Northeastern University's D'Amore-McKim School of Business enables students to develop the skills needed to lead in today's technologically driven business world. We deliver a curriculum that combines knowledge in technology and data analytics with uniquely human skills, such as critical thinking, creativity, and an entrepreneurial mindset.

Bringing all of that together is Northeastern's experience-powered approach to education. Students build their own personal brands as they explore a vast array of real-world experiences on their paths to graduation, including global immersion, undergraduate research, service-learning projects, interdisciplinary courses, and our signature co-op program.

Our expert faculty members have a deep understanding of business theory, which they apply to both their research and teaching; many also consult and partner with the corporate world. They're plugged into industry trends and will challenge and inspire you. Dedicated academic advisers and co-op coordinators are on hand every step of the way to help students make decisions throughout their academic and professional careers.

The school offers Bachelor of Science degrees in:

- Business Administration
- International Business
- Combined Majors—see Combined Majors section

For each degree program students must choose one of the concentrations listed below:

- Accounting
- Corporate Innovation and Venture
- Entrepreneurial Startups
- Entrepreneurship and Innovation
- Family Business
- Finance
- Fintech
- Healthcare Management and Consulting
- International Business (available only as a second concentration)
- Management
- Management Information Systems
- Marketing
- Marketing Analytics
- Social Innovation and Entrepreneurship
- Supply Chain Management

The business curriculum is enhanced by courses in the sciences, humanities, and social sciences. In addition to their academic courses, all students are required to complete a cooperative education plan.

Co-op provides a learning experience beyond the classroom. Textbook examples come to life in real-world business settings where business theories are applied to actual business problems. In turn, these experiences serve to stimulate inquiry and discussion back in the classroom. This interaction between college studies and cooperative education sets the stage for a lifetime of learning.

The undergraduate program of the D'Amore-McKim School of Business meets the standards of AACSB International—the Association to Advance Collegiate Schools of Business for faculty and student quality, curriculum design, and overall university support.

After graduation, students may obtain jobs in all aspects of business, both domestically and internationally, as well as in nonprofits and government.

**Academic Progression Standards**

In addition to meeting the university progression standards, students must achieve a 2.000 GPA in business courses.

Freshmen must complete at least 32 semester hours (SH) in order to progress to sophomore status. Freshmen who earn fewer than 32 SH must make up the difference prior to graduation. Students beyond the freshman year must complete at least 16 SH each in-school (not on co-op) full semester and 8 SH each in-school summer half semester in order to progress to the next class standing.

Students who do not meet academic progression standards will be placed on academic probation and may be subject to dismissal from the university.

**Pass/Fail Option**

D'Amore-McKim School of Business students may opt to take courses on a pass/fail basis in accordance with university policy but should be aware that this policy applies to nonbusiness courses that will count as open electives only. Business courses may not be taken pass/fail under any circumstance.

**Taking Courses While on Co-op**

It is D'Amore-McKim School of Business policy that, with permission of their academic adviser, co-op coordinator, and employer, students may take a maximum of one class while on co-op during the fall, spring, or summer term.

**External Transfer to the D'Amore-McKim School of Business**

External transfer students are accepted from other academic institutions during the fall and spring terms. Applications and accompanying materials are submitted directly to the Admissions Office.

The D'Amore-McKim School of Business at Northeastern University is accredited by AACSB International—the Association to Advance Collegiate Schools of Business and as such complies with the following regulations governing the transferring of credit:

**COURSES FROM AN AACSB-ACCRREDITED INSTITUTION**

Students may transfer a maximum of 80 SH of credit. A combination of 60 SH of nonbusiness courses and/or 28 SH of business courses...
May be repeated without limit. 

Offers elective credit for courses taken at other academic institutions.

ACCT 2990. Elective. 1-4 Hours. 
Offers elective credit for courses taken at other academic institutions. 
May be repeated without limit.

ACCT 3304. Business Law and Professional Ethics. 4 Hours. 
Covers business law, professional code of conduct, and the importance of 
ethical behavior in today's business environment. Examines legal aspects 
of commercial transactions and business relationships. Specifically, laws 
relating to contracts and sale of goods under the Uniform Commercial 
Code, agency law, and product liability law are discussed. May not be 
used as an accounting concentration elective.

ACCT 3401. Financial Reporting and Analysis 1. 4 Hours. 
Examines financial reporting concepts, emphasizing the link between 
them and financial statements. Focuses on both the preparation 
and interpretation of financial statements, with students also being 
introduced to basic tools in financial statement analysis, such as ratio 
analyzing and accounting analysis. This course provides the opportunity to understand 
how management decisions can influence reported income, asset, and 
liability values, and the importance of ethics when making accounting 
choices. Offers students the tools necessary to analyze the impact 
of alternative reporting decisions on financial statements. In addition 
to accounting majors, this course is ideal for students who wish to 
pursue careers in corporate finance, investment banking, investment 
management, or consulting.

ACCT 3403. Advisory Services and Emerging Accounting Systems. 4 Hours. 
Provides an understanding of accounting information systems, with 
an emphasis on the role of technology and risk analysis. Information is critical for the effective and efficient management of any organization. 
Addresses concepts and applications relating to the design, analysis, and 
implementation of accounting systems. Examines the role of e-commerce 
and Internet-based technologies, including their implications for ethics 
and privacy, throughout the course.

ACCT 3416. Strategic Cost Analysis for Decision Making. 4 Hours. 
Develops understanding of the critical role of cost measurement and 
management in business decisions and in managing a firm's profitability. 
Focuses on the strategic use of cost information for planning and control, 
as well as costing products, services, and customers. Emphasizes the role of 
management accountants as integral members of decision-making teams and as consultants to senior management. Studies 
alternate ways of measuring costs to meet different management 
objectives, the role of budgeting as a planning and management tool, the 
use of cost analysis as a control tool to help management meet short-
and long-term profit objectives, and the importance of ethics in achieving 
all of these objectives. In addition to accounting majors, this course 
is ideal for students who wish to pursue a career in finance, general 
management, operations management, supply chain management, or 
entrepreneurship.

ACCT 3990. Elective. 1-4 Hours. 
Offers elective credit for courses taken at other academic institutions. 
May be repeated without limit.
ACCT 4412. Auditing and Other Assurance Services. 4 Hours.
Focuses on issues relevant to the public accounting profession and to internal auditors and managers in private or governmental organizations. Topics include legal liability and ethics, business and audit risk assessment, fraud detection and prevention procedures, planning of audit engagements, audit reports, other assurance services and reports, and the effect of information technology on the audit process. Offers students the opportunity to think critically about issues facing the auditing profession.

ACCT 4414. Income Tax Determination and Planning. 4 Hours.
Provides a basic understanding of the structure of the federal income tax system. Taxes can have a significant impact on the viability of a number of personal finance and business decisions. Focuses on the individual taxpayer but also considers the implications for other entities. Tax return projects, research cases, and planning projects help demonstrate the potential impact of taxes on decision making.

ACCT 4501. Financial Reporting and Analysis 2. 4 Hours.
Continues ACCT 3401 with a more extensive study of financial statements and the financial reporting rules underlying them. Advanced topics include bonds, pensions, leases, earnings per share, and earnings management. Introduces more advanced financial statement analysis tools. Offers students an opportunity to continue to gain the ethical awareness and the knowledge necessary to analyze the impact of alternative reporting decisions on financial statements.

ACCT 4990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

ACCT 4993. Independent Study. 1-4 Hours.
Allows students who have received approval to undertake independent study in lieu of any course required in the various concentrations. Students present proposals to an Independent Studies Committee for evaluation and approval. Every proposal requires a detailed outline of the objectives and plan of study and must be accompanied by a supporting statement from the supervising faculty member under whose direction the study takes place. A copy of the final report prepared by the student is presented to the appropriate Independent Studies Committee. Further information about the Independent Studies Program can be obtained from concentration coordinators. May be repeated without limit.

ACCT 5230. Federal Tax Issues and Analysis. 3 Hours.
Gives a broad examination of tax authority as it guides action on tax issues including personal and business decisions. Examines the tax structure with a specific focus on the income and expenses for individual taxpayers. Emphasizes property transactions (including the calculation of basis, gain/loss, and the resulting tax treatment). Also incorporates tax planning and research related to these issues. Students who do not meet course prerequisites or restrictions may seek permission of instructor.

ACCT 5232. Estate and Gift Taxation. 3 Hours.
Focuses on the study of the taxes common to the transfer of property and wealth. Topics include gift tax deductions and exclusions, estate valuation, state tax deductions and exemptions, and tax rates. Also explores planning opportunities for these wealth transfer taxes. Students who do not meet course prerequisites or restrictions may seek permission of instructor.

ACCT 5255. Forensic Accounting. 3 Hours.
Offers an overview of occupational fraud and the methodology of fraud examination (i.e., obtaining documentary evidence, interviewing witnesses and potential suspects, writing investigative reports, testifying to findings, and forensic document examination). Offers students an opportunity to learn how to detect the most common types of occupational fraud, determining how each type of fraud is committed, and implementing prevention strategies. Students who do not meet course prerequisites or restrictions may seek permission of instructor.

ACCT 5256. Internal Auditing. 3 Hours.
Offers an overview of the internal audit function and explores the duties and responsibilities of the internal auditor. Offers students an opportunity to learn about the planning and organizing of an internal audit department and its coordination with an outside auditor as well as to learn to analyze how the design of an internal control auditing process can reduce risk exposure and enhance internal controls. Students who do not meet course prerequisites or restrictions may seek permission of instructor.

ACCT 5976. Directed Study. 1-4 Hours.
Offers independent work under the direction of members of the department on chosen topics. May be repeated without limit.

Business Administration Courses

Search BUSN Courses using FocusSearch (http://catalog.northeastern.edu/class-search/?subject=BUSN)

BUSN 1101. Introduction to Business. 4 Hours.
Blends theoretical principles with real-life application. Introduces the fundamentals of launching, growing, and managing a business venture in today's dynamic and increasingly global environment. Examines concepts within multiple academic disciplines and from multiple perspectives—including marketing, technology, finance, accounting, information systems, people, and culture—and then applies them to new ventures within varied types of organizations. Offers students an opportunity to develop an entrepreneurial skill set and mind-set through the development of the critical thinking, innovative decision making, problem solving, and team building needed for any business, large or small.

BUSN 1102. Personal Skill Development for Business. 1 Hour.
Offers first-year students in the D'Amore-McKim School of Business (DMSB) an opportunity to achieve a better understanding of themselves as students and as future professionals. Explores self-analysis, leadership traits and styles, diversity and cultural awareness, professionalism, emotional intelligence, and ethics. Encourages students to draw connections among classroom education, extracurricular activities, and practical experiences and to identify how each component fits into the pursuit of their individual goals.

