



**BENTLEY**  
UNIVERSITY

# **2019-2020 Major Selection Guide**

## **Undergraduate Programs**

**Undergraduate Academic Services  
Jennison Hall 336: 781.891.2803  
[academic\\_services@bentley.edu](mailto:academic_services@bentley.edu)**

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# An Introduction to this Guide

As you navigate your academic experience at Bentley, selecting a major may be one of the most important and impactful choices you need to make. Therefore, it is imperative that you devote sufficient time and effort to making this decision, utilizing the many Bentley resources that are available to assist you. This book is intended to serve as a helpful reference in that process, providing key information and tools to aid you in assessing which major may align well with your interests, skill sets, and goals. As you peruse these pages, we invite you to make them your own. Highlight the sections that pique your curiosity, cross out those details that you immediately dismiss, and explore further from there. **Please note: the Major Selection Guide is designed to provide general information on the different majors offered at Bentley. For in-depth exploration of each major, please seek the counsel of the academic department, Undergraduate Academic Services, and Undergraduate Career Services. For the most current program requirements, consult the Undergraduate Academic Services' website, online Undergraduate Catalogue, or your Degree Works audit.**

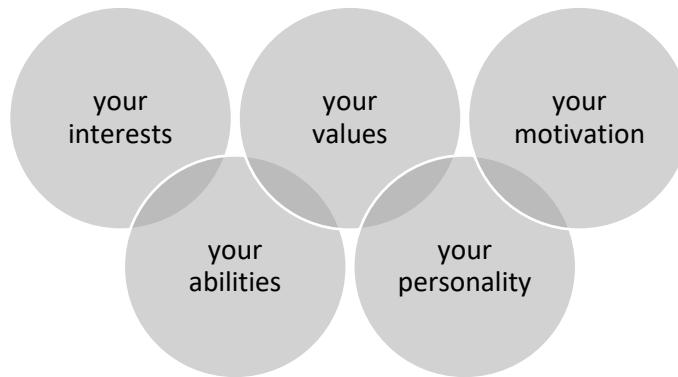
## Choosing a Major

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It is never too early to start thinking about your major, looking into programs of interest, and discussing your options with your Academic Advisor. This process is comprised of three primary steps:

### Step #1: Self-Assessment

Before you begin digging into information about the majors themselves, take some time to reflect on who you are as an individual. Consider the following:



It may also be beneficial to revisit your StrengthsFinder results to help inform this self-assessment process. A reminder that Undergraduate Academic Services and Undergraduate Career Services are here to assist you with this step as well.

### Step #2: Research

You can often begin to learn a lot about a major and its curriculum requirements by reviewing:

- majors/minors information [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/)
- academic department webpages, including course descriptions [bentley.edu/academics/departments](http://bentley.edu/academics/departments)

Look for our Major Misperceptions series throughout this guide to learn more about common misconceptions about how to select a major.

*Adapted from Penn State's "Major Decision" online guide.*

Then it's time to take advantage of the many resources that are available to you as a Bentley student:

#### reflect on prior Bentley coursework

- Bentley's comprehensive curriculum enables you to build the critical thinking, communication, and analytical skills that employers seek in business professionals, while also exposing you to a variety of disciplines that may interest you for a potential major (or minor). Consider which General Education and General Business courses you enjoyed and why, and use those insights to help inform your selection of a major.

#### consult with faculty mentors for the major

- Bentley faculty have robust experience in academia and the business world, and therefore are an invaluable resource as you look to learn more about particular majors and their required courses to determine if they may be a good fit for you. Our **online advising directory** [bentley.edu/offices/academic-services/advising-directory](http://bentley.edu/offices/academic-services/advising-directory) provides contact information for each discipline, and we invite you to connect with these faculty members to learn more about the programs offered by their department and perhaps to request permission to sit in on a class in the major.

#### meet with an academic advisor

- The advising team is here to assist you throughout the process of exploring and declaring your major. From self-assessments to understanding curriculum requirements to determining a long-range plan of study, we can help. You can schedule an appointment with a professional advisor via the **Academic Advising link in Workday**, or stop by during drop-in hours (Monday-Friday, 11am-3pm) to meet with a peer advisor. Academic Services is located in **Jennison Hall, Room 336**. We can also be reached at [Academic\\_Services@bentley.edu](mailto:Academic_Services@bentley.edu) or **781.891.2803**. And be sure to attend our Undergraduate Academic Programs Fair in October!

#### talk with current students in the major

- These students have been through the major selection process, and can offer insight as to why they chose this major and what the classes are like. As you encounter fellow students in the major(s) in which you are interested, strike up a conversation with them to learn from their experiences. Then filter that information through your self-assessment from step #1 to retain those ideas that ring true for you.

#### connect with Career Services

- As you seek to learn more about potential internships and initial job opportunities for a given major, Undergraduate Career Services should be your next stop. This top-notch team can give you a sense of recent recruitment events and placement information, as well as help you determine if you can envision yourself in a given field. Their assistance can be instrumental when you are looking to determine how a given major may translate into the professional world. You can schedule an appointment with Undergraduate Career Services in **BentleyLink**, stop by **LaCava 225**, or contact them at **781.891.2165** or [GA\\_UCS@bentley.edu](mailto:GA_UCS@bentley.edu).

As you determine which majors are of interest to you, use the table below to assess each major on the following criteria:

	Major _____	Major _____	Major _____
<b>What do you see as the positives about this major?</b>			
<b>What are the negatives you find in this major?</b>			
<b>What are the skills you will acquire?</b>			
<b>What career/graduate school opportunities are available?</b>			
<b>What concerns do you have about this major?</b>			
<b>What interests you most about this major?</b>			

As much as you can, try to focus on how each major aligns with your goals for yourself when answering the questions above, rather than being overly influenced by others' goals/expectations for you.

### **Step #3: Declaration (Adding a Program of Study)**

You may initiate the process through Workday. From the Workday homepage:

- Click on the Cloud icon (or profile picture if you've uploaded one) and select View Profile. Student workers should choose their student profiles.
- Choose the Academics link in the left column.
- If you are Undecided Business or have already declared a major, click the Request button. To add a minor, Liberal Studies Major, or Business Studies Major, click Add Program of Study.
- On the Change My Program of Study screen, choose your desired Program of Study from the drop-down menu.
- Fill in the Expected Completion Date and click Submit.

A more detailed job aid can be found in [bentley.edu/offices/workday-student/students](http://bentley.edu/offices/workday-student/students).

Once you select your intended major, the Registrar's office will approve or deny your request. While your request is being reviewed, the Status column will show In Progress. You may not make any additional changes to your Program of Study until your pending request is approved or denied. The corresponding update and course requirements will be added to your Degree Works audit to help you track your progress in the major.

# Majors at Bentley

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## Bachelor of Science Majors

Accountancy  
Actuarial Science\*  
Computer Information Systems  
Corporate Finance and Accounting  
Creative Industries  
Data Analytics\*  
Economics-Finance  
Finance  
Information Design and Corporate Communication  
Information Systems Audit and Control  
Management  
Managerial Economics  
Marketing  
Mathematical Sciences\*  
Professional Sales

## Bachelor of Arts Majors

English\*  
Health Studies\*  
Hispanic Studies\*  
History \*  
International Affairs\*  
Liberal Arts  
Media and Culture\*  
Philosophy\*  
Public Policy\*  
Sustainability Science\*

## Optional Liberal Studies Second Major (see pg. 55)

American Studies  
Diversity and Society  
Earth, Environment, and Global Sustainability  
Ethics and Social Responsibility  
Global Perspectives  
Health and Industry  
Media Arts and Society  
Quantitative Perspectives

## Optional Business Studies Second Major (see pg. 55)

\*requires the Business Studies minor, or Business Studies Major

**Major Misperception #1: *The best way to select a major is to take courses in it.***

Taking classes in each program can be a time-consuming and inefficient approach to choosing a major. Some introductory courses may not be a good indicator for what the upper-level courses in the major demand and you may not be able to take some major courses until you have taken prerequisites/reached junior class standing.

# Accountancy

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Founded in 1917 as the Bentley School of Accounting and Finance, Bentley has a respected tradition of preparing students for accounting careers in the public and private sectors. State-of-the-art facilities and an innovative curriculum challenge students to learn how to integrate technology into current and developing accounting practices and apply it to management situations. The major in Accountancy prepares students for diverse careers in public accounting firms, corporations, small businesses, nonprofit organizations, and government. Graduates pursue careers as internal and external auditors, financial managers, tax experts, consultants in CPA or consulting firms, forensic accountants in federal criminal investigative agencies, and more.

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The Accountancy major provides students with an understanding of the underlying principles of accounting and how they are applied in management situations. All accountancy majors acquire a core of technical knowledge, including required courses in financial reporting, accounting information systems, and cost management. During their senior year, students can select courses that will provide more depth in a particular area of interest, such as cost management, financial reporting, taxation, internal auditing, or information technology auditing.

In the Falcon Fast Track program, students can earn a bachelor's degree and, depending on waivers, complete a master's degree in accounting with one additional year of study. Program coursework can also be used to fulfill the 150-hour requirement for CPA licensing in Massachusetts and many other states. Visit the National Association of State Boards of Accountancy website for specific requirements in every state in the United States.

## MAJOR REQUIREMENTS

AC 310	Cost Management
AC 311	Financial Accounting and Reporting I
AC 312	Financial Accounting and Reporting II
AC 340	Accounting Information Systems
AC 350	Federal Taxation
AC 412	Advanced Accounting
AC 470 or 472	Financial Statement Auditing or Internal Auditing
AC _____	AC elective <sup>1</sup>

<sup>1</sup>Any 3-credit AC course not otherwise required.

## TO LEARN MORE ABOUT:

### Major/Minor:

Doris Kelly: MOR 229, x2412

### Internships:

Karen Osterheld: AAC 282, x2724

## RELATED MINOR: Accountancy

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

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## FEATURED POSITIONS ACCEPTED BY BENTLEY STUDENTS IN 2018

FULL-TIME EMPLOYER	FULL-TIME POSITION	INTERN EMPLOYER	INTERN POSITION
Andersen Tax	Tax Associate	BNY Mellon	Internal Audit Summer Analyst
BDO USA LLP	Assurance Associate	Charles River Laboratories	Internal Audit Intern
Deloitte	Audit Associate	Fidelity Investments	Corporate Accounting Intern
EY	Commercial Assurance Audit Staff	Grant Thornton	Audit Intern
KPMG	Deal Advisory Associate	John Hancock	Portfolio and Cash Services Analyst
State Street	Functional Specialist II	Reliable Tax Service	Accounting Intern
Wolf & Company	Staff Auditor	XL Catlin	Internal Audit Intern

### **What are common career options industry-wide?**

**Public Accountants:** Public accountants perform a broad range of accounting, auditing, tax, and consulting activities for their clients, who may be corporations, governments, nonprofit organizations, or individuals.

**Consultants:** Consultants offer advice in areas such as compensation or employee health care benefits; the design of accounting and data processing systems; and the selection of controls to safeguard assets.

**Forensic Accountants:** Forensic accountants investigate and interpret bankruptcies and other complex financial transactions.

**Management Accountants:** Management accountants record and analyze a corporation's financial information in addition to budgeting, performance evaluation, cost management, and asset management.

**Public Sector Accountants:** Government accountants and auditors maintain and examine the records of government agencies and audit private businesses and individuals whose activities are subject to government regulations or taxation.

### **What's the overall career outlook for Accountancy majors?**

- According to the U.S. Bureau of Labor Statistics, employment of **accountants and auditors** is projected to grow 6 percent from 2018 to 2028, about as fast as the average for all occupations. Globalization, a growing economy, and a complex tax and regulatory environment are expected to continue to lead to strong demand for accountants and auditors.
- In general, employment growth of accountants and auditors is expected to be closely tied to the health of the overall economy. As the economy grows, these workers will continue to be needed to prepare and examine financial records. In addition, as more companies go public, there will be greater need for public accountants to handle the legally required financial documentation.
- The continued globalization of business may lead to increased demand for accounting expertise and services related to international trade and international mergers and acquisitions.
- Technological change is expected to affect the role of accountants over the next 10 years. As platforms such as cloud computing become more widespread, some routine accounting tasks may become automated. Although this will allow accountants to become more efficient, this change is not expected to reduce the overall demand for accountants. Instead, with the automation of routine tasks, such as data entry, the advisory and analytical duties of accountants will become more prominent.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/business-and-financial/accountants-and-auditors.htm>.

# Actuarial Science

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A major in Actuarial Science prepares students for a career in the actuarial field. Actuaries are in great demand by the insurance, financial services and consulting industries; our graduates are often recruited for leadership development opportunities in these industries. An Actuarial Science major provides extensive preparation for up to four actuarial exams (Exams P/1, FM/2, MLC and MFE/3F) and all of the necessary VEE (Validation by Educational Experience) credits. In addition, qualified students will have the opportunity to pursue one or more actuarial internships.

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## MAJOR REQUIREMENTS

MA 233	Calculus III
MA 239	Linear Algebra
MA 252	Math Statistics
MA 263	Continuous Probability for Risk Management
MA ____	MA 310 or MA 357
MA ____	Focus course <sup>1</sup>
MA ____	Focus course <sup>1</sup>
MA ____	MA elective <sup>2</sup>

<sup>1</sup>Select focus courses from the following: MA 310 or MA 357 (if not used to fulfill major requirement), MA 243, MA 335, MA 343, MA 352, MA 370, MA 375, or MA 376.

<sup>2</sup>Any MA course 200 or higher not otherwise required for major.

## TO LEARN MORE ABOUT:

**Major/Minor/Internships:**  
Emmy Roth: MOR 388, x2990

## OTHER MAJOR REQUIREMENTS

- **Actuarial Science majors must also complete the Business Studies minor or the Business Studies Major.** Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.
- **This major has specific General Education requirements or electives;** please refer to the undergraduate catalogue [catalog.bentley.edu/undergraduate/degree-requirements/](http://catalog.bentley.edu/undergraduate/degree-requirements/) for details.

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## RELATED MINOR: Actuarial Science

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

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## FEATURED POSITIONS ACCEPTED BY BENTLEY STUDENTS IN 2018

FULL-TIME EMPLOYER	FULL-TIME POSITION	INTERN EMPLOYER	INTERN POSITION
Cigna	Actuarial Analyst	Aon	Actuarial Intern
Homesite Insurance	Actuarial Analyst	Dana-Farber Cancer Institute	Grant Management Intern
John Hancock	Actuarial Assistant	MetLife	Actuarial Intern
Liberty Mutual	Actuarial Assistant	Onysus	Data Analytics Intern
Travelers	Pricing Analyst	Unum	Actuarial Intern
Unum	Retirement Actuarial Analyst	Willis Towers Watson	Retirement Actuarial Intern

### **What are common career options industry-wide?**

Actuaries analyze the financial costs of risk and uncertainty. They use mathematics, statistics, and financial theory to assess the risk that an event will occur and to help businesses and clients develop policies that minimize the cost of that risk. Most actuaries work full time in an office setting. Actuaries who work as consultants often work longer hours and frequently travel to meet with clients. Actuaries need a bachelor's degree and must pass a series of exams to become certified professionals. They must have a strong background in mathematics, statistics, and business.

**Actuary:** Through their knowledge of statistics, finance, and business, actuaries assess the risk of events occurring and help create policies that minimize risk and its financial impact on companies and clients. One of the main functions of actuaries is to help businesses assess the risk of certain events occurring and formulate policies that minimize the cost of that risk. For this reason, actuaries are essential to the insurance industry.

**Statistician:** Statisticians apply their mathematical and statistical knowledge to the design of surveys and experiments; the collection, processing, and analysis of data; and the interpretation of the experiment and survey results. Statisticians may apply their knowledge of statistical methods to a variety of subject areas, such as biology, economics, engineering, medicine, public health, psychology, marketing, education, and sports.

**Mathematician:** Mathematicians use mathematical theory, computational techniques, algorithms, and the latest computer technology to solve economic, scientific, engineering, and business problems. The work of mathematicians falls into two broad classes: theoretical (pure) mathematics and applied mathematics. These classes, however, are not sharply defined and often overlap.

**Theoretical Mathematician:** Theoretical mathematicians advance mathematical knowledge by developing new principles and recognizing previously unknown relationships between existing principles of mathematics. Although these workers seek to increase basic knowledge without necessarily considering its practical use, such pure and abstract knowledge has been instrumental in producing or furthering many scientific and engineering achievements.

**Applied Mathematicians:** Applied mathematicians use theories and techniques, such as mathematical modeling and computational methods, to formulate and solve practical problems in business, government, engineering, and the physical, life, and social sciences.

### **What's the overall career outlook for Actuarial Science majors?**

- Employment of **actuaries** is projected to grow 20 percent from 2018 to 2028, much faster than the average for all occupations. However, because it is a small occupation, the fast growth will result in only about 5,000 new jobs over the 10-year period. Actuaries will be needed to develop, price, and evaluate a variety of insurance products and calculate the costs of new risks.
- More actuaries will also be needed to help companies manage their own risk, a practice known as enterprise risk management. Actuaries will help companies avoid, manage, and respond to any potential financial risks across all areas of their business operations. This analysis helps companies adjust their business or investment strategies to achieve economic returns and respond to new financial regulations and requirements.
- Insurance companies will need actuaries to analyze the large amount of information, such as medical or property data, collected from consumers. The increase in available data will allow insurance companies to better develop new products, set competitive prices, predict consumer behavior, and make more accurate projections of future risks and costs. In addition, health insurance companies will require more actuaries to help evaluate the effects of changing healthcare regulations and guidelines, expand into new insurance markets, and offer products to new customers.
- Employment of **statisticians** is projected to grow 31 percent from 2018 to 2028, much faster than the average for all occupations. Growth is expected to result from more widespread use of statistical analysis to make informed business, healthcare, and policy decisions. In addition, the large increase in available data from the Internet will open up new areas for analysis.
- Statisticians will be needed in the scientific research and development services and pharmaceutical and medicine manufacturing industries. The aging of the U.S. population is expected to prompt pharmaceutical companies to develop new treatments and medical technologies. Biostatisticians will be needed to conduct the research and clinical trials necessary for companies to obtain approval for their products from the Food and Drug Administration.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/math/actuaries.htm> and <https://www.bls.gov/ooh/math/mathematicians-and-statisticians.htm>.

