

CONCENTRATION IN GENERAL MANAGEMENT

Program Description

The General Management concentration provides an avenue for the pursuit of cross-disciplinary studies of management, in the context of an integrated and rigorous curriculum.

Students choose to concentrate in this area for many reasons but it is especially attractive to those students who desire to pursue a cross-disciplinary approach to management or who are preparing for the management of a family business.

Courses Required

Choose two areas and meet the criteria specified by the departments. Usually, this involves one required course and a choice of an elective.

Please Note: Students who have elected another concentration within the Carroll School of Management as well as the General Management concentration must select areas different from the student's other CSOM concentration as they pursue General Management.

Students considering these options should discuss particular course selections with appropriate department faculty

CONCENTRATION IN GENERAL MANAGEMENT

Accounting

Required Courses:

- MA 301 Financial Accounting Standards and Theory I
- MA302 Financial Accounting Standards and Theory II

OR

Required Course:

- MA 307 Managerial Cost and Strategic Analysis

Plus one elective:

- MA 351 Financial Statement Analysis
- MA405 Federal Taxation
- MA 618 Accounting Information Systems

Finance

Required Courses:

- MF 127 Corporate Finance
- MF 151 Investments

Electives:

- (None)

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Marketing

Required Course:

- MK 253 Marketing Research ***or***
MK 256 Applied Marketing Management

Electives (choose one):

- MK 148 Services Marketing
- MK 152 Consumer Behavior
- MK 153 Retail and Wholesale Distribution
- MK 154 Communication and Promotion
- MK 157 Professional Selling and Sales Management
- MK 158 Product Planning and Strategy
- MK 161 Customer Relationship Management
- MK 168 International Marketing
- MK 170 Entrepreneurship
- MK 172 Marketing Ethics
- MK 253 Marketing Research
- MK 256 Applied Marketing Management

CONCENTRATION IN GENERAL MANAGEMENT

Human Resources Management

Required Course:

- MB 110 Human Resources Management

Electives (choose one):

- MB111 Ethical Leadership Skills
- MB119 Communication and Personal Branding
- MB123 Negotiation
- MB127 Leadership
- MB130: Leading Organizational Change
- MB133 Leading High Performance Teams
- MB135 Career and Human Resource Planning
- MB137 Managing Diversity
- MB140: Special Topics: International Management
- MB145 Environmental Management
- MB299 Independent Study
- MD265 Globalization, Culture, and Ethics
- MD270 Ethics of Risk
- MD548 Leadership and Mindfulness

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Operations Management

Required Course:

- MD 375 Operations, Strategy, and Competition

Electives (choose one):

- MD 254 Service Operations Management
- MD 255 Managing Projects
- MD 384 Applied Statistics
- MD 604 Management Science
- MD 605 Risk Analysis and Simulation
- MD 606 Forecasting Techniques
- MI/CS 258 Systems Analysis and Design
- MI 253 Electronic Commerce
- MI 205 TechTrek
- MD/MI 330 New Business Creation
- MD 609 Advanced Topics: Business of Sports
- MD 610 Sports Analytics

Information Systems

Required Course:

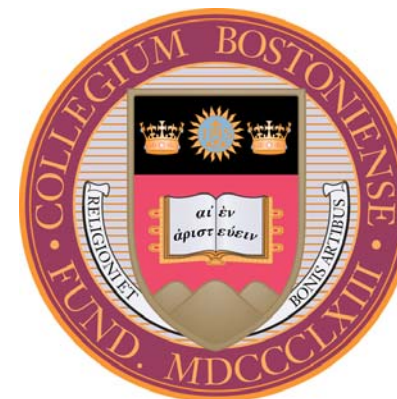
- MI 157 Introduction to Programming for Management

Electives (choose one):

- MI 257 Database Systems and Applications
- MI 258 Systems Analysis and Design

BOSTON COLLEGE

CARROLL SCHOOL OF MANAGEMENT



GENERAL MANAGEMENT CONCENTRATION

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