BUSN 1103. Professional Development for Business Co-op. 1 Hour.
Introduces students to the Cooperative Education Program and provides them with an opportunity to develop job-search and career-management skills. Offers students an opportunity to perform assessments of their workplace skills, interests, and values and discuss how they impact personal career choices. Students also have an opportunity to prepare a professional-style résumé, learn proper interviewing techniques, and gain an understanding of the opportunities available to them for co-op. Introduces career paths, choices, professional behaviors, work culture, and career decision making. Familiarizes students with workplace issues relative to their field of study and teaches them to use myNEU in the job-search and referral process. Presents co-op policies, procedures, and expectations of the Department of Cooperative Education and co-op employers.
BUSN 1106. Essentials of Business. 2 Hours.
Examines, in a ‘business boot camp’ approach, how to cultivate a business mindset and develop critical business skills. Focuses on five major objectives: collaborating in teams, improving presentation and writing skills, fostering critical and entrepreneurial thinking, identifying the value of the interaction between different business disciplines, and introducing the critical business skills that are covered in more depth in students’ future coursework.

BUSN 1110. Fundamentals of Business. 4 Hours.
Designed to familiarize students with the contemporary world of business. Introduces legal, political, ethical, and social citizenship foundations and theories that businesses and nonprofit organizations are built upon. Exposes students to the various business disciplines and the role these disciplines play in an organization. Covers several quantitative fundamentals and tools for ethical and socially responsible business decision making. Integrates critical issues affecting the world of business from both a national and international perspective. Offers nonbusiness students an opportunity to develop basic business literacy within an ethical context. Also functions as a foundational, “cornerstone” course for those considering minoring in business.

BUSN 1990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

BUSN 2990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

BUSN 2992. Research. 0 Hours.
Offers an opportunity to document student contributions to research projects or creative endeavors.

BUSN 3110. The Consulting Environment. 4 Hours.
Seeks to provide students with a framework and the fundamentals that allow them to understand the field of consulting in addition to a way of thinking for jobs in the consulting and other highly competitive careers. Focuses on the analysis of complex business situations using cases and provides frameworks as the basis for analysis and critical thinking in pressure situations. In addition, various articles, white papers, business case studies, and other consulting practices are shared with the students enrolled in the course as well as professionals with industry experience providing insights as visiting guest speakers.

BUSN 3944. Junior/Senior Internship. 1 Hour.
Offers students an opportunity for internship work. May be repeated up to two times.

BUSN 3990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

BUSN 4990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

BUSN 4993. Independent Study. 1-4 Hours.
Allows students who have received approval to undertake independent study in lieu of any course required in the various concentrations. Students present proposals to an Independent Studies Committee for evaluation and approval. Every proposal requires a detailed outline of the objectives and plan of study and must be accompanied by a supporting statement from the supervising faculty member under whose direction the study takes place. A copy of the final report prepared by the student is presented to the appropriate Independent Studies Committee. Further information about the Independent Studies Program can be obtained from concentration coordinators. May be repeated without limit.

BUSN 4998. Research. 0 Hours.
Offers an opportunity to document student contributions to research projects or creative endeavors.

BUSN 5001. Data-Driven and Technology-Enabled Value Creation in Digital Economy. 4 Hours.
Designed to prepare students for careers that demand an understanding of the intersection between the growing data-driven and technology-enabled possibilities and various ways in which they can be creatively leveraged for designing better digital products and markets. Rapidly emerging new digital ecosystems, platforms, products, and services have been fundamentally transforming business practices and market landscapes in almost every industry. Using real-life case studies and projects, students examine and apply fundamental economic principles and conceptual business frameworks that are essential for understanding how emerging data opportunities and new computing technologies can be used for value creation. Considers various approaches for establishing fair and appropriate rules, regulations, and policies to mitigate potential biases, ethical challenges, and discrimination arising due to the digital transformation.

Entrepreneurship and Innovation Courses

Search ENTR Courses using FocusSearch (http://catalog.northeastern.edu/class-search/?subject=ENTR)

ENTR 1201. The Entrepreneurial Universe. 4 Hours.
Introduces students to the world of entrepreneurship. Covers the importance of entrepreneurship, the characteristics of entrepreneurs, and the entrepreneurship process. Describes entrepreneurship in its various forms, including startup growth ventures, entrepreneurship in small and medium enterprises, and microbusinesses.

ENTR 1990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

ENTR 2206. Global Social Enterprise. 4 Hours.
Designed to provide students with an in-depth exposure to entrepreneurship in the social sector, a rapidly growing segment of the global economy. Uses the case method to expose students to leading entrepreneurs who have developed and implemented business models to solve social problems such as extreme poverty, disease, illiteracy, and economic and social dislocation. Focuses on uniquely creative and driven people who have dedicated their lives to making a difference in the lives of others through values-based entrepreneurship.

ENTR 2215. Understanding Family Enterprise. 4 Hours.
Covers business, personal, and family issues found in family owned and managed companies, including management of the business, succession planning, entitlement, hiring, nonfamily employees, boards of advisors and directors, compensation, managing conflict, and communications. Designed for individuals who plan to enter into the management of a family business. Focuses on small and midsize firms with annual revenue of $5 million to $500 million.

ENTR 2301. Innovation. 4 Hours.
Designed for students across the entire University who wish to learn about innovation—the creative process, the different types of innovation, how innovations are created, and how innovations can be transformed into commercial reality either as new products or new services and either in startups, existing corporations, and nonprofit entities. Offers students an opportunity to obtain the fundamental insight needed to understand the innovation process and to become a player in it.
ENTR 2302. Innovation Through Applied Learning. 4 Hours.
Explores the creative process, the different types of innovation, how innovations are created, and how innovations can be transformed into commercial reality by exploring real-life situations and examples. Offers students an opportunity to obtain the fundamental insight needed to understand the innovation process by experiencing it firsthand.

ENTR 2303. Marketing Strategies for Startups. 4 Hours.
Designed to help aspiring and serious entrepreneurship students to generate and evaluate robust marketing opportunities that may serve as the foundation for a new venture. Once a new opportunity has been vetted, students then have an opportunity to work on developing an entrepreneurial marketing plan. Covers methods for recognizing, discovering, or creating opportunities and validating those opportunities. One of the biggest challenges entrepreneurs face is coming up with the right opportunity for a new venture. This is an applied and experiential course involving field research. Two key deliverables are the opportunity assessment project and the entrepreneurial marketing plan.

ENTR 2304. Industry Disruption and Corporate Transformation. 4 Hours.
Offers students an opportunity to learn several interrelated frameworks, concepts, and the language necessary to understand and analyze the origin and implications of industry disruptions and the difficulties experienced by incumbent firms as they seek to respond to the changes. Geared toward students who want to become innovation leaders in established companies and lead projects to create and launch new products or services, as well as students who plan to start their own businesses, particularly in high-technology sectors.

ENTR 2414. Social Responsibility of Business in an Age of Inequality. 4 Hours.
Studies how businesses can be agents for social good, both locally and around the world. In an era of growing social and economic inequality, both in the United States and globally, many “enlightened” businesses are reconsidering their roles in creating opportunity for disadvantaged or marginalized people and communities. Focuses on businesses that have the resources to invest in innovative social responsibility programs that address the impact of rising social and economic inequality. Considers the tension between the single-minded notion of maximizing profit for investors and serving a broader stakeholder community. The role of entrepreneurship and entrepreneurial thinking plays a key role in student learning. This is an integrative course that includes areas such as business policy, governance, strategy, and decision making.

ENTR 2990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

ENTR 3212. Innovation for Social Change. 4 Hours.
Examines three fundamental principles of social innovation—user-centered design, integrated systems thinking, and impact measurement—and applies them to corporate, nonprofit, government, and philanthropic contexts. Through case teaching, multidisciplinary project-based learning, guest speakers, and design research, exposes students to leading ideas and policy perspectives from various sectors and regions. Seeks to embolden student commitment to creative problem-solving approaches that transcend silos and sectors. A final team project is formulated and designed with local partners, including an implementation strategy with investors that addresses the toughest problems confronting human society involving water, food, energy, education, housing, and security for marginalized and vulnerable populations.

ENTR 3217. Global Family Business Leadership. 4 Hours.
Offers students an opportunity to develop an understanding of the nuanced challenges facing entrepreneurial leaders in different cultural settings. While family businesses have been found to be both numerically and economically significant in most countries, these enterprises worldwide share many common issues. However, there are differences that emanate from specific institutional and cultural contexts. Understanding these differences and how they can affect leadership of a family business is increasingly important for stewards of family businesses in a global marketplace. Understanding the nature of international differences and appreciating the opportunities they offer for growth-oriented family business leaders is especially important as family businesses face unique barriers to international expansion. Required participation in spring break international field project.

ENTR 3220. International Entrepreneurship and Innovation Consulting. 4 Hours.
Offers students an opportunity to learn the principles and methods of consulting to growing companies and social enterprises abroad. This is done through a set of frameworks that focus on customer segmentation, product or service requirements, product-line and service strategy, business model design, and then internationalization strategy. Working in teams, students apply these frameworks to local companies in different business sectors and then prepare to apply them to client companies in their follow-on designated destination country. The final part of the course is preparation for the international field studies. This includes an introduction to effective methods for management consulting, including goal setting, team organization, and client management.

ENTR 3302. Managing and Growing the Family Business. 4 Hours.
Covers the issues and practices of successful multigeneration family businesses, including family values and culture, managing conflict, sibling rivalry, entitlement, hiring family and nonfamily employees, management of the family business, facilitating growth and change, and succession planning.

ENTR 3305. Business Model Innovation for Entrepreneurs. 4 Hours.
Considers dynamic entrepreneurial startup strategy from three perspectives: positioning of the venture within a dynamic, evolving industrial ecosystem that includes major companies, startups, and universities at various parts of the value-chain; different sources of innovation, including open innovation and industry-wide technology platforms; and business model design and implementation. Explores startup strategy from these perspectives using case studies and web-based company research projects and then asks students to develop their own strategy for a startup using the frameworks studied in class.