# Computer Information Systems

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Effective use of information technology is the mark of a successful enterprise in the 21<sup>st</sup> century. Virtually every business-policy decision is intertwined with the application of information technology to plan, produce, market, manage, and service business functions. The Computer Information Systems (CIS) program will equip you to understand the capabilities and implications of information technology. The bachelor's degree in CIS will prepare you for careers in the design, implementation, and management of business information systems. Our graduates are prepared to excel in any of the emerging and varied roles of the IT professional: business or systems analyst, application developer, systems integrator, IT liaison, end-user support, network manager, vendor representative, or technical support specialist.

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## MAJOR REQUIREMENTS

CS 150	Introduction to Data and Information Management
CS 180	Programming Fundamentals
CS 240	Business Processing and Communications Infrastructure
CS 350	Database Management Systems
CS 360	Business System Analysis & Modeling
CS _____	CS elective <sup>1</sup>
CS _____	CS elective <sup>1</sup>
CS _____	CS elective <sup>1</sup>

<sup>1</sup>Any 3 credit CS course not otherwise required can fulfill the CS elective requirement, except CS 213.

## TO LEARN MORE ABOUT:

### Major:

James Pepe: SMI 406, x2736  
Elizabeth McCarron: SMI 421, x2481

### Minor:

Akram Ahmed: SMI 405, x2713  
Elizabeth McCarron: SMI 421, x2481

### Internships:

Dennis Anderson: SMI 400, x2238

This major has specific General Education requirements or electives; please refer to the undergraduate catalogue [catalog.bentley.edu/undergraduate/degree-requirements/](http://catalog.bentley.edu/undergraduate/degree-requirements/) for details.

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## RELATED MINOR: Computer Information Systems

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

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## FEATURED POSITIONS ACCEPTED BY BENTLEY STUDENTS IN 2018

FULL-TIME EMPLOYER	FULL-TIME POSITION	INTERNSHIP EMPLOYER	INTERNSHIP POSITION
Deloitte Consulting	Business Technology Analyst	Audacity Group	IT Operations Intern
EY	Risk Advisory Staff Consultant	Cigna	Java Back End Developer
Ingenico Mobile Solutions	IOS Developer	Fidelity Investments	IT Audit Analyst
Microsoft Corporation	Program Manager	National Grid	Project Management Intern
Peloton Group	Analyst	Rue La La	Technology Intern
TJX Companies, Inc.	Solution Developer	TripAdvisor	Content Intern

## **What are common career options industry-wide?**

The bachelor's degree in CIS will prepare you for careers in the design, implementation, and management of business information systems.

**Systems Analyst:** Systems Analysts are skilled at recognizing opportunities where IT can make organizational activities more effective, efficient, and reliable working as a critical member of business planning and management teams. Their skills apply to any business challenge, but may be specialized to focus on business applications, database, and/or networks. Systems analysis skills are value-added in any business graduate. Many systems analysts are also skilled in systems development and quality assurance.

**Systems Developer:** Systems developers design and build information systems and components combining computer hardware and software either through programming or systems configuration. They are continuously exploring new and innovative technologies, often combining their problem solving and creative skills with those of systems analysis. They are key players creating information systems that reach out to interact with customers and partners across the country and around the world on the Web.

**Systems Administrator:** These professionals coordinate and manage IT personnel and resources to maintain effective and efficient systems operations. Using a broad knowledge of IT and a clear understanding of organizational goals and objectives, the systems administrator often specializes to manage projects, computer systems, databases, networks and Internet servers, user and technical support functions, and/or vendor relationships while monitoring systems performance and resolving problems using business management skills.

**Web Designer:** Web Designers work with design teams, marketing, and developers to create a consistent and compelling visual style for a company's website; design and format web pages; test and trouble shoot web page features; creates artwork to appear on web pages.

## **What's the overall career outlook for Computer Information Systems majors?**

- Employment of **computer and information systems managers** is projected to grow 11 percent from 2018 to 2028, much faster than the average for all occupations. Demand for computer and information systems managers will grow as firms increasingly expand their operations to digital platforms. Computer and information systems managers will be responsible for implementing these goals. Employment growth will result from the need to bolster cybersecurity in computer and information systems used by businesses. Industries such as retail trade will need to implement more robust security policies as cyber threats increase.
- Employment of **computer systems analysts** is projected to grow 9 percent from 2018 to 2028, faster than the average for all occupations. As organizations across the economy increase their reliance on information technology (IT), analysts will be hired to design and install new computer systems. Smaller firms with minimal IT requirements will find it more cost effective to contract with cloud service providers, or to industries that employ expert IT service providers, for these workers. This contracting should lead to job growth in both the data processing, hosting, and related services industry and the computer systems design and related services industry. Additional job growth is expected in healthcare fields. Computer systems analysts will be needed to accommodate the anticipated increase in the use and implementation of electronic health records, e-prescribing, and other forms of healthcare IT.
- Employment of **web developers** is projected to grow 13 percent from 2018 to 2028, much faster than the average for all occupations. Employment of web developers is projected to grow as ecommerce continues to expand. Online purchasing is expected to grow faster than the overall retail industry. As retail firms expand their online offerings, demand for web developers will grow. In addition, an increase in the use of mobile devices to search the web will lead to increased demand for web developers. Instead of designing a website for a desktop computer, developers will have to create sites that work on mobile devices with many different screen sizes, leading to more work.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/management/computer-and-information-systems-managers.htm>, <https://www.bls.gov/ooh/computer-and-information-technology/computer-systems-analysts.htm>, and <https://www.bls.gov/ooh/computer-and-information-technology/web-developers.htm>.

# Corporate Finance and Accounting

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Leveraging long-respected traditions in accounting and finance, the Corporate Finance and Accounting program at Bentley offers students the opportunity to learn how to integrate technology into corporate finance and accounting practices. The major in Corporate Finance and Accounting is a ten-course major, jointly offered and jointly delivered by the Departments of Accountancy and Finance. It aims to help students develop the key skills required of finance professionals, namely: accounting skills, finance skills, business analysis skills, communication skills, team skills, and business process skills. The combination of courses in accountancy and finance offers students a unique academic background with which to enter the business world. In conjunction with an appropriate master's degree, this major can prepare the student for the CPA exam as well.

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## MAJOR REQUIREMENTS

AC 310	Cost Management
AC 311	Financial Accounting and Reporting I
AC 312	Financial Accounting and Reporting II
FI 305	Principles of Accounting and Finance
FI 307	Advanced Managerial Finance
FI 351	International Finance
AC or FI _____	AC or FI elective <sup>1</sup>
AC or FI _____	AC or FI elective <sup>1</sup>
AF 450	Performance Management and Evaluation <sup>2</sup>
IDCC 320	Managerial Communication <sup>2</sup>

## TO LEARN MORE ABOUT:

### Major:

Steven Wasserman: MOR 182, x2734

### Internships:

Karen Osterheld (AC): AAC 282, x2724

Claude Cicchetti (FI): MOR 121, x2511

<sup>1</sup>Any AC or FI courses, not otherwise required, can fulfill the elective requirements.

<sup>2</sup>AF 450 & IDCC 320 should be taken concurrently.

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## RELATED MINORS: Accountancy, Finance

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

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## FEATURED POSITIONS ACCEPTED BY BENTLEY STUDENTS IN 2018

FULL-TIME EMPLOYER	FULL-TIME POSITION	INTERN EMPLOYER	INTERN POSITION
Acadian Asset Management	Analyst	Abbott Pratt & Associates	Advisor
Capital One	Credit Analyst	BlackRock	Intern
Deloitte Consulting	Business Technology Analyst	Datawatch	Sales Operations Intern
Grant Thornton	Corporate Finance Associate	Hologic, Inc.	Cost Accounting Intern
TIAX LLC	Accounting Specialist	National Grid	Corporate Audit Intern
Withum	Staff Level 1 Accountant	Waters Corporation	Internal Audit Intern

### **What are common career options industry-wide?**

Corporate finance specialists are frequently needed to work with professionals from other departments in order to enhance and improve their firm's business activities. This means that the finance professional must have not only a solid background in accounting and finance, but also the ability to communicate this understanding to colleagues and external parties such as investors.

One early career option for this sort of professional is business analyst. Other appropriate positions are in accounts payable and credit departments, case management, and corporate treasury.

**Business Analyst:** An analyst looks at business problems from a finance perspective with concern for costs, profitability and value-creating activities. They are responsible for analyzing the business needs of clients to help identify business problems and propose solutions. Within the systems development life cycle domain, the business analyst typically performs a liaison function between the business side of an enterprise and the providers of services to the enterprise.

**Investment Management:** Investment management involves a client who gives money to an asset manager, who then invests it to meet the client's financial objectives.

**Commercial Credit Analyst:** These individuals, like a loan officer, review credit data to evaluate commercial loan requests in order to approve or deny applications. They analyze sources of financial information, such as reporting services, credit bureaus, other companies, main office files, and branches to determine profitability of loan.

**Financial Representative/Planner/Advisor:** Financial Planners and Advisors strive to meet their client's financial planning needs. Financial planners market their business and build a client base. They identify and set financial goals, develop plans of investment, and assess a client's net worth.

**Investment Analyst:** This position will involve analysis of investment activities. There will also be evaluation of short-term debt securities, investment projects and objectives. Reports on investment opportunities and recommendations regarding investments are then prepared. It is also helpful if you are familiar with standard concepts, practices, and procedures within a particular field.

### **What's the overall career outlook for Corporate Finance and Accounting majors?**

- Employment of **financial analysts** is projected to grow 6 percent from 2018 to 2028, about as fast as the average for all occupations. A growing range of financial products and the need for in-depth knowledge of geographic regions are expected to lead to strong employment growth. Demand for financial analysts tends to grow with overall economic activity. Financial analysts will be needed to evaluate investment opportunities when new businesses are established or existing businesses expand. In addition, emerging markets throughout the world are providing new investment opportunities, which require expertise in geographic regions where those markets are located. Demand is also projected to increase as the growth of "big data" and technological improvements allow financial analysts to access a wider range of data and conduct higher quality analysis. This analysis will help businesses manage their finances, identify investment trends, and deliver new products or services to clients.
- Employment of **financial managers** is projected to grow 16 percent from 2018 to 2028, much faster than the average for all occupations. However, growth will vary by industry. Services provided by financial managers, such as planning, directing, and coordinating investments, are likely to stay in demand as the economy grows. In addition, several specialties within financial management, particularly cash management and risk management, are expected to be in high demand over the next decade.
- Employment of **personal financial advisors** is projected to grow 7 percent from 2018 to 2028, faster than the average for all occupations. The primary driver of employment growth will be the aging population. As large numbers of baby boomers approach retirement, more are likely to seek planning advice from personal financial advisors. Also, longer lifespans will lead to longer retirement periods, further increasing demand for financial planning services. In addition, the replacement of traditional pension plans with individual retirement accounts is expected to continue. Many people used to receive defined pension payments in retirement, but most companies no longer offer these plans. Therefore, individuals must save and invest for their own retirement, increasing the demand for personal financial advisors.

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<https://www.bls.gov/ooh/management/financial-managers.htm>, and <https://www.bls.gov/ooh/business-and-financial/personal-financial-advisors.htm>.

# Creative Industries

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Creative Industries majors learn how historical and technological changes drive demand for new culture, and dissect how innovators build content, platforms or services for market success. The courses immerse you in the specialized techniques creative industries need in film, music, mobile gaming, television, advertising, user interface design, packaging, promotion, information architecture, and sports or entertainment public relations. This highly interactive major offers flexibility and customization—a hallmark of all successful creative industries. A variety of offerings and open elective slots help you tailor your academic experience to your interests and your future.

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## MAJOR REQUIREMENTS

IDCC 370	Web Design I: Information Design, Principles, & Practices
IDCC 240	Fundamentals of Visual Communication
MC ____	MC 222, 224, 320, 322, 324, 340
MC ____	MC 250, 260, 341, 342, 345, 350
IDCC ____	IDCC elective <sup>1</sup>
IDCC ____	IDCC elective <sup>1</sup>
____	EMS-related elective <sup>2</sup>
____	EMS-related elective <sup>2</sup>

<sup>1</sup>IDCC Elective can be filled by IDCC 250, IDCC 255, IDCC 340, IDCC 360, IDCC 361, IDCC 375, IDCC 380, IDCC 385, IDCC 390 (if appropriate), IDCC 421, or other course with approval of IDCC chair. Only one internship may apply to the major.

<sup>2</sup>Any course from the following list, not used to fulfill another requirement for the major, can be used to complete the EMS-related electives: COM 321, COM 324, COM 328, LIT 312, LIT 313, LIT 314, MC 200, MC 220, MC 250, MC 260, MC 300, MC 321, MC 323, MC 342, MC 345, MC 350, MC 421, or other course with approval of EMS chair. Only one internship may apply to the major.

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**RELATED MINORS:** English and Media Studies, Information Design and Corporate Communication  
Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

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## TO LEARN MORE ABOUT:

### Major:

Jennifer Gillen: AAC 093, x2816

### Internships:

Liz LeDoux (MC): AAC 091, x2961

## FEATURED MARKETING, COMMUNICATIONS, & MEDIA POSITIONS ACCEPTED BY BENTLEY STUDENTS IN 2018

FULL-TIME EMPLOYER	FULL-TIME POSITION	INTERNSHIP EMPLOYER	INTERNSHIP POSITION
Boston Solar	Field Marketing Specialist	ARC Technologies	Sales / Marketing Intern
Dunkin' Brands	Assistant Integrated Marketing Manager	Coty	Global Marketing Intern
Eaton Vance	Digital Content Associate	Epsilon	Digital Client Services Intern
SSCG Media Group	Media Coordinator	Liberty Mutual	B2B Marketing Intern
Vistaprint	Product Integrations Specialist	TripAdvisor	Inside Sales Intern
Wayfair	Onboarding Business Account Manager	Welch's	Marketing Growth Team Intern

### **What are common career options industry-wide?**

**Public Relations:** PR professionals are called upon for their writing and speaking skills, ability to persuade and network, to strategize and, above all, to be flexible and creative in how to adapt a message within an ever-changing communications landscape. They manage corporate reputations across a range of audiences and publicize products and events via a variety of non-euphonious media. They can work in agencies or in a company's in-house communications office.

**Advertising:** Advertising typically involves the development or the overseeing of materials and activities aimed at persuading customers to purchase a product. Generally this is done through vehicles like the Internet, billboards, print, TV, etc.

**Game Creation/Design:** A video game designer develops the layout, concept and gameplay of a video game. This may include playfield design, specification writing, and entry of numeric properties that balance and tune the gameplay. A game designer works for a developer (which may additionally be the game's video game publisher). This person's primary job function is writing, so the more experience they have with that activity, the better. Some art and programming skills are also helpful for this job, but are not strictly necessary. In larger companies, entry-level game designers will typically be given simpler tasks such as level design and object placement, while the role of lead designer will be reserved for a designer with more experience and a history of successful titles.

**Digital Publishing:** Publishers may publish works originally created by others for which they have obtained the rights and/or works that they have created in-house.

Software publishing is included here because the activity, creation of a copyrighted product and bringing it to market, is equivalent to the creation process for other types of intellectual products.

**Music/Film Producer:** Producers make the business and financial decisions for a motion picture, TV show, or stage production. They raise money for the project and hire the director and crew. The crew may include set and costume designers, a musical director, a choreographer, and other workers. They make sure that the production is completed on time, and they are responsible for the way the finished project turns out.

**Web Developer:** Web developers design and create websites. They are responsible for the look of the site. They are also responsible for the site's technical aspects, such as performance and capacity, which are measures of a website's speed and how much traffic the site can handle. They also may create content for the site.

### **What's the overall career outlook for Creative Industries majors?**

- Employment of **advertising, promotions, and marketing managers** is projected to grow 8 percent from 2018 to 2028, faster than the average for all occupations. Employment growth will vary by occupation. Advertising, promotional, and marketing campaigns are expected to continue to be essential as organizations seek to maintain and expand their market share. Advertising and promotions managers will be needed to plan, direct, and coordinate advertising and promotional campaigns, as well as to introduce new products into the marketplace.
- Employment of **public relations specialists** is projected to grow 6 percent from 2018 to 2028, about as fast as the average for all occupations. Organizations will continue to emphasize community outreach and customer relations as a way to maintain and enhance their reputation and visibility. Public opinion can change quickly, particularly because both good and bad news spread rapidly through the Internet. Consequently, public relations specialists will be needed to respond to news developments and maintain their organization's reputation. The growing use of social media also is expected to increase employment for public relations specialists. This will create more work for public relations specialists as they try to appeal to consumers and the general public in new ways. Public relations specialists will be needed to help their clients use these new types of social media effectively.
- Employment of **web developers** is projected to grow 13 percent from 2018 to 2028, much faster than the average for all occupations. Employment of web developers is projected to grow as ecommerce continues to expand. Online purchasing is expected to grow faster than the overall retail industry. As retail firms expand their online offerings, demand for web developers will grow. In addition, an increase in the use of mobile devices to search the web will lead to increased demand for web developers. Instead of designing a website for a desktop computer, developers will have to create sites that work on mobile devices with many different screen sizes, leading to more work.

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# Data Analytics

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As more industries embrace big data and analytics, skills in areas such as data science, statistics, programming, modeling, and data mining are becoming more important. Through a combination of mathematics, statistics, and computing courses — including intensive, hands-on work with R, Python, and SQL — our Data Analytics graduates will not only understand key concepts and techniques, but will also know how to apply them to the modern business world.

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## MAJOR REQUIREMENTS

MA 214	Intermediate Applied Statistics
MA 252	Regression Analysis
CS 230	Introduction to Programming with Python
CS 350	Database Management Systems
MA 346	Data Science
MA 347	Data Mining
MA 380	Generalized Linear Models & Survival Analysis in Business
MA 255 or EC 382	Design of Experiments or Time Series Analysis

## TO LEARN MORE ABOUT:

**Major/Data Technologies Minor:**  
Emmy Roth: MOR 388, x2990  
**Internships:**  
David Oury, MOR 325, x2239

## OTHER MAJOR REQUIREMENTS

- **Data Analytics majors must also complete the Business Studies minor or the Business Studies Major.** Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.
- **This major has specific General Education requirements or electives;** please refer to the undergraduate catalogue [catalog.bentley.edu/undergraduate/degree-requirements/](http://catalog.bentley.edu/undergraduate/degree-requirements/) for details.

