

# CONCENTRATION IN CONSULTING

## 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

**Total Credits** 9

### 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