



GEORGETOWN UNIVERSITY - MBA CAREER MANAGEMENT

2009 Career Tracks

CONSULTING

Georgetown means business, on a global scale.

Consistently ranked among the nation's most competitive general management programs, the Georgetown MBA is distinguished by our University's tradition of preeminence in international affairs. Our programs prepare students for leadership roles in an increasingly-complex global economy.

Drawing upon the expertise of Georgetown MBA faculty, the McDonough School's **Career Tracks** model provides a guideline for students when choosing a concentrated course of study from among the many elective offerings. Students can use the model to begin developing a career vision as well as an effective strategy for identifying the professional skills and extracurricular activities necessary to prepare for a successful post-MBA career.

This **Career Track** is one of four categories that also include management, finance and marketing as well as career paths and sub-specializations as outlined below. The examples of the many career options for MBA students in this category are meant to be a useful guide and should not be viewed as a comprehensive list of career choices. We suggest that students seek the advice and support of faculty, staff, student advisors, recruiters, alumni and the office of Career Management for assistance with choosing a track that reflects their unique goals and interests.

As students direct their attentions to defining a career vision, **Career Tracks** can help to establish a foundation of excellent training and preparation—a distinctive feature of a Georgetown MBA education in a supportive and enriching Career Management environment.

CONSULTING

The **Consulting Track** may appeal to students considering a career in which they provide expert guidance to an individual or organization. Consultants advise clients on a variety of complex facets of business management and operations strategy.

The advisory role of a consultant focuses on a range of services including guiding an organization to identify and implement best business practices, manage customer relations, or effectively navigate the business demand of foreign markets.

Career Paths in the Consulting Track include, but are not limited to:

- **Management Consulting** focuses on the practice of assisting organizations with improving their performance through the analysis of business problems and the design of measures for fostering improvement. Organizations seeking to gain objective advice and recommendations, access to the consultants' specialized expertise, or temporary help for which permanent hires are not required. Consultancies provide assistance with organizational change management, development of coaching skills or technology implementation.
- **Strategy Consulting** focuses on guiding *senior management* of client organizations with expertise to support long-range planning and development of effective strategic management solutions. Strategy consulting focuses on advising companies in the areas of business management strategy as well as operational techniques to identify and implement best business practices.
 - **Financial Consulting** is a specialized area that provides budgeting services, analyses of expenses, controlling and business planning, and investment planning.
 - **Marketing Consulting** involves the development and implementation of strategic plans and programs designed to provide an organization with a competitive edge in the marketplace.
 - **Human Resources Consulting** involves development of strategies and/or the implementation of human resources technologies that facilitate human capital management.
 - **Technology Consulting** assists organizations with making optimal use of information management systems. Technology consultants help design software and network solutions, test for system and program compatibility, and manage new system implementation.
 - **Internal Consulting** utilizes knowledge and expertise within an organization to provide advisory or business solutions. Internal consultants evaluate projects within the context of the corporation's strategic and tactical objectives. Their work often focuses on several practice areas within an organization including organizational development, process management, information technology, design services, training, and development.

