

College of Business Administration

www.cba.neu.edu

THOMAS E. MOORE, PHD, *Dean*

William F. Crittenden, PhD, *Senior Associate Dean and Dean of Faculty*

Peggy L. Fletcher, MBA, *Associate Dean for Undergraduate Programs*

Kate E. Klepper, MBA, *Director for Graduate Programs*

Accounting Group

PROFESSORS

Sharon M. Bruns, PhD

Paul A. Janell, PhD

Marjorie Platt, PhD

H. David Sherman, DBA

ASSOCIATE PROFESSOR, CAREY RESEARCH FELLOW, AND GOLEMME RESEARCH PROFESSOR

Timothy J. Rupert, PhD

ASSOCIATE PROFESSOR AND COWAN RESEARCH PROFESSOR

Mario J. Maletta, PhD

ASSOCIATE PROFESSOR AND HAROLD A. MOCK PROFESSOR

James J. Maroney, PhD

ASSOCIATE PROFESSOR AND GERALD FELDMAN RESEARCH FELLOW

Ganesh Krishnamoorthy, PhD

ASSOCIATE PROFESSORS

Julie Hertenstein, DBA

Cynthia M. Jackson, PhD

ASSISTANT PROFESSOR

Yue May Zhang, PhD

LECTURERS

William J. Bruns, PhD

Michael D. Cottrill, MAC

Hugh J. Crossland, LL.M.

Lynn W. Marples, MBA

Peggy L. O'Kelly, MBA

Entrepreneurship and Innovation Group

MATTHEWS DISTINGUISHED UNIVERSITY PROFESSOR

Marc H. Meyer, PhD

MCKIM AND D'AMORE DISTINGUISHED PROFESSOR OF GLOBAL MANAGEMENT AND INNOVATION

Daniel J. McCarthy, DBA

PROFESSOR

Ralph Katz, PhD

ASSISTANT PROFESSOR AND TARCIA/EDWARDS RESEARCH FELLOW

Kimberly Ann Eddleston, PhD

ASSISTANT PROFESSOR

Mathew Allen, PhD

ASSOCIATE ACADEMIC SPECIALIST

John H. Friar, PhD

ASSISTANT ACADEMIC SPECIALISTS

Edmund L. Clark, MBA

Frederick Crane, PhD

Dennis R. Shaughnessy, JD

LECTURER

William T. Tita, PhD

Finance and Insurance Group

HARDING PROFESSOR OF FINANCE

Harlan D. Platt, PhD

PROFESSORS

Paul J. Bolster, PhD

Jeffery A. Born, PhD

Wesley W. Marple Jr., DBA

Joseph W. Meador, PhD

Emery A. Trahan, PhD

Jonathan B. Welch, PhD

ASSOCIATE PROFESSOR AND DUNTON RESEARCH FELLOW

Robert M. Mooradian, PhD

ASSOCIATE PROFESSORS

Donald G. Margotta, PhD

Coleen C. Pantalone, PhD

Shiawee X. Yang, PhD

ASSISTANT PROFESSOR AND MULLIN RESEARCH FELLOW

Olubunmi Faleye, PhD

ASSISTANT PROFESSOR AND JOSEPH G. RIESMAN RESEARCH PROFESSOR

Jinliang Li, PhD

ASSISTANT PROFESSORS

Nicole M. Boyson, PhD
Tunde Kovacs, PhD
Anand Venkateswaran, PhD

ASSOCIATE ACADEMIC SPECIALIST

Steven R. Kursh, PhD

LECTURERS

Peggy L. Fletcher, MBA
Richard J. Goettle, PhD
Eliot H. Sherman, MST
Richard S. Swasey Jr., MBA
Ronald M. Whitfield, PhD

Human Resources Group**PROFESSOR AND ASA S. KNOWLES CHAIR OF PRACTICE-ORIENTED EDUCATION**

Joseph A. Raelin, PhD

PATRICK F. AND HELEN C. WALSH RESEARCH PROFESSOR

Cynthia Lee, PhD

PROFESSORS

Rae Andre, PhD
David P. Boyd, PhD

ASSOCIATE PROFESSORS

Brendan D. Bannister, DBA
Thomas M. Begley, PhD
Bert A. Spector, PhD
Francis C. Spital, PhD
Edward G. Wertheim, PhD

ASSOCIATE ACADEMIC SPECIALIST

Leonard J. Glick, EdD

Information, Operations, and Analysis Group**PHILIP R. MCDONALD CHAIRED PROFESSOR**

Amiya Chakravarty, PhD

PROFESSORS

Ramaiya Balachandra, PhD
Sangit Chatterjee, PhD
Robert C. Lieb, DBA
Michael J. Maggard, PhD

Robert A. Millen, PhD
Marius M. Solomon, PhD
Frederick Wiseman, PhD
Mustafa R. Yilmaz, PhD

