

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

### Secondary Concentration in Consulting

The Secondary Concentration in Consulting requires completion of three courses.

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

### Management Consulting Track

Courses in this group have the OCMG attribute.

Course	Title	Credits
LPBU 3430	ST: Sustainable Business	3
LPBU 3455	ST: Research for Consulting	3
LPBU 3457	ST: Applied Innovation Consulting	3
LPBU 4440	ST: Advanced Management	3
OPBU 3451	ST: Team Dynamics	3

### Strategy Consulting Track

*Courses in this group have the OCST 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 4434	Measurement and Data Visualization	3
SABU 4435	ST: Judgment and Decision-Making	3
SABU 4456	ST: Global Corporate Communication	3

### IT Consulting Track

*Courses in this group have the OCIT attribute.*

Course	Title	Credits
INSY 4434	ST: Machine Learning for Business	3
INSY 4506	Business Analytics	3
INSY 4507	Project Management	3
INSY 4508	Business Modeling With Spreadsheets	3

### Marketing Consulting Track

*Courses in this group have the OCMK attribute.*

Course	Title	Credits
MKBU 3439	ST: Branding	3
MKBU 3441	Marketing Research	3
MKBU 3445	ST: Marketing Analytics	3
MKBU 3454	ST: Design Thinking	3
MKBU 4441	Marketing Strategy	3