



GEORGETOWN UNIVERSITY - MBA CAREER MANAGEMENT

## 2008 Career Tracks

### MANAGEMENT

*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 and execute a successful post-MBA career.

This **Career Track** is one of four categories that also includes consulting, 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.

## MANAGEMENT

Management entails the leadership of business affairs within an organization. Managers are responsible for meeting short- and long-range strategic objectives, and sustaining the enterprise as a solvent, profit-making entity.

Recent MBA candidates and graduates have sought employment in such areas as general management, international business, and entrepreneurship.

### **Career Paths in the Management Track include, but are not limited to:**

- **General Management**, a career path focused on the leadership of organizational operations. General managers, who can be found in a variety of industries, develop corporate structures, policies and alliances with suitable partners; they direct and coordinate employee activities, and raise capital to promote the growth of their organizations.  
Additional areas of specialization within General Management include:
  - **Health Care Management** may appeal to students interested in the pharmaceuticals industry, health services, government agencies, insurance organizations, health maintenance organizations and the biotech area.
  - **Environmental and Risk Management** may appeal to those with an interest in environmental management, international environmental issues, and their impact on trade and emerging economies.
  - **Human Resources and Organizational Management** prepares students for managing change within organizations and for key roles as leaders, consultants or strategists in the development, management or engagement of human capital.
  - **Net Impact** is broadly defined by an interest in using business practices to improve a wide range of social issues in the private and public sectors.
- **International Business**, which focuses on commerce that crosses national borders in pursuit of the strategic objectives of individuals and organizations. Georgetown University's strong ties to the global business community have created the foundation for a solid general management curriculum with the resources to prepare students for successful careers in the global marketplace.
- **Entrepreneurship**, the professional activities undertaken by persons who organize, manage, and assume the risks of an enterprise. Entrepreneurial ventures often entail bringing an innovative approach to the creation of new products, identification of new markets, production methods or forms of organization.

Georgetown MBA Career Tracks - Management



MANAGEMENT CAREER PATHS	REQUIRED SKILLS	COURSES OF STUDY	ADDITIONAL ACTIVITIES
<p><b>GENERAL MANAGEMENT</b></p>	<ul style="list-style-type: none"> <li>• Leadership and effective team management</li> <li>• Analytical and strategic thinking ability to envision the “big picture” or macro business context</li> <li>• Problem-solving with the ability to structure an action plan to allocate resources to resolve the problem</li> <li>• Ability to clearly define, articulate and communicate ideas, recommendations and strategies</li> </ul>	<p><b>MANAGEMENT</b></p> <p>MGMT 561 Managing Organizational Change                      MGMT 577 Defending the Bottom Line: Managing in a Crisis                      MGMT 589 Advanced Oral Presentations                      MGMT 590 Human Resources Management                      MGMT 640 Leadership                      MGMT 670 Negotiations</p>	<p><b>CLUBS</b></p> <ul style="list-style-type: none"> <li>• Graduate Student Consulting Group</li> <li>• Leadership positions in clubs</li> <li>• Net Impact</li> </ul>
<p><b>ADDITIONAL GENERAL MANAGEMENT SPECIALIZATIONS:</b></p>	<ul style="list-style-type: none"> <li>• Effective negotiating</li> <li>• Strong interpersonal communication</li> <li>• Cross-cultural understanding and experience with diverse populations</li> <li>• Knowledge of or experience with operations processes</li> <li>• Operations management experience</li> </ul>	<p><b>STRATEGY</b></p> <p>STRT 542 Technology Strategy                      STRT 572 Mergers and Acquisitions                      STRT 588 Corporate Strategy                      STRT 596 Entrepreneurship                      STRT 618 Law for Managers                      STRT 620 Current Issues in Social Responsibility of Business                      STRT 625 Corporate Governance                      STRT 789 Global Strategy</p>	<p><b>ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>• MSB Distinguished Leaders Series</li> <li>• MSB Leaders Breakfast Series</li> <li>• Ethics for Breakfast Series</li> <li>• Functional Days</li> <li>• Industry 101</li> <li>• MBA case competitions</li> <li>• National Hispanic MBA Association Conference</li> <li>• National Black MBA Association Conference</li> <li>• Reaching Out Conference</li> <li>• National Association of Women MBAs Conference</li> <li>• MBA Career Quest Career Fair</li> <li>• Net Impact Conference</li> <li>• Board Fellows Program</li> <li>• Service Corps</li> </ul>
<p>Health Care Management</p>		<p><b>OPERATIONS AND INFORMATION MANAGEMENT</b></p> <p>OPIM 646 Project Management                      OPIM 662 Global Logistics                      OPIM 665 International Operations                      OPIM 667 Operations Strategy</p>	<p><b>BOOKS/PUBLICATIONS</b></p> <ul style="list-style-type: none"> <li>• <i>BusinessWeek</i></li> <li>• <i>Fast Company</i></li> <li>• <i>Financial Times</i></li> <li>• <i>Harvard Business Review</i></li> <li>• <i>USA Today</i></li> <li>• <i>Wall Street Journal</i></li> </ul>
<p>Environmental and Risk Management</p>		<p><b>FINANCE</b></p> <p>FINC 555 Advanced Corporate Finance I                      FINC 601 Corporate Restructuring</p>	<p><b>WEBSITES</b></p> <ul style="list-style-type: none"> <li>• American Management Association: <a href="http://www.amanet.org">www.amanet.org</a></li> </ul>
<p>Human Resources and Organizational Management</p>		<p><b>ACCOUNTING</b></p> <p>ACCT 552 Financial Statement Analysis I                      ACCT 556 Financial Statement Analysis II</p>	<ul style="list-style-type: none"> <li>• Society for Human Resource Management: <a href="http://www.shrm.org">www.shrm.org</a></li> <li>• Net Impact: <a href="http://www.netimpact.org">www.netimpact.org</a></li> </ul>
<p>Net Impact</p>		<p><b>MARKETING</b></p> <p>MARK 551 Marketing Research                      MARK 553 Advanced Marketing Strategy</p>	

