

Management, BS (Online)

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.

The program also provides students with an opportunity to focus on the industry or skill set that most interests them by selecting electives offered in a variety of business disciplines or by choosing among the program's optional concentrations. Graduates of this program work as management analysts, human resource budget analysts, cost estimators, market and survey researchers, operations research analysts, and more.

This bachelor's degree completion program is online and is accredited by the Association to Advance Collegiate Schools of Business (AACSB (<https://www.aacsb.edu/educators/accreditation/>)).

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

Concentration or Professional Electives Option

A concentration is not required. Students may complete the professional electives option in lieu of the concentration. Courses from the major may not double count in the concentration.

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

BUSINESS ANALYTICS CONCENTRATION

Note: Please consult with your advisor.

15 semester hours required

Code	Title	Hours
Required Courses		
AAI 2080	AI Business Applications	3
ALY 3510	AI Foundations: An Interdisciplinary Approach	3
MGT 3300	Operations Management	3
MKT 3100	Marketing Analytics	3
Elective Course		
Complete one of the following:		3
ALY 2550	Generative AI	
ITC 2000	Principles of Systems Analysis and Design	
PJM 3100	Principles of Business Analysis Management	

DIGITAL MARKETING CONCENTRATION

Note: Please consult with your advisor.

15 semester hours required

Code	Title	Hours
Required Courses		
CMN 3410	Digital Communication Strategy	3
MKT 2220	Consumer Behavior	3
MKT 3010	Digital Marketing	3
MKT 3100	Marketing Analytics	3
Elective Course		
Complete one of the following:		3
CMN 3850	Managing Communication Projects	
ITC 2400	Web and Mobile Development	
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
MKT 2700	Product Design and Development	3
Elective Course		
Complete one of the following:		3
ITC 2050	Designing the User Experience	
ITC 2400	Web and Mobile Development	
MKT 3010	Digital Marketing	

PROFESSIONAL ELECTIVES

Code	Title	Hours
Complete 12 semester hours from the following:		12
CMN, ENG 3300, HRM, ITC, LDR, MGT, MKT		

Electives

Complete elective courses to reach the required 120 semester hours.