15-1 Concentrations

The requirements for the concentrations are:

- All concentrations are five subjects. Two six-unit subjects are counted as one subject.
- At least three full subjects must be from Course 15.
- The subjects in the concentration should reflect a coherent, interrelated learning goal.
- **Think about how you would explain your concentration to someone during a job interview!**

An initial set of concentrations from the Classes of 2017 and 2018 are included along with additional sample concentrations. Individualized concentration proposals must be approved by the Undergraduate Education Office in consultation with the student's Course 15 advisor.

**Declaring a Concentration:**
Students have to indicate their concentration and the courses for their concentration by Spring of their Junior year. When you declare your 15-1 major, you can indicate your concentration or area of interest, but you do not need to. We are very open in that first meeting (and subsequent meetings) to discuss what a concentration may be or how to structure your interests into a coherent set of courses.

**Concentrations and Restricted Electives:**
The Restricted electives for the Management major are considered the foundations for deeper study in the concentrations. Restricted electives should help to inform students of which concentration they would be most interested in completing and how they should organize their subject choices within the concentration. **Subjects cannot count towards both the required number of Restricted Electives and required number of Concentration Electives.**

Restricted electives:
15.401, Managerial Finance or 15.417, Laboratory in Investments
15.7611 or 15.761, Introduction to Operations Management
15.8141 or 15.814, Marketing Innovation (formerly 15.812)
15.9001 or 15.900, Competitive Strategy
CONCENTRATIONS FROM THE CLASSES OF 2017 and 2018

(please note – you have flexibility in deciding the courses that can count toward a concentration. This list should not be viewed as either comprehensive or absolute)

**Business Analytics**
6.0001 (1/2 class), Introduction to Computer Science Programming in Python
6.0002 (1/2 class), Introduction to Computational Thinking and Data Science
14.07, Financial Markets and the Macroeconomy
15.053, Optimization Methods in Business Analytics
15.0711, The Analytics Edge
15.871 (1/2 class), Introduction to System Dynamics
15.872 (1/2 class), System Dynamics II
[Restricted Elective Choices: 15.401 and 15.7611]

**Corporate Finance**
14.02, Macroeconomics
15.402, Corporate Finance
15.4341, Advanced Corporate Finance
15.4451, Mergers, Acquisitions, and Private Equity
15.535, Business Analysis Using Financial Statements
[Restricted Elective Choices: 15.401 and 15.9001]

**Entrepreneurship**
6.031, Elements of Software Construction
15.3901, New Enterprises
15.565, Digital Evolution: Managing Web 3.0
15.828, Product Management
15.835 (1/2 course), Entrepreneurial Marketing
15.911 (1/2 course), Entrepreneurial Strategy
[Restricted Elective Choices: 15.812 and 15.9001]

**Finance**
6.034, Artificial Intelligence
14.02, Macroeconomics
15.418, Laboratory in Corporate Finance
15.5181, Taxes and Business Strategy
15.535, Business Analysis Using Financial Statements
[Restricted Elective Choices: 15.401 and 15.7611]
Organizational Analytics
1.00, Engineering Computation and Data Science
15.053, Optimization Methods in Business Analytics
15.220 (1/2 class), New Models for Global Business
15.320, Strategic Organizational Design
15.665, Power and Negotiation
15.874 (1/2 class), Strategies for People Analytics
[Restricted Elective Choices: 15.7611 and 15.812]

Product Development
2.009, The Product Engineering Process
6.0001 (1/2 class), Introduction to Computer Science Programming in Python
6.0002 (1/2 class), Introduction to Computational Thinking and Data Science
15.351 (1/2 class), Introduction to Making
15.376, Media Ventures
15.6181 (1/2 course), Entrepreneurship, Innovation, Startups and the Law
15.821 (1/2 class), Listening to the Customer
15.846 (1/2 course), Branding
[Restricted Elective Choices: 15.7611 and 15.8141]

Marketing
15.053, Optimization Methods in Business Analytics
15.570 (1/2 course), Digital Marketing and Social Media Analytics
15.665, Power and Negotiation
15.818 (1/2 course), Pricing
15.828, Product Management
15.835 (1/2 course), Entrepreneurial Marketing
15.846 (1/2 course), Branding
[Restricted Elective Choices: 15.401 and 15.812]

Strategic Consulting
6.933, Founder’s Journey
15.0341, Metrics for Managers
15.068, Statistical Consulting
15.565, Digital Evolution: Managing Web 3.0
15.570 (1/2 course), Digital Marketing and Social Media Analytics
15.818 (1/2 course), Pricing
[Restricted Elective Choices: 15.7611 and 15.9001]
Strategy and Innovation
6.933, Founder’s Journey  
9.00, Introduction to Psychological Science  
15.312, Organizational Processes for Business Analytics  
15.6181 (1/2 course), Entrepreneurship, Innovation, Startups and the Law  
15.6731 (1/2 course), Negotiation Analysis  
15.847, Consumer Behavior  
[Restricted Elective Choices: 15.401 and 15.8141]