ASSOCIATE PROFESSORS

Yang W. Lee, PhD
Robert A. Parsons, MA
Michael H. Zack, DBA

ASSISTANT PROFESSORS

Aykut Firat, PhD
Gilbert Nyaga, PhD

ASSISTANT ACADEMIC SPECIALIST

Bruce D. Russell, PhD

LECTURERS

Mohamed Habibullah, PhD
Richard M. Kesner, PhD
Michael J. Power, MBA

International Business and Strategy Group**PROFESSOR AND BORNSTEIN RESEARCH FELLOW**

Ravi Ramamurti, DBA

DARLA AND FREDERICK BRODSKY TRUSTEE PROFESSOR OF INTERNATIONAL BUSINESS

Henry W. Lane, DBA

PROFESSORS

William F. Crittenden, PhD
Edward F. McDonough III, PhD
Sheila M. Puffer, PhD
Ravi Sarathy, PhD

ASSOCIATE PROFESSOR AND MCCARTHY FAMILY RESEARCH FELLOW

Christopher J. Robertson, PhD

ASSOCIATE PROFESSORS

Nicholas Athanassiou, PhD
Raymond M. Kinnunen, DBA
Carl W. Nelson, PhD

ASSISTANT PROFESSORS

Chris A. Guarrero, DBA
Andrew Watson, PhD

SENIOR ACADEMIC SPECIALIST

Joseph M. Giglio, PhD

LECTURER

Ronald S. Thomas, PhD

Marketing Group**PROFESSORS**

Gloria Barczak, PhD

Samuel Rabino, PhD

ASSOCIATE PROFESSOR AND MORRISON RESEARCH FELLOW

Fareena Sultan, PhD

ASSOCIATE PROFESSORS

Bruce H. Clark, PhD

Dan T. Dunn Jr., DBA

Felicia G. Lassk, PhD

Robert F. Young, DBA

ASSISTANT PROFESSOR AND DICENSO FAMILY RESEARCH FELLOW

Andrew J. Rohm, PhD

ASSISTANT PROFESSOR AND MCCARTHY FAMILY RESEARCH FELLOW

Roseanna Garcia, PhD

ASSISTANT PROFESSORS

Fleura Bardhi, PhD

Tao (Tony) Gao, PhD

Devon S. Johnson, PhD

Jay Mulki, PhD

LECTURERS

Susan F. Sieloff, MBA

John L. Teopaco, PhD

Frederick Wright, MBA

Cooperative Education FacultyMary M. Kane, MEd, *Associate Coordinator and Director***ASSOCIATE PROFESSOR**

Elizabeth A. Chilvers, MEd

SENIOR COORDINATOR

Scott Weighart, MBA

ASSOCIATE COORDINATORS

Charles Bognanni, MEd

Ann Brady, MS

ASSISTANT COORDINATORS

Bonnie Brock, MEd

Erin Callery, BS

Deborah Hunt, MS

Maureen Macione, MBA

Theresa Mangan, MEd

Nathalie Miquel, MEd

William Munze, MS

Kathy Tanner, MEd

Programs in the College of Business Administration are designed for students who are preparing to take on managerial responsibility. These programs help students develop the ability to recognize and solve business and organizational problems and understand the role of business in the community, the nation, and the world.

The college's goal is to help students develop ideals that are ethically sound and socially desirable; cultivate an awareness of the social, political, and economic developments to which businesses must adapt; develop sound judgment and effective communication skills; and develop their individual interests and talents.

Modern business faces many challenges from unprecedented political change and the effects of foreign policy, high technology, affirmative action regulations, and new economic policies. These challenges have increased the demand for highly trained individuals equipped to analyze and address our economy's complex social and legal problems.

The college offers Bachelor of Science degrees in international business and in business administration with concentrations in accounting, entrepreneurship and new venture management, finance and insurance, human resources management, supply chain management, management information systems, and marketing. The business curriculum is enhanced by courses in the sciences, humanities, and social sciences. In addition to their academic courses, all students are required to complete a cooperative education plan.

Co-op provides a learning experience beyond the classroom. Textbook examples come to life in real-world business settings. Classroom theories are applied to actual business problems. In turn, these experiences serve to stimulate inquiry and discussion back in the classroom. This interaction between college studies and cooperative education sets the stage for a lifetime of learning.

The undergraduate program of the College of Business Administration meets the standards of the American Assembly of Collegiate Schools of Business for faculty and student quality, curriculum design, and overall University support.

After graduation, students obtain jobs in all aspects of business, both domestically and internationally.

Academic Progression Standards

Listed below are the GPA values required for students to advance to the next class standing and to graduate.

	Overall GPA	Freshman Core Courses GPA*	Business Courses GPA
Sophomore	2.000	2.000	2.000
Middler	2.000		2.000
Junior	2.000		2.000
Senior	2.000		2.000
To graduate	2.000		2.000

*Freshman Core Courses refers to College Writing, Macroeconomics and Microeconomics, Calculus for Business, and Introduction to Business.

Freshmen must complete at least 24 SH in order to progress to sophomore status, although freshmen who earn fewer than 32 SH must make up the difference prior to graduation. Students beyond the freshman year must complete at least 16 SH each in-school (not on co-op) full semester and 8 SH each in-school summer half semester in order to progress to the next class standing.

Pass/Fail Option

College of Business Administration students may opt to take courses on a pass/fail basis in accordance with University policy but should be aware that this policy applies to nonbusiness courses that will count as open electives only. Business courses may not be taken pass/fail under any circumstance.

Taking Courses While on Co-op

It is College of Business Administration policy that, with permission of their academic advisor, co-op coordinator, and employer, students may take a maximum of two classes while on co-op during the fall or spring terms and one class while on co-op during a summer term. Students should initiate this process by filling out the appropriate paperwork with their co-op coordinator.

Transferring to the College of Business Administration

Students may transfer to the College of Business Administration externally (from another institution) or internally (from another school or college at Northeastern University).

External Transfer

External transfer students are accepted from other academic institutions during the fall and spring terms. Applications and accompanying materials are submitted directly to the Admissions Office.

The College of Business Administration at Northeastern University is accredited by the Association for the Advancement of Collegiate Schools of Business (AACSB) and as such complies with the following regulations governing the transferring of credit:

Courses from an AACSB-accredited institution:

Students may transfer a maximum of 80 semester hours (SH) of credit. A combination of 60 SH of nonbusiness courses and/or 28 SH of business courses will be accepted.

Courses from a non-AACSB-accredited institution:

Students may transfer a maximum of 60 SH of credit. A combination of 52 SH of nonbusiness courses and/or 20 SH of business courses will be accepted.

Some courses are not eligible for transfer. Please check with an academic advisor in the College of Business Administration for more details.

Internal Transfer

Students may internally transfer into the College of Business Administration through the Internal Transfer Program, the

General Studies Program, or the Ujima Scholars Program. Students wishing to internally transfer into the College of Business Administration should follow the entrance criteria laid out by their respective program. Students should be aware that certain courses are not applicable to College of Business Administration curriculum and will not count toward degree requirements. Examples of such courses include ECN U101, mathematics below precalculus level, and study skill courses. Students who take these courses prior to matriculating into the College of Business Administration will need to take additional courses to meet graduation requirements.

Graduation Requirements

Bachelor of Science degree candidates must complete all prescribed work of the curriculum in which they seek to qualify, currently 128 semester hours. The degree not only represents the formal completion of selected courses, but also indicates professional study in the major or concentration. A GPA of C (2.000) and a C average in all business courses are required for graduation. Students must be enrolled in a full program of studies in the College of Business Administration during the final three semesters preceding graduation.

Minor in Business Administration

Courses for the minor are offered for nonbusiness students. This minor is attractive to students if they are considering a career in business or pursuing an MBA. The minor consists of five courses. These include Financial Accounting, Introduction to Marketing, Financial Management, Human Resource Management, and one elective. Students who wish to enter the program should sign up in the Undergraduate Business Programs Office. Students who complete all five courses successfully and have earned at least a C (2.000) average in them will be awarded a minor in business administration at graduation.

Minor in Business Administration

ACCOUNTING

Complete the following course:

ACC U209	Financial Accounting and Reporting	4 SH
or ACC U201	Financial Accounting and Reporting	4 SH

FINANCE

Complete the following course:

FIN U209	Financial Management	4 SH
or FIN U201	Financial Management	4 SH

HUMAN RESOURCES MANAGEMENT

Complete the following course:

HRM U209	Organizational Behavior	4 SH
or HRM U201	Organizational Behavior	4 SH

MARKETING

Complete the following course:

MKT U209	Introduction to Marketing	4 SH
or MKT U201	Introduction to Marketing	4 SH

BUSINESS ELECTIVE

Complete one course from the following list or any business course for which the prerequisites have been met:

INB U209	Global Environment of International Business	4 SH
or INB U201	Global Environment of International Business	4 SH
MIS U309	Management Information Systems	4 SH
or MIS U301	Management Information Systems	4 SH
MSC U409	Operations Management	4 SH
or MSC U401	Operations Management	4 SH

GPA REQUIREMENT

2.000 GPA required in the minor

BSBA Core Requirements

Each student seeking the Bachelor of Science in Business Administration (BSBA) degree must complete the following core requirements.

