

Knowledge Domains

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Accountancy

The Accountancy knowledge domain serves the needs of students who want strong financial skills. This concentration will be recorded on the student's transcript and will attest to a concentrated study of the accounting discipline.

Suggested tracks within Accountancy

Financial Statement Analysis

- ACCY 225: Financial Reporting Standards
- ACCY 266: Corporate Reorganization and Affiliation
- ACCY 291: Financial Statement Analysis
- One additional ACCY Class of the student's choice

Public Accounting

- ACCY 225: Financial Reporting Standards
- ACCY 261: Federal Income Taxation
- ACCY 266: Corporate Reorganization and Affiliation
- ACCY 275: Contemporary Auditing Theory

Controllership

- ACCY 221: Cost and Budget Analysis
- ACCY 282: Accounting Information Systems
- ACCY 291: Financial Statement Analysis
- One additional ACCY Class of the student's choice

Taxation

- ACCY 261: Federal Income Taxation
- ACCY 263: Federal Income Taxation of Corporations
- ACCY 211: Business Law: Contracts, Torts, and Property
- ACCY 290: International Gift and Estate Taxation

Some students choose not to follow any of the four tracks indicated above. ANY FOUR classes in ACCY are sufficient for a concentration.

CPA requirements

- Each state has different requirements to become a CPA.
- The CPA exam requires credit hour prerequisites.
- See the Institute of Management Accountants for a summary of each state's requirements.
- Credit hours that can be counted toward the CPA exam (State rules apply)
- 4 credits of Accountancy are taken in the core: MBAD 210 and MBAD 211
- 12 credits are taken as a concentration.
- 3 additional credits can be taken as an elective.
- ACCY 211 and 212 (Business Law) can be taken as electives.
- 25 possible credits during the MBA.

Recommended electives for non-accountancy students

- ACCY 225: Financial Reporting Standards
- ACCY 291: Financial Statement Analysis
- ACCY 211: Business Law, Contracts,
- ACCY 212: Business Law Enterprise Org.
- ACCY 251: International Accounting
- ACCY 261: Federal Income Tax

Career Objectives for MBAs in Accountancy

- Investment analysis demands a comprehensive understanding of financial statements.
- Financial management makes use of principles of management control, product costing and budgeting.
- Banking employs lending officers who make decisions that rely on a thorough understanding of financial business plans based on accounting information.

Faculty Advisors

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- Management information systems specialists focus on financial planning, control and reporting systems, forensic accounting.

Possible Job Titles for MBAs in Accountancy

- Chief Financial Officer
- Controller
- Financial Analyst
- Finance Director
- Business Analyst

A Selection of Companies Hiring MBAs in Accountancy

- Deloitte and Touche
- Ernst and Young
- KPMG
- Fannie Mae
- GAO
- Independent CPA firms and partnerships

Decisions Sciences and Operations Management (DSOM)

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The DSOM knowledge domain is focused on the decision-making processes inherent in managing operations of all types. Since these aspects of operations management generally cross other business functions, the DSOM field emphasizes the application of decision-making models in a wide variety of operational settings.

A student choosing to concentrate in DSOM will be exposed to a wide variety of tools for data analysis, decision-making, and problem-solving. These techniques are not considered in isolation; rather, they are presented within the many different contexts an operations manager faces.

Suggested tracks:

Supply Chain Management (SCM)

This track offers career opportunities in consulting or in corporate positions in specialties such as supply chain management, operations, business processes, materials management and quality assurance.

Managerial Data Analysis (MDA)

This track offers career opportunities in specialties requiring the extensive analysis of data. Students learn how to design and test alternative statistical models; how to search large databases for common (but hidden) patterns; how to build and test time series and forecasting models; how to capture information embedded in data irregularities and aberrations; and how to integrate multivariate data from disparate sources.

Management Decision Technologies (MDT)

The purpose of this track is to give the student a sound theoretical background in data and decision models with hands-on experience on their IT-enabled applications. The track will bring together theory and application. It will keep its relevance and currency by applying the methodologies and technologies to today's enterprise.