ENTR 3306. Global Entrepreneurship. 4 Hours.
Offers an opportunity to learn how entrepreneurs start, finance, and manage small businesses. Includes a field experience in South Africa, which involves identifying startups and small business for assistance in developing a business plan and seeking debt and/or equity financing. Students have an opportunity to consider the unique challenges encountered by entrepreneurs in economically disadvantaged communities and the additional challenges presented by South Africa’s history of racism and its current struggles with HIV/AIDS. Teaches students the basic concepts and tools associated with small business management, such as preparing financial models and a written business plan and investment presentation, with the goal that they can provide meaningful consulting assistance to township entrepreneurs.
Over the last hundred years, Iceland transformed itself, making it a leader in and study of modern South African economics, law, history, politics, and culture.

ENTR 3310. Entrepreneurship and Social Ventures. 4 Hours.

Offers students an opportunity to design the “business model” for a solution to a social problem, emphasizing how the enterprise can become self-supporting without government grants or charitable contributions. Social entrepreneurs combine the knowledge and skills used in traditional business, with a passionate commitment to having a meaningful and sustainable social impact. The most successful social enterprises solve important social problems through disruptive innovation and business models, and their greatest challenge in solving social problems while creating an economic engine within the business to ensure long-lasting sustainability. Through discussion, debate, and critical thinking, students identify core concepts of entrepreneurship in the social context and develop the unique opportunity to apply classroom concepts to real-world problems through group projects.

ENTR 3330. Lean Design and Rapid Prototyping. 4 Hours.

Studies how to create new products and services. Starting with an introduction to new product and service design and the innovation life cycle, the course applies the management concept of lean, agile development to concept creation, customer research, prototype development, and market validation. Students assess their opportunity to apply these skills to their own new product or service ideas and develop prototypes during the semester. In addition, the course explores cost-effective approaches for finding and managing third-party suppliers for design, engineering, and early stage production and delivery. Students are assessed not only for the quality of their ideas and project execution but also for their ability to work in teams and communicate results.

ENTR 3335. Product Innovation and Portfolio Management. 4 Hours.

Covers the intersection of project management, product development, and product portfolio management. Focuses on how large corporations develop, manage, and commercialize new products and services. Explores the unique attributes of different industries, such as internet platform-based firms, service-based firms, traditional manufacturing firms, and healthcare.


Studies the economic history of Iceland in order to explore sustainable development and its implications. Emphasizes renewable energy and commercial fishing, land use, and tourism from the twentieth century onward. Settled in the ninth century, over the course of a few hundred years of human activity the long-term equilibrium of the island was disrupted, causing severe environmental degradation. By the turn of the twentieth century, Iceland was one of the poorest countries in Europe. Over the last hundred years, Iceland transformed itself, making it a leader in the sustainable use of natural resources. Studies the process that brought about this transformation and focus on renewable energy and sustainable resource management.

ENTR 3338. Field Research in Sustainable Energy in Iceland. 4 Hours.

Explores the use of sustainable sources of energy, as well as sustainable resource management, in Iceland. Through study and field trips to power plants and businesses, offers students an opportunity to investigate the role played by hydropower and geothermal energy in providing a sustainable source of energy in a developed economy and to learn how governments and businesses work together to develop and manage renewable energy and natural resources to create a sustainable environment.

ENTR 3401. Consulting Operations Growth in SMEs. 4 Hours.

Offers teams of students an opportunity to consult with owners of small- and medium-sized enterprises (SMEs) to develop project proposals and perform field casework specific to the needs of their SME clients. A highlight of this course is the SME consulting project. Through the project and course material, covers how to manage an SME from the day-to-day operations to strategic planning for growth. Exposes students to a variety of ways that an SME can achieve profitability and growth by generating lasting customer relationships, offering exemplary service, managing cash flow, implementing marketing strategies, and developing new and retooled products/services to reach new markets.

ENTR 3403. Managing Operations in a Technology-Based Startup Firm. 4 Hours.

Offers students an opportunity to develop a project management plan for transforming an idea into a viable working product. Emphasizes the need for cross-functional collaboration throughout every phase of the effort. Explores concurrent technology practices, prototyping methods, and the approaches required for achieving the integration of business and technology interests. Utilizes case studies as part of the new-product-development process.

ENTR 3520. Impact Investing and Social Finance. 4 Hours.

Explores impact investing, a transformative way to work with money to achieve a more inclusive and sustainable economy. Large investors are entering the world of impact investing, a rapidly emerging space where social and ecological effects of finance are championed over maximizing shareholder value. New investment vehicles such as social impact bonds and Web exchanges are changing the role of financing institutions to better serve the needs of low-income populations around the world. Offers students an opportunity to learn to develop and test concepts that integrate social responsibility, sustainability, and mutual accountability into current financial and economic systems while expanding social capital markets.

ENTR 3990. Elective. 1-4 Hours.

Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

ENTR 4225. Growth, Acquisitions, and Alliances. 4 Hours.

Analyzes whether, why, and how multibusiness corporations expand their operations into new business areas by questioning decisions to grow organically or through mechanisms such as acquisitions or alliances. Uses rigorous case-based discussions, expert readings, and major current events to discuss issues related to the choice of make, buy, or partner. Evaluates how these different corporate entrepreneurial strategies are used to help firms be more competitive and innovative.
ENTR 4501. Advanced Studies in Entrepreneurial Startups. 4 Hours.
Designed as an advanced course for students who are studying entrepreneurship. Covers the issues raised when creating a technology venture that goes through multiple rounds of financing in order to become a successful large company. Topics include managing growth, writing business plans, raising money, and formulating exit strategies. Focuses on projects to obtain venture financing from venture capitalists, angels, and corporate investors.

ENTR 4503. Advanced Studies in Family Business. 4 Hours.
Designed for advanced students interested in launching a new venture or growing an existing business venture. Includes developing a business plan, strategy development for small- to medium-sized enterprises, sales forecasting, pro-forma development, debt financing, and service developments. Sponsored by the Center for Family Business, the focus of projects is to obtain a bank loan to start a business or grow an existing small- to medium-sized venture.

ENTR 4504. Advanced Studies in Corporate Innovation. 4 Hours.
Focuses on the launch, ramp, and scalability of a new product and/or service as it moves through its life cycle at an established corporation. Centers on the commercialization phase of new product development through the proposal of a next-generation product and/or service.

ENTR 4505. Entrepreneurial Growth Strategy for Technology Ventures. 4 Hours.
Focuses on helping technology ventures define and improve their strategies and tactics to achieve external funding. Studies frameworks for developing a growth-focused product and service strategy; techniques to grow and evolve a startup team, creating scalable business models; and early stage, successive-round venture finance. Working in teams, students must apply these methods to improve the business plans for early stage technology ventures and to create new financial projections and investor packages for early stage ventures, with specific assessments of customer focus and needs, intellectual property, new product-line and technology strategy, and business model design. Company projects include the fields of web services, IT, healthcare, and life sciences. The course is a practicum on how to get new venture concepts funded and scaled from the perspective of entrepreneur and investor.

ENTR 4506. Advanced Studies in Social Innovation Entrepreneurship. 4 Hours.
Focuses on a single developing region. Offers an opportunity to analyze the role of socially-driven entrepreneurship or "social impact enterprises" (SIEs) in alleviating poverty and its symptoms (for example, disease, illiteracy and chronic unemployment) in that country. Students have an opportunity to study the history, politics, and development of the country, with an emphasis on the role that private-sector initiatives have played and hope to play in addressing widespread poverty and with a focus on the failures and successes in economic and business development, economic growth, and poverty alleviation. Offers students an opportunity to develop a plan for a micro-investment strategy focused on these and/or similar businesses and organizations having a significant social impact in a developing country.

ENTR 4510. Management Consulting Abroad. 4 Hours.
Offers an intensive field consulting program with local ventures in different countries. Designed to have students experience firsthand the challenges that entrepreneurs confront internationalizing products and services as well as core product management issues. Offers students an opportunity to work in cross-culture consulting teams with local students from partner universities. Projects vary widely but typically involve assessment of current product line and services strategy, marketing approaches, and how these must be adapted for foreign markets, including the United States. This is a field consulting course with heavy client engagement, requiring detailed written and oral communications for the client.

ENTR 4512. Social Entrepreneurship and Sustainable Development in India. 4 Hours.
Offers a Dialogue of Civilizations course in India focusing on a social entrepreneurial journey of researching and designing sustainable economic solutions to social problems. The overriding premise of the course is that the inception and implementation of a social innovation begins by understanding a social problem within a particular context and developing a systems-based approach to imagining solutions to reduce or solve the social problem. Through a learning-by-doing approach, offers students an opportunity to delve into critical social problems in the country—gender inequality, financial exclusion, climate vulnerability, environmental degradation, water access, disease, illiteracy, human trafficking, food insecurity, etc.—and work alongside local counterparts.

ENTR 4514. Development Practice and Global Citizenship in India. 4 Hours.
Offers a Dialogue of Civilizations course in India focusing on the personal, reflective journey of the individual and the collective journey of becoming an active global citizen. Offers students an opportunity to enter the personal journey by exploring development practice—what it means to have a life and career as a development practitioner—and by engaging in reflective practice, a set of techniques for synthesizing and analyzing our lived experience, both personal and professional. Also offers students an opportunity to engage in the global citizen journey by learning to facilitate dialogues between their class and their new colleagues and friends in India to better understand their hopes and fears about the globalized context in which we all live.

ENTR 4983. Special Topics in Entrepreneurship. 4 Hours.
Covers special topics in entrepreneurship. May be repeated once.

ENTR 4990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

ENTR 4992. Directed Study. 1-4 Hours.
Offers independent work under the direction of members of the department on a chosen topic. Course content depends on instructor. May be repeated without limit.

ENTR 4993. Independent Study. 1-4 Hours.
Allows students who have received approval to undertake independent study in lieu of any course required in the various concentrations. Students present proposals to an Independent Studies Committee for evaluation and approval. Every proposal requires a detailed outline of the objectives and plan of study and must be accompanied by a supporting statement from the supervising faculty member under whose direction the study takes place. A copy of the final report prepared by the student is presented to the appropriate Independent Studies Committee. Further information about the Independent Studies Program can be obtained from concentration coordinators. May be repeated without limit.
FINA 2209. Financial Management. 4 Hours.
Offers students an opportunity to develop computer
by financial managers in companies that operate globally. Requires a
impact of legal, social, technological, and ethical considerations faced
term assets and liabilities and short-term financing. Addresses the
and bonds available in different global markets; and managing short-
in decision making; determination of the cost of capital; valuing stocks
of currency translation and valuation; understanding the time value of
necessary to understand and discuss financial policy decisions in a
global economy. Specific objectives include developing an understanding
of the time value of money; using financial statements in decision
making; and understanding the nature of financial markets, the cost
capital, valuation of stocks and bonds, management of short-
term assets, short-term and long-term financing, capital markets, and
multinational financial management. Addresses the impact of legal,
social, technological, and ethical considerations on efficient economic
outcomes. Requires a financial calculator and provides an opportunity to
develop computer spreadsheet skills.