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## RELATED MINOR: Data Technologies

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

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## FEATURED POSITIONS ACCEPTED BY BENTLEY STUDENTS

FULL-TIME EMPLOYER	FULL-TIME POSITION	INTERN EMPLOYER	INTERN POSITION
Information to come over time...			

### **What are common career options industry-wide?**

Organizations face ever-more complex problems in the modern corporate world, especially as data sets become larger and larger. The field of data analytics produces assessment, interpretation, and research-based insights for business leaders to make informed decisions in this changing environment.

**Data Analyst:** Data analysts translate numbers into plain English. Every business collects data, whether it's sales figures, market research, logistics, or transportation costs. A data analyst's job is to take that data and use it to help companies make better business decisions. This could mean figuring out how to price new materials for the market, how to reduce transportation costs, solve issues that cost the company money, or determine how many people should be working on Saturdays.

**Financial Analyst:** Financial analysts evaluate investment opportunities. They work in banks, pension funds, mutual funds, securities firms, insurance companies, and other businesses. Financial analysts are also called *securities analysts* and *investment analysts*. Financial analysts generally focus on trends affecting a specific industry, geographical region, or type of product. For example, an analyst may focus on a subject area such as the energy industry, a world region such as Eastern Europe, or the foreign exchange market. They must understand how new regulations, policies, political situations, and economic trends may affect investments.

**Marketing Analyst:** Market research analysts research and gather data to help a company market its products or services. They gather data on consumer demographics, preferences, needs, and buying habits. They collect data and information using a variety of methods, such as interviews, questionnaires, focus groups, market analysis surveys, public opinion polls, and literature reviews. Analysts help determine a company's position in the marketplace by researching their competitors and analyzing their prices, sales, and marketing methods. Using this information, they may determine potential markets, product demand, and pricing. Their knowledge of the targeted consumer enables them to develop advertising brochures and commercials, sales plans, and product promotions.

### **What's the overall career outlook for Data Analytics majors?**

- Employment of **financial analysts** is projected to grow 6 percent from 2018 to 2028, about as fast as the average for all occupations. A growing range of financial products and the need for in-depth knowledge of geographic regions are expected to lead to strong employment growth. Demand for financial analysts tends to grow with overall economic activity. Financial analysts will be needed to evaluate investment opportunities when new businesses are established or existing businesses expand. In addition, emerging markets throughout the world are providing new investment opportunities, which require expertise in geographic regions where those markets are located. Demand is also projected to increase as the growth of "big data" and technological improvements allow financial analysts to access a wider range of data and conduct higher quality analysis. This analysis will help businesses manage their finances, identify investment trends, and deliver new products or services to clients.
- Employment of **market research analysts** is projected to grow 20 percent from 2018 to 2028, much faster than the average for all occupations. Employment growth will be driven by an increasing use of data and market research across all industries. They will be needed to help understand the needs and wants of customers, measure the effectiveness of marketing and business strategies, and identify the factors affecting product demand. Market research provides companies and organizations with an opportunity to increase sales and cut costs. Companies increasingly use research on consumer behavior to develop improved marketing strategies. By doing so, companies are better able to market directly to their target population.

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# Economics-Finance

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Economics provides an understanding of the environment in which all businesses operate. The study of economics also provides students with an analytical skill set necessary to make sound business decisions.

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To complete the economics-finance major, students must take nine courses, five of which are required. The remaining four courses—two in economics and two in finance—may be selected from the two departments' offerings. By choosing electives carefully with the guidance of their mentor, students can customize their program of study in specialized topics such as international economics, health economics, environmental economics, corporate finance, international finance, managerial economics, and portfolio analysis.

## MAJOR REQUIREMENTS

EC 224	Intermediate Price Theory <sup>1</sup>
EC 225	Intermediate Macroeconomics <sup>1</sup>
EC 441	Monetary Economics
EC _____	EC elective <sup>2</sup>
EC _____	EC elective <sup>2</sup>
FI 305	Principles of Accounting and Finance
FI 306	Financial Markets and Investments
FI _____	FI elective <sup>2</sup>
FI _____	FI elective <sup>2</sup>

<sup>1</sup>Whenever possible, EC 224 and EC 225 should be taken in junior year.

<sup>2</sup>Any EC courses not otherwise required can fulfill the EC elective requirements and any FI course not otherwise required can fulfill the FI requirement. Major electives should be selected in consultation with a faculty advisor. Students cannot take both EC 211 (no longer offered at Bentley) and EC 441.

## TO LEARN MORE ABOUT:

### Major:

Jeffrey Livingston: AAC 171, x2538  
David Ortmeyer: AAC 199, x2857

### Minors:

Bryan Snyder (EC): AAC 274, x2446  
Internships:

Sacha Gelfer, AAC 167, x2737  
Claude Cicchetti (FI): MOR 121, x2511

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## RELATED MINORS: Business Economics, International Economics, Finance

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

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## FEATURED POSITIONS ACCEPTED BY BENTLEY STUDENTS IN 2018

FULL-TIME EMPLOYER	FULL-TIME POSITION	INTERNSHIP EMPLOYER	INTERNSHIP POSITION
BMO Capital Markets	Investment Banking Analyst	Bank of America	Advisor Development Program Intern
Cigna	Underwriter	Consolidated Concepts	Client Operations Intern
Citizens Bank	Capital Markets Analyst	Iron Mountain	Pricing & Revenue Analytics Intern
JPMorgan Chase	Relationship Banker	Merrill Lynch	Seasonal Client Associate
Raytheon	Financial Analyst I	Otis Elevator	Finance Intern
Travelers	Pricing Analyst	UBS Financial Services	Operations Intern

### **What are common career options industry-wide?**

The breadth of the economics-finance major provides a wide variety of career opportunities. Many students embark on careers at financial institutions including banks, insurance companies and investment brokerage firms. Others choose to work for manufacturing or service industry firms, often beginning their career in company run management training programs. Still others have obtained positions working for local, state or national government or used their knowledge as a launching point for graduate study in economics, business, or law.

Clearly, a key advantage of this major is the versatility it affords in selecting from a wide variety of careers and advanced degrees.

**Research Economist:** Economists study how society distributes resources, such as land, labor, raw materials, and machinery, to produce goods and services. They may conduct research, collect and analyze data, monitor economic trends, or develop forecasts. Economists research a wide variety of issues including energy costs, inflation, interest rates, exchange rates, business cycles, taxes, and employment levels, among others.

**Investment Management:** Investment management involves a client who gives money to an asset manager, who then invests it to meet the client's financial objectives.

**Investment Analyst:** This position will involve analysis of investment activities. There will also be evaluation of short-term debt securities, investment projects and objectives. Reports on investment opportunities and recommendations regarding investments are then prepared. It is also helpful if you are familiar with standard concepts, practices, and procedures within a particular field.

**Commercial Credit Analyst:** These individuals, like loan officers, review credit data to evaluate commercial loan requests in order to approve or deny applications. They analyze sources of financial information, such as reporting services, credit bureaus, other companies, main office files, and branches to determine profitability of loan.

### **What's the overall career outlook for Economics-Finance majors?**

- Employment of **economists** is projected to grow 8 percent from 2018 to 2028, faster than the average for all occupations. Businesses and organizations across many industries use economic analysis and quantitative methods to analyze and forecast business, sales, and other economic trends. Demand for economists should come from the increasing complexity of the global economy, additional financial regulations, and a more competitive business environment.
- Employment of **financial analysts** is projected to grow 6 percent from 2018 to 2028, about as fast as the average for all occupations. A growing range of financial products and the need for in-depth knowledge of geographic regions are expected to lead to strong employment growth. Demand for financial analysts tends to grow with overall economic activity. Financial analysts will be needed to evaluate investment opportunities when new businesses are established or existing businesses expand. In addition, emerging markets throughout the world are providing new investment opportunities, which require expertise in geographic regions where those markets are located.

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# English

The English major focuses primarily on the written word and introduces students to the importance of genre and to the variety of intellectual traditions through which literary works may be analyzed. The major is ideal for students who wish to refine their ability to communicate effectively via the written word, images, and/or video and those interested in careers in editing, publishing, and communications. Courses in literary genres and traditions, creative writing, cinema studies, cultural analysis, and creative production give students both hands-on experience and theoretical principles. The program is designed to ground students in methods, philosophies, and practices of literary and cultural studies. In addition to learning about literary form and theory, students will consider how literary works reflect and shape categories of “otherness” (such as race, ethnicity, and gender) and circulate within structures of power in an increasingly globalized and diverse world.

## MAJOR REQUIREMENTS

EMS 200	Introduction to Film, Literature, and Media
EMS 201	Introduction to Cultural Studies
_____	Diversity or Trans-nationality/Post-coloniality <sup>1</sup>
_____	Creative Writing <sup>2</sup>
_____	English-related elective <sup>3</sup>

<sup>1</sup>Requirement can be met with: LIT 260, LIT 262, LIT 330, LIT 333, LIT 337, LIT 365, LIT 370, LIT 380, CIN 376, or LIT 39X if applicable and with department approval.

<sup>2</sup>Requirement can be met with: LIT 310, LIT 311, LIT 312, LIT 313, LIT 314, or COM 328.

<sup>3</sup>English Related Elective can be fulfilled by any course in English and Media Studies Department with a CIN, COM, EMS, LIT, or MC designation not otherwise required for the major. It is encouraged that at least one elective focus on constructions of gender and sexuality, i.e. LIT 334, LIT 369, LIT 377, CIN 371, CIN 375.

## TO LEARN MORE ABOUT:

- Major:** Tzarina Prater: AAC 075, x3103  
**Minor:** J. Ken Stuckey: AAC 099, x3495

## OTHER MAJOR REQUIREMENTS

- **English majors must demonstrate intermediate competence in a modern language.** Most students do so by completing an Intermediate II course. You must meet with the Chair of Modern Languages to discuss your language proficiency and required coursework.
- **English majors must also complete the Business Studies minor or the Business Studies Major.** Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

## RELATED MINOR: English and Media Studies

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

## ORGANIZATIONS THAT HAVE HIRED BENTLEY STUDENTS

Accenture	HubSpot	Reebok	The Coca Cola Company
Arnold Worldwide	LogMeIn	Red Peak Branding	Third Door Media
Axis Communications	Monster Worldwide	Salesforce Commerce Cloud	TJX Companies
DigitasLBi	New England Revolution	SharkNinja	Vistaprint
Havas Media	Oracle	SnapApp	Warner Music Group
Hill Holliday	Paradigm Talent Agency	Staples Business Advantage	Windsor Marketing Group
Hologic, Inc.	Phillips	Starwood Hotels & Resorts	Wolverine Worldwide

### **What are common career options industry-wide?**

The English major prepares students for any career that requires excellence in oral and written communication, such as publishing, non-profits, the media industry, journalism, copywriting, editing, or business writing. It also provides a solid foundation for graduate work in law, education, or literature. The employer market for English majors is endless.

### **What's the overall career outlook for English majors?**

- Employment of **writers and authors** is projected to show little or no change from 2018 to 2028. Online publications and services are growing in number and sophistication, spurring demand for writers and authors with Web and multimedia experience. Some experienced writers should find work in the public relations departments of corporations and nonprofit organizations. Self-employed or freelance writers and authors may find work with newspaper, magazine, or journal publishers, and some will write books.
- Employment of **editors** is projected to decline 3 percent from 2018 to 2028. Despite some job growth in online media, decreases in traditional print magazines and newspapers will cause a decline in overall employment of editors.
- Employment of **technical writers** is projected to grow 8 percent from 2018 to 2028, faster than the average for all occupations. The continuing expansion of scientific and technical products and growth in Web-based product support will drive employment demand for technical writers. Growth and change in the high-technology and electronics industries will result in a greater need for those who can write instruction manuals and communicate information clearly to users. Professional, scientific, and technical services firms are expected to continue to grow rapidly and should be a good source of new jobs even as the occupation finds acceptance in a broader range of industries.
- Employment of **reporters, correspondents, and broadcast news analysts** is projected to decline 10 percent from 2018 to 2028. Employment of reporters and correspondents is projected to decline 12 percent, while employment of broadcast news analysts is projected to show little or no change from 2018 to 2028. Declining advertising revenue in radio, newspapers, and television will negatively affect the employment growth for these occupations. Readership and circulation of newspapers are expected to continue to decline over the next decade. In addition, television and radio stations are increasingly publishing content online and on mobile devices. As a result, news organizations may have more difficulty selling traditional forms of advertising, which is often their primary source of revenue. Some organizations will likely continue to use new forms of advertising or offer paid subscriptions, but these innovations may not make up for lost print ad revenues. Declining revenue will force news organizations to downsize and employ fewer journalists. Increasing demand for online news may offset some of the downsizing. However, because online and mobile ad revenue is typically less than print revenue, the growth in digital advertising may not offset the decline in print advertising, circulation, and readership.

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# Finance

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Finance is the study of the purchase and sale of assets by individuals and institutions and the methods used to fund these transactions; the markets in which these transactions occur and the pricing of the financial instruments are integral to the study of finance. Bentley is recognized throughout the world as a provider of outstanding professional education in finance. Finance students at Bentley acquire a solid background in financial principles and practices that ultimately enables them to interact with a full range of business professionals. They also develop a broad array of analytical skills, gain a thorough understanding of the finance function in different types of organizations, and sharpen their awareness of how financial institutions and markets function in a global environment. Required finance courses introduce students to the financial environment of business, the key principles underlying the investment process, the financial decision-making process of corporations, and the expanding international context of financial analysis and decision making. The broad range of electives offered allows finance majors to specialize in corporate finance, financial institutions, or financial services, including financial planning, real estate, insurance and investments.

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## MAJOR REQUIREMENTS

FI 305	Principles of Accounting and Finance
FI 306	Financial Markets and Investments
FI 307	Advanced Managerial Finance
FI 351	International Finance
FI _____	FI elective/FI concentration <sup>1</sup>
FI _____	FI elective/FI concentration <sup>1</sup>
FI _____	FI elective/FI concentration <sup>1</sup>
FI _____	FI elective/FI concentration <sup>1</sup>

<sup>1</sup>Any FI courses not otherwise required can fulfill the FI elective requirements. Electives should be selected in consultation with the faculty advisor. Students may use either FI 421 (Internship) or FI 401 (Directed Study) as one of their FI electives, but not both. Students wishing to pursue a concentration should consult the specific concentration requirements.

**CONCENTRATIONS AVAILABLE:** Personal Financial Planning, Corporate Finance, Capital Markets, Sustainable Investing

## TO LEARN MORE ABOUT:

### Major/Minor:

Jerry Leabman: AAC 229, x2879

### Internships/Graduate Programs (BSMS):

Claude Cicchetti: MOR 121, x2511

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## RELATED MINOR: Finance

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

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## FEATURED POSITIONS ACCEPTED BY BENTLEY STUDENTS IN 2018

FULL-TIME EMPLOYER	FULL-TIME POSITION	INTERNSHIP EMPLOYER	INTERNSHIP POSITION
Amazon	Operational Finance Rotation Program Analyst	Bain & Company	Global Tax Intern
Bloomberg LP	Financial Product Sales & Analytics	Dana-Farber Cancer Institute	Grant Management Intern
FIS Global	Client Service Consultant	Edward Jones	Financial Advisor Intern
Moody's Investor Service	Credit Associate Analyst	L.L. Bean	Supply Chain Analyst
NewStar Financial	Leveraged Finance Analyst	Raytheon	Finance Budget Intern
Tiger Capital Group	Financial Analyst	U.S. Bank	Corporate Trust Intern

### **What are common career options industry-wide?**

Finance majors often have their pick from among a wide variety of career choices in commercial banking, corporate finance, financial planning, insurance, money management and more. Career opportunities exist in the advanced management training programs of major corporations; credit, trust and operations departments of financial services firms; in financial analysis and investment brokerage; and in insurance and financial planning.

**Financial Representative/Planner/Advisor:** Financial Planners and Advisors strive to meet their client's financial planning needs. Financial planners market their business and build a client base. They identify and set financial goals, develop plans of investment, and assess a client's net worth.

**Commercial Banking:** Commercial banks differ from investment banks because generally speaking, they are known for their retail banking services (that is the local bank on the corner). You deposit money into a bank and the bank loans that money to consumers and/or companies in need. However, with the rapid disintegration of the Glass-Steagall Act, the distinction between commercial banks and investment banks has become less obvious. Well-known commercial banks include Bank of America, and more locally, Citizens or Sovereign Bank.

**Insurance Industry:** The insurance industry provides protection against financial losses resulting from a variety of perils. By purchasing insurance policies, individuals and businesses can receive reimbursement for losses due to car accidents, theft of property, and fire and storm damage; medical expenses; and loss of income due to disability or death.

**Cash Management:** This group ensures that its company has enough cash on hand to meet its daily needs. They make sure any excess cash is invested overnight by picking the best short-term investment options. Finally, they negotiate with local banks to get regional business units the banking services they need at the best possible price.

### **What's the overall career outlook for Finance majors?**

- Employment of **personal financial advisors** is projected to grow 7 percent from 2018 to 2028, faster than the average for all occupations. The primary driver of employment growth will be the aging population. As large numbers of baby boomers approach retirement, more are likely to seek planning advice from personal financial advisors. Also, longer lifespans will lead to longer retirement periods, further increasing demand for financial planning services. In addition, the replacement of traditional pension plans with individual retirement accounts is expected to continue. Many people used to receive defined pension payments in retirement, but most companies no longer offer these plans. Therefore, individuals must save and invest for their own retirement, increasing the demand for personal financial advisors.
- Employment of **securities, commodities, and financial services sales agents** is projected to grow 4 percent from 2018 to 2028, about as fast as the average for all occupations. Services that investment bankers provide, such as helping with initial public offerings and mergers and acquisitions, will continue to be in demand as the economy grows. The United States remains an international financial center, meaning that the economic growth of countries around the world will contribute to employment growth in the American financial industry. An aging population and the decline of traditional pensions may boost demand for these workers, as individuals approaching retirement seek brokers to facilitate securities purchases. However, continuing consolidation in the financial services industry is projected to slow employment growth for these workers over the next decade. In addition, automated trading systems have reduced demand for securities traders. Because simpler stock purchases can be made online without a broker, financial firms will focus on hiring sales agents with specialized areas of expertise and strong customer-service skills. Financial regulation, including restrictions on proprietary trading, has shifted employment among traders from investment banks to hedge funds; however, this shift should not affect overall employment growth for the occupation.
- Employment of **insurance sales agents** is projected to grow 10 percent from 2018 to 2028, faster than the average for all occupations. Because the profitability of insurance companies depends on a steady stream of new customers, the demand for insurance sales agents is expected to continue. Employment growth will likely be strongest for independent sales agents as insurance companies rely more on brokerages and less on captive agents as a way to control costs. Many clients do their own Internet research and purchase insurance online. This practice somewhat reduces demand for insurance sales agents because many purchases can then be made without an agent's services. However, agents will still be needed to interact with clients to help them understand their options and choose a policy that is right for them.