Required Coursework

Supply Chain Management (SCM)

- MGT 222: Logistics and Supply Chain Management
- MGT 227: Advanced Logistics
- Choose any two of the remaining DSOM courses listed below)

Managerial Data Analysis (MDA)

- MGT 225: Statistical Modeling and Analysis
- MGT 279: Data Mining
- (Choose any two of the remaining DSOM courses listed below)

Management Decision Technologies (MDT)

- MGT 220: Decision Models and Applications
- MGT 279: Data Mining
- (Choose any two of the remaining DSOM courses listed below)

All DSOM Courses

- MGT 207: Applied Forecasting and Time-Series Analysis
- MGT 220: Decision Model and Applications
- MGT 221: Purchasing and Supply Management
- MGT 222: Logistics and Supply Chain Management
- MGT 223: Operations and Control Systems
- MGT 224: Executive Decision Making
- MGT 225: Statistical Modeling and Analysis
- MGT 226: Computerized Decision Systems
- MGT 227: Advanced Logistics
- MGT 228: Operations Strategy
- MGT 229: Seminar: Management Decision Making
- MGT 234: Procurement and Contracting
- MGT 275: Advanced Statistical Modeling and Analysis

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- . MGT 276: Exploratory and Multivariate Data Analysis
- . MGT 279: Data Mining

Careers Objectives for MBAs in Decision Sciences and Operations Management

- . Consultant
- . Project Manager
- . Data Analyst
- . Program Director

A Selection of Companies hiring MBAs in Decision Sciences and Operations

- . Management
- . AS Institute – Software
- . Bearing Point
- . Goodyear
- . AOL Time Warner
- . Ithink
- . AMS – American Management Systems
- . Accenture
- . IDS-Scheer
- . Expert Choice, Inc.
- . SAP – e-business solutions

Environmental Policy and Management

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The Environmental Policy and Management knowledge domain provides students with multi-disciplinary perspectives, information, and experiences on the variety, complexity, and integration of environmental issues and business, government, and non-profit organizations, including the roles of individual, society, and technology.

Faculty Advisors

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Required Coursework

- SMPP 210: Strategic Environmental Management
- SMPP 207: Environment, Energy, Technology, and Science
- PAD 266: Environmental Policy

Other possible EPM coursework

- ECON 237: Economics of the Environment and Natural Resources
- EMGT 222: Energy Management
- ENRP 240: Environmental Impact Statement Procedures and Environmental Law
- IAFF 220: Science, Technology and Public Policy
- SMPP 290: Sustainable Communities and Organizations (Summer)

(Other courses offered by GW or consortium Universities will be considered on a case-by-case basis)

Student organizations and other initiatives

- [Net Impact](#)
- [GW Green University Environmental Curriculum](#)
- [Environmental and Social Sustainability and Initiative](#)
- Recognized by [World Resources Institute](#)

Possible Job Titles for MBAs in Environmental Policy and Management

- Program analyst/manager
- Environmental analyst/manager
- Environmental compliance consultant
- Water/air quality specialist
- Environmental Researcher/Coordinator
- VP of Sustainability/Environment, Health and Safety

A Selection of Non-Profit Organizations hiring MBAs in EPM

- [Environmental Defense Fund](#)
- [World Resources Institute](#)
- [Sierra Club](#)
- [Environmental Protection Agency](#)
- [Nature Conservancy](#)
- [Conservation International](#)

A Selection of Private Sector Companies hiring MBAs in EPM

- Environment/energy consultancies
- ICF Consulting
- Booz Allen Hamilton
- SAIC
- Energy Services
- PEPCO
- VEPCO
- Washington Gas
- BG&E
- AES Corporation – A Global Power Company

Finance and Investments

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The Department of Finance at the George Washington University is reputed as one of the finest centers for academic research and learning in its field. The department's areas of expertise include Corporate Finance, Financial Markets, Futures, Modeling, Options, Risk Management, Real Finance and Securities Regulation.

