



CAREERS BY CONCENTRATIONS

PEPPERDINE
Graziadio School of
Business and Management

Career Management Center



About Concentrations

- Consists of taking courses in a specialized area of focus:
- Finance
- Marketing
- Global Business
- Leadership and Managing Organizational Change
- Entrepreneurship
- Dispute Resolution
- Digital Innovation and Information Systems

*Statistics presented throughout this webinar are from the Bureau of Labor Statistics – Occupational Outlook Handbook – www.bls.gov/ooh

Tips for choosing a Concentration

- Research types of opportunities available within your target companies/industries & compare to concentrations
- See how your current experience aligns with the concentrations available
- Follow your passion
 - What are your interest and career goals
 - Concentration helps you learn knowledge and skills for an aspect of business

Finance



The faculty at the Graziadio School of Business and Management is committed to delivering cutting-edge courses to prepare MBA students for careers in finance. These classes will prepare students for careers in portfolio management, corporate finance, investment banking, financial institutions management, and financial risk management. Fully Employed MBA students seeking a concentration in finance must choose 12 units from the finance electives below.

Required Courses

Course No.	Course Title	Units
FINC 634	The Management of Financial Risk	2
FINC 635	Real Estate Investing and Finance	2
FINC 638	Financial Modeling	2
FINC 663	Financing Small Businesses	2
FINC 664	Business Analysis Using Financial Statements	2
FINC 667	Global Capital Markets and Institutions	4
FINC 668	Valuation and Corporate Combinations	4
FINC 669	Investments and Portfolio Management	4

Note: FINC 667 will satisfy the global requirement for the program

Popular Jobs in Finance

- **Financial Analyst** - A financial analyst advises companies and individuals on their investment decisions by analyzing the performance of stocks, bonds, and other types of investments.
 - Median Salary: \$76,950
 - Job Outlook: 16% growth next 7 years (Faster than Average)
 - Number of Jobs expected in 2022: **292,400**
- Financial analysts typically start by specializing in a specific investment field. As they gain experience, they can become portfolio managers and supervise teams of analysts. They can also become fund managers, who manage large investment portfolios for individual investors.

Popular Jobs in Finance

- **Budget Analyst** - Budget analysts help public and private institutions organize their finances. They prepare budget reports and monitor institutional spending.
 - Median Salary: \$69,280
 - Job Outlook: 6% growth next 7 years (slower than average)
 - Number of Jobs expected in 2022 : **65,500**
- At the entry-level, Budget Analysts begin with limited responsibilities but advancement is common. Upon gaining more experience, Analysts have the opportunity to advance into Intermediate and Senior Budget Analyst positions.

Popular Jobs in Finance

- **Financial Manager (Branch or Dept.)** - Direct and coordinate financial activities of workers in a branch, office, or department of an establishment, such as branch bank, brokerage firm, risk and insurance department, or credit department.
 - Median Salary: \$109,740
 - Job Outlook: 9% growth next 7 years (varies by industry)
 - Number of Jobs expected in 2022 : **579,200**
- Financial Managers typically have a bachelor's degree and 5 years or more of experience in a business or financial occupation, such as loan officer, accountant, auditor, securities sales agent, or financial analyst.

Additional Job Titles

- Investment Banker
- Financial Controller
- Finance Director
- Chief Accountant
- Internal Auditor
- Compliance Officer



Marketing



An MBA concentration in marketing provides the basic concepts, techniques and tools for developing marketing strategy and marketing programs. MBA graduates will be prepared to help organizations decide which consumer groups to serve and which product and services to produce, and to create appropriate promotional, pricing, and distribution arrangements central to profitably generating growth opportunities.

This preparation is relevant for a variety of career paths, including brand/product management, marketing research, new product development, sales force management, advertising, and management consulting

Popular Jobs in Marketing

- **Marketing Manager** – Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers.
 - Median salary: \$119,480
 - Job outlook: 7% growth next 7 years (bit slower than average)
 - Number of Jobs expected in 2022: **203,400**
- Marketing Manager positions are highly desirable and often sought by other experienced professionals. Strong competition is expected. With Internet-based advertising becoming more important, advertising managers who can navigate the digital world should have the best prospects.

Popular Jobs in Marketing

- **Market Research Analysts** – In order to influence marketing strategies, the individuals in this position conduct public opinion surveys to maintain a customer base.
 - Median Salary: \$61,170
 - Job outlook: 32% growth next 7 years (Much faster than average)
 - Expected number of jobs in 2022: **547,200**
- As more companies use research to develop marketing strategies, more competing companies are expected to use this strategy. Those with a strong background in statistical and data analysis or related work experience will have better job opportunities than those without it.