FINA 2202. Financial Management in a Global Context. 4 Hours.
Covers the financial skills and thought processes necessary to
understand and discuss financial policy decisions in a global economy.
Emphasizes return and risk management issues faced by financial
managers as they operate internationally. Topics include the effects
of currency translation and valuation; understanding the time value of
money; translating, consolidating, and evaluating financial statements
in decision making; determination of the cost of capital; valuing stocks
and bonds available in different global markets; and managing short-
term assets and liabilities and short-term financing. Addresses the
impact of legal, social, technological, and ethical considerations faced
by financial managers in companies that operate globally. Requires a
financial calculator. Offers students an opportunity to develop computer
spreadsheet skills.

FINA 2209. Financial Management. 4 Hours.
Does not count as credit for business majors. Counts as FINA 2201 for
business minors only.

FINA 2210. Personal Finance. 4 Hours.
Emphasizes the development of individually focused financial
information and a comprehensive financial plan designed to enable the
individual to manage his or her financial affairs. Integrates personal goals
—such as buying a home, retirement, investing, and insurance needs—to
help assure that the financial plan incorporates the major decision stages
an individual faces.

FINA 1990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

FINA 2201. Financial Management. 4 Hours.
Designed to develop the financial skills and logical thought processes
necessary to understand and discuss financial policy decisions in a
global economy. Specific objectives include developing an understanding
of the time value of money; using financial statements in decision
making; and understanding the nature of financial markets, the cost
capital, valuation of stocks and bonds, management of short-
term assets, short-term and long-term financing, capital markets, and
multinational financial management. Addresses the impact of legal,
social, technological, and ethical considerations on efficient economic
outcomes. Requires a financial calculator and provides an opportunity to
develop computer spreadsheet skills.

FINA 2202. Financial Management in a Global Context. 4 Hours.
Covers the financial skills and thought processes necessary to
understand and discuss financial policy decisions in a global economy.
Emphasizes return and risk management issues faced by financial
managers as they operate internationally. Topics include the effects
of currency translation and valuation; understanding the time value of
money; translating, consolidating, and evaluating financial statements
in decision making; determination of the cost of capital; valuing stocks
and bonds available in different global markets; and managing short-
term assets and liabilities and short-term financing. Addresses the
impact of legal, social, technological, and ethical considerations faced
by financial managers in companies that operate globally. Requires a
financial calculator. Offers students an opportunity to develop computer
spreadsheet skills.

FINA 3303. Investments. 4 Hours.
Focuses on investment management as the study of risk and return of
financial securities and real assets. Students design and assess models
that evaluate investments while recognizing the constraints of the real
world. Explores domestic and international financial markets and the
securities traded therein. Discusses techniques for valuation of financial
assets. Analyzes qualitative concepts such as market efficiency, intrinsic
value, and risk. Provides the ability to build unique valuation models to
suit the particular investment alternative that students wish to scrutinize.
Also stresses portfolio construction, management, and protection, as
well as performance assessment. During the semester, students have an
opportunity to create and manage a stock portfolio.

FINA 3990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

FINA 2720. Sustainability in the Business Environment. 4 Hours.
Examines a variety of environmental problems, including global warming,
use and disposal of toxic substances, and depletion of natural resources
such as water and petroleum. Many of these problems arise because
these are resources that are available to all and so their overuse is an
externality that is not included in manufacturing costs. Businesses
have been involved in both identifying sustainability issues in their
individual organizations and providing a variety of innovative solutions.
Uses a combination of readings and case analyses to assess how
both government regulations—such as taxes, subsidies, building codes,
prohibitions of use—and business solutions—including zero emissions,
green design, producer take-back, life cycle assessment, and corporate
environmental reporting—address these problems.

FINA 2730. Fintech and Financial Innovation. 4 Hours.
Offers a broad overview of the world of fintech, from the perspectives
of both large financial institutions and small startups. Evaluates the
financial services industry, forces at play that may lead to disruption
in the industry, startups that have already succeeded in bringing about
change, the technological tools that may be used to make changes, and
how both startups and established firms might respond to the continued
pace of change.

FINA 2990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

FINA 3301. Corporate Finance. 4 Hours.
Designed to develop the skills needed to make and implement
financial policy decisions in a global economy. Specific objectives
include developing an understanding of financial analysis; company
valuation; capital markets; cost of capital; capital asset pricing and risk
management; short- and long-term financial policies; working capital
management; multinational financial management; and special topics
including lease financing, debt refunding, mergers and acquisitions,
and bankruptcy and restructuring. Offers opportunities to consider
many broader issues including the relevance of globalization; the world
economy; technological advances; and legal, social, and ethical issues
related to the practice of corporate finance. Stresses written and oral
communication skills and teamwork. Uses cases and spreadsheets
extensively.

FINA 2700. New Venture Development. 1-4 Hours.
Pairs students with entrepreneurs and faculty in a mentorship capacity. This
experiential learning is designed to accelerate entrepreneurial
projects. Uses classroom learning to enhance project value proposition,
market opportunity, technology development level, financials, go-to-
market-strategy, and pitches.

Finance and Insurance Courses
Search FINA Courses using FocusSearch (http://
catalog.northeastern.edu/class-search/?subject=FINA)
FINA 4219. Portfolio Management. 4 Hours.
Studies the characteristics and formation of optimal portfolios by investing risky assets and fixed incomes. The discussion of theories and models is associated with the application for portfolio decision making in practice. Offers students an opportunity to obtain the ability to establish appropriate client investment objectives, gather and assess information necessary for determining the investment style and the selection of the securities and, evaluate the performance of a portfolio. Portfolio management is a critical functionality that is provided by financial institutions such as investment banks, insurance companies, and funds. This full-semester course is designed to introduce industry-grade portfolio analysis, exploring all aspects of investment evaluation from the perspective of institutional and individual investors.

FINA 4220. Behavioral Finance. 4 Hours.
Designed to revisit neoclassical economic theory based on rational market participants, then introduce students to the theory and evidence regarding psychological heuristics and biases that are inconsistent with the underlying assumptions of these classical models. Behavioral biases can severely influence financial decision making in the investment and the corporate environments, and it is important for students to understand how and why these biases occur. The course material, born out of the fields of psychological and behavioral economics, is designed to help students understand their own biases in making personal financial decisions.

FINA 4310. Working Capital Management. 4 Hours.
Examines strategies and analytical approaches to managing current assets and current liabilities. Explores corporate cash management under changing money market conditions. Discusses the use of interest rate futures and working capital management in a multinational context. Provides a summary overview of entrepreneurial finance, with a focus on small businesses, corporate ventures, and intrapreneurship. Applies knowledge of corporate finance in the context of starting, acquiring, managing, and divesting a business or a business unit within a corporation. Topics include analyzing the financial needs of new ventures, exploring sources of financing, managing decline, determining valuation, and reviewing exit strategies.

FINA 4312. Issues in Corporate Governance. 4 Hours.
Examines the nature of conflicts over control of the corporation. Applies modern finance theory and practice to the issues raised and draws on seminal works in the finance and economics literature that influence the current debate in this area. Discusses legal and ethical considerations that are especially important in corporate-control issues. Uses cases involving well-known takeovers, as well as current hostile takeover battles, to illustrate the theories discussed.

FINA 4320. International Financial Management. 4 Hours.
Introduces international financial markets including balance of payments, history of the international monetary system, exchange-rate determination, foreign-exchange-exposure hedging strategies, and international capital markets. Examines how the financial strategies and policies of multinational corporations differ from domestic corporations and how financial management is utilized in an international setting to achieve corporate goals.

FINA 4330. Emerging Financial Markets. 4 Hours.
Presents essential theoretical background and practical knowledge regarding investments in emerging financial markets. Covers how emerging markets are developed and how securities are valued and traded. Explores the major risk factors associated with investing in these markets as long as the basic institutional policy issues affect emerging markets. Finally, offers a practical approach to investing in emerging financial markets (including financial securities selections, analysis, and portfolio diversification).

FINA 4340. Blockchain Applications in Finance and Accounting. 4 Hours.
Introduces the fundamental concepts and an overview of the growing blockchain and cryptocurrency space. Offers a background in fundamental concepts in blockchain technology and functionality. Explores the basics of how blockchains record and verify information, including the related definitions and terminology. Provides an in-depth overview of blockchain applications in finance and accounting. Concludes by examining the legal and regulatory framework, along with potential risks and hurdles faced by blockchain technologies.

FINA 4350. Applied Financial Econometrics. 4 Hours.
Studies how to understand and analyze data using a set of analytical tools in financial econometrics when applications such as Excel are not ideally suited for large data sets or when the analysis involves a series of iterative steps that need to be replicated. Techniques include several types of regressions (e.g., ordinary least squares, probit, logit, fixed/random effects, etc.); univariate and matched sample analyses; event studies; and, more recently, text-based methods. Discusses topics related to establishing causal relations—such as the use of instrumental variables, natural experiments, and regression discontinuity—and application of these techniques using econometric software.

FINA 4370. Financial Modeling. 4 Hours.
Designed to develop students’ quantitative financial modeling skills and techniques using the Excel spreadsheet. Through learning how to use numerical examples and business cases, students study corporate valuation, weighted average cost of capital (WACC), pro forma statement modeling, portfolio models, and Monte Carlo simulation methods, etc. Seeks to cultivate students’ ability to make assumptions, deal with imperfect information, and real-world data issues. Offers students an opportunity to apply theoretical knowledge in advanced corporate finance, asset pricing, and option pricing in a real-world context. This course is highly quantitative in nature, while it does not derive complicated mathematical formulas, familiarity with concepts such as the capital asset pricing model (CAPM), WACC, portfolio theory, and pro forma financial statements is expected.

FINA 4380. Financial Data Analytics with Python. 4 Hours.
Designed to introduce students to Python and its use as a financial data analytics tool. Python has gradually become one of the most widely used open-source, cross-platform programming languages. Introduces the basics of programming in Python and key libraries (NumPy, Pandas, Matplotlib, etc.) used in data analytics. The second part of the course focuses on implementing various financial models in Python. Topics covered include but are not limited to single and multifactor portfolio models, portfolio theory and the efficient frontier, algorithmic trading, options and futures, value at risk, etc.