Faculty Advisors

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Required Coursework

- FINA 221: Financial Decision Making
- FINA 222: Capital Formation OR FINA 223: Investment Analysis and Portfolio Management
- FINA 224: Financial Management (capstone)
- One other graduate FINA course (other than the 240 series for the REUD concentration)

Recommended tracks

Analytical applications

FINA 222 or FINA 223 as your fourth concentration course

Portfolio management and international financial markets

FINA 236 or FINA 235 as your fourth concentration course

General finance

Any other FINA class as your fourth concentration course

Regional Considerations

New York City

- Investment Banking (Wall Street)
- Corporate Finance

Washington DC

- US Government Agencies
- GAO
- Department of Interior
- Regional Offices of FBR, Riggs, BB&T, etc.
- World Bank Group

Baltimore

- Corporate Finance (Legg Mason, T. Rowe Price)
- Commercial Banking (BB&T, Bank of America)
- Asset Management (Merrill Lynch, Charles Schwab)

Possible Job Titles for MBAs in Finance

- Financial analyst
- Senior Risk analyst
- Financial consultant
- Investment analyst
- Business analyst
- Financial advisor
- Finance Associate
- Budget Analyst

A Selection of Companies Hiring MBAs in Finance

- Friedman, Billings & Ramsey
- World Bank Group
- BB&T
- Capital One
- Time Warner
- Ferris Baker Watts
- Freddie Mac/Fannie Mae

- NASD
- GAO
- Dept of Commerce
- Samsung
- Nextel

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Health Services Administration

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Health Care and the delivery of health services is the largest industry in the United States. It is a rapidly growing component of the economies of developing countries as well. The organizations managed by health services executives include hospitals, nursing facilities, managed care organizations, clinics, physician practices, and home health agencies. Managing organizations such as these is among the most fulfilling and financially rewarding careers once can find.

Faculty Advisors

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Required Coursework - Two Tracks

Long-Term Care

- HSML 202: Introduction to Health and Medical Care (2 credits)
- HSML 235: Delivery of Post-Acute Care Services (2)
- HSML 236: Aging and Disabilities: Needs and Services (3)
- HSML 237: Managing the Skilled Nursing Facility (3)
- HSML 254: Seminar: Ethics in Health Services Administration (2)

Acute and Ambulatory Care

- HSML 202: Introduction to Health and Medical Care (2 credits)
- HSML 211: Health Economics (2)
- HSML 215: Health Law for Managers (2)
- HSML 231: Management of the Acute Care Hospital (2)
- HSML 238: Ambulatory Care Management (2)
- HSML 239: Managed Care (2)

There are many courses in the Department of Health Services Management and Leadership that could be taken as electives by MBA students who want to learn more about the health services field. In addition to the courses shown for the two tracks, courses may be petitioned for substitution, as appropriate.

Career Objectives for MBAs in Health Services Administration

Long-term Care Track

- Managed care administrator
- Director of Managed Care
- Managed care consultant
- Long term care consultant
- Home Health Director
- Program Associate
- Health Care Analyst
- Marketing Director
- Department Head

Acute and Ambulatory Care Track

- Hospital CEO
- Hospital COO
- Hospital VP/Asst. VP
- Clinic Director
- Clinic Manager
- Medical Group Practice Administrator
- Marketing Director
- Department Head
- Medical Administrator
- Service Line Manager
- Consultant

A Selection of Companies Hiring MBAs in Health Services Administration

- Eli Lilly
- Navigant
- BearingPoint

- Leap Frog Group
- Lombardi Cancer Center
- GW – Medical Faculty Associates
- Baxter Health Care Group
- National Committee for Quality Assurance
- Insurance Companies
- Hospitals, Clinics, Nursing Homes, Hospices

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Human Resources Management

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The Human Resources Management knowledge domain at GW is offered at the hub of Human Resource policy. Washington, DC is the headquarters of major human resources organizations such as [Society for Human Resources Management \(SHRM\)](#) and [American Society for Training and Development \(ASTD\)](#).

Required Coursework

Any four courses listed in the MGT 250 series are formally approved as part of the HRM concentration.

- MGT 251: Total Compensation
- MGT 252: Global Human Resource Management
- MGT 253: Leadership and Executive Development
- MGT 254: Labor Management Relations and Negotiations
- MGT 257: Performance Management
- MGT 258: Applied Organization Leadership
- MGT 259: Employment Law and Ethics

Two HRM courses focus on leadership, MGT 253 and MGT 258. Students should select only one of these two courses.

