Strategy Management Career & Academic Path Reviews

August 13, 2013

Today’s Panel

- Tim Robison, Assistant Dean MBA Programs
- Bev Bolden, Director of Student Services & Diversity Recruitment
- Ned Sherry – Executive in Residence
- Howard Sniderman – Executive in Residence
- Alex Gindin – Entrepreneur & Katz Alumni
- Sandra Reiman – Entrepreneur & Katz Alumae
- Om Kundu, Senior Executive and Board Member/Advisor to New Ventures

Today’s Objective:

- Provide insight into academic & career planning for a successful future in strategy and strategic planning.
Career Tracks in Strategy Management

• Entrepreneurship

• Management Consulting

• Business Development & Strategic Planning

Entrepreneurship Track Overview

• Starting or running your own business

• Working for a start up company

• Working for a venture capital or private equity company with multiple investments

Entrepreneurship Key Skills Needed:

• Excellent understanding of the dynamics of the markets in which they compete

• Outstanding strategic vision

• Acute understanding of the creation of value in an enterprise

• An exceptional ability to prioritize and separate what is important from what is not important

• Outstanding communication and listening skills

• Flexible and adaptable

• High level of energy & initiative

• Exceptional leadership ability

• Understand the importance of Cash & Liquidity
Entrepreneurship

Elective Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
<th>Term likely to be offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>BACC 2528 - Managerial Accounting</td>
<td>1.5</td>
<td>Spring</td>
</tr>
<tr>
<td>BFIN 2030 - Valuation 1</td>
<td>1.5</td>
<td>Spring</td>
</tr>
<tr>
<td>BFIN 2130 - Valuation 2</td>
<td>1.5</td>
<td>Spring</td>
</tr>
<tr>
<td>BFIN 2930 - Investment Management</td>
<td>3.0</td>
<td>Fall</td>
</tr>
<tr>
<td>BFIN 2410 - Financial Management 2</td>
<td>1.5</td>
<td>Fall/Spring</td>
</tr>
<tr>
<td>BIND 2536 - Business Process Redesign</td>
<td>3.0</td>
<td>Spring</td>
</tr>
<tr>
<td>BMARK 2060 - Marketing Research</td>
<td>3.0</td>
<td>Fall</td>
</tr>
<tr>
<td>ISOM 2120 - Negotiations, Teamwork, &amp; Change 1</td>
<td>1.5</td>
<td>Fall/Spring/Summer</td>
</tr>
<tr>
<td>BSEO 2015 - Business Law</td>
<td>3.0</td>
<td>Spring/Summer</td>
</tr>
<tr>
<td>BSEO 2000 - Commercializing University Technologies</td>
<td>3.0</td>
<td>Spring</td>
</tr>
<tr>
<td>BSEO 2001 - Entrepreneurship and New Venture Initiation</td>
<td>3.0</td>
<td>Fall/Spring</td>
</tr>
<tr>
<td>BSPP 2111 - Commercializing New Technologies</td>
<td>3.0</td>
<td>Fall</td>
</tr>
<tr>
<td>BIND 2400 - Consulting Field Project</td>
<td>3.0</td>
<td>Fall/Spring</td>
</tr>
</tbody>
</table>

Entrepreneurship

• Suggested Katz Certificates:
  – Technology, Innovation, and Entrepreneurship
  – Corporate Valuation

• MBA Case Competitions at Katz & other schools
• Katz Institute for Entrepreneurial Excellence

For the Panel

• What advice would you give to students thinking of starting their own business?
• What advice would you give to students thinking of working for a start up?
• How tough is it to land a job at a VC or PE investment company?
Management Consulting

Track Overview

• External Management Consultants are independent analysts and advisors to businesses. They bridge gaps in expertise for companies and are brought in for independent expertise and opinions.

• Internal Management Consultants are a separate operating group within a company who function similarly to an external consultant.

Management Consulting

Key Skills Needed

• Those interested in pursuing a career in management consulting should possess:
  – Outstanding communication and listening skills
  – Be flexible and adaptable
  – Have a high level of energy
  – Problem solvers
  – Possess the ability to synthesize and analyze information
  – Display great initiative
  – Possess sound business judgment
  – Exceptional leadership ability
  – Superior relationship & project management skills

Positions within Management Consulting

• Partner
• Senior Consultant
• Consultant
• Business Analyst
### Management Consulting Elective Courses

<table>
<thead>
<tr>
<th>Course</th>
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<th>Term Likely to be Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMKT 2531 - Marketing Research</td>
<td>3.0</td>
<td>Fall</td>
</tr>
<tr>
<td>BOAH 2532 - Negotiations, Teamwork, &amp; Change 1</td>
<td>1.5</td>
<td>Fall, Spring, Summer</td>
</tr>
<tr>
<td>BSEO 2511 - Management of Strategic Alliances 1</td>
<td>1.5</td>
<td>Spring</td>
</tr>
<tr>
<td>BSEO 2525 - Competitive Intelligence</td>
<td>1.5</td>
<td>Spring</td>
</tr>
<tr>
<td>BSEO 2531 - Entrepreneurship and New Venture Initiation</td>
<td>3.0</td>
<td>Fall, Spring</td>
</tr>
<tr>
<td>BSPP 2111 - Commercializing New Technologies</td>
<td>3.0</td>
<td>Fall</td>
</tr>
<tr>
<td>BSEO 2553 - Strategic Management of Acquisitions and Disinvestment</td>
<td>1.5</td>
<td>Spring</td>
</tr>
<tr>
<td>BIND 2400 - Consulting Field Project</td>
<td>3.0</td>
<td>Fall, Spring</td>
</tr>
</tbody>
</table>

### Management Consulting

- **Suggested Katz Certificates:**
  - Technology, Innovation, and Entrepreneurship
  - Project Management
  - Global Management
  - Organizational Leadership

MBA Case Competitions at Katz or other schools

### For the Panel

- **How do you recommend students approach pursuing consulting opportunities?**

- **What do you consider deal breakers for students pursuing these types of roles?**

- **What type of experience should students have if interested in consulting?**
Business Development
Track Overview

- Corporate level strategic planning or business development role
- Embedded business line or product line based business development role

Business Development
Key Skills Needed:

- Those interested in pursuing a career in business development & strategic planning 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.

