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.

Would you like to learn to think like a Strategy Consultant about the most important issues faced by firms? The Strategy & Innovation Concentration will provide you with this perspective. The toolkit you learn builds on general Questrom content and helps you analyze these key issues. The range of firm issues include identifying key competitive differentiators and recommended tradeoffs, creating and capturing value from innovation, and determining the optimal scope of the firm— customer, product, and geographic scope and where in the value chain the firm should operate. In addition, the SI concentration can be combined with one of our other concentrations such as Finance, Marketing, IS, or Operations Management.

Management consultants help businesses improve their performance and grow by solving problems and finding new and better ways of doing things. They are trained to solve complex problems, devise invaluable strategies and improve the financial and operational health of their clients’ organization. Most management consultants help their clients solve specific. This is in contrast to strategy consultants who develop long-term strategies for improving chronic complaints and permanent problems. Possible careers include Strategy Consulting, Management Consulting & Advisory, Leadership or Rotational Programs, Corporate Business Development and Family Owned Business.

Professionals in this area drive new sales leads and contacts. All companies and industries lean very much on their Business Development Teams to help their business become a success and to collaborate with marketing and technical teams to learn and understand a product so they can strategize potential clients, build networks and relationships with relevant contacts and close deals. Careers Include Business Development Professional, Sales and Relationship Manager.

Technology consulting does not entail a lot of modeling or business analysis. Instead, you’ll be spending most of your time conducting process analysis. In actuality, tech consulting is very operational in nature. You will develop business cases, strategies and road maps for smart IT investments. Possible careers include Consultant, Analyst and Business Analyst.
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](#).

- 180 Consulting
- 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. Using LinkedIn groups, you can develop more targeted networks for 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

### POPULAR CAREER PATHS

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
  - EX: Client Solutions Development Program
  - EX: Enterprise Solutions Development Program
  - EX: 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](#).**

### INTERNSHIP AND JOB SEARCH RESOURCES

- Vault
- Pardee Library
- Indeed
- Simply Hired
- Internships
- Glassdoor

### POPULAR EMPLOYERS

You can use your accounting 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

### NEXT STEPS

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