MGT 254 is recommended for students who are interested in dealing with labor unions or labor negotiations.

MGT 252 fulfills the global orientation requirement for electives.

Possible Job Titles for MBAs in Human Resource Management

- Human Resources Manager
- Compensation and Benefits Analyst
- HR Representative/Specialist
- HR Consultant
- EEO/diversity Managers
- Technical Trainer
- Professional Recruiter
- HR Information System Specialist
- Corporate Labor/Industrial Relations Directors
- Organization Development Executive

A Selection of Companies Hiring MBAs in Human Resource Management

- JP Morgan
- Accenture
- MCI
- US Department of Labor
- SHRM
- Pension Guarantee Corporation
- Urban Institute
- KPMG
- AOL Time Warner
- City of Takoma Park
- Ernst and Young
- Population Services International
- Johnson & Johnson
- Citibank
- Hae Management Consultants

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Information Systems Management

MBA WebZone > Knowledge Domains > Information Systems Management

The current focus for students in IT courses is management-oriented on the implementation of information systems in organizations. It does not focus on programming, software engineering or hardware and communications details.

Faculty Advisors

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Required Coursework

- MBAD 221: Information Systems is a prerequisite
- Any four of the following classes can be combined for an ISM concentration:
- MGT 242: Systems Analysis
- MGT 244: Telecommunications
- MGT 245: Database Management
- MGT 240: Case Studies in Information Systems
- MGT 243: Human Factors in Information Systems
- MGT 273: E-Business
- MGT 290: Special Topics related to Information Systems Management

(MBA Students with technical backgrounds may select Information Systems courses from the MSIST Degree Program, with permission from the Program Director)

Possible Job Titles for MBAs Information Systems

- Information Specialist
- Knowledge Manager
- Information Systems Requirements Analyst
- Information Technology Project Manager
- Database Administrator
- IT Consultant
- Systems Analyst
- Network Analyst
- Chief Information Officer
- Chief Technology Officer

A Selection of Companies Hiring MBAs in Information Systems Management

ISM is a part of virtually every organization and resistant to economic downturn, making job prospects better for MBAs with an ISM concentration.

- Clarkson Systems
- American Management Systems
- SRA International
- Accenture
- Booz Allen Hamilton
- Microstrategy
- IBM

International Business

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Corporations, banks, government agencies, and consulting firms need professionals who have a "global" outlook and, thus, can work effectively and efficiently in continually changing international environments. The objective of the International Business Department is to prepare you for these challenges.

Required Coursework

The field of concentration in International Business consists of any four IB courses. MBAD 240 World Economy is a prerequisite for International Business classes. A track is not required, however students have the option to focus in the following three areas:

International Finance

- IBUS 271: International Business Finance
- IBUS 273: Seminar in International Banking
- IBUS 274: Global Investment Banking
- IBUS 275: External Development Financing
- IBUS 276: Seminar: International Financial Markets [Prerequisite: IBUS 271]
- IBUS 277: International Portfolio Management [Prerequisite: MBAD 250 and IBUS 271]

International Marketing

- IBUS 266: International Marketing
- IBUS 267: Regional International Marketing Systems
- IBUS 268: Global Marketing Strategy

International Competition, Management & Strategy

- IBUS 260: The Global Competitive Framework
- IBUS 263: Legal Aspects of International and Multinational Business
- IBUS 264: International Business Strategy
- IBUS 269: Managing in Developing Countries
- IBUS 278: International Business Negotiations

Other Course Work Available

IBUS 290 classes are experimental courses on selected topics, which eventually may become part of the department's curriculum. These courses are announced in advance and may be taken as part of the International Business concentration. Be advised that the scheduling varies based on faculty availability.