Popular Jobs in Marketing

- **Advertising Manager** – The people in this position oversee various promotional campaigns in order to attract a new customer base and plan programs to generate interest in a product or service
 - Median salary: \$115,750
 - Job outlook: 12% growth next 7 years (about average)
 - Number of jobs expected in 2022: **241,400**
- These managers will be needed to plan, direct, and coordinate campaigns and introduce new products to the marketplace. They will also be needed to manage digital media campaigns targeting customers through websites, social media, or live chats. These managers typically have work experience in advertising, marketing, promotions, or sales.

Additional Job Titles

- Marketing Analyst
- Marketing Director
- Creative Director
- Online Marketing Manager
- Brand Manager
- Marketing Consultant



Global Business



Fully Employed MBA students who choose the Global Business concentration will be prepped to launch a career in international business with a deep understanding of the global economy and its markets.

Required Courses

Course No.	Course Title	Units
ECNM 670	Global and Macroeconomic Environment	4

Elective Courses

Eight units are to be selected from the following courses: Cross-Cultural Management:

Course No.	Course Title	Units
FINC 667	Global Capital Markets and Institutions	4
LEGL 673	International Business Law and its Environment	4
MKTG 683	International Marketing Management	4
OTMT 671	Cross-Cultural Management	2

Note: A student may substitute GSBM 693 **Global Enterprise Management** for up to four units of course work.

Jobs Related to Global Business

- **International Economist** - Study the international and domestic markets, they analyze, examine trends, and make projections.
 - Median salary: \$91,860
 - Job outlook: 14% growth next 7 years (about average)
 - Number of jobs expected in 2022: **19,200**
- Businesses and organizations increasingly relying on economic analysis and quantitative methods to analyze and forecast business, sales, and other economic trends. Job prospects should be best for those with a master's degree or Ph.D., strong quantitative and analytical skills, and related work experience.

Jobs Related to Global Business

- **Management Analyst/Consultant** – These individuals analyze company operations to look at efficiencies, examine profit margins, and study the company structure.
 - Median Salary: \$78,600
 - Job outlook: 19% growth next 7 years (faster than average)
 - Number of Jobs expected in 2022: **852,500**
- Consultants often take on more responsibility with experience. At the senior level, consultants may supervise teams and become more involved in seeking out new business. Some may eventually become partners in their consulting organization. Senior consultants who leave their consulting company often move to senior management positions at non-consulting organizations.

Jobs Related to Global Business

- **Import/Export Compliance Specialist** - Maintains the compliance of imports and exports within regulatory law, both domestic and international. Jobs can be found in federal government and private sector.
 - Median Salary: \$68,000
 - Job Outlook: 15% growth next 7 years (about average)
 - Number of jobs expected in 2022: **248,400**
- Top prospects for these types of positions are expected to be well-versed in trade regulations, along with other aspects of importing and exporting goods and services.

Potential Work Environments

- Global Supply Chain Management
- International Banks
- Foreign Companies Operating in the US
- Multinational Corporations
- Non-profit Organizations
- Government

Leadership and Managing Organizational Change

A concentration in Leadership and Managing Organizational Change prepares MBA students to lead and implement successful change in a dynamic business environment. The concentration consists of 12 units – six core units and six elective units.

More on Leading and Managing Organizational Change

[Listen](#) as Ann Feyerherm, professor of organization theory and management, discusses organization theory and upcoming trends in organizational environments.

Required Courses

MBA students pursuing a concentration in Leadership and Managing Organizational Change must complete the following core courses:

Course No.	Course Title	Units
OTMT 670	Advanced Principles of Organizations and Leadership	4

Elective Courses

Eight units are to be selected from the following courses:

Course No.	Course Title	Units
BSCI 617	Creating and Leading Effective Teams	2
BSCI 635	Leadership and Ethics	2
LEGL 684	Business Negotiation and the Resolution of Conflict	4
OTMT 671	Cross-Cultural Management	2
OTMT 672	Organizational Dynamics and Managing Change	4
OTMT 678	Creativity and Innovation for Leadership	4



Jobs in Leadership and Managing Organizational Change

- **Organizational Management Consultant** - Studies an organization's existing organizational issues and creating a plan of action to remedy these problems and improve the quality of the workplace, efficiency and profits.
 - Median Salary: \$88,000
 - Job Outlook: 22% growth next 7 years (above average)
 - Number of jobs expected in 2022: **817,745**
- Careers in this field should see above-average job growth and lucrative salary potential due to the ongoing need to improve business operations; Positions in organizational management usually require extensive experience with increasing responsibility and proven positive results

Jobs in Leadership and Managing Organizational Change

- **Training and Development Manager** – Direct, develop, implement, and monitor training programs within an organization to enhance the knowledge and skills of its employees.
 - Median Salary: \$95,400
 - Job Outlook: 11% growth next 7 years (about fast as average)
 - Number of jobs expected in 2022: **31,800**
- Those who have a master's degree, certification, or work experience in training and development should have the best job prospects.

