HST U272 The Invention of Europe 4 SH
HST U273 Belief in Magic and Science in Europe 4 SH
HST U280 Hitler’s Germany 4 SH
HST U281 Holocaust 4 SH
HST U285 Russian Civilization 4 SH
HST U286 History of the Soviet Union 4 SH
HST U310 Spread of Buddhism 4 SH
HST U311 Colonialism/Imperialism 4 SH
HST U321 Technological Transformations 4 SH
HST U330 Colonial and Revolutionary America 4 SH
HST U331 The Civil War and Reconstruction 4 SH
HST U332 The Rise of Modern America 4 SH
HST U333 U.S. Prosperity, Depression, War 4 SH
HST U335 American Constitution 1: 1783–1865 4 SH
HST U336 American Constitution 2: 1865–Present 4 SH
HST U340 Cultural History of the U.S. 4 SH
HST U341 History of the Western U.S. 4 SH
HST U342 Environmental History of North America 4 SH
HST U343 History of Business in America 4 SH
HST U344 U.S. Urban History 4 SH
HST U346 The American Empire 4 SH
HST U350 Modern China 4 SH
HST U351 Japan since 1850 4 SH
HST U370 Renaissance to Enlightenment 4 SH
HST U371 Europe 1870–1921 4 SH
HST U375 Culture and Identity in Early Modern England 4 SH
HST U376 The British Empire 4 SH
HST U377 Ireland and the Irish Migration 4 SH
HST U386 History of Soviet Cinema 4 SH
HST U387 Soviet Secret Police 4 SH
HST U388 Borderlands: World War II in Eastern Europe 4 SH
HST U390 Africa and the World in Early Times 4 SH
HST U393 Islam and Empires 4 SH
HST U394 Islamic Nationalism 4 SH
HST U421 History through Film 4 SH
HST U430 Political Reform in America 4 SH
HST U475 The Culture of Europe 4 SH
HST U485 Vienna, Prague, Budapest 4 SH
HST U695 Population in History 4 SH
INT U240 War and Conflict in the Nuclear Age 4 SH
INT U357 Growth and Decline of Cities and Suburbs 4 SH
JRN U350 History of Journalism 4 SH
LIN U454 History of English 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
LNJ 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 Problems in Medicine 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 U337 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
SOC U245 Sociology of Poverty 4 SH
SOC U285 Deviant Behavior and Social Control 4 SH
SOC U357 Growth and Decline of Cities and Suburbs 4 SH
THE U210 Theatre and Society 4 SH
THE U300 Theatre History 4 SH
THE U500 Dramatic Theory/Criticism 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 248–249 for course descriptions.

**BSBA in Accounting**

**COLLEGE OF BUSINESS ADMINISTRATION**

**BSBA CORE REQUIREMENTS**
See page 178 for requirement list.

**ACCOUNTING MAJOR REQUIREMENTS**
Complete the concentration in accounting from the list “Business Concentrations” on pages 178–179.

**BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION**
Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list “Business Concentrations” on pages 178–179.

**GPA REQUIREMENT**
2.000 GPA required in business courses.

**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

**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.

**BSBA in Entrepreneurship and New Venture Management**

**COLLEGE OF BUSINESS ADMINISTRATION**

**BSBA CORE REQUIREMENTS**
See page 178 for requirement list.

**ENTREPRENEURSHIP AND NEW VENTURE MANAGEMENT MAJOR REQUIREMENTS**
Complete the concentration in entrepreneurship and new venture management from the list “Business Concentrations” on pages 178–179.

**BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION**
Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list “Business Concentrations” on pages 178–179.

**GPA REQUIREMENT**
2.000 GPA required in business courses.

**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
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 334–336 for course descriptions.

BSBA in Finance

COLLEGE OF BUSINESS ADMINISTRATION

BSBA CORE REQUIREMENTS
See page 178 for requirement list.

FINANCE MAJOR REQUIREMENTS
Complete the concentration in finance from the list “Business Concentrations” on pages 178–179.

BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION
Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list “Business Concentrations” on pages 178–179.

GPA REQUIREMENT
2.000 GPA required in business courses.

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.

BSBA in Human Resources Management

COLLEGE OF BUSINESS ADMINISTRATION

BSBA CORE REQUIREMENTS
See page 178 for requirement list.