Career Paths

International Finance

- International monetary policy
- Corporate finance
- Global financial markets
- Development financing
- International bank management

International Marketing

- Global marketing formulation and implementation
- Export-import
- Licensing
- Foreign direct investment

International Competition and Management

- Strategy formulation and implementation in foreign companies
- Operations management in multinational corporations
- Strategic management for international government agencies

Possible Job Titles for MBAs in International Business

- International trade specialist

Faculty Advisors

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- Consultant
- International sales manager
- International finance manager
- Investment officer
- Global Market Research Manager
- International Marketing Specialist
- Foreign Market Analyst
- Overseas Project Manager

A Selection of Companies Hiring MBAs in International Business

- World Bank Group
- US Department of Commerce
- Johnson & Johnson
- OPIC
- USAID
- US State Department
- IFC
- MBA Enterprise Corps
- Price Waterhouse
- AIG Trading
- Xerox International

Management of Science, Technology and Innovation

MBA WebZone > Knowledge Domains > Management of Science, Technology and Innovation

The MSTI field is designed for current or future managers in firms active in domestic and international technology markets, including electronic commerce, and technical or scientific organizations. The MSTI degree has the dual objectives of:

- Increasing the non-technical manager's understanding of the role of technology and science in achieving competitive advantage and corporate renewal
- Promoting more effective management by information specialists, engineers and scientists in profit-making and non-profit organizations.

Required Coursework

- MGT 230: Management of Technology Innovation *
- MGT 231: Project Management
- MGT 232: International Science and Technology
- MGT 233: Emerging Technologies
- MGT 235: Technological Entrepreneurship and Innovation
- MGT 239: Seminar - Competitiveness and Technology *
- MGT 290: The New Management
- MGT 298: Used as a placeholder for MGT 239
- * Required for MSTI Field

Possible Job Titles for MBAs in Management of Science, Technology and Innovation

- Project Leader
- Product Line Manager
- Manager of Marketing
- Program Manager
- New Business Development Manager
- Manager of Engineering
- Director of Corporate Engineering
- R&D Director/Manager
- Director of Strategy
- Program Executive Officer
- Business Unit General Manager
- Chief Knowledge Officer
- Chief Learning Officer
- Chief Information Officer
- Venture Capital Partner

A Selection of Companies hiring MBAs in Management of Science, Technology and Innovation

- Mattel
- Black and Decker
- AOL Time Warner
- Disney
- Any company with dependence on technology, such as automotive, consumer goods, media, food & beverage, household and personal products, health care, computer software and hardware, telecommunications

Faculty Advisors

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Marketing

MBA WebZone > Knowledge Domains > Marketing

The Department of Marketing offers five areas with the Marketing field of concentration:

- Business to Business Marketing
- Distribution
- Marketing of Services
- Marketing Research and Marketing Information Systems
- Promotion

Business to Business

Focuses on marketing products/services to organizations, other business institutions and governmental organizations. Examples of product categories are computers, telecommunication equipment, office systems, and factory equipment. Prominent companies in this sector include: IBM, Xerox, AT&T, Boeing, Alcoa, Bechtel, and 3M Company.

Required Coursework

- MKTG 242: Buyer Behavior
- MKTG 250: Selling and Sales (focal course)
- MKTG 253: Marketing Channels
- MKTG 259: Marketing Strategy

Recommended electives (choose one)

- MKTG 246: Marketing of Services
- MKTG 248: Advertising and Sales
- MKTG 252: Electronic Marketing
-

Distribution

Focuses on institutional aspects, channel selection, and the logistics and physical distribution associated with moving the product from producer to final customer, including wholesaling and retailing.

Required Coursework

- MKTG 242: Buyer Behavior
- MKTG 250: Selling and Sales
- MKTG 253: Marketing Channels (focal course)
- MKTG 259: Marketing Strategy

Recommended Electives (choose one)

- MKTG 243: Marketing Research
- MKTG 248: Advertising and Sales
- MKTG 252: Electronic Marketing

Marketing of Services

Directed to both consumers and organizations. Industries providing such services include banking, broker-age, legal, tax, health, hotel, insurance, and associations. Prominent companies/organizations include Prudential, Hyatt Legal Services, H & R Block, Merrill Lynch, Marriott, Blue Shield - Blue Cross, Mayo Clinic, Grocery Manufacturers Association, and the American Marketing Association.

