven	4	SH				
MUS U121	Medieval and Renaissance Music	4	SH				
MUS U122	Music of the Baroque Era	4	SH				
MUS U123	Music of the Classical Era	4	SH				
MUS U124	Music of the Romantic Era	4	SH				
MUS U125	Twentieth-Century Music	4	SH				
MUS U313	Historical Traditions 3: World	4	SH				
PHL U135	Philosophical Problems of Law and Justice	4	SH				
PHL U137	Philosophical Problems of War and Peace	4	SH				
PHL U140	Social and Political Philosophy	4	SH				
PHL U145	Technology and Human Values	4	SH				
PHL U160	Philosophical Problems of Economic Justice	4	SH				
PHL U165	Moral and Social Problems in Health Care	4	SH				
PHL U170	Business Ethics	4	SH				
PHL U180	Environmental Ethics	4	SH				
PHL U330	Modern Philosophy	4	SH				
PHL U335	Nineteenth-Century Philosophy	4	SH				
PHL U350	Twentieth-Century Continental Philosophy	4	SH				
POL U326	Premodern Political Thought	4	SH				
POL U328	Modern Political Thought	4	SH				
POL U330	American Political Thought	4	SH				
POL U357	Growth and Decline of Cities and Suburbs	4	SH				
POL U420	War and Political Violence	4	SH				
POL U440	Politics in Northern Ireland	4	SH				
POL U450	Government and Politics in Russia	4	SH				
POL U475	Government and Politics in Latin America	4	SH				
POL U485	Government and Politics in China	4	SH				
POL U530	Revolution and International Conflict	4	SH				
SOA U365	Sport, Culture, and Society	4	SH				
SOA U400	Muslims, Jews, and Christians in the Middle East	4	SH				

ACCOUNTING

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 262–263 for course descriptions.

BSBA in Accounting

COLLEGE OF BUSINESS ADMINISTRATION BSBA CORE REQUIREMENTS

See page 185 for requirement list.

ACCOUNTING MAJOR REQUIREMENTS

Complete the concentration in accounting from the list “BSBA Business Concentrations” on pages 186–187.

SECOND BUSINESS CONCENTRATION OR BUSINESS ELECTIVES

Complete a second business concentration (different from that of your major) from the list “BSBA Business Concentrations” on pages 186–187, or complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM.

BUSINESS CREDIT/GPA REQUIREMENT

Minimum of 64 semester hours of business courses are required with a minimum 2.000 GPA.

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

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. See pages 342–343 for course descriptions.

BSBA in Entrepreneurship and New Venture Management
**COLLEGE OF BUSINESS ADMINISTRATION
 BSBA CORE REQUIREMENTS**

See page 185 for requirement list.

**ENTREPRENEURSHIP AND NEW VENTURE
 MANAGEMENT MAJOR REQUIREMENTS**

Complete the concentration in entrepreneurship and new venture management from the list "BSBA Business Concentrations" on pages 186–187.

**SECOND BUSINESS CONCENTRATION
 OR BUSINESS ELECTIVES**

Complete a second business concentration (different from that of your major) from the list "BSBA Business Concentrations" on pages 186–187, or complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM.

BUSINESS CREDIT/GPA REQUIREMENT

Minimum of 64 semester hours of business courses are required with a minimum 2.000 GPA.

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

FINANCE AND INSURANCE

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 345–347 for course descriptions.

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

See page 185 for requirement list.

FINANCE MAJOR REQUIREMENTS

Complete the concentration in finance from the list “BSBA Business Concentrations” on pages 186–187.

SECOND BUSINESS CONCENTRATION OR BUSINESS ELECTIVES

Complete a second business concentration (different from that of your major) from the list “BSBA Business Concentrations” on pages 186–187, or complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM.

BUSINESS CREDIT/GPA REQUIREMENT

Minimum of 64 semester hours of business courses are required with a minimum 2.000 GPA.

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

HUMAN RESOURCES MANAGEMENT

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. See pages 354–355 for course descriptions.

BSBA in Human Resources Management**COLLEGE OF BUSINESS ADMINISTRATION
BSBA CORE REQUIREMENTS**

See page 185 for requirement list.

HUMAN RESOURCES MANAGEMENT MAJOR REQUIREMENTS

Complete the concentration in human resources management from the list “BSBA Business Concentrations” on pages 186–187.

SECOND BUSINESS CONCENTRATION OR BUSINESS ELECTIVES

Complete a second business concentration (different from that of your major) from the list “BSBA Business Concentrations” on pages 186–187, or complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM.

BUSINESS CREDIT/GPA REQUIREMENT

Minimum of 64 semester hours of business courses are required with a minimum 2.000 GPA.

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

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, was initiated in 1994 and enrolls approximately 15 percent of the college’s undergraduate students. It is for the highly motivated student who plans a career in international business whether abroad or in the United States: 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 an increasing demand for managers who are equipped to address 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 that focus on the international environment in which businesses operate. Also, it offers internationally focused courses in specialties such as marketing, finance, management, and strategy. The degree offers two options of study in addition to international business: The first leads to proficiency in a foreign language; the second focuses on international affairs.

