

STRATEGY CONCENTRATION GUIDE

The Strategy concentration builds the skills needed to formulate and implement an organization's key strategies.

The concentration can help prepare students in a variety of careers such as: strategy consulting, management consulting, business-development jobs, leadership or rotational program positions, or business-analyst roles. This concentration is also well suited for students seeking general management roles or work at small, family owned or entrepreneurial firms, as well as careers in technology consulting. The Strategy concentration teaches students to apply tools and concepts to analyze and solve real business problems and formulate practical recommendations.

A concentration in Strategy can prepare you for a variety of career paths. Some students will choose to have a dual concentration or minor in another area. Some of the more popular choices include Finance, Marketing, Information Systems, Management & Organizations, and Entrepreneurship & Innovation. Additionally, many students also seek minors outside of Questrom and interest can range based on the area most interested in. For all available minors, please visit the Boston University programs website found [here](#).

For more information about required courses and to contact the Concentration Faculty Advisor, please visit [here](#).

STRATEGY CONSULTING

Strategy consultants offer clients expert advice on complex, long-range business challenges. With substantial industry knowledge, experience, and insight, strategy consultants explore problems holistically and objectively to provide recommendations for resolution, improvement, or strategic direction. Business challenges that strategy consultants typically tackle are related to mission, vision and values, strategic goals, market position, and target audience, among others.

Careers Include: Strategy Consulting Analyst, Management Consulting Analyst, Business Development Analyst, Corporate Strategic Planning Analyst, Private Equity Analyst, Internal Business Analyst, Internal Consulting Analyst, Product Manager

TECHNOLOGY CONSULTING

Technology plays a critical role in business effectiveness, and technology consultants advise clients on leveraging it to increase productivity and profitability. Technology Consultants offer expert advice on the selection and integration of appropriate technological tools to accelerate growth, improve processes, support business functions, reduce company costs, and manage risk. To do this, they often conducting employee training on new technologies, provide enhanced reporting, resolve client issues, test software, troubleshoot issues, or develop new and innovative solutions for clients.

Careers Include: Technology Consulting Analyst, Business Development Analyst, Technology Strategic Planning Analyst, Product Manager, Venture Capital Analyst, Internal Business Analyst, Internal Consulting Analyst, Corporate Innovation

CORPORATE INNOVATION

Corporate Innovation refers to the time, talent, and resources organizations dedicate to the exploration of new products, partnerships, services, and other business opportunities. Corporate innovation strategies may include venture capital arms that invest in complementary startups, internal innovation labs to ideate and develop new products and services, or sponsorship of hackathons and pitch competitions to find collaborators and partners. Professionals in Corporate Innovation seek to disrupt outdated business models to accelerate growth and maintain a competitive edge.

Careers Include: Business Development Analyst, Product Manager, Product Development Analyst, Internal Business Analyst, Internal Consulting Analyst

GLOBAL STRATEGY

Businesses often choose to expand internationally to maximize profitability, secure resources, increase efficiency, or enhance market position. Moving beyond the home market calls for culturally competent professionals with expert business knowledge and acumen to penetrate new markets, establish a global presence, and gain a competitive advantage. Whereas international strategy seeks to tailor products and services to local markets, global strategy aims to provide established products and services to a worldwide market.

Careers Include: Business Development Analyst, Corporate Strategic Planning Analyst, Global Marketing Analyst, Internal Business Analyst, Internal Consulting Analyst

MERGERS & ACQUISITIONS/ PARTNERSHIPS

Mergers and Acquisitions are the processes of consolidating companies and assets. Mergers are generally two companies that combine to create a new entity whereas acquisitions occur when one company buys another. There are many different structures for mergers and acquisitions, but professionals in this area often have a strong command of finance and strategy with substantial experience with financial modeling, valuation, and client-facing interactions. Mergers and Acquisitions consultants must also have the expertise to anticipate challenges throughout the process and address impacts on both companies.

Careers Include: Corporate Strategic Planning Analyst, Global Marketing Analyst, Internal Business Analyst, Internal Consulting Analyst

CLASSES TO CAREER GRID

Interested in seeing how different career paths connect back to the classes you take? Take a look at the grid below to help you strategize which classes will help you build the skills and knowledge you need to meet your career goals.

CLASS	CONSULTING: STRATEGY	CONSULTING: TECHNOLOGY	CORPORATE INNOVATION	GLOBAL STRATEGY	M&A/ PARTNERSHIPS
SI 432 Corporate Strategy	×	×	×	×	×
SI 352 Innovation & Dynamics of Enterprise in America		×	×		×
SI 448 Dilemmas in Scaling New Ventures		×			×
SI 451 Organizing for Design and Innovation	×	×	×		
SI 453 Strategies for Environmental Sustainability	×		×		
SI 456 Social Entrepreneurship and Sustainable Impact	×		×		
SI 464 Intellectual Property Strategies		×	×		×
SI 475 Global Management Experience	×			×	
SI 482 Strategy for Technology-Based-Firms		×	×		×
FE 460 Equity Analysis for Strategic Decisions	×				×
IM 345 Global Business Environment	×			×	
IS 474 Platform Strategy		×	×		×
MK 447 Marketing Research	×			×	×

INTERNSHIP AND JOB SEARCH RESOURCES

- [Vault](#)
- [Pardee Library](#)
- [Indeed](#)
- [Simply Hired](#)
- [Internships](#)
- [Glassdoor](#)

POPULAR EMPLOYERS

Cognizant

Deloitte

Epsilon

PwC

EY

FactSet

John Hancock

NEXT STEPS

QUESTROM/BU CLUBS

Questrom/BU Clubs: Joining clubs is a great way to gain experience and build your professional network.

Below are specific clubs within Questrom for those interested in Strategy. For a complete list of business specific Questrom Clubs, please visit [here](#) and for a list of BU wide clubs that offer organizations across larger interest areas ranging from health to nonprofits, please visit [here](#).

- [180 Consulting](#)
- [BU Consulting Group](#)
- [Phi Chi Theta](#)
Co-ed business and technology fraternity
- [AK Psi](#)
- [Delta Sigma Pi](#)

LINKEDIN GROUPS

LinkedIn is a crucial part of anyone's job search and networking strategy. Using LinkedIn groups, you can develop more targeted networks for various criteria including location, industry, function and more!

Below is a list of sample LinkedIn groups Strategy concentrators may want to consider. For more assistance on using this feature please make an appointment with a UDC Career Advisor at bu.joinhandshake.com:

- Innovation Enterprise:
Big Data|Analytics|Strategy|Finance|Innovation
- Strategy Innovation and Marketing Forum