



The Strategy & Innovation concentration builds the skills needed to formulate and implement an organization's key strategies. The concentration can help prepare students in a variety of careers such as: business-development jobs, leadership or rotational program positions, or business-analyst roles. This concentration is also well suited for students seeking general management or work at small, family-owned or entrepreneurial firms, as well as careers in innovation or technology. The SI concentration teaches students to apply tools and concepts to analyze and solve real business problems and formulate practical recommendations.

A concentration in Strategy & Innovation can prepare you for a variety of career paths. Some students will choose to have a dual concentration or minor in another area. Some of the more popular choices include Finance, Management Information Systems, Organizational Behavior, and Entrepreneurship. Additionally, many students also seek minors outside of Questrom and interest can range based on the area most interested in. For all available minors, please visit the Boston University programs website found [here](#).

For more information on required Strategy & Innovation courses please visit [HERE](#)

### POPULAR CAREER PATHS

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Many Questrom students choose typical career paths associated with this major. However, some graduates choose unrelated careers that utilize skills and experiences developed during their time in college. Some fields may require further training or study. Below are a small sample of career paths, but is not a comprehensive list of all the options.

- Business Intelligence
- Consulting
- Market Research
- Strategy Planners/Designer
- Leadership Development or Rotational Programs
  - Client Solutions Development Program
  - Enterprise Solutions Development Program
  - Strategy & Analytics Business Leadership Program

*Rotational and Leadership Development programs are usually 2-3 year training programs that can be valuable for undergraduates to launch their career. More information about the types of programs and the industries they are available in can be found on the Feld Center's site [HERE](#)*

### POPULAR EMPLOYERS

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You can use your degree in a number of different industries, below is a list of sample employers that recruit at Questrom and are looking for students who concentrated in strategy & innovation:

Cognizant  
FactSet  
Epsilon  
EY  
PwC  
Deloitte  
John Hancock

## INTERNSHIPS AND EMPLOYMENT EXPERIENCES

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The best place to connect to fine Questrom and BU wide internship and job postings is through [Handshake](#). Please visit the site, and if you need assistance with your search strategy, please make an appointment with a Career Advisor on Handshake or by calling the UDC at 617-353-2650!

## RESOURCES

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[Wetfeet Guides](#)

[Vault](#)

[Pardee Library](#)

## NEXT STEPS

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**Questrom/BU Clubs:** Joining clubs is a great way to gain experience and build your professional network. Below are specific club(s) within Questrom for those interested in Strategy & Innovation. For a complete list of business specific Questrom Clubs, please visit [here](#) and for a list of BU wide clubs that offer organizations across larger interest areas ranging from health to nonprofits, please visit [here](#)

- [BU Consulting Group](#)
- [Phi Chi Theta](#) – Co-Ed Business & Technology Fraternity

*Faculty Concentration Liaison:* [John Kirks](#)

**LinkedIn Groups:** LinkedIn is a crucial part of anyone's job search and networking strategy, and one of the most underutilized pieces are groups. On LinkedIn groups you can develop more targeted networks on various criteria including location, industry, function and more! Below is a list of sample LinkedIn groups Strategy & Innovation concentrators may want to consider, for more assistance on using this feature please make an appointment with a UDC Career Advisor at [bu.joinhandshake.com](http://bu.joinhandshake.com):

- Innovation Enterprise: Big Data | Analytics | Strategy | Finance | Innovation
- Strategy Innovation and Marketing Forum