

Strategy

A career in strategic planning involves helping a corporation design a path to growth and profitability amidst competition and constant change. The strategic planner's role consists of helping the organization to gather, analyze, and organize information. They track industry and competitive trends, develop forecasting models and scenario analysis, examine strategic performance, spot emerging market opportunities, identify business threats, look for novel strategic solutions, and develop creative action plans. Strategic planning involves understanding what the organization's current strategy is, what has been tried in the past, and what it will be in the future. **Please note that the Katz Graduate School of Business requires students pursuing a concentration in strategy to select a second area of concentration. Strategy may not stand alone as a sole area of concentration.**

Jobs in strategic planning are best suited to mid to upper-career personnel or to persons who have had previous strategic consulting experience. Some companies however, do recruit less experienced candidates into strategic planning roles and will often target the best and brightest students from top MBA programs. Those interested in pursuing a career in strategy should possess outstanding communication and listening skills, be flexible and adaptable, and have a level of energy. Additionally, professionals in strategy should be problem solvers, possess the ability to synthesize and analyze information, display great initiative, possess sound business judgment, as well as possess exceptional leadership ability.

Whether you are a career starter, career switcher or career enhancer, Katz alumni research shows that those who concentrated in strategy are hired into the following functional areas:

[Entrepreneurship](#)

[Management Consulting](#)

[Business Development](#)

Co-Curricular activities

Since your ultimate goal is to find a job upon graduation, you should pay particular attention to things that differentiate you from other MBA candidates on your resume. The below co-curricular activities can be utilized to not only differentiate you, but to also showcase your teamwork and leadership abilities.

Professional organizations

[The Association for Strategic Planning](#)

[Institute of Management Consultant](#)

[Strategic and Competitive Intelligence Business Professionals](#)

[Association of Management Consulting Firms](#)

[Association of Professional Consultants](#)

Clubs

Both the Consulting club and Toastmasters club are ideal clubs for students interested in strategy.

Entrepreneurship

Suggested courses

Courses	Credits	Term likely to be offered
BSEO 2500-Commercializing University Technologies	3.0	Spring
BSEO 2531-Entrepreneurship and New Venture Initiation	3.0	Fall/Spring
BSPP 2111-Commercializing New Technologies	3.0	Fall
BIND 2400-Consulting Field Project	3.0	Fall/Spring

Management Consulting

Management consultants (also called analysts, researchers, junior consultants, junior associates, associates, team leaders, senior consultants, consulting managers, junior partners, and senior partners) are analysts and advisors of business. They are problem solvers, brought in for independent expertise and opinions.

Management consultants bridge gaps in expertise for companies, and are brought in for independent expertise and opinions.

Suggested courses

Courses	Credits	Term likely to be offered
BSEO 2511-Management of Strategic Alliances 1	1.5	Spring
BSEO 2525-Competitive Intelligence	1.5	Spring
BSPB 2111-Commercializing New Technologies	3.0	Fall
BSEO 2553-Strategic Management of Acquisitions and Divestment	1.5	Spring
BIND 2400-Consulting Field Project	3.0	Fall/Spring

Business Development

Business developers evaluate a business and then realize its full potential, using such tools as: marketing, information management (knowledge management) and customer service. Business development is the process of strengthening ties with existing clients as well as cultivating customers in other sectors of the consumer market. To accomplish this goal, business developers normally crosses the traditional barriers between sales, marketing, customer care, operations and management in order to promote this process of expansion on more than one level. One of the foundational aspects of business development is to assess the current assets of the company as they relate to the maintenance and expansion of the business.

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BSEO 2531-Entrepreneurship and New Venture Initiation	3.0	Fall/Spring
BSEO 2553-Strategic Management of Acquisitions and Divestment	1.5	Spring
BIND 2400-Consulting Field Project	3.0	Fall/Spring