CONCENTRATION IN CONSULTING

Overview

The Consulting Concentration aims for students to learn effective ways of solving business problems by developing skills to anticipate, address, and resolve challenges in managing organizations. Students will learn consulting skills to analyze data, conduct research, work effectively on team-based projects, and persuasively communicate ideas.

Students can pursue consulting at the Rose Hill campus as a:

- Primary concentration in Consulting with a focus in one of the following:
  - Management
  - Strategy
  - IT
  - Marketing
- Secondary concentration in Consulting with a focus in one of the following:
  - Management
  - Strategy
  - IT
  - Marketing

Students can pursue management at the Lincoln Center campus as a:

- Dual concentration in Consulting with a focus in one of the following:
  - Management
  - Strategy
  - IT
  - Marketing
- Secondary concentration in Consulting with a focus in one of the following:
  - Management
  - Strategy
  - IT
  - Marketing

Students and alumni in this field have held jobs and internships at:

- PwC
- Deloitte
- Grant Thornton
- Gartner
- GE Capital
- KPMG Advisory
- EY
- Duff and Phelps
- Stryker Corporation
- Johnson & Johnson

Requirements

Primary Concentration in Consulting

The Primary Concentration in Consulting requires completion of four courses and one experiential education option.

Course	Title	Credits
Required Courses		**6**
SABU 4433	Strategic Analysis for Consultants	
LPBU 3456	Foundations of Consulting	
Elective Courses: Choose one track		**6**
Management Consulting Track		
Two Management Consulting courses, one of which must be LPBU 3457 (Applied Innovation Consulting)		
Strategy Consulting Track		
Two Strategy Consulting courses, one of which must be SABU 3452 (Industry Analysis and Strategic Planning)		
IT Consulting Track		
Two IT Consulting courses		
Marketing Consulting Track		
Two Marketing Consulting courses		
Experiential Learning Requirement (one of the following options)		
LPBU 3457	ST: Applied Innovation Consulting	
CBBU 1006	ST: Senior Seminar	
CBBU 4999	Tutorial (Internship)	
Social Innovation Collaboratory Practicum		
Consulting Case Competition		
Total Credits		**12**

Secondary Concentration in Consulting

The Secondary Concentration in Consulting requires completion of three courses.

Course	Title	Credits
Required Courses		**6**
SABU 4433	Strategic Analysis for Consultants	
LPBU 3456	Foundations of Consulting	
Elective Courses: One course from any track		**3**
Management Consulting Track		
LPBU 3457	ST: Applied Innovation Consulting (Required course for this track)	
Strategy Consulting Track		
SABU 3452	ST: Industry Analysis and Strategic Planning (Required course for this track)	
IT Consulting Track		
One IT Consulting course		
Marketing Consulting Track		
One Marketing Consulting course		
Total Credits		**9**

Management Consulting Track

Courses in this group have the 0CMG attribute.

Course	Title	Credits
LPBU 3430	Sustainable Business	3
LPBU 3457	ST: Applied Innovation Consulting	3
LPBU 4440	Advanced Management	3
OPBU 3451	ST: Team Dynamics	3

Strategy Consulting Track

Courses in this group have the 0CST attribute.

Course	Title	Credits
OPBU 3442	ST: Health Care Operations Mgt	3
OPBU 4507	Project Management	3
SABU 3441	Intro Health Care Systems	3
SABU 3452	ST: Industry Analysis and Strategic Planning	3
SABU 3453	ST: Sustainability and Strategy	3
SABU 4430	ST: AI for Strategic Decision Making	3
SABU 4435	ST: Judgment and Decision-Making	3

IT Consulting Track

Courses in this group have the 0CIT attribute.

Course	Title	Credits
INSY 4434	Machine Learning for Business	3
INSY 4506	Business Analytics	3
INSY 4507	Project Management	3
INSY 4508	Advanced Data Analytics with Excel & Power BI	3

Marketing Consulting Track

Courses in this group have the 0CMK attribute.

Course	Title	Credits
MKBU 3439	Branding	3
MKBU 3441	Marketing Research	3
MKBU 3445	Marketing Analytics	3
MKBU 4441	Marketing Strategy	3