BUSINESS CORE REQUIREMENTS**Mathematics**

Complete one calculus course:

MTH U131	Calculus for Business and Economics	4 SH
MTH U141	Calculus 1	4 SH
MTH U142	Calculus 2	4 SH
MTH U151	Calculus and Differential Equations for Biology 1	4 SH
MTH U152	Calculus and Differential Equations for Biology 2	4 SH
MTH U240	Intensive Calculus for Engineers	6 SH
MTH U241	Calculus 1 for Science and Engineering	4 SH
MTH U242	Calculus 2 for Science and Engineering	4 SH

Statistics

Complete the following course:

MSC U201	Business Statistics	4 SH
----------	---------------------	------

Macroeconomics and Microeconomics

Complete the following two courses:

ECN U115	Principles of Macroeconomics	4 SH
ECN U116	Principles of Microeconomics	4 SH

BUSINESS REQUIREMENTS**Accounting**

Complete the following two courses:

ACC U201	Financial Accounting and Reporting	4 SH
ACC U301	Managerial Accounting	4 SH

Finance

Complete the following course:

FIN U201	Financial Management	4 SH
----------	----------------------	------

Marketing

Complete the following course:

MKT U201	Introduction to Marketing	4 SH
----------	---------------------------	------

Management Information Systems

Complete the following course:

MIS U301	Management Information Systems	4 SH
----------	--------------------------------	------

Operations Management and Supply Chain Management

Complete the following course:

MSC U401	Operations Management	4 SH
----------	-----------------------	------

Organizational Behavior

Complete the following course:

HRM U201	Organizational Behavior	4 SH
----------	-------------------------	------

Strategy in Action

Complete the following course:

MGT U501	Strategy in Action	4 SH
----------	--------------------	------

International Business/Social Responsibility

Complete the following course:

INB U203	International Business and Global Social Responsibility	4 SH
----------	---	------

BSIB Core Requirements

Each student seeking the Bachelor of Science in International Business (BSIB) degree must complete the following core requirements.

INTERNATIONAL BUSINESS GENERAL EDUCATION REQUIREMENTS**Living and Working Abroad**

Complete the following course, which also satisfies the NU Core comparative study of cultures requirement:

INB U301	Living and Working Abroad	4 SH
----------	---------------------------	------

Mathematics

Complete one calculus course from the following list:

MTH U131	Calculus for Business and Economics	4 SH
MTH U141	Calculus 1	4 SH
MTH U142	Calculus 2	4 SH
MTH U151	Calculus and Differential Equations for Biology 1	4 SH
MTH U152	Calculus and Differential Equations for Biology 2	4 SH
MTH U240	Intensive Calculus for Engineers	6 SH
MTH U241	Calculus 1 for Science and Engineering	4 SH
MTH U242	Calculus 2 for Science and Engineering	4 SH

Statistics

Complete the following course:

MSC U201	Business Statistics	4 SH
----------	---------------------	------

Macroeconomics and Microeconomics

Complete the following two courses:

ECN U115	Principles of Macroeconomics	4 SH
ECN U116	Principles of Microeconomics	4 SH

BUSINESS REQUIREMENTS**Accounting**

Complete the following two courses:

ACC U201	Financial Accounting and Reporting	4 SH
ACC U301	Managerial Accounting	4 SH

Finance

Complete the following course:

FIN U201	Financial Management	4 SH
----------	----------------------	------

Marketing

Complete the following course:

MKT U201	Introduction to Marketing	4 SH
----------	---------------------------	------

Management Information Systems

Complete the following course:

MIS U301 Management Information Systems 4 SH

Operations Management and Supply Chain Management

Complete the following course:

MSC U401 Operations Management 4 SH

Organizational Behavior

Complete the following course:

HRM U201 Organizational Behavior 4 SH

Strategy in Action

Complete the following course:

MGT U501 Strategy in Action 4 SH

International Business/Social Responsibility

Complete the following course:

INB U203 International Business and Global Social Responsibility 4 SH

BSBA Business Concentrations

The College of Business Administration departmental listings, which begin on page 188, give the detailed requirements for each degree offered by the college. Each Bachelor of Science in Business Administration (BSBA) degree requirement in turn references the business concentrations shown below.

CONCENTRATION IN ACCOUNTING**Accounting Required Courses**

Complete the following three courses:

ACC U401 Financial Reporting and Analysis 1 4 SH

ACC U403 Accounting Information Systems 4 SH

ACC U501 Financial Reporting and Analysis 2 4 SH

Accounting Elective Course

Complete one course from the following list:

ACC U412 Auditing and Other Assurance Services 4 SH

ACC U414 Income Tax Determination and Planning 4 SH

ACC U416 Strategic Cost Analysis for Decision Making 4 SH

CONCENTRATION IN ENTREPRENEURSHIP AND NEW VENTURE MANAGEMENT

Complete the following four courses:

ENT U201 The Entrepreneurial Universe 4 SH

ENT U301 Opportunity Assessment and Entrepreneurship Marketing 4 SH

ENT U401 Small Business Management, Operations, and Growth 4 SH

ENT U501 Venture Creation and Entrepreneurial Finance 4 SH

or ENT U503 Small Business Service and Retail Creation 4 SH

CONCENTRATION IN FINANCE**Finance Required Courses**

Complete the following two courses:

FIN U301 Corporate Finance 4 SH

FIN U303 Investments 4 SH

Finance Elective Courses

Complete two additional courses from the FIN department.