FINA 4390. Machine Learning in Finance. 4 Hours.
Offers students an opportunity to prepare for rapid changes in the financial services world due to technological innovations and to understand how ML and AI tools are relevant in the financial services industry; to learn the basics of these tools, including machine learning; and to analyze the ethical considerations in the use of these tools in financial services. Seeks to train students to develop data analytics solutions using machine learning and deep learning models, allowing them to answer analytical questions that are encountered in the finance space. Working knowledge of Microsoft Excel or other spreadsheet programs is strongly recommended.
FINA 4410. Valuation and Value Creation. 4 Hours.
Explores recent developments in financial management and financial analysis through the use of modern finance theory to make capital allocation decisions that lead to long-run value maximization for the corporation. Focuses on applications and financial model building. Examines risk analysis by building spreadsheet models for valuation and risk-analysis applications. Utilizes valuation analysis models to merge financial, corporate, and business strategies to measure and manage corporate value. Develops an understanding of the mechanics of the valuation process, along with an understanding of the drivers of value and development of strategies for value creation. Topics covered are relevant to value consultants, corporate managers, and securities analysts.

FINA 4412. Personal Financial Planning. 4 Hours.
Emphasizes the development of personal financial management knowledge by applying the techniques and perspectives of financial planning professionals. Builds upon and applies skills gained in FINA 2201 to personal finance decisions such as retirement planning, home mortgages, and overall risk management. Offers students an opportunity to develop their own financial plan and understand how that plan will change as they age and their life situation changes. Note that while this course is not designed to prepare students to take the Certified Financial Planner exam, many of the topics, such as retirement planning, investment and securities planning, and estate planning, are among those discussed.

FINA 4420. Mergers and Acquisitions. 4 Hours.
Offers a practical, planning-based approach to managing the mergers and acquisitions (M&A) process. Analyzes how M&As create or destroy value; commonly used takeover tactics and defenses; M&A valuation techniques; alternative deal structures; and the financial, strategic, legal, and regulatory aspects of M&As. The first section covers how and when to apply the appropriate tools and skills to successfully complete a transaction. The second section offers students an opportunity to apply what has been learned to solve real-world business problems. Discusses all major elements of the acquisition process in the context of a logical process.

FINA 4510. Investment Banking. 4 Hours.
Examines the investment banking business. Investment bankers are one of the most important conduits through which funds flow from savers to corporations needing to invest in plant and equipment. Offers an opportunity to examine the major functions of large investment banks in regard to their investment banking, market making, and asset management businesses; to determine the financing needs of domestic and international corporations, not-for-profit organizations, and government entities by using concepts learned in earlier courses; and to learn to link these financing needs with products that are available in the capital markets, usually through the investment banking houses.

FINA 4512. Financial Risk Management. 4 Hours.
Explores the concepts of financial futures, options on financial futures, and listed options markets as developed to help corporations and financial institutions manage financial risk. Covers financial derivatives and standard hedging techniques first, followed by a study of market risk and strategies in managing market risk.

FINA 4514. Investment Banking. 4 Hours.
Examines the investment banking business. Investment bankers are one of the most important conduits through which funds flow from savers to corporations needing to invest in plant and equipment. Offers an opportunity to examine the major functions of large investment banks in regard to their investment banking, market making, and asset management businesses; to determine the financing needs of domestic and international corporations, not-for-profit organizations, and government entities by using concepts learned in earlier courses; and to learn to link these financing needs with products that are available in the capital markets, usually through the investment banking houses.

FINA 4516. Real Estate Finance. 4 Hours.
Surveys the field of real estate including principles of real estate law, transactions brokerage, management, development, valuation, taxation, finance, and investment. Provides a framework of real estate finance and investment, in both theory and practice. Examines all aspects of real estate financing including the primary and secondary mortgage markets, real estate financial institutions, regulations, and mortgage-backed securities. Analyzes the return, risk, and various strategies in real estate investments with financial methods and techniques. Uses case discussions, spreadsheet analysis, and investment projects to make learning effective.

FINA 4524. Credit Analysis. 4 Hours.
Explores all aspects of credit evaluation from the perspective of banks and other institutions. Introduces industry-grade credit analysis. Credit analysis is used by all manner of banks and other institutions, such as insurance companies, hedge funds, private equity groups, and even elements of local, state, and federal governments, to evaluate clients and potential borrowers who need loans and other structured debt products.

FINA 4526. Core Topics in Alternative Investments. 4 Hours.
Covers alternative investments, including real assets such as real estate and real estate investment trusts, hedge funds, commodities, private equity, and structured products. This course is highly quantitative and focuses on methods for understanding risk, return, and benchmarking of these investments. Offers students an opportunity to obtain a deeper understanding of each of these asset types.

FINA 4602. Turnaround Management. 4 Hours.
Examines strategies for identifying companies likely to fail and selecting and implementing remedial actions. Topics include business turnarounds, troubled companies, workouts, bankruptcies, and liquidations, using case studies and readings. Students evaluate a turnaround plan.

FINA 4604. Fixed-Income Securities. 4 Hours.
Exposes students to the theory, application, and evidence concerning highly sensitive interest rate products. Explores recent developments in pension fund management, asset/liability management, duration matching, “gap” management, and other important issues confronting domestic and international financial and corporate management. Offers students the opportunity to learn how to customize a risk management program.

FINA 4608. Advanced Financial Strategy. 4 Hours.
Covers strategic financial decision making in dynamic and technology-driven organizations operating in domestic and international settings. Through case studies, discussions with senior financial executives, and student projects, students gain insight into capital investing and financing decisions in the new economy. An analytical paradigm linking business strategy, financial management, and valuation is utilized to explore financial decision making throughout the life cycle of companies, intended to optimize shareholder value creation. Topics include fundamental financial analysis, capital budgeting under conditions of high risk and uncertainty, startup financing, creative financing, mega-mergers, risk management, and valuation.
FINA 4610. Entrepreneurial Finance, Innovation Valuation, and Private Equity. 4 Hours.
Covers qualitative and quantitative aspects of entrepreneurial finance, such as venture capital and angel financing. Also covers private equity (i.e., buyout/leveraged-buyout firms), but in less detail. Introduces valuation in entrepreneurial finance, including valuation of startups, using real options to value innovation-intensive firms, valuation in staged financing, etc. Casework emphasizes the practical aspects of qualitative and quantitative issues related to venture capital financing, entrepreneurship, and innovation from the perspective of the financier and the startup firm. Discusses issues related to the venture capital industry, such as the limited partnership structure, term-sheets and contracts, exit of portfolio firms, and international investments. Requires a working knowledge of Excel or other spreadsheet programs.

FINA 4970. Junior/Senior Honors Project 1. 4 Hours.
Focuses on in-depth project in which a student conducts research or produces a product related to the student's major field. Combined with Junior/Senior Project 2 or college-defined equivalent for 8 credit honors project. May be repeated without limit.

FINA 4983. Special Topics in Finance. 4 Hours.
Examines areas of current interest and special topics in finance. Employs a mix of lectures, cases, and projects. Topics depend on the instructor. May be repeated up to two times.

FINA 4990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

FINA 4993. Independent Study. 1-4 Hours.
Allows students who have received approval to undertake independent study in lieu of any course required in the various concentrations. Students present proposals to an Independent Studies Committee for evaluation and approval. Every proposal requires a detailed outline of the objectives and plan of study and must be accompanied by a supporting statement from the supervising faculty member under whose direction the study takes place. A copy of the final report prepared by the student is presented to the appropriate Independent Studies Committee. Further information about the Independent Studies Program can be obtained from concentration coordinators. May be repeated without limit.

International Business Courses
Search INTB Courses using FocusSearch (http://catalog.neu.edu/class-search/?subject=INTB)

INTB 1202. Becoming a Global Manager. 4 Hours.
Covers frameworks for understanding global business as an integrated whole, focusing on competencies required for authentic global leadership and methods for interpreting cultural norms and practices. Ethical theories addressing dilemmas germane to modern international business are embedded throughout the course. Offers students multiple opportunities to analyze and interpret culture and to develop ethical reasoning using interactive, team-based exercises. Designed as a foundational, cornerstone course that frames the BSIB program of study and maps the way forward.

INTB 1203. International Business and Global Social Responsibility. 4 Hours.
Introduces the student to forces and issues confronted in our era of rapid globalization. Managers must understand forces from interconnected social, political, and economic national environments that affect their company's operations. At the same time they need to draw on their ethical foundations to address and act on social responsibility imperatives across national borders.

INTB 1204. Living, Learning, and Leading Globally. 1 Hour.
Functions as a foundational, cornerstone course that frames the Global Engagement Program and assists students in mapping their way forward. Covers cultural and ethical frameworks for understanding the context of global business as an integrated whole. Introduces global leadership competencies combined with multiple assessments to help foster greater self-awareness and establish a baseline for subsequent development. Offers students an opportunity to create a four-year professional development plan (PDP), a living document designed to guide students' study and development throughout the program and to cultivate the mindset necessary for effective and authentic global leadership.

INTB 1209. International Business and Global Social Responsibility. 4 Hours.
Does not count as credit for business majors. Counts as INTB 1203 for business minors only.

INTB 1990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

INTB 2202. Analyzing the Global Business Environment. 4 Hours.
Analyzes the global business environment—political, economic, sociocultural—and the use of various frameworks to aid in analysis and decision making. Introduces the global business environment in which firms have to compete. Specifically examines contemporary issues over the political, social, and economic consequences of the globalization of markets and industries. Also examines the responses of multinational enterprises to the challenges of globalization. Offers students an opportunity to review and revise their professional development plans (PDPs).

INTB 2501. Competing to Win in Emerging Markets. 4 Hours.
Presents an introduction to emerging markets, focusing on the BRIC countries of Brazil, Russia, India, and China. Takes the perspective of U.S. companies and what they must do to be successful in emerging markets. Discusses the differences between doing business in an emerging vs. a domestic market, the opportunities and potential of an emerging market, and the risks of operating in such a market. Then looks at the world from the perspective of emerging markets and discusses steps that their governments, companies, and entrepreneurs must take to succeed in the world economy. Analyzes what emerging markets must do to raise wages and incomes, accelerate wealth creation, and reduce poverty.