HUMAN RESOURCES MANAGEMENT MAJOR REQUIREMENTS
Complete the concentration in human resources management from the list “Business Concentrations” on pages 178–179.

BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION
Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list “Business Concentrations” on pages 178–179.
**GPA REQUIREMENT**
2.000 GPA required in business courses.

**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

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**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, is for the highly motivated student who plans a career in international business: 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 a shortage of skilled managers who are equipped to analyze 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 dealing with the international environment as well as functional business courses with an international focus. The degree offers two broad options of study: the first based on achieving proficiency in a foreign language option; the second based on studying international management and international affairs.

Students who opt for the foreign language emphasis are admitted to a French, Spanish, German, Chinese (not available for 2005–2006), 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. Students should contact the Bachelor of Science in International Business academic adviser for course schedules.

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 are encouraged to develop skills in other business areas such as finance, marketing, management, or human resources.

**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 178 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 “Business Concentrations” on pages 178–179.

**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:
CBA U101   Introduction to Business  4 SH
may be counted as an elective outside business.

Electives Requirement
For International Business
Complete two open elective courses.

GPA Requirement
2.000 GPA required in business courses.

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 178 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 "Business Concentrations" on pages 178–179. Note: The concentration in management may not be used.

Foreign Language and Electives Outside Business

Foreign Language Requirement
Complete three foreign language courses with a minimum of one year in the same language. Students who place out of introductory foreign language courses must substitute electives 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
LNF U112       Elementary French 2—BSIB  4 SH
LNF U301       French Conversation and Composition 1  4 SH
LNF U302       French Conversation and Composition 2  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 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
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 Intermediate Italian 2—BSIB 4 SH
LNI U102 Elementary Italian 2 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 at least 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:
CBA U101 Introduction to Business 4 SH
may be counted as an elective outside business.

BSIB MINOR IN INTERNATIONAL AFFAIRS

Required Course
Complete the following course:
IAF U101 Introduction to 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 104.

Global Dynamics Elective
Complete one global dynamics course from the list “Approved Courses: International Affairs—Regional Analysis and Global Dynamics” on page 104. Note: POL U155, taken in the BSIB core, may not be used.

Electives Requirement
Complete two open elective courses.

GPA Requirements
2.000 GPA required in business courses
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

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 388–389 for course descriptions.

BSBA in Management

College of Business Administration

BSBA Core Requirements
See page 178 for requirement list.
MANAGEMENT MAJOR REQUIREMENTS
Complete the concentration in management from the list “Business Concentrations” on pages 178–179.

BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION
Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list “Business Concentrations” on pages 178–179.

GPA REQUIREMENT
2.000 GPA required in business courses.

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 395–396 for course descriptions.

BSBA in Management Information Systems

COLLEGE OF BUSINESS ADMINISTRATION

BSBA CORE REQUIREMENTS
See page 178 for requirement list.

MANAGEMENT INFORMATION SYSTEMS MAJOR REQUIREMENTS
Complete the concentration in management information systems from the list “Business Concentrations” on pages 178–179.

BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION
Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list “Business Concentrations” on pages 178–179.

GPA REQUIREMENT
2.000 GPA required in business courses.

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
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 396–398 for course descriptions.

BSBA in Marketing

COLLEGE OF BUSINESS ADMINISTRATION
BSBA CORE REQUIREMENTS
See page 178 for requirement list.

MARKETING MAJOR REQUIREMENTS
Complete the concentration in marketing from the list “Business Concentrations” on pages 178–179.

BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION
Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list “Business Concentrations” on pages 178–179.

GPA REQUIREMENT
2.000 GPA required in business courses.

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 MANAGEMENT

www.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 450–451 for course descriptions.

BSBA in Supply Chain Management

COLLEGE OF BUSINESS ADMINISTRATION
BSBA CORE REQUIREMENTS
See page 178 for requirement list.
SUPPLY CHAIN MANAGEMENT MAJOR REQUIREMENTS
Complete the concentration in supply chain management from the list “Business Concentrations” on pages 178–179.

BUSINESS ELECTIVES OR SECOND BUSINESS CONCENTRATION
Complete four business courses from departments ACC, ENT, FIN, HRM, INB, MGT, MIS, MKT, MSC, or SCM, or complete a second business concentration (different from that of your major) from the list “Business Concentrations” on pages 178–179.

GPA REQUIREMENT
2.000 GPA required in business courses.

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