GUIDE for ADDITIONAL SAMPLE CONCENTRATIONS and COURSES THAT MAY FIT
(please note – you have flexibility in deciding the courses that can count toward a concentration. This list should not be viewed as either comprehensive or absolute)

Business Analytics
1.00 or 1.000 or 6.0001&6.0002 or 6.01 (Computer Programming)  
14.12, Economic Applications of Game Theory  
15.0251/15.025, Game Theory for Strategic Advantage  
15.0341/15.034, ‘Metrics for Managers: Big Data and Better Answers  
15.053, Optimization Methods in Business Analytics  
15.0621/15.062, Data Mining: Finding the Data and Models that Create Value (half course)  
15.068, Statistical Consulting  
15.0711/15.071, The Analytics Edge  
15.0741/15.074, Predictive Data Analytics and Statistical Modeling  
15.276, Communicating with Data  
15.570, Digital Marketing and Social Media Analytics (half course)  
15.780, Stochastic Models  
15.871, Introduction to System Dynamics (half course) or 15.872, System Dynamics II (half course)

Entrepreneurship
2.723J, Engineering Innovation and Design  
3.086, Innovation and Commercialization of Materials Technology  
6.933, Entrepreneurship in Engineering: The Founder’s Journey  
15.359J, Innovation Engineering: Moving Ideas to Impact  
15.373J, Venture Engineering  
15.3781, Building an Entrepreneurial Venture: Advanced Tools and Techniques  
15.3901, New Enterprises  
15.394, Dilemmas in Founding New Ventures  
15.4311, Entrepreneurial Finance  
15.619, Launching a Startup - Legal Tools and Frameworks (half course) or 15.618, Law and Cutting Edge Technologies
15.835, Entrepreneurial Marketing (half course)
15.911, Entrepreneurial Strategy

**Finance**
14.02, Principles of Macroeconomics or 15.012, Applied Macro- and International Economics (half course)
15.418, Laboratory in Corporate Finance or 15.402, Corporate Finance
15.4311, Entrepreneurial Finance
15.4331/15.433, Financial Markets
15.4341/15.434, Advanced Corporate Finance
15.4371/15.437, Options and Futures
15.460, Financial Engineering
15.466, Functional and Strategic Finance
15.487, Algorithmic Trading and Investment Strategies
15.5181/15.518, Taxes and Business Strategy
15.535, Business Analysis Using Financial Statements
15.617, Deals, Finance and the Law

**Information Technology**
1.00 or 1.000 or 6.0001 & 6.0002 or 6.01 (Computer Programming)
15.565J, Digital Evolution: Managing Web 3.0
15.320, Strategic Organizational Design
15.358, Software and Internet Entrepreneurship
15.376, Media Ventures
15.567, The Economics of Information: Strategy, Structure and Pricing
15.570, Digital Marketing and Social Media Analytics (half course)
15.571, Enterprise Transformations in the Digital Economy

**Marketing**
15.068, Statistical Consulting
15.392, Entrepreneurial Product Development and Marketing (half course)
15.570, Digital Marketing and Social Media Analytics (half course)
15.818, Pricing (half course)
15.821, Listening to the Customer (half course)
15.822, Strategic Market Measurement (half course)
15.828, Product Management
15.833, Business-to-Business Marketing (half course)
15.834, Marketing Strategy
15.835, Entrepreneurial Marketing (half course)
15.846, Branding (half course)
15.847, Consumer Behavior
Operations Management
1.00 or 1.000 or 6.0001&6.0002 or 6.01 (Computer Programming)
15.053, Optimization Methods in Business Analytics
15.276, Communicating with Data
15.780, Stochastic Models
15.762, Supply Chain Planning (half course)
15.763, Manufacturing System and Supply Chain Design (half course)
15.768, Management of Services: Concepts, Design, and Delivery
15.770J, Logistics Systems
15.772J, D-Lab: Supply Chains
15.871, Introduction to System Dynamics (half course) or 15.872, System Dynamics II (half course)

Project Management
15.053, Optimization Methods
15.220, Global Strategy and Organization (half course)
15.276, Communicating with Data
15.318, Discovering Your Leadership Signature
15.320, Strategic Organizational Design
15.3901/15.390, New Enterprises
15.394, Dilemmas in Founding New Ventures
15.521, Management Accounting and Control
15.565J, Digital Evolution: Managing Web 3.0
15.665, Power and Negotiation or 15.6731, Negotiation Analysis (half course)
15.871, Introduction to System Dynamics (half course) or 15.872, System Dynamics II (half course)