

Management, BS (Oakland)

The Bachelor of Science in Management program is designed to equip students to dive into the world of business with real-world, experiential opportunities to develop the skills they will need to manage resources, solve problems, and oversee staff on a daily basis. The program provides the opportunity for students to acquire the tools needed to respond effectively to complex business challenges, including accounting, business strategy, law, marketing, communications, project management, international business, and entrepreneurship. The coursework is flexible, and students can adjust their academic program to meet the demands of their schedules. From the fundamental principles of management to the critical questions of diversity, corporate responsibility, and the impacts of globalization, this program provides both the theoretical background and the practical proficiency needed to succeed.

Program Requirements

Complete all courses listed below unless otherwise indicated.

Universitywide Requirement

Minimum 120 total semester hours required

Minimum 2.000 GPA required

Students must earn a minimum of 60 Northeastern University semester hours in order to receive a bachelor's degree.

Note: Individual program requirements may exceed the above minima.

CPS Undergraduate Core Requirements

All College of Professional Studies undergraduate students are required to complete the CPS Undergraduate Core Requirements (<https://catalog.northeastern.edu/professional-studies/university-academics/general-education-requirements/>).

Foundation Courses

54 semester hours required

Code	Title	Hours
English		
ENG 1105 and ENG 1106	College Writing 1 and Lab for ENG 1105	4
ENG 1107 and ENG 1108	College Writing 2 and Lab for ENG 1107	4
ENG 3107 and ENG 3108	Writing for the Professions: Business and the Social Sciences and Lab for ENG 3107	4
Introductory Coursework		
MGT 1100	Introduction to Business	3
MGT 2310	Organizational Behavior	3
Mathematics		
MTH 1100	College Algebra	3
MTH 2300	Business Statistics	3
Economics and Marketing		
ECN 1100	Principles of Microeconomics	3
ECN 1200	Principles of Macroeconomics	3
MKT 2100	Principles of Marketing	3
Information Management and Technology		
ITC 1000 or ITC 2016	Computer Applications End-User Data Analysis Tools	3
MGT 2210 or ITC 2430	Information within the Enterprise E-Commerce Systems	3
Ethics and Law		
MGT 2330	Business Law	3
PHL 2100	Business Ethics	3
Accounting and Finance		
ACC 2100	Financial Accounting	3

ACC 2200	Managerial Accounting	3
FIN 2105	Introduction to Corporate Finance	3

Major Required Courses

25 semester hours required

Code	Title	Hours
Introductory Course		
MGT 2100	Principles of Management	3
Supply Chain Management		
MGT 2220	Supply Chain Management	3
International Business		
MGT 3220	International Business	3
Project and Talent Management		
HRM 2320	Human Resources Management	3
MGT 4210	Project Management	3
Change Management		
MGT 4220	Innovation and Change Management	3
MGT 4230	New Venture Creation	3
Capstone		
MGT 4850	Business Strategy	4

Concentrations or Electives Option

A concentration is not required. Students who choose not to declare a concentration will complete the Professional Electives Option. Courses from the major may not double count in the concentration.

- Digital Marketing (p. 2)
- Entrepreneurship (p. 2)
- Professional Electives Option (p. 3)

DIGITAL MARKETING CONCENTRATION

Note: Please consult with your advisor.

15 semester hours required

Code	Title	Hours
Required Courses		
CMN 3800	Designing and Implementing a Promotional Campaign	3
CMN 3850	Managing Communication Projects	3
MKT 3010	Digital Marketing	3
MKT 3100	Marketing Analytics	3
Elective Course		
Complete one of the following:		3
CMN 3410	Digital Communication Strategy	
LDR 3250	Leading Teams Locally and Virtually	
MKT 2220	Consumer Behavior	
MKT 2700	Product Design and Development	

ENTREPRENEURSHIP CONCENTRATION

Note: Please consult with your advisor.

15 semester hours required

Code	Title	Hours
Required Courses		
FIN 3100	Finance for New Ventures	3
MGT 2550	Sustainable Entrepreneurship	3
MGT 4995	Experiential Management Practicum	3

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MKT 2700 Product Design and Development 3

Elective Course

Complete one of the following: 3

LDR 3200 Leading and Managing Change

MGT 4230 New Venture Creation

MKT 3010 Digital Marketing

PROFESSIONAL ELECTIVES

Code Title Hours

Complete 12 semester hours from the following: 12

ENG 3300, CMN, ITC, LDR, MGT, MKT, HRM

Electives

Complete elective courses to reach the required 120 semester hours.

Plan of Study

Term 1	Hours
ENG 1105 and ENG 1106	4
MTH 1100	3
MGT 1100	3
ACC 2100	3
Open elective	3

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Term 2	Hours
ENG 1107 and ENG 1108	4
MTH 2300	3
ECN 1100	3
ACC 2200	3
ITC 1000 or 2016	3

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Term 3	Hours
FIN 2105	3
MGT 2330	3
MGT 2310	3
ECN 1200	3
MGT 2100	3

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Term 4	Hours
PHL 2100	3
MKT 2100	3
MGT 2220	3
Open elective	3
Open elective	3

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Term 5	Hours
ENG 3107 and ENG 3108	4
MGT 2210 or ITC 2430	3
HRM 2320	3
Open elective	3
Open elective	3

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Term 6	Hours	
MGT 3220		3
MGT 4210		3
Professional elective		3
Open elective		3
Open elective		3
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		15
Term 7	Hours	
MGT 4230		3
MGT 4220		3
Professional elective		3
Open elective		3
Open elective		3
		<hr/>
		15
Term 8	Hours	
MGT 4850		4
Professional elective		3
Professional elective		3
Open elective		2
		<hr/>
		12
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Total Hours: 120		