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<p><b>INTERNATIONAL BUSINESS</b></p> <ul style="list-style-type: none"> <li>• Leadership and effective team management</li> <li>• Proficiency in one or more foreign languages</li> <li>• Knowledge of and interest in economics and strategy</li> <li>• Operations, negotiations and project management experience</li> <li>• A sense of adventure, curiosity, and openness to new ideas and cultural experiences</li> </ul>		<p><b>OPERATIONS AND INFORMATION MANAGEMENT</b></p> <p>OPIM 662 Global Logistics</p> <p>OPIM 665 International Operations</p> <p>OPIM 667 Operations Strategy</p> <p><b>FINANCE</b></p> <p>FINC 510 International Finance</p> <p>FINC 555 Advanced Corporate Finance I</p> <p>FINC 572 International Financial Markets</p> <p><b>MANAGEMENT</b></p> <p>MGMT 640 Leadership</p> <p>MGMT 670 Negotiations</p> <p>MGMT 682 Investing in Africa</p> <p><b>MARKETING</b></p> <p>MARK 593 Foreign Market Development</p> <p>MARK 608 Business in the European Union</p> <p><b>STRATEGY</b></p> <p>STRT 572 Mergers and Acquisitions</p> <p>STRT 789 Global Strategy</p> <p><b>ACCOUNTING</b></p> <p>ACCT 552 Financial Statement Analysis I</p> <p>ACCT 556 Financial Statement Analysis II</p>	<p><b>CLUBS</b></p> <ul style="list-style-type: none"> <li>• Various cultural student organizations related to the geographic area of interest (ex: Japan, Korea, Europe)</li> <li>• Summer abroad at Oxford University (if not seeking full-time employment post MBA or if a Career Enhancer)</li> </ul> <p><b>ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>• National Hispanic MBA Association Conference</li> <li>• National Black MBA Association Conference</li> <li>• Reaching Out Conference</li> <li>• National Association of Women MBAs Conference</li> <li>• MBA Career Quest Career Fair</li> <li>• Net Impact Conference</li> <li>• International consulting projects with organizations, e.g., The OTF Group</li> </ul> <p><b>BOOKS/PUBLICATIONS</b></p> <ul style="list-style-type: none"> <li>• <i>Wall Street Journal</i></li> <li>• <i>Financial Times</i></li> </ul> <p><b>WEBSITES</b></p> <ul style="list-style-type: none"> <li>• International Business Center: <a href="http://www.international-business-center.com/">www.international-business-center.com/</a></li> </ul>

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<b>ENTREPRENEURSHIP</b>	<ul style="list-style-type: none"> <li>• Leadership</li> <li>• Aptitude for utilizing innovative ideas and creative solutions in a business environment</li> <li>• Strong interpersonal communication</li> <li>• Ability to conceptualize, develop and write a business plan</li> <li>• Well-developed networking and negotiating skills</li> </ul>	<p><b>STRATEGY</b></p> <p>STRT 542 Technology Strategy</p> <p>STRT 575 Small Business Clinic</p> <p>STRT 588 Corporate Strategy</p> <p>STRT 591 Economics of Strategic Behavior</p> <p>STRT 596 Entrepreneurship</p> <p>STRT 617 Strategic Management of Intellectual Property</p> <p>STRT 625 Corporate Governance</p> <p>STRT 677 Entrepreneurship: Implementing the Plan</p> <p>STRT 678 Entrepreneurship Growth Strategies</p> <p>STRT 704 E-Commerce Strategy and Policy</p> <p><b>MARKETING</b></p> <p>MARK 551 Marketing Research</p> <p>MARK 553 Advanced Marketing Strategy</p> <p>MARK 570 Consumer Behavior</p> <p>MARK 574 Marketing of Consumer Products and Services</p> <p>MARK 578 Market Segmentation</p> <p>MARK 582 New Product Development</p> <p><b>MANAGEMENT</b></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><b>OPERATIONS AND INFORMATION MANAGEMENT</b></p> <p>OPIM 513 Service Operations</p> <p>OPIM 557 Computer-Based Decision Support Systems</p> <p>OPIM 574 Business Forecasting</p> <p><b>FINANCE</b></p> <p>FINC 576 Venture Capital</p>	<p><b>CLUBS</b></p> <ul style="list-style-type: none"> <li>• Georgetown Entrepreneurship Network</li> <li>• Georgetown Entrepreneurs &amp; Technology Association</li> </ul> <p><b>ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>• Business Plan Competition (e.g., MIT – Enterprise Forum)</li> </ul> <p><b>BOOKS/PUBLICATIONS</b></p> <ul style="list-style-type: none"> <li>• <i>Wall Street Journal</i></li> <li>• <i>Financial Times</i></li> <li>• <i>Fast Company</i></li> </ul> <p><b>WEBSITES</b></p> <ul style="list-style-type: none"> <li>• Entrepreneur.com: <a href="http://www.entrepreneur.com">www.entrepreneur.com</a></li> <li>• Center for Business Planning: <a href="http://www.businessplans.org/">www.businessplans.org/</a></li> <li>• Georgetown Entrepreneurship &amp; Technology Association: <a href="http://www.georgetowngeta.com">www.georgetowngeta.com</a></li> <li>• U.S. Small Business Administration: <a href="http://www.sba.gov">www.sba.gov</a></li> </ul>



## 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://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.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://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](http://en.wikipedia.org/wiki/Human_resource_consulting)