CONCENTRATION IN HUMAN RESOURCES MANAGEMENT**Human Resources Management Required Courses**

Complete the following two courses:

HRM U301 Introduction to Human Resources Management 4 SH

HRM U501 Competitive HRM Practices 4 SH

Human Resources Management Elective Courses

Complete two additional courses from the HRM department or from the following list:

INB U310 Cultural Aspects of International Business 4 SH

MGT U320 Negotiation 4 SH

MGT U612 Consulting Field Practicum 4 SH

CONCENTRATION IN MANAGEMENT**Management Required Courses**

Complete the following two courses:

INB U201 Global Environment of International Business 4 SH

MGT U301 Legal, Ethical, and Social Issues 4 SH

Management Elective Courses

Complete two additional courses from the MGT department or from the following list:

HRM U401 Building Your Management Skills 4 SH

HRM U501 Competitive HRM Practices 4 SH

HRM U602 Leadership Seminar 4 SH

CONCENTRATION IN MANAGEMENT INFORMATION SYSTEMS**Management Information Systems Required Courses**

Complete the following three courses:

MIS U403 Data Management and Information Analysis 4 SH

MIS U404 Business Data Communications 4 SH

MIS U501 Business Systems Integration 4 SH

Management Information Systems Elective Course

Complete one additional course from the MIS department or from the following list:

ACC U403 Accounting Information Systems 4 SH

SCM U201 Supply Chain Management 4 SH

CONCENTRATION IN MARKETING**Marketing Required Courses**

Complete the following two courses:

MKT U301 Marketing Management 4 SH

MKT U401 Marketing Research 4 SH

Marketing Elective Courses

Complete two courses from the MKT department.

CONCENTRATION IN SUPPLY CHAIN MANAGEMENT

Complete the following four courses:

SCM U201 Supply Chain Management 4 SH

SCM U301 Global Supply Chain Management 4 SH

SCM U310 The Transportation Industries 4 SH

SCM U401 Advanced Problems in Supply Chain Management 4 SH

BSIB Second Business Concentrations

The College of Business Administration departmental listings, which begin on page 188, give the detailed requirements for each degree offered by the college. Each Bachelor of Science in International Business (BSIB) degree requirement in turn references the business concentrations shown below as second business concentrations.

CONCENTRATION IN ACCOUNTING

Accounting Required Courses

Complete the following three courses:

ACC U401	Financial Reporting and Analysis 1	4 SH
ACC U403	Accounting Information Systems	4 SH
ACC U501	Financial Reporting and Analysis 2	4 SH

Accounting Elective Course

Complete one course from the following list:

ACC U412	Auditing and Other Assurance Services	4 SH
ACC U414	Income Tax Determination and Planning	4 SH
ACC U416	Strategic Cost Analysis for Decision Making	4 SH

CONCENTRATION IN ENTREPRENEURSHIP AND NEW VENTURE MANAGEMENT

Complete the following four courses:

ENT U201	The Entrepreneurial Universe	4 SH
ENT U301	Opportunity Assessment and Entrepreneurship Marketing	4 SH
ENT U401	Small Business Management, Operations, and Growth	4 SH
ENT U501	Venture Creation and Entrepreneurial Finance	4 SH

CONCENTRATION IN FINANCE

Finance Required Courses

Complete the following two courses:

FIN U301	Corporate Finance	4 SH
FIN U303	Investments	4 SH

Finance Elective Courses

Complete two additional courses from the FIN department.

CONCENTRATION IN HUMAN RESOURCES MANAGEMENT

Human Resources Management Required Courses

Complete the following two courses:

HRM U301	Introduction to Human Resources Management	4 SH
HRM U501	Competitive HRM Practices	4 SH

Human Resources Management Elective Courses

Complete two additional courses from the HRM department or from the following list:

INB U201	Global Environment of International Business	4 SH
MGT U320	Negotiation	4 SH

CONCENTRATION IN MANAGEMENT

The concentration in management is not available to BSIB students taking the international management/East Asian studies option or the international management/international affairs option.

Management Required Courses

Complete the following two courses:

INB U201	Global Environment of International Business	4 SH
MGT U301	Legal, Ethical, and Social Issues	4 SH

Management Elective Courses

Complete two additional courses from the MGT department.

CONCENTRATION IN MANAGEMENT INFORMATION SYSTEMS

Complete the following four courses:

MIS U402	Business Programming	4 SH
MIS U403	Data Management and Information Analysis	4 SH
MIS U404	Business Data Communications	4 SH
MIS U501	Business Systems Integration	4 SH

CONCENTRATION IN MARKETING

Marketing Required Courses

Complete the following two courses:

MKT U301	Marketing Management	4 SH
MKT U401	Marketing Research	4 SH

Marketing Elective Courses

Complete two courses from the MKT department.