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 must choose a second concentration from other business areas such as finance, marketing, management, or human resources. In addition, they must choose one of the following options:

- A. Students who opt for the BSIB with a foreign language emphasis are admitted to a French, Spanish, German, 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. At the end of their studies, they can graduate with a minor in their chosen language.
- B. Students who opt for the BSIB with an emphasis in international affairs studies are required to take courses that lead to a minor in that specialty. They are required to study abroad in a partner university and to participate in at least one six-month cooperative education work experience abroad in order to sharpen their cross-cultural and business skills. The language of instruction abroad is English.

Students interested in earning both the BSIB degree from Northeastern University and the degree of our partner university can do so by studying in the partner university during their senior year. Students should contact the BSIB advisers for course schedules. See pages 372–373 for course descriptions.

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 185 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 “BSIB Second Business Concentrations” on pages 187–188.

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 counts as an elective outside business and is recommended:

CBA U101	Introduction to Business	4 SH
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ELECTIVES REQUIREMENT FOR INTERNATIONAL BUSINESS

Complete two elective courses.

BUSINESS CREDIT/GPA REQUIREMENTS

Minimum of 64 semester hours of business courses are required with a minimum 2.000 GPA. 3.000 overall GPA is required for study abroad.

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 185 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:

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

FOREIGN LANGUAGE AND ELECTIVES OUTSIDE BUSINESS

Foreign Language Requirement

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

GREEK

LNE U101	Elementary Modern Greek 1	4 SH
LNE U102	Elementary Modern Greek 2	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 a minimum of 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 counts as an elective outside business and is recommended:

CBA U101	Introduction to Business	4 SH
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SECOND BUSINESS CONCENTRATION

Complete a second business concentration from the list “BSIB Second Business Concentrations” on pages 187–188. *Note:* The concentration in management may not be used.

BSIB MINOR IN INTERNATIONAL AFFAIRS**Required Course**

Complete the following course:

IAF U101	Globalization and 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 114.

Global Dynamics Elective Course

Complete one global dynamics course from the list “Approved Courses: International Affairs—Regional Analysis and Global Dynamics” on page 114. *Note:* POL U155, taken in the BSIB core, counts as a second global dynamics course.

ELECTIVES REQUIREMENT FOR INTERNATIONAL BUSINESS

Complete two elective courses.

CREDIT/GPA REQUIREMENTS

Minimum of 64 semester hours of business courses are required with a minimum 2.000 GPA.

3.000 overall GPA is required for study abroad.

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

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 399–400 for course descriptions.

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

See page 185 for requirement list.

MANAGEMENT MAJOR REQUIREMENTS

Complete the concentration in management from the list “BSBA Business Concentrations” on pages 186–187.

SECOND BUSINESS CONCENTRATION OR BUSINESS ELECTIVES

Complete a second business concentration (different from that of your major) from the list “BSBA Business Concentrations” on pages 186–187, or complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM.

BUSINESS CREDIT/GPA REQUIREMENT

Minimum of 64 semester hours of business courses are required with a minimum 2.000 GPA.

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

MANAGEMENT INFORMATION SYSTEMS

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 405–407 for course descriptions.

BSBA in Management Information Systems

COLLEGE OF BUSINESS ADMINISTRATION BSBA CORE REQUIREMENTS

See page 185 for requirement list.

MANAGEMENT INFORMATION SYSTEMS MAJOR REQUIREMENTS

Complete the concentration in management information systems from the list “BSBA Business Concentrations” on pages 186–187.

SECOND BUSINESS CONCENTRATION OR BUSINESS ELECTIVES

Complete a second business concentration (different from that of your major) from the list “BSBA Business Concentrations” on pages 186–187, or complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM.

BUSINESS CREDIT/GPA REQUIREMENT

Minimum of 64 semester hours of business courses are required with a minimum 2.000 GPA.

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

MARKETINGwww.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 407–408 for course descriptions.

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

See page 185 for requirement list.

MARKETING MAJOR REQUIREMENTS

Complete the concentration in marketing from the list "BSBA Business Concentrations" on pages 186–187.

SECOND BUSINESS CONCENTRATION OR BUSINESS ELECTIVES

Complete a second business concentration (different from that of your major) from the list "BSBA Business Concentrations" on pages 186–187, or complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM.

BUSINESS CREDIT/GPA REQUIREMENT

Minimum of 64 semester hours of business courses are required with a minimum 2.000 GPA.

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 MANAGEMENTwww.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 458–459 for course descriptions.

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

See page 185 for requirement list.

SUPPLY CHAIN MANAGEMENT MAJOR REQUIREMENTS

Complete the concentration in supply chain management from the list “BSBA Business Concentrations” on pages 186–187.

SECOND BUSINESS CONCENTRATION OR BUSINESS ELECTIVES

Complete a second business concentration (different from that of your major) from the list “BSBA Business Concentrations” on pages 186–187, or complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM.

BUSINESS CREDIT/GPA REQUIREMENT

Minimum of 64 semester hours of business courses are required with a minimum 2.000 GPA.

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

ADDITIONAL PROGRAMS

BS in Computer Science and Business Administration

See page 213.

BS in Information Science and Business Administration

See page 220.