Georgetown MBA Career Tracks - Consulting

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CONSULTING CAREER PATHS	REQUIRED SKILLS	COURSES OF STUDY	ADDITIONAL ACTIVITIES
<p>MANAGEMENT CONSULTING</p> <p>&</p> <p>STRATEGY CONSULTING</p> <p>ADDITIONAL CONSULTING SPECIALIZATIONS:</p> <p>Financial Consulting</p> <p>Marketing Consulting</p> <p>Human Resources Consulting</p> <p>Technology Consulting</p> <p>Internal Consulting</p>	<ul style="list-style-type: none"> • Leadership • Ability to apply strategic thinking to workplace concepts and solutions • Analytical thinking and meticulous attention to detail • Data analysis, general accounting and financial management knowledge • Well-rounded team-based management experience • Strong interpersonal communication and public speaking • Proficiency with spreadsheet and presentation software packages 	<p>STRATEGY</p> <p>STRT 542 Technology Strategy</p> <p>STRT 572 Mergers and Acquisitions</p> <p>STRT 573 Corporate Mergers and Takeovers</p> <p>STRT 588 Corporate Strategy</p> <p>STRT 591 Economics of Strategic Behavior</p> <p>STRT 609 Advanced Competitive Strategy</p> <p>STRT 625 Corporate Governance</p> <p>STRT 704 E-Commerce Strategy and Policy</p> <p>STRT 789 Global Strategy</p> <p>MARKETING</p> <p>MARK 551 Marketing Research Strategy</p> <p>MARK 553 Advanced Marketing Strategy</p> <p>MARK 555 Applied Marketing Management</p> <p>MARK 557 Price, Value, and Profitability</p> <p>MARK 570 Consumer Behavior</p> <p>MARK 574 Marketing of Consumer Products and Services</p> <p>MARK 578 Market Segmentation</p> <p>MANAGEMENT</p> <p>MGMT 561 Managing Organizational Change</p> <p>MGMT 577 Defending the Bottom Line: Managing in a Crisis</p> <p>MGMT 589 Advanced Oral Presentations</p> <p>MGMT 640 Leadership</p> <p>MGMT 670 Negotiations</p> <p>MGMT 689 Writing Winning Proposals</p> <p>FINANCE</p> <p>FINC 555 Advanced Corporate Finance I</p> <p>FINC 601 Corporate Restructuring</p> <p>ACCOUNTING</p> <p>ACCT 552 Financial Statement Analysis I</p> <p>OPERATIONS AND INFORMATION MANAGEMENT</p> <p>OPIM 557 Computer-Based Decision Support Systems</p> <p>OPIM 563 Applied Decision Theory</p> <p>OPIM 573 Advanced Regression Analysis</p> <p>OPIM 574 Business Forecasting</p> <p>OPIM 667 Operations Strategy</p>	<p>CLUBS</p> <ul style="list-style-type: none"> • Graduate Student Consulting Group <p>ACTIVITIES</p> <ul style="list-style-type: none"> • Consulting Day • Consulting Trek • Case Interviewing Workshop • Industry 101 • National Hispanic MBA Association Conference • National Black MBA Association Conference • Reaching Out Conference • National Association of Women MBAs Conference • MBA Career Quest Career Fair • Net Impact Conference <p>BOOKS/PUBLICATIONS</p> <ul style="list-style-type: none"> • <i>Strategy and Business</i> by Booz, Allen Hamilton • <i>Getting Started in Consulting, 2nd Edition</i>, by Alan Weiss • <i>Harvard Business Review</i> <p>WEBSITES</p> <ul style="list-style-type: none"> • Graduate Student Consulting Group: www.georgetowngscg.com • Institute of Management Consultants USA: www.imcusa.org • Management Consulting News: www.managementconsultingnews.com

SOURCES

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Definitions provided in this document are a compilation of information from the Vault Career Guides, WetFeet, Barron's Financial Guides and the following web resources:

<http://www.businessdictionary.com/definition/marketing.html>
<http://www.tribuneindia.com/2005/20050323/jobs/main4.htm>
<http://marketingmorsels.com/>
<http://www.businessdictionary.com/definition/consumer-buying-behavior.html>
<http://www.businessdictionary.com/definition/social-marketing.html>
http://encarta.msn.com/encyclopedia_761564279_2/Advertising.html
<http://www.businessdictionary.com/definition/public-relations.html>
http://www.1000ventures.com/business_guide/biz_international.html
<http://www.businessdictionary.com/definition/entrepreneurship.html>
<http://www.businessdictionary.com/definition/consulting.html>
<http://www.businessdictionary.com/definition/management-consulting.html>
<http://www.kellogg.northwestern.edu/student/club/consulting/students/>
<http://genesisconsult.us/content/financial.php>
http://www.peakgroup.net/Services/Marketing_Consulting/marketing_consulting.html
<http://dictionary.bnet.com/definition/internal+consultant.html>
http://en.wikipedia.org/wiki/Human_resource_consulting