



HIGHLIGHTS

Experiential learning through hands-on projects is key to the Clark management learning experience. Courses stress putting theory and knowledge into practice and include a focus on solving real problems for local, national, and international companies and organizations.

Introduction to the Major

Go beyond forecasts and balance sheets and immerse yourself in the ethical, social, and environmental dimensions of the business world.

In the School of Management (SOM) at Clark, don't expect business as usual. Through in-depth case studies and group projects based on real-world business challenges, you will learn to consider triple bottom lines, social responsibility, and ethical impacts on people and communities. Management majors gain a foundation in all aspects of business and enhance the "soft" skills required today, such as communication, teamwork, and problem-solving.

CORE COURSES

All SOM undergraduates complete core courses in accounting, management, information systems, organizational behavior, finance, and marketing. Majors then dive deeper with electives in areas such as sports management, human resources, and digital marketing, an optional data science or marketing track, and a senior year capstone.

- Prerequisite: Economics and the World Economy
- Two management core courses
- Seven business core courses
- Two electives at the 200 level or higher
- Capstone course: Applying the Art and Science of Management

"Clark allows me to explore my interests and build my skills to succeed. The adaptive curriculum ensures students can identify their passions and reach their goals."

—JOHN D'EUFEMIA, CLASS OF 2023



3rd
largest major
on campus

MANAGEMENT

Bachelor of Arts



DESIGN
YOUR
JOURNEY



**Explore
and navigate
Clark curriculum**



**Connect
and engage
with communities**



**Discover
and pursue
your passions**



**Develop
professional
skills**



**Reflect,
design
and plan**

YEAR

1

YEAR

2



□ **Explore the School of Management**

Take a First-Year Intensive (FYI) course in our department and try some introductory courses.



□ **Learn about campus resources**

Make ClarkYou your default homepage and explore student resources related to academics, campus life, and health and wellness. Visit the Career Connections Center (CCC) to start learning about the resources available to you.



□ **Identify potential Program of Liberal Studies (PLS) courses**

Talk with an adviser about how these courses can support your academic interests and goals.



□ **Get connected**

Join activities offered through the Student Leadership and Programming office and learn about potential leadership opportunities. Log in to Handshake to find career exploration events for all class years.



□ **Explore on and off campus**

Learn more about the many SOM student organizations, including our chapter of the American Marketing Association and Women in Business. Get involved in the wider community through the Office of Community Engagement and Volunteering. Explore Worcester, the second largest city in New England with lots to offer!



□ **Reflect on what sparks your interest**

What new interests have you discovered? What else do you want to explore? Celebrate your progress!



□ **Dig in and define your interests**

Finish any introductory courses you still need to take. Connect with the SOM assistant dean for help declaring your major and finding an adviser.



□ **Explore complementary minors**

Minors or clusters of coursework in entrepreneurship, economics, or psychology can be a good addition to your major.



□ **Start networking**

Create a ClarkCONNECT profile and start meeting alumni in your areas of professional interest. Create a LinkedIn profile. Join the CCC's Alumni Job Shadow Program.



□ **Expand your horizons**

Visit the Office of Study Abroad to learn more about opportunities. The London School of Economics is a popular choice for business students.



□ **Pursue leadership opportunities**

Take part in on-campus clubs that align with your interests. Apply for club leadership positions or resident assistant roles.



□ **Apply what you have learned**

Start looking into projects, internships, and other opportunities to apply your classroom knowledge. Meet with your career adviser at the CCC to strategize your search. Visit the Career Lab in ASEC for resume help.



□ **Look back and ahead**

Talk with your advisers about your plans. Will you pursue an accelerated degree program (ADP) to complete a B.A. and master's in five years?

WHAT CAN I DO WITH MY MAJOR?

JOBS & EMPLOYERS

Alumni are employed in sales and marketing, as consultants, CFOs, systems analysts, and more at organizations including Salesforce, Amazon, and Booz Allen Hamilton.

GRADUATE PROGRAMS

Graduates pursue MBA and master's degrees in marketing, finance, education, law, and other fields at George Washington University, Columbia, and other top schools.

YEAR 3



Move into advanced coursework

Get started in upper-level coursework and begin taking electives. Look into options like sports management, human resources, and digital marketing.



Engage your network

Schedule informational interviews with Clark alumni to learn about their journey from college to career.



Add to your skillset

Take advantage of LinkedIn Learning to boost your professional and critical thinking skills. Talk with faculty and advisers about options they recommend. Add these to your LinkedIn profile and resume.



Gain professional experience

Pursue a summer internship. Start working with the CCC early in your third year to prepare so you won't miss opportunities with early deadlines. Upload your resume to HandShake for review and feedback.



Get out of here

Study abroad or away. Many programs offer the opportunity to both study and complete an internship, giving you great exposure to international business.



Plan for senior year and beyond

Work with your academic adviser to shape your plans. Apply for an ADP if desired and be aware of the deadlines and requirements.



No regrets!

What's on your Clark bucket list? