

Management, BS

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

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

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

Program Requirements

- Concentrations and course offerings may vary by campus and/or by program modality. Please consult with your advisor or admissions coach for the course availability each term at your campus or within your program modality.
- Certain options within the program may be *required* at certain campuses or for certain program modalities. Please consult with your advisor or admissions coach for requirements at your campus or for your program modality.

Complete all courses listed below unless otherwise indicated.

Universitywide Requirement

Minimum 120 total semester hours required.

Minimum 2.000 GPA required.

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

Note: Individual program requirements may exceed the above minima.

NUpath Requirements

All undergraduate students are required to complete the NUpath requirements (<https://catalog.northeastern.edu/professional-studies/university-academics/nupath/>).

Foundation Courses

54 semester hours required

Code	Title	Hours
English		
ENG 1105 and ENG 1106	College Writing 1 and Lab for ENG 1105	4
ENG 1107 and ENG 1108	College Writing 2 and Lab for ENG 1107	4
ENG 3107 and ENG 3108	Writing for the Professions: Business and the Social Sciences and Lab for ENG 3107	4
Introductory Coursework		
MGT 1100	Introduction to Business	3
MGT 2310	Organizational Behavior	3
Mathematics		
MTH 1100	College Algebra	3
MTH 2300	Business Statistics	3
Economics and Marketing		

2 Management, BS

ECN 1100	Principles of Microeconomics	3
ECN 1200	Principles of Macroeconomics	3
MKT 2100	Principles of Marketing	3
Information Management and Technology		
ITC 1000 or ITC 2016	Computer Applications End-User Data Analysis Tools	3
MGT 2210 or ITC 2430	Information within the Enterprise E-Commerce Systems	3
Ethics and Law		
MGT 2330	Business Law	3
PHL 2100	Business Ethics	3
Accounting and Finance		
ACC 2100	Financial Accounting	3
ACC 2200	Managerial Accounting	3
FIN 2105	Introduction to Corporate Finance	3

Major Required Courses

25 semester hours required

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

Professional Electives/Optional Concentrations

Complete one of the following options. Courses from the major may not double count in the concentration.

PROFESSIONAL ELECTIVES

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

ENTREPRENEURSHIP CONCENTRATION

Note: Please consult with your advisor.

15 semester hours required

Code	Title	Hours
Required Courses		
FIN 3100	Finance for New Ventures	3
MGT 2550	Sustainable Entrepreneurship	3
MKT 2700	Product Design and Development	3
MGT 4995	Experiential Management Practicum	3
Elective Course		
Complete one of the following:		3
LDR 3200	Leading and Managing Change	

MKT 3010	Digital Marketing
MGT 4230	New Venture Creation

DIGITAL MARKETING CONCENTRATION

Note: Please consult with your advisor.

15 semester hours required

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

Electives

Complete elective courses to reach the required 120 semester hours.

NUPATH REQUIREMENTS SATISFIED

- Analyzing/Using Data (AD)
- Capstone Experience (CE)
- Engaging Difference/Diversity (DD)
- Exploring Creative Expression and Innovation (EI)
- Ethical Reasoning (ER)
- Conducting Formal/Quantitative Reasoning (FQ)
- Society/Institutions (SI)
- Writing-Intensive in the Major (WI)
- Advanced Writing in the Disciplines (WD)

Students are responsible for using the general electives in this program to complete NUpath requirements not satisfied by required courses in this program.

Plan of Study

Term 1	Hours
ENG 1105 and ENG 1106	4
MTH 1100	3
MGT 1100	3
ACC 2100	3
Open elective	3
	16
Term 2	Hours
ENG 1107 and ENG 1108	4
MTH 2300	3
ECN 1100	3
ACC 2200	3
ITC 1000 or 2016	3
	16
Term 3	Hours
FIN 2105	3

4 Management, BS

MGT 2330		3
MGT 2310		3
ECN 1200		3
MGT 2100		3
		15
Term 4	Hours	
PHL 2100		3
MKT 2100		3
MGT 2220		3
Open elective		3
Open elective		3
		15
Term 5	Hours	
ENG 3107 and ENG 3108		4
MGT 2210 or ITC 2430		3
HRM 2320		3
Open elective		3
Open elective		3
		16
Term 6	Hours	
MGT 3220		3
MGT 4210		3
Professional elective		3
Open elective		3
Open elective		3
		15
Term 7	Hours	
MGT 4230		3
MGT 4220		3
Professional elective		3
Open elective		3
Open elective		3
		15
Term 8	Hours	
MGT 4850		4
Professional elective		3
Professional elective		3
Open elective		2
		12
Total Hours: 120		