INTB 2990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

INTB 3202. Managing the International Assignment. 4 Hours.
Seeks to help students prepare for and succeed in an international assignment. Begins with classroom work during the semester before students leave for their expatriate year, continues throughout their year overseas, and concludes with debriefing sessions upon return. Requires monthly reports while overseas to document their academic and co-op learning. Exposes students to cultural diversity and the pervasive, but hidden, influence of culture on how people live, work, and manage. Offers students an opportunity to (1) develop abilities needed to function effectively in situations of cultural diversity; (2) develop an appreciation of the issues that they may confront; (3) create awareness of the personal impact of an international assignment while they are living and working abroad.
INTB 3310. Cultural Aspects of International Business. 4 Hours.
Helps develop awareness of the hidden influence of culture on behavior, particularly with respect to management and management practices. With the increasing globalization of business, many managers find themselves being managed by, or collaborating with, people of different nationalities and cultures. Develops the ability to recognize, understand, and work with the cultural diversity that affects business conducted across national and cultural boundaries.

INTB 3316. Economic, Social, and Political Dimensions of Doing Business in Brazil. 4 Hours.
Explores cultural, political, and social dimensions of doing business in Brazil. Investigates Brazil's role in the global economy as well as the role of multinationals in this rapidly developing economy. Discusses the challenges facing companies that operate in a developing country as the country balances economic growth with environmental and social concerns.

INTB 3318. Field Research in Emerging Markets in Brazil. 4 Hours.
Offers students an opportunity to learn how Brazilian companies contribute to Brazilian economic development while being profitable. Studies for-profit companies, exploring how they address issues of sustainability and corporate responsibility within the context of running a company in a rapidly growing economy. Also examines the role played by nonprofits, nongovernment organizations, and government agencies in reducing poverty and illiteracy and in protecting the environment.

INTB 3320. International Business Management and Environment. 4 Hours.
Examines contemporary issues that confront today's global managers. Explores the responses multinational enterprises have to the challenges of globalization. Seeks to build an understanding of the environment of international business while addressing the competencies required of global managers. Offers students an opportunity to develop a four-year professional development plan to guide their study and to help them develop the global mind-set necessary for becoming an effective global manager. Analyzes the political, economic, and sociocultural environment in which global businesses operate.

INTB 3990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

INTB 4202. Executing Global Strategy. 4 Hours.
Emphasizes global strategy and execution as well as the leadership requirements necessary to execute global strategy. Offers a capstone, "big picture" course that draws on and integrates all business fields and presents a global manager's perspective. Uses the knowledge acquired in core courses—such as finance, accounting, operations, marketing, and organizational behavior—along with their international dimensions, to study how global managers reach strategic management decisions for the firm and its role in society. Offers students an opportunity to review and revise their professional development plans (PDPs) following their return from the expatriate experience and begin to develop post-Northeastern PDPs.

INTB 4970. Junior/Senior Honors Project 1. 4 Hours.
Focuses on in-depth project in which a student conducts research or produces a product related to the student's major field. Combined with Junior/Senior Project 2 or college-defined equivalent for 8 credit honors project. May be repeated without limit.

INTB 4990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

INTB 4993. Independent Study. 1-4 Hours.
Allows students who have received approval to undertake independent study in lieu of any course required in the various concentrations. Students present proposals to an Independent Studies Committee for evaluation and approval. Every proposal requires a detailed outline of the objectives and plan of study and must be accompanied by a supporting statement from the supervising faculty member under whose direction the study takes place. A copy of the final report prepared by the student is presented to the appropriate Independent Studies Committee. Further information about the Independent Studies Program can be obtained from concentration coordinators. May be repeated without limit.

INTB 4998. International Business Undergraduate Thesis Continuation. 0 Hours.
Offers thesis continuation for students in the BSIB program who are working on their thesis as part of the dual-degree requirements. May be repeated once.

INTB 5978. Independent Study. 1-4 Hours.
Allows students who have received approval to undertake independent study in lieu of any course required in the various concentrations. Students present proposals to an Independent Studies Committee for evaluation and approval. Every proposal requires a detailed outline of the objectives and plan of study and must be accompanied by a supporting statement from the supervising faculty member under whose direction the study takes place. A copy of the final report prepared by the student is presented to the appropriate Independent Studies Committee. Further information about the Independent Studies Program can be obtained from concentration coordinators. May be repeated without limit.

Management Courses
Search MGMT Courses using FocusSearch (http://catalog.northeastern.edu/class-search/?subject=MGMT)

MGMT 1990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MGMT 2115. Nonprofit Leadership and Social Innovation. 4 Hours.
Designed to help students understand how nonprofits exercise leadership in society and how to exercise leadership in nonprofits while participating in a Dialogue of Civilizations experience in Cochabamba, Bolivia. Explores theory, policy, management, and the social innovation of nonprofit organizations through the lens of leadership.

MGMT 2990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MGMT 3302. Negotiating in Business. 4 Hours.
Focuses on the nature of conflict, conflict resolution, and the structure and process of negotiations, negotiation ethics, as well as skills to deal with "difficult" negotiators. Negotiation is a lifelong skill that we use every day, not just a tactic to get a higher salary or a better deal. No matter what direction one's professional life takes, negotiation is an essential part of one's job and one's life. To be effective, one must be a skillful negotiator. While some of us are naturally gifted negotiators, most of us are not; the concepts and techniques of skillful negotiations can be learned and practiced in the classroom. Offers students numerous opportunities to develop and practice negotiating skills.
MGMT 3305. Power and Influence. 4 Hours.
Offers students an opportunity to learn how to use power and influence as effective tools for understanding their work surroundings, working with and managing people, and achieving their own professional goals. Studies conceptual models, tactical approaches, and practical tools to help make sense of on-the-job learning experiences. Seeks to equip students with basic diagnostic and action-planning skills that can be used to understand power dynamics unfolding in any organization, as well as how best to leverage these dynamics. Previous work experience (e.g., part-time job or co-op) is recommended but not required for enrollment in the course.

MGMT 3315. Managing Organizational Change and Disruption. 4 Hours.
Covers fundamentals of change leadership as a set of integrated skills, focusing on examples of both proactive change (leveraging opportunities to grow and improve), as well as reactive change (leading in times of crisis). Uses case studies, media coverage, simulations, and guest speakers to examine some of the most dramatic changes encountered by business leaders in recent times and to evaluate different approaches to managing change at all levels of the organization. Examines the psychology of change, including overcoming fear of and resistance to change, and introduces practical frameworks and tools that students can leverage in their own change efforts. Requires a student-led change project.

MGMT 3340. Healthcare Management, Innovation, and Design. 4 Hours.
Offers an overview of key U.S. health system components and imperatives and how to manage and innovate within the system to improve performance and the customer experience. Designed for students interested in healthcare careers that may have meaningful managerial, analytical, or consulting-type responsibilities. Covers essential elements of how healthcare delivery is organized and delivered; how to implement change and innovation in healthcare organizations such as hospitals and physician offices; and the interrelationships between facets of the business such as the drive for value and efficiency, promoting high-quality care, and enhancing the patient experience. Analyzes and critiques cutting-edge changes in the industry. Offers students an opportunity to learn about and use skills in process improvement, performance management, talent management, quality improvement, and work redesign.

MGMT 3350. Managing a Diverse Workforce. 4 Hours.
Examines issues related to managing oneself and others in an increasingly diverse workforce. Organizations need to address diversity issues in some manner if they are to compete effectively in a global economy. Covers diversity-related issues with management implications including religion, social identity, socialization, employment decisions by applicants and organizations, team dynamics, leadership, sexual harassment, workplace romance, career development, work and family, accommodation of people with disabilities, and organizational strategies for promoting equal opportunity and a multicultural approach to diversity. Offers students an opportunity to conduct self-assessments to monitor their own workplace needs as they relate to issues of diversity, careers, and work-life integration.

MGMT 3360. Law and the Legal Process. 4 Hours.
Introduces U.S. laws and legal system, with a focus on the legal rights of individuals and business organizations and the legal obligations they each owe to others. Considers the role of the legal system in making and enforcing laws and resolving disputes. Uses exercises, team projects, and presentations to offer students an opportunity to identify and gain understanding of the particular legal environment for different activities and situations. Explores the impact of the legal environment on the internet; employment; innovation; and relationships with sellers, customers, and competitors. Includes consideration of contract, intellectual property, negligence, incorporation, and criminal and agency laws.

MGMT 3380. Leading with Character. 4 Hours.
Designed to help develop students’ leadership skills and prepare themselves to lead with integrity. Uses discussion, case studies, exercises, and video/audio to explore both the science and the art of leadership. Topics include leadership theories, power and politics, counseling, communication, and followership. Additionally, this class includes a heavy focus on ethical philosophy and its application to leadership.

MGMT 3420. Managing Human Capital. 4 Hours.
Offers an overview of the human resources management (HRM) function, including recruiting and hiring new employees, overseeing compensation and benefits, improving employee relations, and ensuring compliance with labor laws. Focuses on what a (non-HRM) manager needs to know about HRM and also seeks to provide a foundation for the HRM professional.

MGMT 3435. Social Networks and Organizations. 4 Hours.
Introduces students to social network analysis. Identifies and evaluates key elements of an individual’s social network—including students’ own networks—and familiarizes students with some tools and techniques for managing organizational networks. Examines different types and combinations of social relations, network structures of these relations, and institutional environments that impact them. The course combines lectures, case-based class discussions, and personal/organizational network analysis applications.

MGMT 3520. Consulting Fundamentals and Frameworks. 4 Hours.
Introduces students to a framework of consulting and to the core managerial skills that are useful in all consultative roles, not only as a consultant. Content includes design of a basic consulting engagement and template for use in future business or consulting ventures. Offers students an opportunity to learn critical and analytical thinking, how to challenge assumptions in an ongoing business, how to gain and exercise influence within both consulting firms and clients, as well as the business rationale for consulting (from a client company perspective).

MGMT 3530. Project Management. 4 Hours.
Discusses why good project management skills are essential to a wide variety of business careers. Covers why many important business projects fail due to poor planning, poor time management, going over budget, and/or ineffective communication. Includes a balance of strategic, technical, and behavioral issues in project management.

MGMT 3990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MGMT 4310. The Management Practices of Great Organizations. 4 Hours.
Focuses on a wide range of management practices, many of which are “radical” and represent organizations that “dare to be different.” The course uses many teaching approaches, including case studies, class exercises, and “competitions” that require students—and seek to increase their ability—to debate, present, think on their feet, and ask tough questions. Some organizations seem “to work”, they provide high-quality products and services, they treat their employees with respect, they behave ethically, they are strong financially, and the like. Students study and debate the criteria for a great organization in order to answer the key question of this course: how do they do it; i.e., why do they work so well?
MGMT 4410. Workforce Analytics. 4 Hours.
Introduces workforce analytics, including identifying the strategic work that is truly necessary to execute strategy, investing in differentiated management systems that support that work, and designing and implementing targeted measurement systems for strategic talent. Emphasizes shifting from levels or metrics (e.g., what is our cost per hire?) to analytics and impact (e.g., how might an increase in the quality of our project managers affect new product cycle time?). Relevant for students specializing in corporate finance, management, marketing, and international business. Many firms spend over 50 percent of their revenues on the workforce, but these investments are rarely well measured or managed.