Business Development Electives

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>BIND 2400: Consulting Field Project</td>
<td>3.0</td>
<td>Fall/Spring</td>
</tr>
<tr>
<td>BIND 2055: Application of Game Theory</td>
<td>1.5</td>
<td>Spring</td>
</tr>
<tr>
<td>BMIS 2404: Information Systems Planning</td>
<td>3.0</td>
<td>Fall</td>
</tr>
<tr>
<td>BMKT 2526: Product Development and Management</td>
<td>3.0</td>
<td>Spring</td>
</tr>
<tr>
<td>BMKT 2531: Marketing Research</td>
<td>3.0</td>
<td>Fall</td>
</tr>
<tr>
<td>BMKT 2554: Management Offshore-Outsourcing</td>
<td>1.5</td>
<td>Spring</td>
</tr>
<tr>
<td>BQOM 2524: Production Management and Process Improvement</td>
<td>1.5</td>
<td>Fall</td>
</tr>
<tr>
<td>BQOM 2557: Forecasting</td>
<td>1.5</td>
<td>Fall/Spring</td>
</tr>
<tr>
<td>BSEO 2506: Competing in Emerging Economies</td>
<td>3.0</td>
<td>Fall</td>
</tr>
<tr>
<td>BSEO 2512: Management of Strategic Alliances I</td>
<td>1.5</td>
<td>Spring</td>
</tr>
<tr>
<td>BSEO 2515: Competitive Intelligence</td>
<td>1.5</td>
<td>Spring</td>
</tr>
<tr>
<td>BSEO 2551: Entrepreneurship and New Venture Initiation</td>
<td>3.0</td>
<td>Fall/Spring</td>
</tr>
<tr>
<td>BSEO 2553: Strategic Management of Acquisitions and Divestment</td>
<td>1.5</td>
<td>Spring</td>
</tr>
</tbody>
</table>
Business Development

• Suggested Katz Certificates:
  – Technology, Innovation, and Entrepreneurship
  – Project Management
  – Global Management
  – Organizational Leadership

  – MBA Case Competitions at Katz or other schools

For the Panel

• In your opinion, what makes a successful business development exec?

• What would you advise students in this career path to take advantage of at Katz or in the Pittsburgh community?

Companies hiring Katz students into Strategy or Start up Roles

• Bayer
• FedEx
• PNC
• Alcoa
• Direct Energy
• McKinsey-Jakarta
• AT Kearney – Germany
• Rinovum Women’s Health
• Flyer City Media
Academic Overview

Concentrations
• Defined as taking nine (9) credits within a given area, excluding core courses
• Students pursuing a concentration in Strategy must also declare a second concentration. You are able to concentrate in the following areas in addition to Strategy:
  – Finance
  – Marketing
  – Information Systems
  – Operations
  – Organizational Behavior/Human Resources

Katz Certificates
• Gives you additional hands-on experience in a core business area
• Provides experience-based learning opportunities and illustrates the importance of collaboration across business areas
• Full-time students are required to pursue a certificate
Katz Certificates

- Certificates will be awarded to Katz students when all of the following criteria have been satisfied:
  - 10.5 credits, chosen from the approved list of courses
  - Grades of 'B' or better for each certificate course
  - A minimum 'B+' average (3.250 QPA) across all certificate courses

First Semester Overview

Fall 1-2
- BACC 2401 Financial Accounting .................. 3.0
- BECN 2401 Economic Analysis .................... 3.0
- BQOM 2401 Statistical Analysis ................... 3.0*

Fall 1
- BOAH 2409 Organizational Behavior ............. 1.5
- BFIN 2409 Financial Management 1 ............... 1.5

Fall 2
- BMKT 2409 Marketing Management ............... 1.5
- Elective ............................................. 1.5

Total Credits: 15

Second Semester Overview

Spring 1
- BQOM 2421 Decision Technologies ............... 1.5*
- BSPP 2409 Strategic Management ................ 1.5

Spring 2
- BMIS 2409 Information Systems ................. 1.5
- BSEO 2401 Business Ethics & Social Performance .. 1.5
- Elective Courses .................................. 9

Total Credits: 15
Second Year

- BIND 2444 Competitive Management Simulation (3 credits)

- Elective courses (24 credits)
  - Concentration
  - Certificate
  - “Filling the gap” from your internship

For the Panel

- What courses did you find to be most beneficial to your work?
- What courses outside of the Strategy realm were relevant to your career path?

Professional Organizations

- The Association for Strategic Planning
- Institute of Management Consulting
- Strategic and Competitive Intelligence Business Professionals
- Association of Management Consulting Firms
- Association of Professional Consultants
Katz Organizations

- Toastmasters Club
- Consulting Club
- Finance Club
- Operations Club

Questions?