

BBA: INDIVIDUALIZED FIELD OF STUDY

Overview

The career objectives of most BBA students can be easily met by one of the nine standard BBA concentrations, in which case pursuing an Individualized Field of study is not recommended. The purpose of the Individualized Field of concentration is to assist students who have a clear career objective that falls outside of the six standard BBA concentrations.

Past GWSB students have pursued Individualized Fields in the following areas: Small Business Management, Human Resource Management, Performing Arts Management, Real Estate Development, Strategic Management, and Supply Chain Management.

Application Criteria

- GWSB students must have a 3.2 or higher cumulative GPA in order to submit an Individualized Field proposal.
- Proposals must be submitted *before* the start of a student's Senior year.
- Students must find a full-time GWSB faculty member who is willing to serve as a faculty advisor for their Individualized Field; the faculty member must have sufficient expertise in the area that will be studied in the Individualized Field. You may have more than one faculty advisor if you are considering an interdisciplinary field.
- An Individualized Field proposal will not be approved if it includes three or more courses found in one of the existing BBA concentrations.
- All aspects of the Individualized Field application must be completed prior to submission; incomplete applications will not be sent to the Faculty Review Committee.

Individualized Field Components

As part of the application process, students must develop a proposal for their individualized field that includes the following:

<i>Students admitted to GWSB prior to Fall 2014:</i>	<i>Students admitted to GWSB Fall 2014 or after:</i>
<ul style="list-style-type: none">• 1 Analytical Tools Course	<ul style="list-style-type: none">• 5 Field Courses
<ul style="list-style-type: none">• 5 Field Courses	<ul style="list-style-type: none">• 1 International Field Course*
<ul style="list-style-type: none">• 1 Field-Related Elective*	

* If pursuing a dual concentration, this requirement can apply to both concentrations, if aligned and approved by both departments.

Suggested Minors

Suggested minors will vary, according to individualized concentration.

Application Process

Step 1: Students should first explore all nine standard BBA concentrations to be certain that their career objectives cannot be achieved through one of those options.

Step 2: If the student believes the Individualized Field option is a route they want to pursue, they should set up an appointment with [a GWSB advisor](#) in order to be sure they understand the application criteria and process.

Step 3: Students should research the Individualized Field that they intend to propose. This should include interviewing a professional in that field, obtaining curricular program information from other universities that offer a similar program, and speaking with GWSB faculty members about potential opportunities in that field. As students are conducting their research, they will need to find a GWSB faculty sponsor. Students will then need to meet with their faculty sponsor(s) to discuss their research and outline their potential proposal.

Step 4: After the initial meeting with their faculty sponsor(s), students must write their Individualized Field proposal using the application. Upon completion, their faculty sponsor(s) must review and sign the proposal in order for it to be submitted.

Step 5: The student submits their completed application and supporting documentation to a GWSB advisor. The advisor will review the application in order to ensure that it is complete.

Step 6: Completed applications will then be sent to the Individualized Field Faculty Review Committee; the faculty committee will use the student's specific career goals and proposed coursework to determine the appropriateness of an Individualized Field in the chosen area. The committee may request additional information and/or may suggest changes to the proposal.

Step 7: A GWSB advisor will communicate the decision of the faculty committee to the student. The review process typically takes 3-4 weeks, but can sometimes take longer (particularly during the summer months).

Please Note:

- Proposals must be submitted *before* the start of a student's Senior year. The Individualized Field application process typically takes 10-12 weeks from initial research to receiving the committee's decision; therefore, it is recommended that students begin the process no later than spring semester of their junior year.
- Not all Individualized Field Proposals are approved. Therefore, if a student chooses to take courses in the proposed field before receiving approval, the student runs the risk of taking a course that will not fulfill a degree requirement.
- When considering courses for the proposal, students should refer to the Schedule of Classes and the University Bulletin; students should only propose courses that will be offered in relevant semesters and for which they will have completed necessary pre-requisites.
- If the proposal is approved:
 - students must successfully complete all courses in the proposal in order to fulfill their degree requirements.
 - students may change up to 2 courses in the individualized field with the approval of their faculty advisor and the GWSB Advising Center. If students wish to change more than 2 courses, they must submit a new proposal for review to the committee.

Questions?

Students who have questions about the Individualized Field option should call the GWSB Advising Center to schedule an appointment with the advisor who oversees Individualized Fields: 202.994.7027.

BBA Individualized Field Application

Student Name _____ GWID G
Last Name First Name

GW Email: _____ @gmail.gwu.edu Phone: (____) _____

Cumulative GPA: _____ Level: FR SO JR SR

Other BBA Concentration (if applicable): _____ Minor (if applicable): _____

Students applying for an Individualized Field must submit the following in order for their applications to be considered:

1. **Completed Application page** (including signatures from the student and faculty advisor)
2. **A Proposal document that includes all of the following components:**
 - a. A statement outlining your reason for wanting to pursue the field.
 - b. Background research of the field, including similar programs at other universities.
 - c. Specific plans for how this field will be applied to your plans after graduation.
 - d. A list of proposed courses (include course numbers, titles, and the course description).
 - e. Rationale for why you are including each course in your proposal.
 - f. Explanation of how each course specifically connects to your career objectives.
3. **Your resume**

Proposed Individualized Field: _____

Proposed courses: *(include course number and title – ie: IBUS 3001 – Introduction to International Business)*

- **Analytical Tools Elective** (only applicable to students admitted to GWSB prior to Fall 2014):
 1. _____
- **Five Field Courses:**
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
- **Field-related Elective** (BBA – prior to Fall 2014) OR **International Field Course** (BBA – Fall 2014 and after):
 1. _____

Faculty Sponsor Name: _____

Faculty Signature: _____ Date: _____ Approve Deny

Student Signature: _____ Date: _____