MGMT 4550. Management Consulting in Organizations. 4 Hours.
Offers students an opportunity to gain practical experience in finding appropriate solutions for complex and dynamic client organizational issues using a structured curriculum and frequent in-class coaching sessions. Students work as pro bono consultants both onsite and virtually with organizations to help solve real client challenges in the managing and leading of an organization. Students employ management consulting as a framework in demonstrating proficiency in a wide range of knowledge and skill areas in both management and consulting. Structures course deliverables as challenging goals to be achieved within a set time frame by working with students' chosen consulting (Pod) group and through individual assignments.

MGMT 4983. Special Topics in Management. 4 Hours.
Offers special topics in management. May be repeated once.

MGMT 4990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MGMT 4993. Independent Study. 1-4 Hours.
Allows students who have received approval to undertake independent study in lieu of any course required in the various concentrations. Students present proposals to an Independent Studies Committee for evaluation and approval. Every proposal requires a detailed outline of the objectives and plan of study and must be accompanied by a supporting statement from the supervising faculty member under whose direction the study takes place. A copy of the final report prepared by the student is presented to the appropriate Independent Studies Committee. Further information about the Independent Studies Program can be obtained from concentration coordinators. May be repeated without limit.

Management Information Systems

Search MISM Courses using FocusSearch (http://catalog.northeastern.edu/class-search/?subject=MISM)

MISM 1990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MISM 2301. Management Information Systems. 4 Hours.
Explores how a wide range of enterprises around the world use information and information technology to create better-managed, more innovative, and successful organizations. The twenty-first-century enterprise runs on information, and every part of the business has been transformed by the use of information technology. Today's business leaders, therefore, must have ready access to timely, accurate, and relevant information to manage effectively in the global economy.

MISM 2309. Management Information Systems. 4 Hours.
Does not count as credit for business majors. Counts as MISM 2301 for business minors only.

MISM 2510. Fundamentals of Information Analytics. 4 Hours.
Focuses on information analytics concepts and techniques needed by educated information analysts, designers, and consumers to lead organizations in the contemporary information age. Includes concepts, techniques, methods, and strategies for the entire information life cycle—collection, organization, exploration, analysis, manipulation, visualization, interpretation, and presentation of information for business. Each of these topics is introduced with real-world examples and data sets, grounded in relevant theory and principles, and is reinforced using various user-friendly software tools to gain the necessary analytical skills and knowledge.

MISM 2990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MISM 3305. Information Resource Management. 4 Hours.
Examines how information technology is used to support the functional areas of business (finance, accounting, marketing, manufacturing, and human resource management) to achieve business results (creating new products and services, redesigning business operations, and altering relations with customers and suppliers to achieve competitive advantage). Offers students an opportunity to understand the business issues involved in investing in new technologies.

MISM 3403. Data Management in the Enterprise. 4 Hours.
Offers students an introduction to and overview of the methodological frameworks and tool sets for the design, development, and implementation of data-management solutions. Today, almost no aspect of business operates without a strong reliance on the flow of information. Even small enterprises track huge volumes of data, from sales transactions and supply chain activities to Web site traffic. Knowledge workers and managers at all levels within the organization require an understanding of data management, database design and operations, and associated decision-support and data-analysis tools and systems to complete even day-to-day tasks. Offers students an opportunity to work hands-on, applying these methods and tools to solve actual business problems.

MISM 3404. Data Communications. 4 Hours.
Introduces data communications concepts and terminology, network design and architecture, distributed information systems, and security within a business systems environment. The modern enterprise relies on being able to get information to where it is needed quickly, accurately, and securely. From the instantaneous global reach of the Internet, to mobile wireless devices, to multimedia communication, innovations in data communication have directly changed the way business is done today. Explores key emerging technologies such as Web services and Web 2.0, service-oriented architecture, wireless and mobile communication, and multimedia networking.

MISM 3501. Information Visualization for Business. 4 Hours.
Introduces the use of design, interaction, and visualization techniques and strategies to support the effective presentation and manipulation of business information. Based on principles from art, design, psychology, and information science, offers students opportunities to learn how to successfully choose appropriate methods of representing various kinds of business data to support analysis, decision making, and communication to organizational stakeholders.
MISM 3515. Data Mining for Business. 4 Hours.
Covers key concepts, techniques, methods, and applications of data mining in the context of business. Offers students opportunities to learn how to distill key insights from a large amount of unknown data, which techniques to choose from, how to apply the techniques and methods to get the answer and insights from the data, and how to interpret the results from the analysis. Example predictive analysis techniques include market basket analysis and principle component analysis. Covers all techniques using business examples and user-friendly tools.

MISM 3525. Modeling for Business Analytics. 4 Hours.
Focuses on modern decision models in business analytics with applications to business process design, revenue management, pricing, inventory control, business network planning, and other topics. Introduces concepts including optimization, dynamic programming, cluster analysis, and consumer choice models. Emphasizes data-driven, real-world applications of the mathematical decision tools and concepts presented in the course.

MISM 3990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MISM 4501. Business Systems Integration. 4 Hours.
Examines significant improvements to business performance, which can be achieved through sharing information within the enterprise and with customers and suppliers. Realizing the full business benefits of shared information requires changing processes and organizational structures. This team- and project-based course offers students an opportunity to design and implement these strategies and to examine significant improvements to business performance.

MISM 4983. Special Topics in Management Information Systems. 4 Hours.
Offers special topics in Management Information Systems. May be repeated once.

MISM 4990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MISM 4993. Independent Study. 1-4 Hours.
Allows students who have received approval to undertake independent study in lieu of any course required in the various concentrations. Students present proposals to an Independent Studies Committee for evaluation and approval. Every proposal requires a detailed outline of the objectives and plan of study and must be accompanied by a supporting statement from the supervising faculty member under whose direction the study takes place. A copy of the final report prepared by the student is presented to the appropriate Independent Studies Committee. Further information about the Independent Studies Program can be obtained from concentration coordinators. May be repeated without limit.

Management Science Courses

Search MGSC Courses using FocusSearch (http://catalog.northeastern.edu/class-search/?subject=MGSC)

MGSC 1990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MGSC 2301. Business Statistics. 4 Hours.
Offers students an opportunity to obtain the necessary skills to collect, summarize, analyze, and interpret business-related data. Covers descriptive statistics, sampling and sampling distributions, statistical inference, relationships between variables, formulating and testing hypotheses, and regression analysis in the context of business. Use of the SPSS statistical programming package is an integral part of the course.

MGSC 2990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MGSC 3990. Elective. 1-4 Hours.
May be repeated without limit.

MGSC 4990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MGSC 4993. Independent Study. 1-4 Hours.
Allows students who have received approval to undertake independent study in lieu of any course required in the various concentrations. Students present proposals to an Independent Studies Committee for evaluation and approval. Every proposal requires a detailed outline of the objectives and plan of study and must be accompanied by a supporting statement from the supervising faculty member under whose direction the study takes place. A copy of the final report prepared by the student is presented to the appropriate Independent Studies Committee. Further information about the Independent Studies Program can be obtained from concentration coordinators. May be repeated without limit.

Marketing Courses

Search MKTG Courses using FocusSearch (http://catalog.northeastern.edu/class-search/?subject=MKTG)

MKTG 1990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MKTG 2201. Introduction to Marketing. 4 Hours.
Provides an overview of the role of marketing in business and society. Considers the planning, implementation, and evaluation of marketing efforts in consumer and business-to-business companies, in service and goods companies, and in for-profit and nonprofit organizations. Also examines contemporary issues in marketing that can affect organizational success. A term project is used to enable students to apply their learning about the fundamentals of marketing.

MKTG 2202. Introduction to Marketing in a Global Context. 4 Hours.
Covers the role of marketing in business and society. Considers the planning, implementation, and evaluation of marketing efforts in consumer and business-to-business companies, in services and goods companies, and in for-profit and nonprofit organizations. Focuses on the cultural, social, and political challenges faced by global firms as they conduct market research and develop and vary marketing strategies to be successful in multiple markets internationally. Also examines contemporary issues in marketing that can affect organizational success. Requires students to apply their learning about the fundamentals of marketing in a term project.

MKTG 2209. Introduction to Marketing. 4 Hours.
Does not count as credit for business majors. Counts as MKTG 2201 for business minors only.
MKTG 2301. Marketing and Society. 4 Hours.
Examines the role of marketing and business in society's central contemporary problems as well as the way marketing can take a positive and influential role in the efforts to address these problems. Reviews some of our society's main problems and a critical view of marketing and business in today's world. Also examines changing marketing practices and roles for businesses as firms and institutions become more socially responsible and ethically aware. Finally, introduces and analyzes the role of prosocial marketing, how marketing can influence people's behavior for advancing a socially desirable change. Offers students an opportunity to better understand our society and enhance an ethical mind-set, while highlighting the ways marketers can contribute to societal well-being.

MKTG 2990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MKTG 3301. Marketing Management. 4 Hours.
Focuses on the marketing process through the use of case studies simulating actual business settings and marketing challenges. Develops skill in marketing decision making, critical analysis, and communication. Topics include techniques for undertaking market analysis, marketing strategy (segmentation and positioning), and marketing implementation (4 Ps). A marketing plan project is used to enable students to apply their understanding about the marketing process.

MKTG 3401. Marketing Research. 4 Hours.
Focuses on the marketing research process and the analysis of data using statistical software. Helps students develop an understanding of consumer attitudes and behavior processes as the basis of the design of marketing problems. Topics include problem definition, research design, sampling, attitude measurement, questionnaire design, data collection, and data analysis. Students are expected to work on group projects. The course requires no previous computer experience. Requires prior completion of 56 SH toward degree.

MKTG 3501. Marketing Analytics. 4 Hours.
Studies the importance of using an analytical approach to support marketing decision making in organizations and offers students an opportunity to learn how to implement such an approach in practice. Focuses on data science in marketing: identifying and acquiring the right data for addressing different marketing challenges, building skills necessary for conducting relevant quantitative analyses, and guiding how to use obtained insights to make better marketing decisions. Topics may include product innovation, market identification and segmentation, customer valuation, media attribution models, and assessment of digital and social media. Students are expected to apply statistical concepts and use relevant software packages for analyzing marketing datasets.