Additional Job Titles

- Project Manager
- Operations Manager
- Management Analyst
- Talent Manager
- Strategy Consultant
- Education Administrator
- Strategic Planner



Entrepreneurship

Entrepreneurship is, at its core, a creative activity. It involves starting a new venture with an innovative idea — frequently for a market that currently does not exist. As a result, the MBA entrepreneurship concentration is built upon courses designed to help you tap into your creativity, and then translate your creative vision into a real business that not only produces wealth, but also allows you to express your personal values.

Your first steps include two courses to assist you in discovering your own brainchild— a personally compelling venture idea with large market potential. These are followed by three courses to help you flesh out a business model that will generate profits, build your organization and make connection with your market. Your final step is a course that pulls it all together, resulting in a business plan that you present to a panel of angel and venture capital investors.

Required Courses

Course No.	Course Title	Units
ENTR 661	Entrepreneurship and the Generation of New Venture Ideas	2
ENTR 662	The Feasibility of New Venture Ideas	2
ENTR 663	Financing Entrepreneurial Ventures	2
ENTR 664	Managing Entrepreneurial Ventures	2
ENTR 665	Marketing Entrepreneurial Ventures	2
ENTR 667	New Venture Creation	2

ENTR 661 and ENTR 662 must be taken in sequence and precede the other courses. ENTR 667 is a capstone course which must be taken upon completion of the other five courses. ENTR 663, ENTR 664, and ENTR 665 may be taken concurrently or in any order but are best taken in sequence starting with ENTR 663, followed by ENTR 664, and ending with ENTR 665. The global business requirement is fulfilled by completing the Entrepreneurship concentration.



Jobs in Entrepreneurship

- **Entrepreneur/Small Business Owner** – Entrepreneurs are responsible for starting and managing all aspects of a business, from inventory control to marketing and staffing.
 - Salaries can vary enormously for a variety of factors. Studies show that the average small business owner earns about \$68,000.
 - Majority of entrepreneurs create and manage their own businesses and companies, but some choose to work with small businesses to help them become successful. Job titles include consultant, strategic planner, specialist and manager, among others.

Jobs in Entrepreneurship

- **General/Operations Manager** - This is the top manager for public or private sector organizations. The general manager is in charge of overseeing the revenue and costs of an establishment and making decisions about direction and goals.
 - Median Salary: \$96,430
 - Job outlook: 11% growth next 7 years (about fast as average)
 - Number of jobs expected in 2022: **2,216,800**
- The high pay and prestige associated with these positions attract many qualified applicants. Those with an advanced degree and extensive managerial experience will have the best job prospects. Education requirements vary by industry, but candidates who can demonstrate strong leadership abilities and experience getting positive results will have better job opportunities.

Additional Job Titles

- Adjunct/Part-Time Faculty
- Business Development Manager/Director
- Consultant
- Sole Proprietor
- Marketing Manager/Director
- Business Planner



Dispute Resolution



Recognizing that problem-solving skills and deal-making are essential management tools, the Graziadio School, in conjunction with the [Straus Institute for Dispute Resolution](#), provides MBA students an opportunity to study in Pepperdine School of Law's internationally recognized Dispute Resolution program while fulfilling MBA requirements.

An arm of the Pepperdine University [School of Law](#), the Straus Institute offers two tracks of study for MBA students: individual courses in dispute resolution or a 12-unit curriculum that allows students to earn an MBA with a Concentration in Dispute Resolution.

MBA students who complete an additional 2-unit elective at the Straus Institute, which would not count toward their MBA degree, would be awarded a [Certificate in Dispute Resolution](#) from the Straus Institute, School of Law.

The Straus Institute offers the most extensive law school dispute resolution curriculum in the country and is annually recognized by U.S. News & World Report as a prominent leader in this field.

Required Courses

Course No.	Course Title	Units
LEGL 684	Business Negotiation and the Resolution of Conflict	4
	Four required units from the Straus Institute, School of Law	
	Mediation Theory and Practice Seminar	2
	Arbitration Course (one of three)	2

Elective Course

Course Title	Units
Two elective courses from the Straus Institute, School of Law	2, 2

For a full list of Dispute Resolution elective courses, including 2-unit courses with global content that meet the global requirement for the FEMBA/MBAJ Programs, please refer to the [School of Law academic catalog](#).