Required Coursework

- MKTG 242: Buyer Behavior
- MKTG 246: Marketing of Services (focal course)
- MKTG 248: Advertising and Sales
- MKTG 259: Marketing Strategy

Recommended Electives (choose one)

- MKTG 243: Marketing Research
- MKTG 250: Selling and Sales

Faculty Advisors

Business to Business

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Marketing Research and

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- MKTG 252: Electronic Marketing
- MKTG 253: Marketing Channels

Marketing Research and Marketing Information Systems

Focuses on consumer marketing research, sampling, study design, and data analysis. While marketing research is performed within many large companies, some prominent market research firms include Burke, Market Facts, Opinion Research, and National Analysts.

Required Coursework

- MKTG 242: Buyer Behavior
- MKTG 243: Marketing Research (focal course)
- MKTG 248: Advertising and Sales
- MKTG 259: Marketing Strategy

Recommended Electives (choose one)

- MKTG 246: Marketing of Services
- MKTG 250: Selling and Sales
- MKTG 251: Product Management
- MKTG 252: Electronic Marketing
- MKTG 253: Marketing Channels

Promotion

Focuses on marketing products to consumers, such as clothing, automobiles, and groceries. Prominent consumer product companies are Proctor and Gamble, General Foods, The Upjohn Company, Johnson and Johnson, General Motors, Levi Strauss, Gucci, and Estee Lauder.

Required Coursework

- MKTG 242: Buyer Behavior
- MKTG 243: Marketing Research
- MKTG 248: Advertising and Sales (focal course)
- MKTG 259: Marketing Strategy

Recommended Electives (choose one)

- MKTG 246: Marketing of Services
- MKTG 250: Selling and Sales
- MKTG 252: Electronic Marketing

Possible Job Titles for MBAs in Marketing

- Product Manager
- Marketing Services Manager
- Account Manager
- Global Marketing Manager
- Marketing Consultant
- Marketing Analyst
- Associate Director of Marketing
- Director of Marketing

A Selection of Companies Hiring MBAs in Marketing

- Johnson & Johnson
- Eli Lilly
- Proctor & Gamble
- M&M Mars
- Sun Star
- Blue Cross/Blue Shield
- Washington Redskins
- Bank One
- CB Richard Ellis

Organization Behavior and Development

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The Organization Behavior and Development field of concentration builds upon interest in business, psychology, education and other social science disciplines. It is suitable for candidates interested in careers in academia or in organizational consulting, and in developing competencies in:

- Personal Dynamics
- Individual Differences
- Group & Teams
- Leadership & Management
- Planned Change
- Cross-Cultural Dynamics
- Conflict Resolution
- Decision Making
- Motivational Processes

Required Coursework

- MGT 210: Individual and Group Dynamics *
- MGT 211: Current Issues in Organizational Behavior
- MGT 212: Behavioral Factors in the Process of Change *
- MGT 213: Organizational Development: The Process of Organizational Change
- MGT 214: Behavioral Factors in Management Consulting
- MGT 215: Conflict Management
- MGT 216: Cross-Cultural Management
- MGT 291: Entrepreneurship
- * Suggested for OB&D majors

MGT 210 and 211 should be taken first as they provide an overview for the other coursework

Possible Job Titles for MBAs in Organizational Behavior and Development

- Management Consultant
- Change Managers
- Internal Organizational Strategist
- Human Resource Manager
- Organizational Development Manager

A Selection of Companies Hiring MBAs in Organizational Behavior and Development

- Academic institutions
- Large industrial organizations
- Consulting organizations
- Small specialty consulting firms

Faculty Advisors

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Real Estate and Urban Development

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The Real Estate and Urban Development field of concentration is designed to produce individuals with the analytical tools and applied problem solving skills they need to become effective real estate professionals. The creative problem solving approach taught in the program provides an acute awareness of the economic, political, and social concerns of the developer, the municipality, and the community. An MBA with a field of concentration in Real Estate and Urban Development provides a context for students to make complex decisions based on in-depth research, competitive market analysis, environmental sensitivity, and financial feasibility.