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<https://www.bls.gov/ooh/sales/securities-commodities-and-financial-services-sales-agents.htm>, and <https://www.bls.gov/ooh/sales/insurance-sales-agents.htm>.

# Health Studies

The Health Studies major is an innovative program that integrates the Natural and Applied Sciences health and psychology curricula with our core programs in business. With this degree, you will have a strong foundation in the laboratory sciences, as well as the flexibility to tailor your studies to a specific area of interest, such as policy, psychology, biotechnology, and global or environmental health. You will enhance your health and psychological literacy and its application in business and personal decisions, while also attaining a solid basis for understanding the determinants of human health and disease through active and problem-based learning. Students will be prepared to help individuals and organizations acquire, convert or translate scientific, psychological and business perspectives into more effective healthcare delivery.

## MAJOR REQUIREMENTS

NASC 110 or NASC 116	Human Biology or Elements of Living Systems
NASE 315	Human Health and Disease in Today's World
PS 340	Health Psychology
_____	Health/Psychology elective <sup>1</sup>
NASE 415 or NASE 421	Research in Natural & Applied Sciences or Internship in Natural & Applied Sciences

## TO LEARN MORE ABOUT:

### Major/Internships:

David Szymanski: JEN 142, x2901

## TRACKS AVAILABLE: Health Policy, Health Psychology, Biotechnology, Environmental Health

<sup>1</sup>Select from NASC 110/116 (if not taken as required course or Gen Ed), NASE 308, 309, 313, 316, 318, 319, 328, 380, 403 (if applicable/approved); PS 210, 240, 252, 266, 275, 305, 311, 333, 341, 380, 388, 399 (if applicable/approved). Students may select no more than 1 elective from the following: SO 225, SO 252, EC 343, GLS 205, HI 308, HI 355, IPM 320, PH 135.

## OTHER MAJOR REQUIREMENTS

- **Health Studies majors must demonstrate intermediate competence in a modern language.** Most students do so by completing an Intermediate II course. You must meet with the Chair of Modern Languages to discuss your language proficiency and required coursework.
- **Health Studies majors must also complete the Business Studies minor or the Business Studies Major.** Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

Note: students interested in Health Information Technology and Health Information Management are encouraged to complete the Business Studies Major and use its two electives to take courses on those topics as offered by the CIS and IPM departments.

## RELATED MINOR: Health and Industry

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

## ORGANIZATIONS THAT HAVE HIRED BENTLEY STUDENTS

American Red Cross	Cigna Corp	Blue Cross/Blue Shield of MA	Tufts Health Plan
Partners HealthCare System	LifeIMAGE	Dana-Farber Cancer Inst.	Evoke Neuroscience
AIDS Action Committee	Boston Scientific	AMAG Pharmaceuticals	Minuteman Health Inc.
Mass General Hospital	Health Leads	Nova Biomedical	Boston Children's Hospital
Zoll Medical Corporation	Johnson & Johnson Co.	athenahealth, Inc.	St. Jude Children's Research Hosp.
Aetna	Nuance	City Year	athenahealth, Inc.

### **What are common career options industry-wide?**

Health Studies will prepare students for a wide variety of careers in professions related to or affected by human health, including health services, health care policy, health care management, health information technology, health information management, biotechnology, public health and human resources. It will provide students with a solid basis for understanding the determinants of human health and disease and how the institutions deliver or support health care function. In the United States, the healthcare industry is big business, with annual expenditures of over two trillion dollars a year. Health also has a major impact on the productivity and profitability of a multitude of companies worldwide. The career path for graduates of this program is very promising. Possibilities include becoming an analyst for a pharmaceutical related company, managing within a medical or health maintenance organization, working in quality assurance, coordinating medical education and public outreach programs, developing health care information technology, advocating for a medical association, producing media or electronic health education resources or researching public health matters for federal, state, regional or local governments.

### **What's the overall career outlook for Health Studies majors?**

- Employment of **medical and health services managers** is projected to grow 18 percent from 2018 to 2028, much faster than the average for all occupations. As the large baby-boom population ages and people remain active later in life, there should be increased demand for healthcare services. This means greater needs for physicians and other healthcare workers, medical procedures, and healthcare facilities, and therefore greater needs for managers who organize and manage medical information and healthcare staff. There should also be increased demand for nursing care facility administrators as the population grows older. Employment is projected to grow in offices of health practitioners. Many services previously provided in hospitals will shift to these settings, especially as medical technologies improve. Demand in medical group practice management is projected to grow as medical group practices become larger and more complex.
- In addition, widespread use of electronic health records (EHRs) will continue to create demand for **managers with knowledge of health information technology (IT) and informatics systems**. Medical and health services managers will be needed to organize, manage, and integrate these records across areas of the healthcare industry.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/Management/Medical-and-health-services-managers.htm>.

**Major Misperception #2: I should get all of General Education Requirements out of the way before choosing my major.**

Proper planning is necessary when choosing your General Education courses to help complete your focus requirements, balance your curriculum as you complete major courses, and incorporate the Liberal Studies Major (LSM), if applicable. You can also start exploring different academic departments by taking a mix of General Education requirements, General Business Core courses, and electives in your first few semesters.

# Hispanic Studies

Hispanic Studies with a minor in Business Studies directly speaks to Bentley University's commitment to ensure its graduates are fully prepared for success in an increasingly connected and globalizing world. The Hispanic Studies major prepares students for living and working anywhere through their appreciation of the need for local sensitivity and global relevance. The program is constructed so that students acquire knowledge of multiple cultures and histories in the Spanish-speaking world. It is designed to be interdisciplinary in content and specific in its objectives of honing Spanish language skills and cultural sensibility, thereby offering undergraduates a comprehensive understanding of the similarities and differences that define the Spanish-speaking world, as well as exposing them to the importance of locality in building a framework for critically examining the complex challenges of globalization. The curriculum combines the strong language skills with a profound understanding of the Spanish speaking world from multiple perspectives – history, contemporary socio-political issues, culture of place and peoples – with a business foundation.

## MAJOR REQUIREMENTS

MLSP 203 or MLSP 305	Advanced Spanish Grammar & Composition or Spanish Translation
	MLSP 200, 300, or 400-level
	MLSP 200, 300, or 400-level or Non-MLSP elective <sup>1</sup>
	MLSP 200, 300, or 400-level or Non-MLSP elective <sup>1</sup>
MLSP 401-level	Directed Study in Spanish

## TO LEARN MORE ABOUT:

### Major/Minor:

Alison Guzman: MOR 317, x2437

Applied Learning Experience required.

<sup>1</sup>Elective options: HI 261, HI 280, HI 394, LIT 337.

## OTHER MAJOR REQUIREMENTS

- **Hispanic Studies majors must also complete the Business Studies minor or the Business Studies Major.** Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

## RELATED MINORS: Modern Languages, Spanish for Business

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

## HISPANIC STUDIES MAJORS MAY EXPLORE THE FOLLOWING ORGANIZATIONS FOR EMPLOYMENT

U.S. Department of State	EF Education First	Massachusetts Office of Travel/Tourism
Globalization Partners	Massachusetts Port Authority	International Rescue Committee
CHM Government Services	Boston Public Health Commission	Commonwealth of MA, Governor's Office
VA Office of Inspector General	City Year	Morgan Stanley
Mass General Hospital	Dassault Systems	Bain & Company, Inc.
Liberty Mutual	Boston Children's Hospital	Partners HealthCare

### **What are common career options industry-wide?**

The Hispanic Studies major synthesizes Spanish and business skills, through a unique curriculum that integrates language, culture, history, and contemporary affairs of the Spanish speaking world with general business skills that will expand career opportunities for students targeting an international career. The combination of classroom and on-site learning is an essential feature of our program that prepares students for immediate entry in careers where such specialized skills and knowledge are valued. We foresee our students benefiting from the wide range of employment opportunities, here and abroad, in which Spanish cultural competency is highly valued, including international business, tourism, healthcare, law, IT, and journalism.

### **What's the overall career outlook for Hispanic Studies majors?**

- Employment of *interpreters and translators* is projected to grow 19 percent from 2018 to 2028, much faster than the average for all occupations. Employment growth reflects increasing globalization and a more diverse U.S. population, which is expected to require more interpreters and translators. Demand will likely remain strong for translators of frequently translated languages, such as French, German, Portuguese, Russian, and Spanish. Demand also should be strong for translators of Arabic and other Middle Eastern languages; for the principal Asian languages including Chinese, Japanese, Hindi, and Korean; and for the indigenous languages from Mexico and Central America such as Mixtec, Zapotec, and Mayan languages.
- Demand for American Sign Language interpreters is expected to grow due to the increasing use of video relay services, which allow people to conduct online video calls and use a sign language interpreter.
- In addition, growing international trade and broadening global ties should require more interpreters and translators, especially in emerging markets such as Asia and Africa. The ongoing need for military and national security interpreters and translators should result in more jobs as well.
- Computers have made the work of translators and localization specialists more efficient. However, many of these jobs cannot be entirely automated, because computers cannot yet produce work comparable to the work that human translators do in most cases.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/media-and-communication/interpreters-and-translators.htm>.

# History

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The study of history allows us to develop a broad range of knowledge and skills. It expands our understanding of other cultures and in illuminating the ways that societies have dealt with environmental and social challenges, allows us to see our own culture in perspective. Studying history cultivates skills in critical thinking, analysis of data and communication. Today's top corporate employers increasingly seek well-rounded graduates with a strong grounding in the liberal arts. Studying history will allow you to expand your point of view and approach professional challenges in broad global context.

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Through the History major, students may participate in broadly based and globally oriented study through a concentration of American, European, Asian, Latin American/Caribbean, or a thematic area in history. Professors encourage critical and analytical thinking, as well as reading, writing, and technology skills. The history major consists of 8 courses beyond those required for the General Education Core.

## MAJOR REQUIREMENTS

- HI \_\_\_\_\_ regional concentration course
- HI \_\_\_\_\_ course in non-Western history (or Western history if concentration is non-Western)
- HI \_\_\_\_\_
- HI \_\_\_\_\_
- HI 402 Seminar in History

## TO LEARN MORE ABOUT:

### Major/Internships:

Bridie Andrews: AAC 109, x2424

### Minor:

Sung Choi: AAC 123, x2918

## OTHER MAJOR REQUIREMENTS

- **History majors must demonstrate intermediate competence in a modern language.** Most students do so by completing an Intermediate II course. You must meet with the Chair of Modern Languages to discuss your language proficiency and required coursework.
- **History majors must also complete the Business Studies minor or the Business Studies Major.** Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](https://catalog.bentley.edu/undergraduate/programs/) for details.

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## RELATED MINOR: History

Please visit the undergraduate catalogue at <https://catalog.bentley.edu/undergraduate/programs/> for details

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## ORGANIZATIONS THAT HAVE HIRED BENTLEY STUDENTS

Department of State	CHM Government Services	US District Court of MA
Commonwealth of MA	MA Port Authority	National Grid
Federal Home Loan Bank of Boston	CBRE/New England	Department of Homeland Security
Cambridge Savings Bank	Office of the Governor/MA	VA Office of Inspector General
MA Office of Travel/Tourism	US Securities/Exchange Commission – Boston Office	Newton-Needham Chamber of Commerce

### **What are common career options industry-wide?**

The history major is designed to provide students with an opportunity to develop a concentration in one region or theme in history as part of a broadly based, globally-oriented major. The history major will equip students with the knowledge and skills required for either graduate study or direct entry into the world of work.

### **What's the overall career outlook for History majors?**

- Employment of ***historians*** is projected to grow 6 percent from 2018 to 2028, about as fast as the average for all occupations. Many organizations that employ historians, such as historical societies and historical consulting firms, depend on donations or public funding. Thus, employment growth from 2018 to 2028 will depend largely on the amount of funding available.
- Employment of ***archivists, curators, and museum workers*** is projected to grow 9 percent from 2018 to 2028, faster than the average for all occupations. Demand for archivists is expected to increase as public and private organizations require increasing volumes of records and information to be organized and made accessible. The growing use of electronic records may cause an increase in demand for archivists who specialize in electronic records and records management. Employment of curators is projected to grow 10 percent from 2018 to 2028, faster than the average for all occupations. Continued public interest in museums and other cultural centers should lead to increased demand for curators and for the collections they manage. Employment of museum technicians and conservators is projected to grow 9 percent from 2018 to 2028, faster than the average for all occupations. Public interest in science, art, history, and technology is expected to spur some demand for museum technicians and conservators. Archives and museums that receive federal funds can be affected by changes to the federal budget. When funding is cut, there may be a reduction in the demand for these workers. However, budget surpluses may lead to more job openings.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/life-physical-and-social-science/historians.htm> and <https://www.bls.gov/ooh/education-training-and-library/curators-museum-technicians-and-conservators.htm>.

# Information Design and Corporate Communication

In today's global market place, business *is* communication. The Information Design and Corporate Communication (IDCC) program examines the critical role of communication in the world of business and in people's lives in general. The IDCC curriculum hones students' abilities to shape technical, managerial and corporate information using written, oral and visual media. Students learn how to craft the messages that define an organization's image and reputation, manage a crisis, expand a business overseas, bring new products to market, or explain the interactions of software and other high-tech products. Built on the understanding that communication is multifaceted, IDCC course work integrates various aspects of marketing, management, computer information systems, and a host of other disciplines, including general business and the arts and sciences. IDCC majors choose one of three major course concentrations—information design, public relations or web design—to best develop core competencies that will differentiate their skills in the marketplace.

All IDCC majors must take speech, professional communication, web design courses, and communication theory to build their verbal skills before choosing electives in applied communication theory and supporting subject areas. This curriculum, structured to allow maximum flexibility to suit individual interests and goals while ensuring a solid base of knowledge in business and the liberal arts, has become a model for similar programs offered in schools through the country. Top students can enhance their academic experience with a three-credit internship with a Boston-area firm. Student interns generally work 15 hours per week for a semester in an area related to their studies.

## MAJOR REQUIREMENTS

COM 210	Effective Speaking
IDCC 370	Web Design I: Information Design, Principles, and Practices
IDCC ____	IDCC Restricted Elective <sup>1</sup>
IDCC ____	IDCC 230 or IDCC 255
IDCC ____	IDCC elective <sup>2</sup>
IDCC ____	IDCC elective <sup>2</sup>
_____	IDCC or IDCC-related elective <sup>3</sup>
_____	IDCC or IDCC-related elective <sup>3</sup>

<sup>1</sup>COM course not already taken, HI 305, any MC course, MG 240, MG 241, PS 311, or SO 287.

<sup>2</sup>Any IDCC course.

<sup>3</sup>IDCC Related courses are any COM course not already taken, HI 305, any MC course, MG 240, MG 241, MG 345, MG 360, MK 321, PS 230, PS 311, SO 287, or other courses approved by dept. chair.

## MAJOR REQUIREMENTS with concentration in Business Information Communication

### Technology (ICT)

COM 210	Effective Speaking
IDCC 230	Fundamentals of Content Development
IDCC 370	Web Design I: Information Design, Principles, and Practices
IPM 140	Adding Value with Information Processes
IPM ____	IPM elective <sup>4</sup>
IPM ____	IPM elective <sup>4</sup>
IDCC 375 or IDCC 385	User Interface Design or Elements of Usability & User Experience
IDCC 360 or IDCC 390	Digital Public Relations or Selected Topics in IDCC

<sup>4</sup>IPM 210, 320, 340, 402, or 450. Others with approval of the IDCC chair.

## RELATED MINOR: Information Design and Corporate Communication

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

## TO LEARN MORE ABOUT:

### Major/Minor:

Roland Hübscher: MOR 288, x2932

### ICT Concentration:

Marco Marabelli: SMI 406, x2318

### Internships:

Michael Goldberg: MOR 295, x2548

#### FEATURED MARKETING, COMMUNICATIONS, & MEDIA POSITIONS ACCEPTED BY BENTLEY STUDENTS IN 2018

FULL-TIME EMPLOYER	FULL-TIME POSITION	INTERN EMPLOYER	INTERN POSITION
Aetna	Marketing Coordinator	AMC Networks	Integrated Marketing Intern
Cuebiq Inc.	Business Analyst	CA Technologies	Product Communications Intern
Dell	Program Manager/Program Analyst	Epsilon	Digital Client Services Intern
Mercer	Analyst	PepsiCo	Sales Management Intern
Synapse SEM	Digital Marketing Specialist	Thermo Fisher Scientific	Digital Marketing Intern
Vistaprint	Product Integrations Specialist	ZOLL Medical Corporation	EMS Marketing Intern

#### What are common career options industry-wide?

As companies become increasingly aware of the central role effective communications play in success of business, they are hiring professional communicators to maintain their public image in a high-information age and with the growth of social media. Career opportunities in information design and corporate communication can best be broken down into the three areas: information design, public relations, and web design.

**Information Design:** Information design, also called technical communication, meets employers' needs for people who can write clearly about technical subjects. Demand is especially strong in the high-tech, telecommunications, medical technology, and e-commerce industries.

**Public Relations:** PR professionals are called upon for their writing and speaking skills, ability to persuade and network, to strategize and, above all, to be flexible and creative in how to adapt a message within an ever-changing communications landscape. They manage corporate reputations across a range of audiences and publicize products and events via a variety of non-euphonious media. They can work in agencies or in a company's in-house communications office.

**Web Design:** Web design teams are made up of writers, graphic artists, computer programmers, HTML experts, database designers, information architects, usability designers, quality controllers, network specialists and system administrators. Working closely together, web design team members develop satisfying and effective user experiences in both static and dynamic virtual environments.