CONCENTRATION IN SUPPLY CHAIN MANAGEMENT

Complete the following four courses:

SCM U201	Supply Chain Management	4 SH
SCM U301	Global Supply Chain Management	4 SH
SCM U310	The Transportation Industries	4 SH
SCM U401	Advanced Problems in Supply Chain Management	4 SH

ACCOUNTING

www.cba.neu.edu/undergrad

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 people with sound technical knowledge, critical thinking skills, superior interpersonal skills, and the ability to communicate effectively. 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 244–245 for course descriptions.

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

See page 186 for requirement list.

ACCOUNTING MAJOR REQUIREMENTS

Complete the concentration in accounting from the list “BSBA Business Concentrations” on page 187.

OPEN ELECTIVES

Complete eight elective courses. Four electives can be used toward completion of an additional business concentration from the list “BSBA Business Concentrations” on page 187.

BUSINESS GPA REQUIREMENT

A minimum 2.000 GPA is required in business courses.

NU CORE REQUIREMENTS

See page 24 for requirement list.

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/undergrad

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 324–325 for course descriptions.

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

See page 186 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 page 187.

OPEN ELECTIVES

Complete eight elective courses. Four electives can be used toward completion of an additional business concentration from the list “BSBA Business Concentrations” on page 187.

BUSINESS GPA REQUIREMENT

A minimum 2.000 GPA is required in business courses.

NU CORE REQUIREMENTS

See page 24 for requirement list.

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/undergrad

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 globalization of markets—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 businesses, 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 and financial systems operate. They also learn to analyze economic trends and indicators and how to apply this analysis to financial decision making.

Students may specialize in one or more of the following areas: corporate finance, investment management and analysis, management of financial institutions, insurance and risk management, and real estate. 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, banks, insurance companies, and other financial institutions. See pages 333–335 for course descriptions.

BSBA in Finance

COLLEGE OF BUSINESS ADMINISTRATION

BSBA CORE REQUIREMENTS

See page 186 for requirement list.

FINANCE MAJOR REQUIREMENTS

Complete the concentration in finance from the list “BSBA Business Concentrations” on page 187.

OPEN ELECTIVES

Complete eight elective courses. Four electives can be used toward completion of an additional business concentration from the list “BSBA Business Concentrations” on page 187.

BUSINESS GPA REQUIREMENT

A minimum 2.000 GPA is required in business courses.

NU CORE REQUIREMENTS

See page 24 for requirement list.

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/undergrad

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 337–338 for course descriptions.

BSBA in Human Resources Management

COLLEGE OF BUSINESS ADMINISTRATION

BSBA CORE REQUIREMENTS

See page 186 for requirement list.

HUMAN RESOURCES MANAGEMENT MAJOR REQUIREMENTS

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

OPEN ELECTIVES

Complete eight elective courses. Four electives can be used toward completion of an additional business concentration from the list “BSBA Business Concentrations” on page 187.

BUSINESS GPA REQUIREMENT

A minimum 2.000 GPA is required in business courses.

NU CORE REQUIREMENTS

See page 24 for requirement list.

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 offers the Bachelor of Science in International Business. This program, the first of its kind in the United States, was initiated in 1994. It is for the highly motivated student who plans a career in international business whether abroad or in the United States. A student can concentrate in international marketing, international finance, global supply chain management, import/export management, or other global business activities.

The growth of multinational firms and international trade has created an increasing demand for managers who are equipped to address the complexities of international business. The BSIB degree prepares managers who can meet such needs.

The BSIB includes courses that focus on the international environment in which businesses operate. 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 or East Asian studies.

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 after senior-year study in the partner. Students should contact the BSIB advisors for course schedules. See pages 356–357 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—French Language Option

COLLEGE OF BUSINESS ADMINISTRATION BSIB CORE REQUIREMENTS

See page 186 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 page 188.

INTERNATIONAL BUSINESS—FRENCH LANGUAGE REQUIREMENTS AND ELECTIVES OUTSIDE BUSINESS

Elementary French

Complete the following two courses:

LNF U111	Elementary French 1—BSIB	4 SH
LNF U112	Elementary French 2—BSIB	4 SH

Intermediate French

Complete the following two courses:

LNF U311	Intermediate French 1—BSIB	4 SH
LNF U312	Intermediate French 2—BSIB	4 SH

Advanced French

Complete the following two courses:

LNF U511	Advanced French 1—BSIB	4 SH
LNF U512	Advanced French 2—BSIB	4 SH

Electives Outside Business

Complete a minimum of one course outside business.

BUSINESS GPA REQUIREMENTS

2.000 GPA required in business courses

3.000 overall GPA required for study abroad

NU CORE REQUIREMENTS

See page 24 for requirement list.