Faculty Advisors

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Required Coursework

- FINA 240: Real Estate Development
- FINA 241: Financing Real Estate Development
- FINA 242: Problems in Real Estate Valuation

And choose One of the Following:

- FINA 221: Financial Decision Making
- FINA 245: Land Development Law
- FINA 247: Urban Development Economics
- FINA 248: Real Estate Development Cases

Suggested Electives

- REUD majors may take electives in the Finance department.
- EMGT 242: Construction Project Management
- FINA 223: Investment Analysis
- MGT 231: Project Management
- ACCY 223: Cost & Budget Analysis
- MKTG 243: Marketing Research
- MGT 291: Entrepreneurship
- MGT 293: New Venture Initiation
- ACCY 291: Financial Statement Analysis
- PAD 248: Financing State and Local Government

Possible Job Titles for MBAs in Real Estate and Urban Development

- Real Estate Development Analyst
- Leasing Broker
- Director
- Senior Project Manager
- Financial Analyst
- Commercial Investment Analyst
- Loan Manager

A Selection of Companies Hiring MBAs in Real Estate and Urban Development

- TIAA-CREF
- Carr America
- Northwest Mutual
- National Association of Home Builders
- National Capitol Planning Commission
- National Association of Realtors
- Federal Reserve Board
- Mortgage Banking Association
- Ernst & Young
- Accenture
- United Dominion Realty Trust
- Bank of America
- FannieMae
- FreddieMac
- Columbia Corporation

Small Business and Entrepreneurship

MBA WebZone > Knowledge Domains > Small Business and Entrepreneurship

The Small Business and Entrepreneurship knowledge domain is designed to prepare students for careers in small and medium sized businesses and entrepreneurial ventures. It emphasize practical experience and has the option to customize program towards technology or start-ups. Courses cover a variety of subjects such as:

- Small Business Management
- Technological Entrepreneurship and Innovation
- Consultative Processes in Organizations
- Emerging Technologies
- Entrepreneurship
- New Venture Initiation
- Entrepreneurial Leadership
- New Product Development

Required Coursework

- MGT 291: Entrepreneurship
- MGT 292: Small Business Management
- MGT 293: New Venture Initiation

And choose One of the Following:

- MGT 214: Behavioral Factors in Management Consulting
- MGT 235: Technology, Entrepreneurship & Innovation
- MGT 294: Strategic Entrepreneurship
- MGT 295: Family Business Strategy
- MGT 296: New Venture Financing
- MGT 298 :Directed Readings and Research
- MKTG 250: Selling/Sales Management

Related Organizations

Center for Entrepreneurial Excellence (CFEE)

[Go to CFEE website »](#)

The Center for Entrepreneurial Excellence (CFEE) provide opportunities for The George Washington University faculty and students to engage in research and other scholarly activities that make significant contributions to the fields of Entrepreneurship, Small and Medium Enterprise Development, Technology Innovation, Entrepreneurship Education, and Global Knowledge Exchange.

The Center combines the existing successful initiatives of GWSB's Councils for Family and Entrepreneurial Enterprise (CFEE) and Advancement of Small Business (CASB) with the school's nationally recognized achievements in the field of entrepreneurship education and global knowledge exchange.

Primary subject areas of research include: entrepreneurship education, life-cycle needs of small businesses, venture and equity capital issues affecting business viability, knowledge management for entrepreneurial firms, and interdisciplinary entrepreneurship education for women. The Center for Entrepreneurial Excellence will continue the commitment of the School of Business to develop mutually beneficial programs that integrate academic objectives with the real needs of GWU's external business community.

A Selection of Companies Hiring MBAs in Small Business and Entrepreneurship

- USAID
- IBM
- JB Associates, Inc.
- TSE Sports Entertainment
- Commerce One
- Catocin Consulting
- MBC Consulting
- BB&T Bank

New MBAs are typically employed as consultants in established companies or as part of the management team in start-ups. They also

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start their own businesses.

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Strategic Management and Public Policy

MBA WebZone > Knowledge Domains > Strategic Management and Public Policy

Strategic Management and Public Policy knowledge domain:

Directed toward understanding and analyzing the principal forces shaping the global business environment: governmental policies and programs: social and cultural change; and the structure, evolution, and fluctuations of the economy.