#### What's the overall career outlook for Information Design and Corporate Communication majors?

- Employment of **technical writers** is projected to grow 8 percent from 2018 to 2028, faster than the average for all occupations. The continuing expansion of scientific and technical products and growth in Web-based product support will drive employment demand for technical writers. Growth and change in the high-technology and electronics industries will result in a greater need for those who can write instruction manuals and communicate information clearly to users.
- Employment of **public relations specialists** is projected to grow 6 percent from 2018 to 2028, about as fast as the average for all occupations. Organizations will continue to emphasize community outreach and customer relations as a way to maintain and enhance their reputation and visibility. Public opinion can change quickly, particularly because both good and bad news spread rapidly through the Internet. Consequently, public relations specialists will be needed to respond to news developments and maintain their organization's reputation. The growing use of social media also is expected to increase employment for public relations specialists. This will create more work for public relations specialists as they try to appeal to consumers and the general public in new ways.
- Employment of **web developers** is projected to grow 13 percent from 2018 to 2028, much faster than the average for all occupations. Employment of web developers is projected to grow as ecommerce continues to expand. Online purchasing is expected to grow faster than the overall retail industry. As retail firms expand their online offerings, demand for web developers will grow. In addition, an increase in the use of mobile devices to search the web will lead to increased demand for web developers. Instead of designing a website for a desktop computer, developers will have to create sites that work on mobile devices with many different screen sizes, leading to more work.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Accountants and Auditors, on the Internet at <https://www.bls.gov/ooh/media-and-communication/technical-writers.htm>, <https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>, and <https://www.bls.gov/ooh/computer-and-information-technology/web-developers.htm>.

# Information Systems Audit and Control

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The Information Systems Audit and Control major joins together the skill sets of two areas experiencing rapid growth and change: accounting and information technology. Technology-intensive innovations have created new challenges and opportunities for accountants who also have expertise in information systems and business process management.

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## MAJOR REQUIREMENTS

AC 311	Financial Accounting and Reporting I
AC 312	Financial Accounting and Reporting II
AC 340	Accounting Information Systems
AC 440	Design and Control of Data and Systems
AC 470 or 472	Financial Statement Auditing or Internal Auditing
AC 475	Information Technology Auditing Principles & Practice
IPM 210	Information Security and Computer Forensics
IPM 450	Enterprise Systems Configuration for Business
_____	AC, CS, or IPM elective <sup>1</sup>
_____	AC, CS, or IPM elective <sup>1</sup>

## TO LEARN MORE ABOUT:

### Major:

Doris Kelly: MOR 229, x2412

### AC Internships:

Karen Osterheld: AAC 282, x2724

<sup>1</sup>Students may only select from the following courses: AC 332, AC 421, CS 230, CS 240, CS 350, CS 360, CS 440, IPM 320, or MG 343.

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## RELATED MINORS: Accountancy, Information and Process Management

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

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## FEATURED POSITIONS ACCEPTED BY BENTLEY STUDENTS IN 2018

FULL-TIME EMPLOYER	FULL-TIME POSITION	INTERN EMPLOYER	INTERN POSITION
Deloitte Consulting	Business Technology Analyst	Andersen Tax	Tax Intern
KPMG	IT Audit & Assurance Associate	Epsagon	Business Development Intern
Liberty Mutual	Associate IT Auditor	Iron Mountain	Information Security Intern
PwC	Risk Assurance Associate	John Hancock	Financial Analyst Intern
State Street	IT Auditor	Mortgage Network	Finance Intern
Wolf & Company	IT Assurance Consultant	RSM US LLP	IT Risk Advisory Consulting Intern

### **What are common career options industry-wide?**

The major in Information Systems Audit and Control prepares students for challenges and opportunities as accountants who also have expertise in information systems and business process management. Until recently, firms have not hired directly into some specialty practices, preferring to hire only those with at least a few years of experience. Currently, they do hire directly, and students who major in ISAC major may have an advantage over other areas. Specialty practices include: IT Audit (internal and external), Forensics and Business/Risk Advisory practices.

**Fraud Examiner/Forensic Accounting:** Some public accountants specialize in forensic accounting—investigating and interpreting white-collar crimes such as securities fraud and embezzlement, bankruptcies and contract disputes, and other complex and possibly criminal financial transactions, including money laundering by organized criminals. Forensic accountants combine their knowledge of accounting, computer information systems and finance with law and investigative techniques to determine whether an activity is illegal. Many forensic accountants work closely with law enforcement personnel and lawyers during investigations and often appear as expert witnesses during trials.

**Systems Analyst:** The systems analyst is the middleman, assessing the needs of the end-user and translating them into programming or working with other departments to develop the programming.

**Data Administrator:** Database administrators work with database management systems software and determine ways to organize and store data. They identify user needs and set up new computer databases. In many cases, database administrators must integrate data from outdated systems into a new system. They also test and coordinate modifications to the system when needed, and troubleshoot problems when they occur. An organization's database administrator ensures the performance of the system, understands the platform on which the database runs, and adds new users to the system. Because many databases are connected to the Internet, database administrators also must plan and coordinate security measures with network administrators. With the growing volume of sensitive data and the increasing interconnectedness of computer networks, data integrity, backup systems, and database security have become increasingly important aspects of the job of database administrators.

### **What's the overall career outlook for Information Systems Audit and Control majors?**

- Employment of **information security analysts** is projected to grow 32 percent from 2018 to 2028, much faster than the average for all occupations. Demand for information security analysts is expected to be very high. Cyberattacks have grown in frequency, and analysts will be needed to come up with innovative solutions to prevent hackers from stealing critical information or creating problems for computer networks. Banks and financial institutions, as well as other types of corporations, will need to increase their information security capabilities in the face of growing cybersecurity threats. In addition, as the healthcare industry expands its use of electronic medical records, ensuring patients' privacy and protecting personal data are becoming more important. More information security analysts are likely to be needed to create the safeguards that will satisfy patients' concerns.
- Employment of **information security analysts** is projected to grow 55 percent in computer systems design and related services from 2018 to 2028. The increasing adoption of cloud services by small and medium-sized businesses and a rise in cybersecurity threats will create demand for managed security services providers in this industry.
- Employment of **private detectives and investigators** is projected to grow 8 percent from 2018 to 2028, faster than the average for all occupations. Continued lawsuits, fraud and other crimes, and interpersonal mistrust create demand for investigative services in industries such as legal services.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/computer-and-information-technology/information-security-analysts.htm> and <https://www.bls.gov/ooh/protective-service/private-detectives-and-investigators.htm>.

# International Affairs

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The International Affairs major offers students the opportunity to gain the knowledge, perspectives, and analytical skills needed to navigate an increasingly globalized world. The curriculum draws on Bentley's business strengths while providing the multidisciplinary perspective of politics, international relations, geography, and culture that are necessary to understand complex international interactions. The program emphasizes hands-on learning, such as internationally focused internships, Model United Nations, and service-learning.

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## MAJOR REQUIREMENTS

GLS 116	International Relations
GLS 101 or GLS 102	Globalization or Comparative Government and Politics
GLS 110 or GLS 114	Global Regions or Cross-Cultural Understanding
GLS 200-level or above	
GLS 200-level or above	
GLS 200-level or above	
GLS 300-level or above <sup>1</sup>	
GLS 403	Model United Nations

### Global Experience

<sup>1</sup>Students should meet with a faculty mentor when choosing electives.

## TO LEARN MORE ABOUT:

### Major/Minor:

Sean McDonald: MOR 206, x3439

### Internships:

Joel Deichmann: MOR 208, x 2745

## OTHER MAJOR REQUIREMENTS

- **International Affairs majors must demonstrate intermediate competence in a modern language.** Most students do so by completing an Intermediate II course. You must meet with the Chair of Modern Languages to discuss your language proficiency and required coursework.
- **International Affairs majors must also complete the Business Studies minor or the Business Studies Major.** Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.
- **This major has specific General Education requirements or electives;** please refer to the undergraduate catalogue [catalog.bentley.edu/undergraduate/degree-requirements/](http://catalog.bentley.edu/undergraduate/degree-requirements/) for details.

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## RELATED MINOR: International Affairs

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

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#### ORGANIZATIONS THAT HAVE HIRED BENTLEY STUDENTS

EF Education First	Bain & Company, Inc.	MA Office of Travel & Tourism
Globalization Partners	US Department of Defense	Commonwealth of MA, Office of the Governor
MA General Hospital	Massachusetts Port Authority	International Rescue Committee
Liberty Mutual	HSBC Bank Canada	John Hancock
State Street	Santander Bank	Boston Children's Hospital
TJX Companies	S&P Global	US Department of State
Dunkin' Brands	Raytheon	Partners HealthCare

#### What are common career options industry-wide?

Employers seek college graduates who can understand and evaluate the impact of economic and cultural events. Bentley's International Affairs major prepares students for careers with an international dimension, including service with federal government agencies, international agencies, trade and professional organizations, the media, and private nonprofit organizations. International Affairs is also a suitable major for law school preparation. International Affairs majors can combine a minor in business studies with electives in international management, marketing, law or finance to create a program of study with a focus in international business.

#### What's the overall career outlook for International Affairs majors?

- Employment of **political scientists** is projected to grow 5 percent from 2018 to 2028, about as fast as the average for all occupations. About half of all political scientists are employed by the federal government. Political scientists will continue to be needed in government to assess the impact of government policies, such as the efficiencies of public services, effects of budget changes, and advantages of proposed improvements. Political organizations, lobbying firms, and labor unions rely on the knowledge of political scientists to manage complicated legal and regulatory issues and policies. Political scientists will be needed at research and policy institutes to focus specifically on politics and political theory. Organizations that research or advocate for specific causes, such as immigration policy, healthcare, or the environment, also need political scientists to analyze policies relating to their field.
- Employment of **geographers** is projected to grow 3 percent from 2018 to 2028, slower than the average for all occupations. Governments and businesses rely on geographers to research topics such as natural hazards, the use of resources, and climate change. For example, geographers' analyses on population distribution and land use are important for infrastructure planning and development used by both governments and businesses.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/life-physical-and-social-science/political-scientists.htm> and <https://www.bls.gov/ooh/life-physical-and-social-science/geographers.htm>.

# Liberal Arts

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In addition to arts and sciences majors in media and culture, history, global studies, and philosophy, a general major in liberal arts is available to students who wish to design:

1. A single concentration in disciplines such as economics, English, government, mathematical sciences, modern languages, natural sciences, and behavioral sciences; or
2. An interdisciplinary concentration in areas such as communication, environmental sciences, gender studies, interpersonal and social relations, and legal studies.

A major in Liberal Arts provides students with strong oral and written communication skills, analytical problem solving skills, technical abilities and business knowledge.

Students also become exposed to different points of views and lifestyles, have a well-rounded background, and gain skills in being flexible and adaptable. These are all skills that employers in today's marketplace look for as they hire new employees.

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## CURRICULUM

Students have the opportunity to pursue a Liberal Arts major with a concentration. A single concentration consists of thirty credits in only one arts and sciences area, to be designed with and authorized by faculty advisors. Single concentrations are available in behavioral sciences, government, economics, mathematical sciences, and natural sciences. There are specific guidelines and regulations concerning the development of your arts and sciences concentration or major. Please consult the faculty advisor.

Liberal Arts majors must demonstrate intermediate competence in a modern language. Most students do so by completing an Intermediate II course. You must meet with the Chair of Modern Languages to discuss your language proficiency and required coursework.

**TO LEARN MORE ABOUT:**

**Major:**

Jeff Gulati: MOR 275, x3177

## ORGANIZATIONS THAT HAVE HIRED BENTLEY STUDENTS

Charles River Associate	Eliassen Group	VDC Research
S&P Global	Dana Farber Cancer Inst.	Partners HealthCare
Oracle	City Year	John Hancock Financial Services
Liberty Mutual	EY	Morgan Stanley
Bright Horizons	Harvard Business School	Dassault Systems
AXA Advisors	AlphaSights	National Grid
Arts Consulting Group	Cox Media Group	Breast Cancer Coalition (MBCC)

## CAREER OPTIONS

Liberal Arts students have jobs/careers in every industry imaginable. That is one of the most appealing qualities and one of the scariest things about majoring in Liberal Arts. They are CEOs of companies. They are graphic designers. They are investment bankers on Wall Street. They are working for non-profit organizations. These individuals, meaning YOU, are sought out by employers because of their extensive portfolio of skills, as outlined above.

Interested in a major in Liberal Arts but concerned about how to communicate the value of that program to potential employers? Connect with Undergraduate Career Services for guidance. And perhaps review *How Liberal Arts and Sciences Majors Fare in Employment: A Report on Earnings and Long-Term Career Paths*, a 2014 report published by the Association of American Colleges and Universities as well as the National Center for Higher Education Management Systems; the report and a summary of its findings can be found at <https://www.aacu.org/nchems-report>.

### **Major Misperception #3: Picking a major and a career is the same thing.**

While your major may point you towards a particular career path, selecting a major does not corner you into a single line of work. Students who graduate in the same major will not all work in the same profession, and vice versa. The important thing to consider is what valuable skills, experience, and knowledge your intended major will give you and how those assets will transfer into the workplace.

# Management

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Hands-on experience is a vital piece of a Bentley degree in management. As a student, you will use case studies, team projects, computer simulations, experiential exercises and internships to apply class work to real issues from today's business environment. The management major provides a generalist orientation, with the opportunity to develop a specialized focus in areas such as human resources management, entrepreneurship, global business management, and technology management. As part of your course work, you will develop a portfolio of critical work-related skills, such as how to:

- negotiate a deal
- write a business plan
- lead a high-performance team
- work effectively with diverse people
- use qualitative and quantitative data to diagnose and solve organizational problems
- develop a strategy for a successful global company
- use information technology effectively at all levels of analysis and decision making

## MAJOR REQUIREMENTS

MG 240	Interpersonal Relations in Management
MG 345	Organizations, Society, & Responsible Management
MG _____	Global elective (MG 331, MG 332, MG 334, or MG 340 w/global focus)
MG _____	MG or PRS elective <sup>1</sup>
MG _____	MG or PRS elective <sup>1</sup>
MG _____	MG or PRS elective <sup>1</sup>
_____	MG-related elective <sup>2</sup>
_____	MG-related elective <sup>2</sup>

<sup>1</sup>Any MG/PRS course, not otherwise required, can fulfill the MG elective requirement.

<sup>2</sup>MG-related electives can be filled by any AC, AF, FI, IDCC, IPM, MG, MK, or PRS course not otherwise required. The following courses can also fulfill the requirement: LA 200 or higher (except LA 402), ID 350, EC 224, EC 273, EC 311, EC 315, EC 333, EC 346, EC 361, EC 373, EC 374, EC 375, EC 377, EC 402, EC 454, CS 350, CS 360, CS 401, CS 402, CS 421, CS 440, CS 460, and SO 263. You may petition the chair to consider other courses as MG-related, depending on your focus within the major.

**CONCENTRATIONS AVAILABLE:** Entrepreneurship, Global Management, Human Resource Management, Leadership, Supply-Chain & Operations Management

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**RELATED MINORS:** Entrepreneurial Studies, Global Management, Human Resources Management, Leadership, Supply-Chain and Operations Management, Sports Management  
Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

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## TO LEARN MORE ABOUT:

### General Management:

Mike Bravo: AAC 325, x2568

### Entrepreneurial Studies:

Fred Tuffile: AAC 286, x2431

### Global Management:

Iris Berdrow: AAC 306, x2130

### Human Resources Management:

Elaine Walker: AAC 310, x3124

### Leadership:

Aaron Nurick: AAC 316, x2526

### Sports Mgmt Minor:

Kelvyn Moore: MOR 287, x2276

### Supply Chain/Operations Mgmt:

Effie Stavrulaki: AAC 304, x2842

### Internships:

Fred Tuffile: AAC 286, x2431

## FEATURED POSITIONS ACCEPTED BY BENTLEY STUDENTS IN 2018

FULL-TIME EMPLOYER	FULL-TIME POSITION	INTERN EMPLOYER	INTERN POSITION
Anheuser-Busch	People (Human Resources) Trainee Program	Amazon	Human Resources Intern
Cimpress N.V.	Data Analyst	Ameriprise Financial	Marketing Intern
Dassault Systemes	Human Resource Specialist	Darn Tough Vermont	Product Development Intern
Everbridge	Business Development Representative	Hewlett Packard Enterprise	Supply Chain Intern
LevelUp	Customer Support	Pfizer	Global Clinical Supply Intern
Oracle Corporation	Business Development Representative	Rapid7	Learning and Development Intern

### What are common career options industry-wide?

Bentley management graduates work locally, nationally and internationally as leaders, managers, consultants and entrepreneurs. They pursue careers in human resources, project management, operations management, as managers in a variety of industries, or as heads of their own businesses.

**Human Resources:** There are many types of human resources, training, and labor relations managers and specialists. In a small organization, a *human resources generalist* may handle all aspects of human resources work, and thus require an extensive range of knowledge. The responsibilities of human resources generalists can vary widely, depending on their employer's needs.

**Management Consulting:** Management consulting firms influence how businesses, governments, and institutions make decisions. Often working behind the scenes, these firms offer technical expertise, information, contacts, and tools that clients cannot provide themselves. They then work with their clients to provide a service or solve a problem.

