



Business Management

The Navitas at UMass Boston program offers an alternative pathway to the University of Massachusetts Boston for international students who may not qualify for direct entry and who seek a supportive study environment.

The Navitas UPP is equivalent to the first year of a UMass Boston bachelor's degree program. When you successfully complete Year 1 with Navitas you can move directly into the second year of your undergraduate degree.

All students entering the program are fully matriculated UMass Boston students from day one with Navitas.

College of Management

- Prepares students for careers in Business, Finance, Information Management, Marketing, Accounting, Management Science and Information Systems.
- Princeton Review named College of Management one of the top 300 Business schools in the world.
- Students are pre-approved for one semester of Optional Practical Training (OPT), for 12 credits towards the degree.
- First-rate faculty and diverse, high-achieving student body; the college offers innovative, interdisciplinary curricula tuned to the changing needs of the global economy.
- Graduates of the College of Management are placed locally, regionally, nationally and internationally.

- Accredited by the Association to Advance Collegiate Schools of Business (AACSB International).
- The Aspen Institute Center for Business Education includes the College of Management in 'Beyond Grey Pinstripes', its biennial ranking of the 'Global 100' business schools.
- Students can participate in MAP (Management Achievement Program), a comprehensive program designed to allow students to synthesize their professional goals and experiences.



Bachelor of Science in Management (BSM)

Majors:

- Accounting
- Finance
- Management
- Marketing
- Management Information Systems
- Operations Management Science
- International Management
- Information Management for Finance
- Information Management for Marketing
- Management Science for Finance
- Management Science for Marketing
- Supply Chain and Service Management

US News
Top undergraduate
business program
Tier 1
#135

Undergraduate pathway



Graduate pathway



Marketing

- Marketing is the study of how to determine consumer needs and translate those needs into products and services and selling them locally, nationally, and globally.
- Social media's influence has made marketing one of the most popular majors amongst university students in the USA!
- Provides students with an in-depth understanding of the most current thinking and practices in strategic marketing and marketing techniques along with the analytical, communication and computer skills.
- Fosters a deeper understanding of the customers and stakeholders who interact with marketing services, products, companies, selling environments, and brands.
- Choose a variety of courses such as, International Marketing, Web Design Marketing, Social Media and E-Services, Retailing in Internet Age, and Integrated Marketing Communication.
- Join the Business Management and Marketing Club – exists to provide students the opportunity to become leaders in the Business Management and marketing sectors and express their creativity through different organizations.

What careers can you pursue with a degree in Marketing?

- Brand management/marketing
- Public relations
- Advertising
- Market research & analysis
- Media buying and agency
- Account management
- Business management
- International marketing
- Social media marketing

Did you know?

More CEO's of companies come from a background in Marketing and Sales, perhaps because these positions require a deep understanding of a firm's customers and the market environment in which it operates.



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YOUR DIRECT PATHWAY TO UMASS BOSTON

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