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

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

See page 186 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 page 188.

**INTERNATIONAL BUSINESS—GERMAN LANGUAGE
REQUIREMENTS AND ELECTIVES OUTSIDE BUSINESS****Elementary German**

Complete the following two courses:

LNG U111	Elementary German 1—BSIB	4 SH
LNG U112	Elementary German 2—BSIB	4 SH

Intermediate German

Complete the following two courses:

LNG U311	Intermediate German 1—BSIB	4 SH
LNG U312	Intermediate German 2—BSIB	4 SH

Advanced German

Complete the following two courses:

LNG U511	Advanced German 1—BSIB	4 SH
LNG U512	Advanced German 2—BSIB	4 SH

Electives Outside Business

Complete a minimum of one course outside business.

BUSINESS GPA REQUIREMENTS

2.000 GPA required in business courses
3.000 overall GPA required for study abroad

NU CORE REQUIREMENTS

See page 24 for requirement list.

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

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

See page 186 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 page 188.

**INTERNATIONAL BUSINESS—ITALIAN LANGUAGE
REQUIREMENTS AND ELECTIVES OUTSIDE BUSINESS****Elementary Italian**

Complete the following two courses:

LNI U111	Elementary Italian 1—BSIB	4 SH
LNI U112	Elementary Italian 2—BSIB	4 SH

Intermediate Italian

Complete the following two courses:

LNI U311	Intermediate Italian 1—BSIB	4 SH
LNI U312	Intermediate Italian 2—BSIB	4 SH

Advanced Italian

Complete the following two courses:

LNI U511	Advanced Italian 1—BSIB	4 SH
LNI U512	Advanced Italian 2—BSIB	4 SH

Electives Outside Business

Complete a minimum of one course outside business.

BUSINESS GPA REQUIREMENTS

2.000 GPA required in business courses
3.000 overall GPA required for study abroad

NU CORE REQUIREMENTS

See page 24 for requirement list.

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

BSIB—Bachelor of Science in International Business—Spanish Language Option

COLLEGE OF BUSINESS ADMINISTRATION BSIB CORE REQUIREMENTS

See page 186 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 page 188.

INTERNATIONAL BUSINESS—SPANISH LANGUAGE REQUIREMENTS AND ELECTIVES OUTSIDE BUSINESS

Elementary Spanish

Complete the following two courses:

LNS U111	Elementary Spanish 1—BSIB	4 SH
LNS U112	Elementary Spanish 2—BSIB	4 SH

Intermediate Spanish

Complete the following two courses:

LNS U311	Intermediate Spanish 1—BSIB	4 SH
LNS U312	Intermediate Spanish 2—BSIB	4 SH

Advanced Spanish

Complete the following two courses:

LNS U511	Advanced Spanish 1—BSIB	4 SH
LNS U512	Advanced Spanish 2—BSIB	4 SH

Electives Outside Business

Complete a minimum of one course outside business.

BUSINESS GPA REQUIREMENTS

2.000 GPA required in business courses

3.000 overall GPA required for study abroad

NU CORE REQUIREMENTS

See page 24 for requirement list.

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

BSIB—Bachelor of Science in International Business—International Management/East Asian Studies Option

COLLEGE OF BUSINESS ADMINISTRATION BSIB CORE REQUIREMENTS

See page 186 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 page 188.

Note: The concentration in management may not be used.

INTERNATIONAL BUSINESS—CHINESE LANGUAGE REQUIREMENTS AND ELECTIVES OUTSIDE BUSINESS

Elementary Chinese

Complete the following two courses:

LNC U101	Elementary Chinese 1	4 SH
LNC U102	Elementary Chinese 2	4 SH

Intermediate Chinese

Complete the following course:

LNC U301	Chinese Conversation and Composition 1	4 SH
----------	--	------

Electives Outside Business

Complete a minimum of four courses outside business.

BSIB MINOR IN EAST ASIAN STUDIES

BSIB students in the international management/East Asian studies option are required to complete the following minor in East Asian studies:

Core Course

Complete one of the following courses:

HST U150	East Asian Studies	4 SH
INT U150	East Asian Studies	4 SH

Required Courses

Complete the following two courses:

HST U350	Modern China	4 SH
POL U485	Government and Politics in China	4 SH

Elective Courses

Complete two courses from the following list. They may include up to two courses taken as part of an approved study-abroad program:

ENG U672	Asian-American Literature	4 SH
HST U243	American Images of China	4 SH
HST U245	Asian-American History	4 SH

HST U252	Japanese Literature and Culture	4 SH
HST U253	History of Vietnam Wars	4 SH
HST U256	Chinese Civilization in Her Eyes	4 SH
HST U351	Japan since 1850	4 SH
HST U650	Topics in Asian History	4 SH
LNC U256	Chinese Civilization in Her Eyes	4 SH

BUSINESS GPA REQUIREMENTS

- 2.000 GPA required in business courses
- 3.000 overall GPA required for study abroad
- 2.000 GPA required in the minor in East Asian studies

NU CORE REQUIREMENTS

See page 24 for requirement list.