**Sales:** Sales agents provide customers/clients with goods and services, thereby earning money for the company.

### What's the overall career outlook for Management majors?

- Employment of **management analysts/consultants** is projected to grow 14 percent from 2018 to 2028, much faster than the average for all occupations. Demand for consulting services is expected to grow as organizations seek ways to improve efficiency and control costs. As markets become more competitive, firms will need to use resources more efficiently. Demand for management analysts is expected to be strong in healthcare. This industry segment is experiencing higher costs in part because of an aging population. In addition, more management analysts may be needed to help navigate the regulatory environment within health insurance. Information technology (IT) consultants are also expected to see high demand. Businesses will seek out consulting firms to help them attain a high level of cyber security, and make sure their IT systems are efficient and up to date. Growth will be particularly strong in smaller consulting companies that specialize in specific industries or types of business function, such as information technology or human resources. Government agencies will also seek the services of management analysts as they look for ways to reduce spending and improve efficiency.
- Employment of **human resources specialists** is projected to grow 5 percent from 2018 to 2028, about as fast as the average for all occupations. Companies are likely to continue to outsource human resources functions to organizations that provide these services, rather than directly employing human resources specialists. In addition, the services of human resources generalists will likely be needed to handle increasingly complex employment laws and benefit options. However, employment of human resources specialists will be tempered as companies make better use of available technologies. Rather than sending recruiters to colleges and job fairs, for example, some employers are increasingly conducting their entire recruiting process online. In addition, administrative tasks are more efficient with software that allows workers to quickly manage, process, or update human resources information.
- Employment of **sales occupations** is projected to show little or no change from 2018 to 2028. Sales workers in the services and wholesale sectors will continue to be in demand because these occupations remain critical in building and maintaining customer bases for businesses. Rising levels of E-commerce will depress employment growth in the retail sector, where the number of cashiers is projected to decline slightly.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/business-and-financial/management-analysts.htm>, <https://www.bls.gov/ooh/business-and-financial/human-resources-specialists.htm>, and <https://www.bls.gov/ooh/sales/home.htm>.

# Managerial Economics

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Economics provides an understanding of the environment in which all businesses operate. It also equips students with the tools, skills and intuition necessary to make sound business decisions. Students who enjoy economics and want to strengthen their background in another area may find this major to be right for them.

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The Managerial Economics major provides you with the flexibility to combine economics with a non-finance discipline. The common body of business core courses provides you with an excellent foundation in all business areas, but more depth is needed for specialization. The program provides this much needed depth in an integrated manner by allowing you to concentrate in one of the following business areas. The flexibility achieved by combining economics with another business discipline allows students to design a curriculum that meets their professional and personal educational objectives

## Concentration Areas:

- Accounting
- Economic Analysis
- Entrepreneurship
- Human Resources
- Information Design and Corporate Communication

- Information Technology
- International Business
- Law
- Management
- Marketing
- Quantitative Analysis

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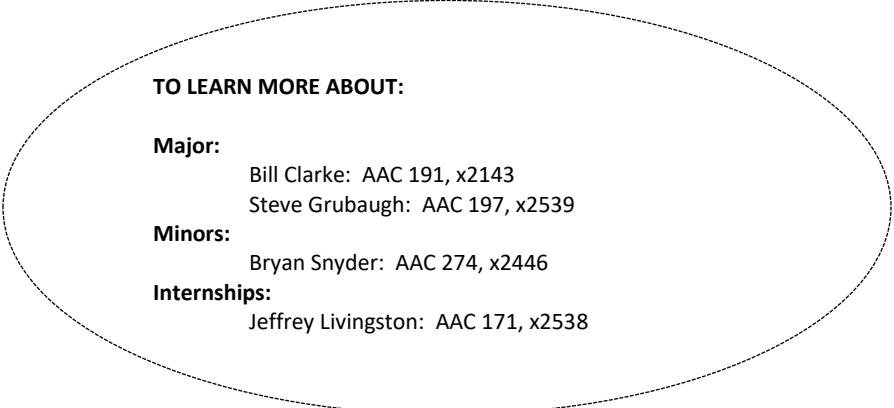
## MAJOR REQUIREMENTS

EC 224	Intermediate Price Theory <sup>1</sup>
EC 225	Intermediate Macroeconomics <sup>1</sup>
EC 282	Introduction to Econometrics
EC 431	Research in Managerial Economics
EC _____	EC elective <sup>2</sup>
EC _____	EC elective <sup>2</sup>
_____	Concentration course <sup>3</sup>
_____	Concentration course <sup>3</sup>

<sup>1</sup>Whenever possible, EC 224 and EC 225 should be taken in junior year.

<sup>2</sup>Any EC courses not otherwise required can fulfill the EC elective requirements. Major electives should be selected in consultation with a faculty mentor. Students cannot take both EC 211 (no longer offered at Bentley) and EC 391.

<sup>3</sup>Students must choose one of the following concentrations: Accounting, Economic Analysis, Entrepreneurship, Human Resources, Information Design & Corporate Communication, Information Technology, International Business, Law, Management, Marketing, or Quantitative Analysis. Please visit [catalog.bentley.edu/undergraduate/programs/business-programs/managerial-economics-major/](http://catalog.bentley.edu/undergraduate/programs/business-programs/managerial-economics-major/) for more information about concentrations.



## TO LEARN MORE ABOUT:

### Major:

Bill Clarke: AAC 191, x2143  
Steve Grubaugh: AAC 197, x2539

### Minors:

Bryan Snyder: AAC 274, x2446

### Internships:

Jeffrey Livingston: AAC 171, x2538

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## RELATED MINORS:

Business Economics, International Economics

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

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## FEATURED POSITIONS ACCEPTED BY BENTLEY STUDENTS IN 2018

FULL-TIME EMPLOYER	FULL-TIME POSITION	INTERN EMPLOYER	INTERN POSITION
Dell	Business Operations Analyst	Dassault Systems	Global Market Intelligence Intern
Deloitte Consulting	Project Controller	Everest Insurance	Underwriting Intern
Fidelity Investments	Database Engineer	Goldman Sachs	Summer Analyst
HBO	Senior Research Analyst	Lack + Daily	Communications Associate
Liberty Mutual	Analytics Development Program Associate	MassMutual	Financial Services Intern
New England Fitness Distributors	Territory Manager	US Navy	Contracting Intern

### What are common career options industry-wide?

A Bentley economics degree provides students with virtually limitless career opportunities. Students often begin their careers in their concentration area, such as accounting or marketing. Their positions might be in the manufacturing, financial or service industries or with the government. An advantage of a Bentley economics degree is the versatility it affords in selecting from a variety of careers.

**Research Economist:** Economists study how society distributes resources, such as land, labor, raw materials, and machinery, to produce goods and services. They may conduct research, collect and analyze data, monitor economic trends, or develop forecasts. Economists research a wide variety of issues including energy costs, inflation, interest rates, exchange rates, business cycles, taxes, and employment levels, among others.

**Financial Representative/Planner/Advisor:** Financial Planners and Advisors strive to meet their client's financial planning needs. Financial planners market their business and build a client base. They identify and set financial goals, develop plans of investment, and assess a client's net worth.

**Commercial Credit Analyst:** These individuals, like a loan officer, review credit data to evaluate commercial loan requests in order to approve or deny applications. They analyze sources of financial information, such as reporting services, credit bureaus, other companies, main office files, and branches to determine profitability of loan.

**Policy Analyst:** Policy analysts work to influence political and social decisions. Although their tasks vary, most policy analysts work in one or more of four areas: collecting information, analyzing potential policies and making recommendations, evaluating the outcomes of existing policies, and sharing information with the public and government officials.

**Actuarial Analyst:** These individuals prepare actuarial valuations, reports and special studies; review data reconciliation; perform and review complex benefit calculations; read plan documents to interpret plan provisions; complete and review government forms; prepare and review benefit statements reconciling data and assets for annual valuations; update and run TRS liability and report programs; process annual valuation; and calculate retirement benefits.

### What's the overall career outlook for Managerial Economics majors?

- Employment of **economists** is projected to grow 6 percent from 2016 to 2026, about as fast as the average for all occupations. Businesses and organizations across many industries use economic analysis and quantitative methods to analyze and forecast business, sales, and other economic trends. Demand for economists should come from the increasing complexity of the global economy, additional financial regulations, and a more competitive business environment. However, employment in the federal government—the largest employer of economists—is projected to decline over the next ten years due to anticipated reductions in federal spending.
- Employment of **personal financial advisors** is projected to grow 15 percent from 2016 to 2026, much faster than the average for all occupations. The primary driver of employment growth will be the aging population. As large numbers of baby boomers approach retirement, more are likely to seek planning advice from personal financial advisors. Also, longer lifespans will lead to longer retirement periods, further increasing demand for financial planning services.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/life-physical-and-social-science/economists.htm> and <https://www.bls.gov/ooh/business-and-financial/personal-financial-advisors.htm>.

# Marketing

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In offering a variety of products and services, every institution practices some form of marketing. Bentley's major in marketing will enable you to understand this vital area of business and organizational activity. In helping you understand concepts and apply theory to practice, the marketing major delivers valuable insight on challenges, opportunities and risks facing today's marketing professionals. By carefully selecting your courses, you can build a concentration around an area of individual interest. Thanks to a strong business foundation and hands-on experience, Bentley marketing graduates have the knowledge to advance in careers in sales, advertising, product development, brand management, marketing research, database marketing digital marketing, and social media.

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## MAJOR REQUIREMENTS

MK 322	Marketing Research
MK 400	Marketing Management
MK ____	MK or PRS elective <sup>1</sup>
MK ____	MK or PRS elective <sup>1</sup>
MK ____	MK or PRS elective <sup>1</sup>
MK ____	MK or PRS elective <sup>1</sup>
MK ____	MK or PRS elective <sup>1</sup>
_____	MK-related elective <sup>2</sup>
_____	MK-related elective <sup>2</sup>

<sup>1</sup>Any MK or PRS course, not otherwise required, can fulfill the MK elective requirement. Major electives should be selected in consultation with a faculty mentor.

<sup>2</sup>Marketing-related electives can be fulfilled by any AC, AF, FI, IDCC, IPM, MG, MK, or PRS courses not otherwise required; any LA numbered 200 or higher, EC 224, EC 225, EC 271, EC 272, EC 273, EC 275, EC 311, EC 315, EC 333, EC 346, EC 361, EC 373, EC 374, EC 376, EC 377, EC 381, EC 391, EC 402, EC 454 and CS 350, CS 360, CS 401, CS 402, CS 421, CS 440, and CS 460. SOC 263 may also be used as a MK related elective.

## TO LEARN MORE ABOUT:

### Major/Minor:

Andy Aylesworth: MOR 216, x3149

### Internships:

Jim Pouliopoulos (spring): MOR 296, x2006

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## RELATED MINOR: Marketing

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

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## FEATURED MARKETING, COMMUNICATIONS, & MEDIA POSITIONS ACCEPTED BY BENTLEY STUDENTS IN 2018

FULL-TIME EMPLOYER	FULL-TIME POSITION	INTERN EMPLOYER	INTERN POSITION
Comcast	Business Account Executive	AMC Networks	Integrated Marketing Intern
Carbon Black	Customer Marketing Specialist	Citizens Bank	Media Relations Intern
Epsilon	Associate Account Executive	Crossover Hoops	Event Director
Morgan Stanley	Wealth Advisor Associate	Dell	Marketing Intern
Vistaprint	Marketing Specialist	PepsiCo	Sales Management Intern
Wayfair	Onboarding Business Account Manager	TripAdvisor	Inside Sales Intern

### **What are common career options industry-wide?**

**Public Relations:** PR professionals are called upon for their writing and speaking skills, ability to persuade and network, to strategize and, above all, to be flexible and creative in how to adapt a message within an ever-changing communications landscape. They manage corporate reputations across a range of audiences and publicize products and events via a variety of non-euphonious media. They can work in agencies or in a company's in-house communications office.

**Market Research:** A market researcher gathers and analyzes statistical data to determine market conditions in relation to a particular product or service. Responsibilities can include designing surveys, overseeing focus groups and in-depth interviews, interpreting statistical models and developing conclusions and implications for client reports and presentations.

**Advertising:** Advertising typically involves the development, or the overseeing of materials and activities aimed at persuading customers to purchase a product. Generally, this is done through vehicles like the Internet, billboards, print, TV, etc.

**Marketing:** Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. It serves a crucial role in every company and in every industry. Areas in marketing include market research, product development, promotions, brand management, direct marketing and e-marketing. Typical entry level positions include marketing coordinator, assistant or associate.

**Retailing:** More often than not, one is responsible for purchasing the merchandise for a client or retail organization. This merchandise can be anything from furniture to clothing. The buyer is responsible for negotiating prices and delivering contracts. Buyers must analyze markets, project trends, and deftly understand the spending habits of the consumer. Increasingly, buyers are using statistical and computerized data analyses in order to do so.

**Event Planner/Conference Coordinator/Meeting Planner:** Responsible for all aspects of planning a meeting or special event for an organization, company or client. This individual manages all amenities and accommodations at the event as well as any associated contract negotiations.

**Digital Marketing:** Develops and implements the strategic on-line marketing plan for an organization. Stays abreast of changes in online marketing environment to best serve objectives of the organization and adjusts plans accordingly; may be responsible for internet advertising and social media strategies.

### **What's the overall career outlook for Marketing majors?**

- Employment of **advertising, promotions, and marketing managers** is projected to grow 8 percent from 2018 to 2028, faster than the average for all occupations. Employment growth will vary by occupation. Advertising, promotional, and marketing campaigns are expected to continue to be essential as organizations seek to maintain and expand their market share. Advertising and promotions managers will be needed to plan, direct, and coordinate advertising and promotional campaigns, as well as to introduce new products into the marketplace.
- Employment of **market research analysts** is projected to grow 20 percent from 2018 to 2028, much faster than the average for all occupations. Employment growth will be driven by an increasing use of data and market research across all industries. They will be needed to help understand the needs and wants of customers, measure the effectiveness of marketing and business strategies, and identify the factors affecting product demand. Market research provides companies and organizations with an opportunity to increase sales and cut costs. Companies increasingly use research on consumer behavior to develop improved marketing strategies. By doing so, companies are better able to market directly to their target population. Market research also lets companies monitor customer satisfaction and gather feedback about how to improve products or services, allowing companies to build an advantage over their competitors. They may use research to decide the location of stores, placement of products, and services offered.
- Employment of **public relations specialists** is projected to grow 6 percent from 2018 to 2028, about as fast as the average for all occupations. Organizations will continue to emphasize community outreach and customer relations as a way to maintain and enhance their reputation and visibility. The growing use of social media also is expected to increase employment for public relations specialists. This will create more work for public relations specialists as they try to appeal to consumers and the general public in new ways. Public relations specialists will be needed to help their clients use these new types of social media effectively.
- Employment of **meeting, convention, and event planners** is projected to grow 7 percent from 2018 to 2028, faster than the average for all occupations. Demand for professionally planned meetings and events is expected to remain steady as businesses and organizations continue to host events regularly. For organizations with geographically separate offices and members, meetings are the only time they can bring everyone together. Despite the spread of online communication, face-to-face interaction remains important.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>, <https://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm>,  
<https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>, and <https://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm>.

# Mathematical Sciences

Bentley University's Bachelor of Science degree in Math is an applied degree because students take both math and business courses. This combination, from one of the nation's top business schools, provides a strong theoretical and practical background. The Mathematical Sciences Department offers a wide range of courses, most of which involve the fields of mathematics that are heavily used in business, such as actuarial mathematics, statistics and management science.

## MAJOR REQUIREMENTS

MA 233	Calculus III
MA 239	Linear Algebra
MA 252	Mathematical Statistics
MA 263	Continuous Probability for Risk Management
MA ____	MA elective <sup>1</sup>

<sup>1</sup> Any MA course 200 or higher not otherwise required. Students are advised to choose electives that create an area of specialty that they can market to future employers.

## TO LEARN MORE ABOUT:

### Major:

Lucy Kimball: MOR 375, x2467

### Minor:

Peter Ciccarelli: MOR 396, x2701

### Internships:

David Oury: MOR 325, x2239

## OTHER MAJOR REQUIREMENTS

- **Mathematical Sciences majors must also complete the Business Studies minor or the Business Studies Major.** Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.
- **This major has specific General Education requirements or electives;** please refer to the undergraduate catalogue [catalog.bentley.edu/undergraduate/degree-requirements/](http://catalog.bentley.edu/undergraduate/degree-requirements/) for details.

## RELATED MINOR: Mathematical Sciences

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

## ORGANIZATIONS THAT HAVE HIRED BENTLEY STUDENTS

Aon Hewitt	Black Duck Software	Cigna	Cooper Surgical
Electric Insurance Company	EY	John Hancock	Liberty Mutual
Mercer	October Three Consulting	PwC	Sun Life Financial
The Hartford Insurance Group	Synchrony Financial	Wolf & Company	Segal Group
Protiviti	Dana Farber Cancer Inst.	KPMG	Deloitte Consulting
Travelers	Unum	Voya Financial	State Street Corporation

## **What are common career options industry-wide?**

College graduates with math degrees are in high demand. Knowledge of quantitative techniques, the ability to think analytically, and skills in building mathematical models to solve real-world problems are important assets that can help shape a career in industry, government and nonprofit institutions alike. A major in mathematical sciences will prepare you for interesting, fast-growing and high-paying careers in a number of industries. Math majors can be found working as consultants, operations research analysts and market researchers; others choose to work as mathematicians, actuaries or statisticians. While some graduates go directly to work for companies, others may decide to pursue a graduate degree in mathematics or statistics, or in fields such as business, economics or law.

**Actuary:** Through their knowledge of statistics, finance, and business, actuaries assess the risk of events occurring and help create policies that minimize risk and its financial impact on companies and clients. One of the main functions of actuaries is to help businesses assess the risk of certain events occurring and formulate policies that minimize the cost of that risk. For this reason, actuaries are essential to the insurance industry.

**Statistician:** Statisticians apply their mathematical and statistical knowledge to the design of surveys and experiments; the collection, processing, and analysis of data; and the interpretation of the experiment and survey results. Statisticians may apply their knowledge of statistical methods to a variety of subject areas, such as biology, economics, engineering, medicine, public health, psychology, marketing, education, and sports.

**Mathematician:** Mathematicians use mathematical theory, computational techniques, algorithms, and the latest computer technology to solve economic, scientific, engineering, and business problems. The work of mathematicians falls into two broad classes: theoretical (pure) mathematics and applied mathematics. These classes, however, are not sharply defined and often overlap.

**Theoretical Mathematician:** Theoretical mathematicians advance mathematical knowledge by developing new principles and recognizing previously unknown relationships between existing principles of mathematics. Although these workers seek to increase basic knowledge without necessarily considering its practical use, such pure and abstract knowledge has been instrumental in producing or furthering many scientific and engineering achievements.

**Applied Mathematicians:** Applied mathematicians use theories and techniques, such as mathematical modeling and computational methods, to formulate and solve practical problems in business, government, engineering, and the physical, life, and social sciences.