Students in this field take courses that survey the political, economic, social, legal, environmental, and ethical environments of business and the micro- and macroeconomic foundations of government policies.

Special attention is given to business response to these policies.

Required Coursework

- SMPP 202: Business Government Relations

And choose 3 of the Following:

- SMPP 205: Business Representation & Lobbying
- SMPP 206: Applied Microeconomics
- SMPP 207: Environmental, Energy, Technology & Society
- SMPP 208: Macroeconomic Policy & Business
- SMPP 209: Seminar Business Econ & Public Policy
- SMPP 210: Strategic Environmental Management
- SMPP 213: Management of Strategic Issues
- SMPP 290: Sustainable Communities and Organizations (summer)
- SMPP 290: Consulting Process (summer)
- SMPP 291: Ethics & Business
- SMPP 293: American Business History

Possible Job Titles for MBAs in Strategic Management and Public Policy

- Consultant
- Senior Consultant
- Policy Analyst
- Senior Policy Analyst

A Selection of Companies Hiring MBAs in Strategic Management and Public Policy

- Bearing Point
- Accenture
- PWC Consulting
- Cassidy Consulting
- Booz Allen Hamilton
- SAIC
- United Technology Associates
- Federal Government Agencies

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Tourism, Hospitality, Event and Sport Management

MBA WebZone > Knowledge Domains > Tourism, Hospitality, Event and Sport Management

Directed toward understanding and analyzing forces shaping the tourism hospitality, sport, and event industries worldwide. The program of study is designed to prepare students for management roles in entrepreneurial ventures or commercial enterprises providing:

- » visitor services at local, state/provincial, regional, national and international destination levels;
- » marketing for tourism destinations, sport events, athletes and products; or
- » corporate sponsorship and operation of events

Required Coursework

- Any four TSTD classes qualify as a concentration.
- TSTD 220 – International Hotel Management
- TSTD 221 – Hotel/Resort Market Analysis
- TSTD 230 – Organization and Management of Airlines
- TSTD 249 – Economic, Cultural and Environmental Aspects of Tourism
- TSTD 250 – Administration of Tourism & Hospitality
- TSTD 251 – Statistical Applications in Tourism/Hospitality Mgmt
- TSTD 260 – Tourism Development
- TSTD 261 – Tourism Planning
- TSTD 262 – Tourism Policy Analysis
- TSTD 263 – Tourism Marketing
- TSTD 264 – Sports Marketing
- TSTD 265 – Sports Law: Contracts & Negotiations
- TSTD 266 – Sport and Event Facility Management
- TSTD 267 – Sport Media & Communications
- TSTD 270 – Tourism Research
- TSTD 277 – Event Management
- TSTD 278 – Conference & Exposition Management
- TSTD 279 – Event Entertainment Management
- TSTD 280 – Advanced Workshop
- TSTD 282 – International Experience
- TSTD 283 – Practicum
- TSTD 290 – Hotel/Resort Market Analysis
- TSTD 290 – Special Topics
- TSTD 296 – Travel Information Management Systems
- TSTD 298 – Directed Readings & Research

Possible Job Titles for MBAs in Tourism and Hospitality Management

- Meeting Manager
- Event Manager
- Catering Manager
- Sales Manager
- Marketing Coordinator
- Account Representative
- Director of Sponsorship Services
- Public Relations Coordinator/Director
- Community Relations Coordinator/Director
- Director of Game Operations

A Selection of Organizations Hiring MBAs in Tourism and Hospitality Management

- SFX Sports/Clear Channel Communications
- IMG – Sports Marketing & Management
- Octagon – Sports Marketing
- Major Sports Franchises
- Sports Leagues – NBA, NCAA, NFL, etc.
- Sports Media – ESPN, Comcast, AOL/Time Warner
- Hotels – Marriott, Ritz - Carlton

Faculty Advisors

Sports Tourism

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Hotel Management

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- Convention Centers
- Event and Meeting Management Departments
- Government Agencies – Department of Transportation

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