MKTG 3990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MKTG 4200. Marketing in Asia. 4 Hours.
Studies the opportunities and challenges associated with the increasing globalization of Indian and Asian markets. During this Dialogue of Civilizations, students study key environmental forces shaping consumer needs and preferences, the impact of foreign political and economic factors on entering companies, the influence of international competition, market segmentation, and strategy decisions specific to Asian marketing. Analyzes the impact of cultural, social, political, and economic factors on marketing strategies. Offers students an opportunity to learn how to determine when to use different market entry and penetration strategies and how to examine the different skills and systems required to implement marketing strategies in India and broader Asia. May be repeated without limit.

MKTG 4420. Sales Management. 4 Hours.
Focuses on the entire sales effort. Offers students the opportunity to apply a proven selling process and present compelling solutions to customers. Topics include how to translate product features into buyer benefits, how to handle customer objections, and how to close sales and deals. Covers team selling and relationship marketing. Intended for students interested in a sales career as well as future product managers who must rely on the sales force to introduce new products and promotions.

MKTG 4502. Managing Customer Engagement in a Service World. 4 Hours.
Examines why people are essential to success, why expectations are important to consumers, and how physical and virtual environments influence delivery of value to customers. Focuses on active skill building and tool development in a practice-oriented approach that is quickly and directly applicable to students’ future careers. The primary theme of the course is that both service organizations and product organizations require a distinctive approach to marketing strategy in a world where all organizations increasingly depend on service excellence and customer engagement for competitive advantage.

MKTG 4504. Advertising and Brand Promotion. 4 Hours.
Focuses on managing and integrating marketing communications in relation to a company's overall marketing objectives. Includes advertising; creative and media strategy; the communication process; direct and interactive marketing; consumer and trade promotions; public relations; and the social, ethical, and economic considerations underlying marketing communications in the twenty-first century.

MKTG 4506. Consumer Behavior. 4 Hours.
Incorporates the latest research in marketing, psychology, and other behavioral sciences to help students develop evidence-based strategies for predicting and influencing consumer behavior. Consumers are at the center of the business value creation process; therefore, an understanding of consumer thoughts, feelings, and actions is critical for business success. Offers students an opportunity to learn how to successfully target the right audience by conducting and interpreting market research; shape thoughts by getting consumers’ attention and making a lasting impression; influence attitudes by applying principles of persuasion and social influence; and impact consumer decisions by harnessing motivations and drivers of behavior.

MKTG 4508. Digital Marketing. 4 Hours.
Examines the impact of technology on the marketing of goods and services. Focuses on the Internet and the World Wide Web. Investigates recent trends in e-business and identifies marketing strategies that work in this new environment. Introduces students to frameworks that help explain current issues in electronic marketing. Although the focus is on Internet marketing strategy, phenomena such as television home shopping and database marketing are also explored. Readings, cases, discussions, lectures, guest speakers, student reports, and exercises on the World Wide Web are all utilized.

MKTG 4510. New Product Development. 4 Hours.
Provides an overview of the new-product-development process, with an emphasis on customer involvement in this process. Detailed insights are provided on such topics as new-product strategy, idea generation, idea selection and evaluation, concept development and testing, product development and testing, and market testing and product launch.
MKTG 4512. International Marketing. 4 Hours.
Introduces those aspects of marketing that are unique to international business within the framework of traditional functional areas of marketing. Focuses on the environment and the modifications of marketing concepts and practices necessitated by environmental differences. Topics include cultural dynamics in international markets, political and legal environmental constraints, educational and economic constraints, international marketing research, international marketing institutions, and marketing practices abroad.

MKTG 4983. Special Topics in Marketing. 4 Hours.
Offers special topics in marketing. May be repeated once.

MKTG 4990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

MKTG 4993. Independent Study. 1-4 Hours.
Allows students who have received approval to undertake independent study in lieu of any course required in the various concentrations. Students present proposals to an Independent Studies Committee for evaluation and approval. Every proposal requires a detailed outline of the objectives and plan of study and must be accompanied by a supporting statement from the supervising faculty member under whose direction the study takes place. A copy of the final report prepared by the student is presented to the appropriate Independent Studies Committee. Further information about the Independent Studies Program can be obtained from concentration coordinators. May be repeated without limit.

Organizational Behavior Courses
Search ORGB Courses using FocusSearch (http://catalog.northeastern.edu/class-search/?subject=ORGB)

ORGB 1990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

ORGB 2990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

ORGB 3201. Organizational Behavior. 4 Hours.
Provides an overview of the actions and behaviors of people in organizations. Uses case studies, videos, experiential exercises, lectures, and discussions to explore the effects of individual, interpersonal, group, organizational, and cross-cultural factors on human behavior. Topics include groups and teams, motivation, leadership, organizational change, organizational culture, structure, conflict resolution, and communication. Both the underlying theories and principles of these topics, as well as their practical applications and implications for organizations, are covered.

ORGB 3209. Organizational Behavior. 4 Hours.
Does not count as credit for business majors. Counts as ORGB 3201 for business minors only.

ORGB 3990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

ORGB 4990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

Supply Chain Management Courses
Search SCHM Courses using FocusSearch (http://catalog.northeastern.edu/class-search/?subject=SCHM)

SCHM 1990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

SCHM 2301. Supply Chain and Operations Management. 4 Hours.
Focuses on the integrative management of business activities intrinsic to the smooth flow of goods or services, information, and financial transactions across firms from raw materials to the end customer. This collaborative approach creates competitive advantages for all members of a supply chain. Emphasizes the responsibilities of managers regarding decisions concerning the design, operation, and control of supply chains and operations. Considers customers, globalization, corporate strategy, resources, sustainability, ethics, and diversity. Topics covered include customer-centric management; supply chain and operations strategies; process structure and control; and supply, inventory, and quality management. Emphasizes the key role of information technology, logistics network design, supply chain relationships, and process evolution.

SCHM 2990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

SCHM 3301. Global Supply Chain Strategy. 4 Hours.
Focuses on the managerial activities of those involved in supply chain management operations and planning for companies doing international commerce. Analyzes contemporary issues that affect the design of international supply chain systems, including sourcing, logistics, transactions, risk, sustainability, and ethical considerations. Examines the current status and future prospects of the modes of international transportation as well as international trade and development issues, not only from the corporate perspective but also in terms of government policy.

SCHM 3305. Sourcing and Procurement. 4 Hours.
Addresses the strategic and operational role of sourcing and procurement and its impact on the supply chain as it relates to the entire organization. The selection, contracting, development, and monitoring/managing of the right supplier in the right location is more often a source of competitive advantage and a major contributor to a company's bottom line. The course focuses on a variety of aspects of this function—strategy development, organization, procedures, supplier selection, negotiations, buyer-supplier relationship management, quantity, quality, timeliness, and cost/price considerations for the purchase of goods and services.

SCHM 3308. Supply Chain Analytics. 4 Hours.
Examines state-of-the-art in analytics capabilities and how they drive supply chains, from marketing to sourcing. Examines how organizations use analytics to meet their strategic objectives, provide value to the business, and make decisions. Offers students an opportunity to develop strategic supply chain decision-making skills using the latest analytics capabilities as an enabler. Focuses heavily on industry best practices, including looking at some of the leading companies.

SCHM 3310. Logistics and Transportation Management. 4 Hours.
Examines the logistics and transportation operations, including the structure, challenges, and potential of the major modes of domestic transportation. Focuses on the interaction between logistics providers and shippers in the marketplace. Explores the major dynamics of the logistics marketplace and their impact on supply chain management. Seeks to provide students with a managerial perspective on controlling what is typically the most expensive component of supply chain management, transportation expenditures.
SCHM 3315. Managing Healthcare Operations and Supply Chain. 4 Hours.
Focuses on concepts and topics related to the design and management of healthcare sector operations and supply chain. Offers students an opportunity to learn about practices and strategies for effective management of operations and supply chain in healthcare organizations, including management of inventory, operations processes, capacity, procurement, logistics, IT systems, and attendant relationships, as well as various optimization tools and techniques.

SCHM 3320. Demand Planning and Forecasting. 4 Hours.
Offers a practical introduction to demand (sales) planning and forecasting for business students. Focuses on the organizational processes in managing demand as well as generating a forecast, regression analysis, exponential smoothing, time-series analysis, judgmental forecasting methods, and evaluation of forecast quality. Uses real-life data and various software packages to illustrate basic concepts.

SCHM 3990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

SCHM 4401. Advanced Problems in Supply Chain Management. 4 Hours.
Identifies and examines important issues that are of strategic importance to executives involved in supply chain management. Emphasizes the decision-making processes and tools employed by those executives in the context of corporate strategic management. While case studies are extensively employed, there is an important independent research component to the course, and research findings are discussed with the class and shared through presentations. Also involves companies and executives from supply chain service providers.

SCHM 4970. Junior/Senior Honors Project 1. 4 Hours.
Focuses on in-depth project in which a student conducts research or produces a product related to the student's major field. Combined with Junior/Senior Project 2 or college-defined equivalent for 8 credit honors project. May be repeated without limit.

SCHM 4983. Special Topics in Supply Chain Management. 4 Hours.
Offers special topics in Supply Chain Management. May be repeated once.

SCHM 4990. Elective. 1-4 Hours.
Offers elective credit for courses taken at other academic institutions. May be repeated without limit.

SCHM 4993. Independent Study. 1-4 Hours.
Allows students who have received approval to undertake independent study in lieu of any course required in the various concentrations. Students present proposals to an Independent Studies Committee for evaluation and approval. Every proposal requires a detailed outline of the objectives and plan of study and must be accompanied by a supporting statement from the supervising faculty member under whose direction the study takes place. A copy of the final report prepared by the student is presented to the appropriate Independent Studies Committee. Further information about the Independent Studies Program can be obtained from concentration coordinators. May be repeated without limit.

Strategy Courses
Search STRT Courses using FocusSearch (http://catalog.northeastern.edu/class-search/?subject=STRT)

STRT 4301. Strategic Analysis and Decision Making. 4 Hours.
Examines key components of strategic decision making in-depth. Strategic decision making involves solving complex business problems to achieve company objectives within a competitive context. Topics covered include understanding the competitive environment, managing uncertainty, identifying and evaluating resource allocation alternatives, and creating action plans to implement strategic decisions. Emphasizes critical thinking and making decisions with incomplete information in a competitive environment.

STRT 4501. Strategy in Action. 4 Hours.
Provides for the integration and application of administrative theory, knowledge, skills, and experiences for effective strategic performance in an organization. Offers students an opportunity to acquire a better understanding of the relevance and limitations of business and management concepts and techniques when making and implementing strategic decisions.