## **What's the overall career outlook for Mathematical Science majors?**

- Employment of **actuaries** is projected to grow 20 percent from 2018 to 2028, much faster than the average for all occupations. However, because it is a small occupation, the fast growth will result in only about 5,300 new jobs over the 10-year period. Actuaries will be needed to develop, price, and evaluate a variety of insurance products and calculate the costs of new risks.
- Employment of **mathematicians and statisticians** is projected to grow 30 percent from 2018 to 2028, much faster than the average for all occupations. Employment growth will vary by occupation. Employment of statisticians is projected to grow 31 percent from 2018 to 2028, much faster than the average for all occupations. Growth is expected to result from more widespread use of statistical analysis to make informed business, healthcare, and policy decisions. In addition, the large increase in available data from the Internet will open up new areas for analysis. Employment of mathematicians is projected to grow 26 percent from 2018 to 2028, much faster than the average for all occupations. However, because it is a small occupation, the fast growth will result in only about 800 new jobs over the 10-year period. The amount of digitally stored data will increase over the next decade as more people and companies conduct business online and use social media, smartphones, and other mobile devices. As a result, businesses will increasingly need mathematicians to analyze the large amount of information and data collected. Analyses will help companies improve their business processes, design and develop new products, and even advertise products to potential customers. In addition, mathematicians and statisticians will be needed in the scientific research and development services and pharmaceutical and medicine manufacturing industries. The aging of the U.S. population is expected to prompt pharmaceutical companies to develop new treatments and medical technologies. Biostatisticians will be needed to conduct the research and clinical trials necessary for companies to obtain approval for their products from the Food and Drug Administration.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/math/actuaries.htm> and <https://www.bls.gov/ooh/math/mathematicians-and-statisticians.htm>.

# Media and Culture

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Bentley's English and Media Studies department houses the Media & Culture major and offers the same wide range of courses—literature, film, creative writing, communication and expository writing—that can be found at major liberal arts colleges. However, Bentley Media & Culture majors also gain practical business knowledge and experience. Designed to prepare students for a career in media industries, the program combines creative arts with business and information technology. Students in the major take hands-on media production courses that focus on contemporary media, as well as classes that emphasize theory, analytical thinking and critical reading skills, and the study of important literary, filmic, digital and other cultural texts in historical contexts.

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## MAJOR REQUIREMENTS

EMS 200	Introduction to Film, Literature, and Media
MC 220	Introduction to Media Production <sup>1</sup>
_____	Media Theory Course <sup>2</sup>
_____	Media Production Course <sup>3</sup>
_____	MC-related elective <sup>4</sup>

<sup>1</sup>A MC-related elective is any course in the English and Media Studies department with a CIN, COM, EMS, LIT, or MC designation not otherwise required for the major.

<sup>2</sup> Select one of the following courses in media theory: EMA 201, CIN 270, CIN 370, CIN 372, CIN 376, CIN 378, CIN 380, CIN 381, CIN 382, CIN 383, or CIN 384.

<sup>3</sup>Select on production course from the following: MC 222, MC 224, MC 321, MC 322, MC 323, or MC 324.

## TO LEARN MORE ABOUT:

### Major/Internships:

Liz LeDoux: AAC 091, x2961

## OTHER MAJOR REQUIREMENTS

- **Media and Culture majors must demonstrate intermediate II competence in a modern language.** Most students do so by completing an Intermediate II course. You must meet with the Chair of Modern Languages to discuss your language proficiency and required coursework.
- **Media and Culture majors must also complete the Business Studies minor or the Business Studies Major.** Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

## RELATED MINOR: English and Media Studies

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

## FEATURED MARKETING, COMMUNICATIONS, & MEDIA POSITIONS ACCEPTED BY BENTLEY STUDENTS IN 2018

FULL-TIME EMPLOYER	FULL-TIME POSITION	INTERN EMPLOYER	INTERN POSITION
Cape Resorts Group	Digital Content Specialist	Alkermes	Marketing Intern
Eaton Vance	Digital Content Associate	Crossover Hoops Inc	Event Director
Kantar Millward Brown	Research Analyst	D exposito & partners	Media Coordinator Intern
Norway Savings Bank	Customer Relations Specialist	Flexion Therapeutics	Corporate Communications Intern
TB12 Sports	Public Relations Specialist	MaxExposure Social Media	Social Media Intern
The Walt Disney Company	Marketing Strategy Intern	Surgery Group PR	Public Relations Intern

### **What are common career options industry-wide?**

The media and culture major addresses the need for creative and business professionals to gain an understanding of the past, present and future of media forms and contents. Unlike media studies programs at other institutions, this program requires a business minor and culminates in a media-related internship or capstone project. The career options in the media industry are practically limitless. Today's media-intensive world needs people with dual skills in creativity and business. The media and culture major at Bentley prepares students to enter fields that require both creative and business skills.

**POSSIBLE CAREERS INCLUDE:** Advertising Executive, Art Director, Art Department Coordinator, Cinematographer, Client Executive, Conference Organizer, Development/Event Management, Director, Editor, Events Organizer, Executive Producer, Film Distribution, Sales Agent, Finance Account Executive, First Assistant Director, Journalist, Marketing Professional, Marketing and Publicity Manager, Music Agent, Music Producer, Operations Professional, Production Designer, Production Event Coordinator, Production Manager, Production Accountant, Public Relations Professional, Researcher, Script Writer.

### **What's the overall career outlook for Media and Culture majors?**

- Employment of ***art directors*** is projected to show little or no change from 2018 to 2028. Art directors will continue to be needed to oversee the work of graphic designers, illustrators, photographers, and others engaged in artwork or layout design. Employment of art directors is projected to decline in the publishing industry from 2018 to 2028 as traditional print publications lose ground to other media forms. Rather than focusing on the print layout of images and text, art directors for newspapers and magazines will increasingly design for web and mobile platforms.
- Employment of ***meeting, convention, and event planners*** is projected to grow 7 percent from 2018 to 2028, faster than the average for all occupations. Demand for professionally planned meetings and events is expected to remain steady as businesses and organizations continue to host events regularly. For organizations with geographically separate offices and members, meetings are the only time they can bring everyone together. Despite the spread of online communication, face-to-face interaction remains important.
- Employment of ***public relations specialists*** is projected to grow 6 percent from 2018 to 2028, about as fast as the average for all occupations. Organizations will continue to emphasize community outreach and customer relations as a way to maintain and enhance their reputation and visibility. Public opinion can change quickly, particularly because both good and bad news spread rapidly through the Internet. Consequently, public relations specialists will be needed to respond to news developments and maintain their organization's reputation. The growing use of social media also is expected to increase employment for public relations specialists. This will create more work for public relations specialists as they try to appeal to consumers and the general public in new ways. Public relations specialists will be needed to help their clients use these new types of social media effectively.
- Employment of ***editors*** is projected to decline 3 percent from 2018 to 2028. Despite some job growth for editors in online media, decreases in traditional print magazines and newspapers will cause a decline in overall employment of editors.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/arts-and-design/art-directors.htm>, <https://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm>, <https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>, and <https://www.bls.gov/ooh/media-and-communication/editors.htm>.

# Philosophy

In business and everywhere else in your life, you will make choices that help determine how you live and who you are. Studying philosophy at Bentley will help you develop the ability to make these choices. Philosophy is the study of some of the most fundamental questions faced by humanity, questions such as: What is truth? What is beauty? Do we know anything other than the contents of our own consciousness? What is the nature of reality? Can we prove that God exists? Which actions are morally right and which are morally wrong? Does life have a meaning? While Bentley offers traditional philosophy courses, we also offer philosophy courses with a business slant. For instance, International Business Ethics, Corporate Social Responsibility, Philosophy of Work, and Healthcare Ethics are among the more than 20 courses within the department's curriculum. You can gain a distinct competitive advantage in the job market by combining skills in critical thinking with in-depth exposure to the challenges and practice of business.

## MAJOR REQUIREMENTS

PH 252/253/270	Epistemology or Metaphysics
PH 251/311/312	Normative Theory
PH ____	Applied Ethics: PH 130/131/133/134/140/301
PH ____	PH elective <sup>1</sup>
PH 402	Seminar in Philosophy

<sup>1</sup>With approval from major advisor, students may take up to two electives outside of PH that are relevant to student's focus in the major.

## TO LEARN MORE ABOUT:

### Major/Minor:

Jeffrey Moriarty: AAC 115, x2085

## OTHER MAJOR REQUIREMENTS

- **Philosophy majors must demonstrate intermediate competence in a modern language.** Most students do so by completing an Intermediate II course. You must meet with the Chair of Modern Languages to discuss your language proficiency and required coursework.
- **Philosophy majors must also complete the Business Studies minor or the Business Studies Major.** Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

## RELATED MINOR: Philosophy

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

## ORGANIZATIONS THAT HAVE HIRED BENTLEY STUDENTS

Arts Consulting Group	AlphaSights	AXA Advisors	Bain & Company, Inc
Bright Horizons	Breast Cancer Coalition (MBCC)	Bose BTI Consulting Group	Charles River Associate
City Year	Cox Media Group	Creative Expansions, Inc.	Dana Farber Cancer Inst.
Dassault Systems	Duff & Phelps, LLC	Eliassen Group Partners	Harvard Business School
HealthCare	John Hancock Financial Systems	Lewis PR	Liberty Mutual
Mass General Hospital	Morgan Stanley	National Grid	Oracle
PerkinElmer, Inc.	S&P Global	VDC Research	

### **What are common career options industry-wide?**

The problem-solving and critical thinking skills you learn as a philosophy major are highly valued by employers, especially in the growing number of jobs where you are expected to learn as you go and tackle projects that go beyond your specific training. All philosophy majors at Bentley can graduate with additional competencies in business and information technology by pursuing a minor in Business Studies or enrolling in Bentley's Falcon Fast Track program. The combination of in-depth exposure to business and training in philosophy also provides an excellent foundation for graduate-level training in law and business. Philosophy students go on to serve as managers, ethics and compliance officers, lawyers, and executives within both government and nonprofit organizations.

### **What's the overall career outlook for Philosophy majors?**

Philosophy majors are qualified for all types of jobs. They find success in ***education*** (including teaching, and not just philosophy!), ***the arts, law, medicine, communications, public policy, and business***. There are many CEOs or other well-known entrepreneurs who were philosophy majors, including former HP CEO Carly Fiorina, activist investor Carl Icahn, and former FDIC Chair Sheila Blair. Philosophy majors are bankers and management consultants, authors and politicians, actors and coaches. On average, they make as much money as majors in various business disciplines while utilizing the skills they have honed in clear presentation, cogent argumentation, creative thinking, and attention to detail. To obtain a full sense of the career outlook for Philosophy majors, visit the data provided throughout this guide or explore further at [www.bls.gov/ooh/](http://www.bls.gov/ooh/).

URL is for the Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*.

#### **Major Misperception #4: Choosing a major means giving up my interests in other courses.**

Your major is intended to provide you with a concentration within your studies at Bentley, but it is not intended to exclude your other academic and career interests. In fact, there are majors at Bentley that combine different disciplines, such as Corporate Finance & Accounting, Creative Industries, Managerial Economics, and Economics-Finance. In addition, you have the option to declare a secondary Liberal Studies Major (LSM) or Business Studies Major, or a minor. Those ancillary programs can complement your primary major and give you the ability to become proficient in another academic/professional area of interest.

# Professional Sales

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Professional Sales major develops critical knowledge and perspective in the fields of revenue generation, business development and sales management, while nurturing an understanding of the role sales plays within an organization. This strategic mastery is coupled with pragmatic expertise, ultimately translating into success in the employment marketplace — professional sales skills are highly transferrable across industries and can be applied in private and public companies, nonprofit organizations and social missions.

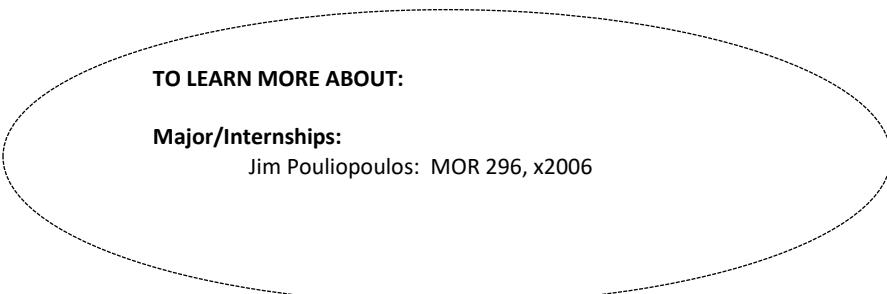
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## MAJOR REQUIREMENTS

MG 240	Interpersonal Relations in Management
MG 360	Negotiating
PRS 339	Effective Selling
PRS 343	Sales Management
PRS 373	Sales Strategy and Technology
PRS 421	Internship in Professional Sales <sup>1</sup>
_____	Professional Sales elective <sup>2</sup>
_____	Professional Sales elective <sup>2</sup>

<sup>1</sup> Students not eligible for PRS 421 will take a Directed Study approved by the Director.

<sup>2</sup> Professional Sales electives can be fulfilled by the following courses: COM 210, COM 322, EC 245, IDCC 320, MG 337, SO 265 or course approved by Director.



## TO LEARN MORE ABOUT:

### Major/Internships:

Jim Pouliopoulos: MOR 296, x2006

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## RELATED MINORS: Marketing, Management

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

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## ORGANIZATIONS THAT HAVE HIRED BENTLEY STUDENTS

athenahealth	DemandDrive	The Dannon Company	Craft Brewers Guild
Burning Glass Technologies	New England Revolution	HubSpot	Salesforce
Staples Business Advantage	Teksystems	Jason Wu	Winter Wyman
Liberty Mutual	Thermo Fisher	Carbon Black	Northwestern Mutual
Enterprise Holdings	Morgan Stanley	Dana Farber Cancer Inst.	Bentley University
Sprint	Merit Medical Systems	Datadog	Medtronic

### **What are common career options industry-wide?**

**Operations/Market Research Analyst:** Market research analysts study market conditions to examine potential sales of a product or service. They help companies understand what products people want, who will buy them, and at what price. Market research analysts perform research and gather data to help a company market its products or services. They gather data on consumer demographics, preferences, needs, and buying habits. They collect data and information using a variety of methods, such as interviews, questionnaires, focus groups, market analysis surveys, public opinion polls, and literature reviews. Analysts help determine a company's position in the marketplace by researching their competitors and analyzing their prices, sales, and marketing methods. Using this information, they may determine potential markets, product demand, and pricing. Their knowledge of the targeted consumer enables them to develop advertising brochures and commercials, sales plans, and product promotions. Market research analysts evaluate data using statistical techniques and software. They must interpret what the data means for their client, and they may forecast future trends.

**Consultant:** Consulting firms influence how businesses, governments, and institutions make decisions. Often working behind the scenes, these firms offer technical expertise, information, contacts, and tools that clients cannot provide themselves. They then work with their clients to provide a service or solve a problem.

**Sales Representative:** Wholesale and manufacturing sales representatives sell goods for wholesalers or manufacturers to businesses, government agencies, and other organizations. They contact customers, explain product features, answer any questions that their customers may have, and negotiate prices. Rather than selling goods directly to consumers, wholesale and manufacturing sales representatives deal with businesses, government agencies, and other organizations. Some wholesale and manufacturing sales representatives specialize in technical and scientific products, ranging from agricultural and mechanical equipment to computer and pharmaceutical goods. Other representatives deal with nonscientific products such as food, office supplies, and clothing.

**Sales Manager:** Sales managers direct organizations' sales teams. They set sales goals, analyze data, and develop training programs for organizations' sales representatives. Sales managers typically prepare budgets and approve expenditures, analyze sales statistics, project sales and determine the profitability of sales and services, and develop plans to acquire new customers through direct sales techniques and business to business marketing visits.

### **What's the overall career outlook for Professional Sales majors?**

- Employment of ***sales occupations*** is projected to show little or no change from 2018 to 2028. Sales workers in the services and wholesale sectors will continue to be in demand because these occupations remain critical in building and maintaining customer bases for businesses. Rising levels of E-commerce will depress employment growth in the retail sector, where the number of cashiers is projected to decline slightly.
- Employment of ***sales managers*** is projected to grow 5 percent from 2018 to 2028, about as fast as the average for all occupations. Employment growth of these managers will depend primarily on growth or contraction in the industries that employ them. An effective sales team remains crucial for profitability. As the economy grows, organizations will focus on generating new sales and will look to their sales strategy as a way to increase competitiveness. Online shopping is expected to continue to increase, meaning more sales will be completed without a sales worker involved in the transaction. However, "brick and mortar" retail stores also are expected to increase their emphasis on customer service as a way to compete with online sellers. Because sales managers will be needed to direct and navigate this mix between online and brick-and-mortar sales, sustained demand is expected for these workers.
- Employment of ***wholesale and manufacturing sales representatives*** is projected to grow 2 percent from 2018 to 2028, slower than the average for all occupations. Employment growth for wholesale and manufacturing sales representatives will largely follow the growth of the overall economy. In addition to a rising total volume of sales, a wider range of products and technologies will lead to increased demand for sales representatives.
- Employment of ***market research analysts*** is projected to grow 20 percent from 2018 to 2028, much faster than the average for all occupations. Employment growth will be driven by an increasing use of data and market research across all industries. They will be needed to help understand the needs and wants of customers, measure the effectiveness of marketing and business strategies, and identify the factors affecting product demand. Market research provides companies and organizations with an opportunity to increase sales and cut costs. Companies increasingly use research on consumer behavior to develop improved marketing strategies. By doing so, companies are better able to market directly to their target population. Market research also lets companies monitor customer satisfaction and gather feedback about how to improve products or services, allowing companies to build an advantage over their competitors.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/sales/home.htm>, <https://www.bls.gov/ooh/management/sales-managers.htm#tab-6>, <https://www.bls.gov/ooh/management/sales-managers.htm>, <https://www.bls.gov/ooh/sales/wholesale-and-manufacturing-sales-representatives.htm>, and <https://www.bls.gov/ooh/business-and-financial/market-research-analysts.htm>.