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

BSIB—Bachelor of Science in International Business—International Management/International Affairs Option

COLLEGE OF BUSINESS ADMINISTRATION

BSIB CORE REQUIREMENTS

See page 186 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 page 188.

Note: The concentration in management may not be used.

INTERNATIONAL BUSINESS—LANGUAGE REQUIREMENTS AND ELECTIVES OUTSIDE BUSINESS

Foreign Language Requirement

Complete three courses in a foreign language with a minimum of one year in the same language:

ARABIC		
LNA U101	Elementary Arabic 1	4 SH
LNA U102	Elementary Arabic 2	4 SH
LNA U301	Arabic Conversation and Composition 1	4 SH
LNA U302	Arabic Conversation and Composition 2	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
LNE U301	Greek Conversation and Composition 1	4 SH
LNE U302	Greek Conversation and Composition 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 1		4 SH
LNJ U302	Japanese Conversation and Composition 2		4 SH

PORTUGUESE

LNP U101	Elementary Portuguese 1		4 SH
LNP U102	Elementary Portuguese 2		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

SWAHILI

LNW U101	Elementary Swahili 1		4 SH
LNW U102	Elementary Swahili 2		4 SH

Electives Outside Business

Complete a minimum of one course outside business.

The following course counts as an elective outside business and is recommended:

CBA U101	Introduction to Business		4 SH
----------	--------------------------	--	------

BSIB MINOR IN INTERNATIONAL AFFAIRS

BSIB students in the international management/international affairs option are required to complete the following minor in international affairs:

Required Course

Complete the following course:

IAF U101	Globalization and International Affairs		4 SH
----------	---	--	------

Regional Analysis Elective Courses

Complete two regional analysis courses from the list “Approved Courses: International Affairs—Regional Analysis and Global Dynamics” on page 117.

Global Dynamics Elective

Complete the following global dynamics course as part of the NU Core:

POL U155	Comparative Politics		4 SH
----------	----------------------	--	------

and complete one other global dynamics course from the list “Approved Courses: International Affairs—Regional Analysis and Global Dynamics” on page 117.

ELECTIVES REQUIREMENT FOR INTERNATIONAL BUSINESS**Open Electives**

Complete two elective courses.

BUSINESS GPA REQUIREMENTS

2.000 GPA required in business courses

3.000 overall GPA required for study abroad

2.000 GPA required in the minor in international affairs

NU CORE REQUIREMENTS

See page 24 for requirement list.

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

www.cba.neu.edu/undergrad

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 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 and group 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 383–384 for course descriptions.

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

See page 186 for requirement list.

MANAGEMENT MAJOR REQUIREMENTS

Complete the concentration in management from the list “BSBA Business Concentrations” on page 187.

OPEN ELECTIVES

Complete eight elective courses. Four electives can be used toward completion of an additional business concentration from the list “BSBA Business Concentrations” on page 187.

BUSINESS GPA REQUIREMENT

A minimum 2.000 GPA is required in business courses.

NU CORE REQUIREMENTS

See page 24 for requirement list.

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/undergrad

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 390–392 for course descriptions.

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

See page 186 for requirement list.

MANAGEMENT INFORMATION SYSTEMS MAJOR REQUIREMENTS

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

OPEN ELECTIVES

Complete eight elective courses. Four electives can be used toward completion of an additional business concentration from the list “BSBA Business Concentrations” on page 187.

BUSINESS GPA REQUIREMENT

A minimum 2.000 GPA is required in business courses.

NU CORE REQUIREMENTS

See page 24 for requirement list.

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/undergrad

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 392–393 for course descriptions.

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

See page 186 for requirement list.

MARKETING MAJOR REQUIREMENTS

Complete the concentration in marketing from the list “BSBA Business Concentrations” on page 187.

OPEN ELECTIVES

Complete eight elective courses. Four electives can be used toward completion of an additional business concentration from the list “BSBA Business Concentrations” on page 187.

BUSINESS GPA REQUIREMENT

A minimum 2.000 GPA is required in business courses.

NU CORE REQUIREMENTS

See page 24 for requirement list.

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/undergrad

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 447–448 for course descriptions.

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

See page 186 for requirement list.

**SUPPLY CHAIN MANAGEMENT MAJOR
REQUIREMENTS**

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

OPEN ELECTIVES

Complete eight elective courses. Four electives can be used toward completion of an additional business concentration from the list “BSBA Business Concentrations” on page 187.

BUSINESS GPA REQUIREMENT

A minimum 2.000 GPA is required in business courses.

NU CORE REQUIREMENTS

See page 24 for requirement list.

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 207.

BS in Information Science and Business Administration

See page 214.