Popular Jobs in Dispute Resolution

- **Arbitrator/Mediator/Conciliator** - Help resolve conflicts outside of the court system by facilitating negotiation and dialogue between disputing parties. Prepares settlement agreements for disputants to sign.
 - Median Salary: \$61,280
 - Job Outlook: 10% growth next 7 years (about fast as average)
 - Number of jobs expected in 2022: **9,300**
- Dispute resolution methods are often seen as faster and less expensive than trials and litigation. Because this position often deals with legal issues and disputes, those with a legal background or law degree may have better job prospects.

Popular Jobs in Dispute Resolution

- **Labor Relations Manager** - Responsible for negotiating agreements between a company and a labor organization or individual employees. Negotiate collective bargaining agreements, or coordinate grievance procedures to handle employee complaints.
 - Median Salary: \$106,584
 - Job Outlook: 7% growth next 7 years (bit slower than average)
 - Number of jobs expected in 2022: **76,900**
- The best job prospects will have skills such as outstanding communication, analytical thinking, attention to detail and the ability to maintain relationships. A professional and calm demeanor, collaborative work style and respect for diverse populations are essential.

Popular Jobs in Dispute Resolution

- **Contract Administrator** - Responsible for preparing, examining, analyzing, negotiating, and revising contracts that involve the purchase or sale of goods and services.
 - Median Salary: \$60,450
 - Job Outlook: 15% growth next 7 years (about average)
 - Number of jobs expected in 2022: **145,935**
- A general knowledge of contractual agreement language and law is essential for contract administrators; good oral and written communication skills are beneficial, especially when preparing presentations and documents. Leadership and an understanding of interpersonal relationships may be helpful during the negotiating process.

Additional Job Titles

- Organizational Ombudsmen
- Private Mediation Practice
- Business Manager
- General Manager
- Operations Manager
- Human Resources



Digital Innovation and Information Systems

As organizations become increasingly reliant on digital technologies in their operations, products and processes, a critical need has emerged for professionals who bring deep understanding of technology management and the opportunities for digital innovation in business. Such individuals will be best positioned for career success by acquiring a comprehensive mix of business, technology and managerial knowledge and competencies.

→ The MBA concentration in Digital Innovation and Information Systems (DIIS) focuses on bridging the gap between business and technology, giving graduates a distinct advantage in the marketplace. Surveys of IT management indicate a persistent concern for achieving alignment between business needs and technology resources. Additionally, CIOs affirm that significant improvement is needed for managers who possess the knowledge and skills to envision, manage, and lead initiatives that span the realms of business, IT, and innovation.

Elective Courses

Twelve units are to be selected from the following courses:

Course No.	Course Title	Units
ISTM 660	Business Analytics and Intelligence	2
ISTM 661	Enterprise Architecture and Infrastructure Management	2
ISTM 662	DIIS Portfolio and Project Management	2
ISTM 663	Managing DIIS Security, Privacy and Ethics	2
ISTM 664	Business Process Analysis and Innovation	2
ISTM 665	Digital Innovation and Strategic Transformation	2
ISTM 667	DIIS Applied Research Project	2



Jobs in Digital Innovation and Information Systems

- **Business Intelligence Analyst** - Uses advanced analytical methods to help organizations investigate complex issues, identify and solve problems, and make better decisions.
 - Median Salary: \$72,100
 - Job Outlook: 27% growth next 7 years (much faster than average)
 - Number of jobs expected in 2022: **92,700**
- Some business may require a graduate degree in business or computers as well as several years of experience. Gaining experience in an internship or entry level role can allow you to develop certain skills that are necessary to thrive in this position. Skills like analytics and communication will need to be top notch when applying for a position in this field.

Jobs in Digital Innovation and Information Systems

- **Information Systems Manager** - Plan, coordinate, and direct computer-related activities in an organization. They help determine the information technology goals of an organization and are responsible for implementing systems to meet those goals.
 - Median Salary: \$120,950
 - Job Outlook: 15% growth next 7 years (bit faster than average)
 - Number of jobs expected in 2022: **383,600**
- These managers usually start out at a lower level and advance to higher positions within the IT department. IT Directors or project managers can advance to become CTOs. A CTO or other manager who is business minded can advance to become a Chief Information Officer (CIO) in charge of all IT-related decisions. CIOs can advance to become top executives in an organization.

Jobs in Digital Innovation and Information Systems

- **Technology Product Manager** - Develop strategies to meet customer demands, implementing the latest technology to improve products.
 - Median Salary: \$97,648
 - Jobs expected to grow at more than an above average rate as the need for modern technology advances. The number of products and services competing for American dollars will likely increase in coming years, fueling the need for more Technology Product Managers.

Additional Job Titles

- Process Analyst/Manager
- IT Program/Project Manager
- Digital Business Consultant
- Systems or Technology Analyst
- Infrastructure Analyst
- Enterprise Architect



Questions?