# Public Policy

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Bentley was the first university in Massachusetts to offer a public policy undergraduate major. The Bentley Public Policy major will help students to integrate a foundation in business principles, a deep understanding of public policy, traditional liberal arts goals, methodological rigor, and practical experience in order to think creatively on how to address complex societal problems. The study of public policy is directed toward analysis and understanding of how problems are identified and placed on the public agenda, how policies are formulated and decisions are made, and how decisions are implemented and formally evaluated. The realm of public policy encompasses virtually all aspects of contemporary life – including housing, transportation, urban development, environment, public health policy, national security, foreign aid and international policy, among many other domains. This program is designed to provide students with the theoretical perspective, analytical skills, and substantive knowledge needed to make a difference in complex domestic and global public problems of today. Together with the general education core and a foundation in business studies, the program instills the thinking, problem-solving and technical abilities to infuse a strong ethical foundation for decision-making and to foster informed citizenship.

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The Public Policy curriculum includes exposure to multiple disciplinary fields, including political science, geography, sociology, psychology, economics, law and statistics. The study of public policy is distinct from political science, economics, and sociology by emphasizing the application of theory to practice and the goal of improving conditions in society; at the same time, its distinctive feature is the core involvement of governments and governance at all levels from local to global. Thus this major is conceptualized as a multidisciplinary major, grounded by and housed in the Global Studies department, an arrangement that reflects the global reach of public policy concerns as well as the central significance of governmental study.

## MAJOR REQUIREMENTS

GLS 101	Globalization
GLS 230	Politics and Public Policy
_____	GLS Elective <sup>1</sup>
_____	GLS Elective <sup>1</sup>
_____	PPL Elective <sup>2</sup>
_____	PPL Elective <sup>2</sup>
GLS 405	Seminar in Government
GLS 422	Internship in Government <sup>3</sup>

<sup>1</sup>GLS electives may be fulfilled by the following courses: GLS 200-499.

<sup>2</sup>PPL Electives may be chosen from the following: GLS 200-499, EC 225, EC 271, EC 321, EC 333, EC 341, EC 346, EC 361, EC 370, EC 391, HI 349, LA 101, LA 102, LA 104, LA 105, LA 106, LA 108, MA 309, NASE 318, NASE 380, SO 225, SO 241, SO 242, SO 244, or SO 292.

<sup>3</sup>Students who are unable to complete GLS 422 because of unusual circumstances may satisfy the requirement with an alternative GLS course approved by the director.

## TO LEARN MORE ABOUT:

### Major/Minor:

Rob DeLeo: MOR 274, x2572

## OTHER MAJOR REQUIREMENTS

- **Public Policy majors must demonstrate intermediate competence in a modern language.** Most students do so by completing an Intermediate II course. You must meet with the Chair of Modern Languages to discuss your language proficiency and required coursework.
- **Public Policy majors must also complete the Business Studies minor or the Business Studies Major.** Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

## RELATED MINOR: Public Policy

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

## ORGANIZATIONS THAT HAVE HIRED BENTLEY STUDENTS

Tufts Health Plan	The Cambridge Institute	Two Ten Foundation
Commonwealth of Massachusetts	Department of Homeland Security	Town of Belmont
City of Cambridge	Partners HealthCare System	Bright Horizons Family Solutions
Boston Public Health Commission	Harvard Pilgrim Health Care	Town of Natick
Breakthrough Greater Boston	Massachusetts General Hospital	Dana Farber Cancer Institute
Massachusetts Municipal Association	Office of the Governor/MA	MA Health Policy Commission
Boston Redevelopment Authority	Wingate Healthcare, Inc.	American Tower

### What are common career options industry-wide?

A Public Policy undergraduate major will expand post-graduation opportunities for Bentley undergraduates: it is a logical gateway to MPP/MPA programs, doctoral studies, public sector work of various kinds, or employment in the ‘government relations’ divisions of private companies. Nationwide, the demand for training in public affairs and public policy is on the increase. Some students may find entry-level jobs as research assistants or analysts; many will also find positions outside of politics and policy in fields such as business and law.

### What's the overall career outlook for Public Policy majors?

- Employment of **social and community service managers** is projected to grow 13 percent from 2018 to 2028, much faster than the average for all occupations. Much of the job growth in this occupation is the result of an aging population. An increase in the number of older adults will result in a need for more social services, such as adult daycare and meal delivery, creating demand for social and community service managers. Employment of social and community service managers is expected to increase the most in industries serving the elderly, such as services for the elderly and persons with disabilities.
- Employment of **public relations specialists** is projected to grow 6 percent from 2018 to 2028, about as fast as the average for all occupations. Organizations will continue to emphasize community outreach and customer relations as a way to maintain and enhance their reputation and visibility. Public opinion can change quickly, particularly because both good and bad news spreads rapidly through the Internet. Consequently, public relations specialists will be needed to respond to news developments and maintain their organization’s reputation. The growing use of social media also is expected to increase employment for public relations specialists.
- Employment of **public relations and fundraising managers** is projected to grow 8 percent from 2018 to 2028, faster than the average for all occupations. As online social media increase the speed at which news travels, public relations managers will be needed to address good and bad news for their organization or client. Fundraising managers are expected to become increasingly important for organizations (such as colleges and universities) that depend heavily on donations. More nonprofit organizations are focusing on cultivating an online presence and are increasingly using social media for fundraising activities.
- Employment of **budget analysts** is projected to grow 4 percent from 2018 to 2028, about as fast as the average for all occupations. Demand for efficient use of public funds at the federal, state, and local levels will lead to continued demand for budget analysts. Although many states are facing budget shortfalls, employment of these workers should remain steady. Because budget analysts are responsible for managing the allocation of resources, the need for these workers remains even during times of tight budgets.
- Employment of **emergency management directors** is projected to grow 5 percent from 2018 to 2028, about as fast as the average for all occupations. The importance of preparing for and minimizing the risks from emergencies will help sustain demand and employment opportunities for emergency management directors. These workers will be needed to help businesses and organizations continue to provide essential services during and after emergencies.
- Employment of **health educators and community health workers** is projected to grow 11 percent from 2018 to 2028, much faster than the average for all occupations. Growth will be driven by efforts to improve health outcomes and to reduce healthcare costs by teaching people healthy behaviors and explaining how to use available healthcare services. Governments, healthcare providers, social services providers want to find ways to improve the quality of care and health outcomes, while reducing costs. This should increase demand for health educators and community health workers because they teach people how to live healthy lives and how to avoid costly diseases and medical procedures.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/management/social-and-community-service-managers.htm>, <https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm#tab-1>, <https://www.bls.gov/ooh/management/public-relations-managers.htm>, <https://www.bls.gov/ooh/business-and-financial/budget-analysts.htm>, <https://www.bls.gov/ooh/management/emergency-management-directors.htm>, and <https://www.bls.gov/ooh/community-and-social-service/health-educators.htm>.

# Sustainability Science

Sustainability Science is an innovative degree program that integrates Bentley's strengths in earth and environmental sciences with its core programs in business to prepare students for careers in a global economy where companies are increasingly motivated to reduce costs and improve efficiencies related to water resources, energy consumption, waste generation and disposal, natural resource acquisition, and plan effectively for future climate change and other environmental challenges. The program will prepare students to analyze the impacts on, interactions with, and limitations of Earth's environmental systems related to societal and business activities, and to act as business and community leaders in ways that are sustainable in terms of environmental, economic and societal considerations. Students will have a strong foundation in laboratory sciences, field experience in environmental science, and a capstone project or internship in which they apply their knowledge to an original research project or an approved workplace-based internship.

The Sustainability Science major has four broad learning goals:

1. Enhance environmental science literacy and its application in business and personal decision making.
2. Promote active- and problem-based learning in Earth and environmental sciences by incorporating the use of field and laboratory technology.
3. Improve creative problem solving and critical thinking skills.
4. Integrate and apply scientific knowledge across students' multidisciplinary liberal arts & sciences and business curriculum.

## MAJOR REQUIREMENTS

NASC 122	Environmental Chemistry (4 credits)
NASE 364	Science of Sustainability
NASE 380	Science of Environmental Policy
NASE ____	Field Experience <sup>1</sup>
_____	Sustainability elective <sup>2</sup>
_____	Sustainability elective <sup>2</sup>
_____	Sustainability elective <sup>2, 3</sup>
NASE 415 or NASE 421	Research in Natural & Applied Sciences Internship in Natural & Applied Sciences

<sup>1</sup>An appropriate field experience be selected from NASE 314, 334, 336, a NASE faculty-led international program, or another course approved by the faculty advisor.

<sup>2</sup>Selected from NASE 311, 318, 328, 336, 337, 339, 344, 350; MA 227; EC 346.

<sup>3</sup>One Sustainability Science elective may be chose from PS 305, LA 102, PH 301, GLS 101, or GLS 243.

## TO LEARN MORE ABOUT:

### Major/Internships:

David Szymanski: JEN 142, x2901

## OTHER MAJOR REQUIREMENTS

- **Sustainability Science majors must demonstrate intermediate competence in a modern language.** Most students do so by completing an Intermediate II course. You must meet with the Chair of Modern Languages to discuss your language proficiency and required coursework.
- **Sustainability Science majors must also complete the Business Studies minor or the Business Studies Major.** Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

## RELATED MINOR: Natural and Applied Sciences

Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details.

#### ORGANIZATIONS THAT HAVE HIRED BENTLEY STUDENTS

Soden Sustainability Consulting	Eastern Research Group, Inc.	Green Restaurant Association
National Grid	SuperGreen Solutions	Progressive Asset Management/Boston
Kearsarge Energy	Voya Financial	Jones Lange Lasalle
Ceres	Two Ten Foundation	Vanguard
Fidelity	Accenture	Environmental Protection Agency
Peace Corps	AmeriCorps	US Army Corps of Engineers

#### What are common career options industry-wide?

With a growing commitment to environmentally sustainable business development, there will be increased demand for employees with knowledge and skills in both the science and businesses of sustainability to develop, implement, and manage environmentally sustainable practices for existing and future businesses in our increasingly technologically driven economy. Efforts go far beyond “green marketing” and reputation management, which had been the emphasis in the past. Present and future sustainability planning by the responding companies emphasize the reduction of energy use, water consumption, waste generation, emissions, mitigating climate change risk, responding to regulatory constraints, and leveraging sustainability to reach new customers and markets.

#### What's the overall career outlook for Spanish Studies majors?

- Employment of ***environmental scientists and specialists*** is projected to grow 8 percent from 2018 to 2022, faster than the average for all occupations. Heightened public interest in the hazards facing the environment, as well as increasing demands placed on the environment by population growth, are projected to spur demand for environmental scientists and specialists. Many jobs will remain concentrated in state and local governments, and in industries that provide consulting services. Scientists and specialists will continue to be needed in these industries to analyze environmental problems and develop solutions that ensure communities' health.
- Businesses are expected to continue to consult with environmental scientists and specialists to help them minimize the impact their operations have on the environment. For example, environmental consultants help businesses to develop practices that minimize waste, prevent pollution, and conserve resources. Other environmental scientists and specialists are expected to be needed to help planners develop and construct buildings, utilities, and transportation systems that protect natural resources and limit damage to the land.

Reprinted from Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/life-physical-and-social-science/environmental-scientists-and-specialists.htm>.

## Liberal Studies Major (LSM)

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The LSM provides an opportunity for students to double major in business and the liberal arts. It does not stand alone, but is an interdisciplinary second major that is paired with a primary business major. The impulse behind the LSM is to help students increase the value and make meaning out of their liberal arts education at Bentley by combining some required courses in the general education curriculum with arts and science electives and some business electives under specific themes or concentrations:

- American Studies
- Diversity and Society
- Earth, Environment, and Global Sustainability
- Ethics and Social Responsibility
- Global Perspectives
- Health and Industry
- Media Arts and Society
- Quantitative Perspectives

For details about each of these concentrations, as well as sample study plans, please visit <https://catalog.bentley.edu/undergraduate/programs/optional-second-majors/liberal-studies-major/>.

If you are interested in the LSM, proper planning is necessary when choosing your General Education courses. Many of the required courses for the LSMs *can* double count in the General Education requirements, but early planning is necessary to maximize those options. For that reason, ***students interested in declaring a Liberal Studies Major are encouraged to declare the major and meet with their Academic Advisor as soon as possible, and no later than the last day of classes in fall semester of sophomore year.***

## Business Studies Major (BSM)

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If you opt to pursue a bachelor's degree in an arts and sciences discipline, you can combine your chosen area of study with a second major in Business Studies. The BSM is an optional second major open *only* to students majoring in a program in an arts and sciences discipline (currently, these are: Actuarial Science, Data Analytics, Global Studies, History, Liberal Arts, Mathematical Sciences, Media and Culture, Philosophy, Public Policy, Spanish Studies, and Sustainability Science), and *only* as a second major in lieu of the otherwise required Business Studies minor. Students cannot pursue this major either on its own or in conjunction with another business major.

To fulfill the BSM, you must complete six required courses and two electives:

- GB 110 Legal and Ethical Environment of Business
- GB 112 Tools and Concepts in Accounting and Finance
- GB 212 Practice and Applications in Accounting and Finance
- GB 213 Business Statistics
- GB 214 Marketing-Operations Fundamentals
- GB 215 Human Behavior and Organizations
- Business Elective
- Business Elective

For your two Business Electives, you may choose to deepen your knowledge in a particular area by selecting classes within a single discipline such as marketing, information design and corporate communication or management. You also can take courses in different disciplines but that focus on the same theme, such as nonprofits, technology or international business; you may also choose to take two additional GB courses (GB 310, GB 320, GB 410).

# All Minors

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Please visit the undergraduate catalogue at [catalog.bentley.edu/undergraduate/programs/](http://catalog.bentley.edu/undergraduate/programs/) for details about each minor.

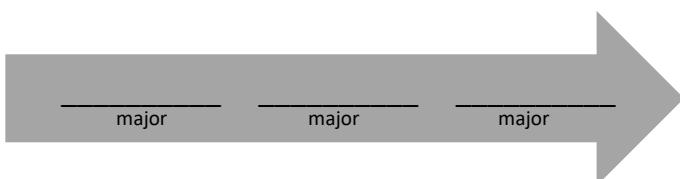
Accountancy	Law
Actuarial Science	Leadership
Business Economics	Management
Business Studies*	Marketing
Computer Information Systems	Mathematical Sciences
Data Technologies	Modern Languages
Earth, Environment, and Global Sustainability	Natural and Applied Sciences**
English and Media Studies	Nonprofit Organizations
Entrepreneurial Studies	Philosophy
Finance	Politics
Gender Studies	Psychology
Global Management	Public Policy
Health and Industry	Sociology
History	Sociology of Diversity and (In)Equality**
Human Resources Management	Spanish for Business
Information and Process Management	Sports Business Management
Information Design and Corporate Communication	Supply Chain and Operations Management
International Economics	Workplace Studies**
International Affairs	

\*The Business Studies minor, or Business Studies major, must be completed by students with an arts and science major. The Business Studies minor is not available to students with a major in a business discipline.  
\*\*Applicable to students who enrolled at Bentley prior to fall 2018.

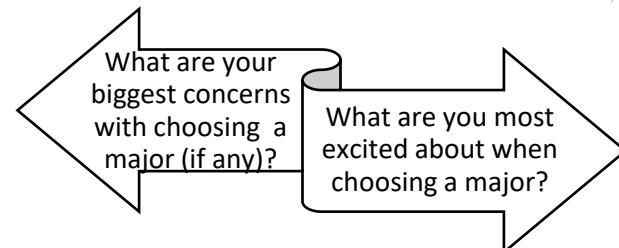
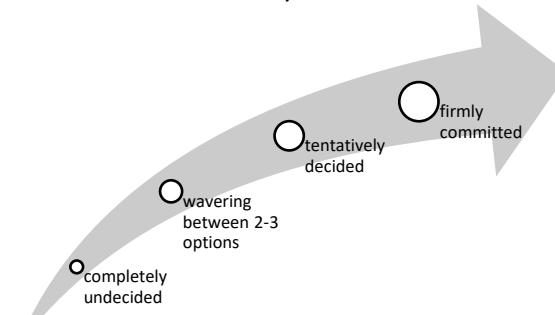
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# Major Exploration Check-In

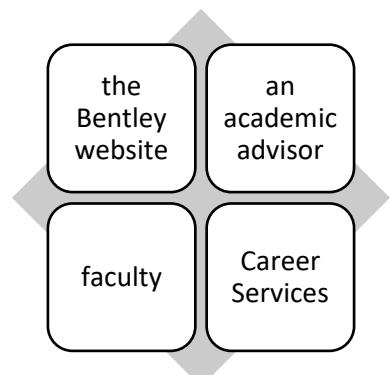
Which majors are you currently considering?



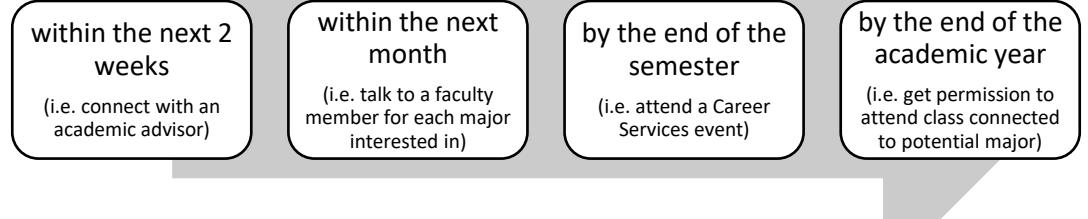
Where are you in the decision-making process?



Have you consulted?



What are your intended next steps?



We invite you to schedule an academic advising appointment via Workday (Academic Advising Appointments link) to discuss this worksheet and your intended next steps.

## Resources

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Parts of this Major Selection Guide were adapted/taken from the following sources:

Bentley University, Undergraduate Catalogue at [catalog.bentley.edu/undergraduate/](http://catalog.bentley.edu/undergraduate/)

Bentley University, Undergraduate Career Services

Bentley University, departmental guides/resources

Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook* at <https://www.bls.gov/ooh/>

**Major Misperception #5: *My major will determine what I do for the rest of my life.***

Just as choosing a major does not force you into a specific career path, it also does not determine what you will do for the rest of your life. While it is a good idea to choose a major that will lead you to your career and graduate school goals, you should also be mindful of developing transferable skills to be a marketable candidate if/when you change careers. With new technology, the dynamic world of business, and jobs constantly evolving, employees need skillsets to adapt to the changing workplace. Thus, when choosing courses, select classes that will provide you with versatile skills such as writing, speaking, computer literacy, problem solving, team building, and critical thinking.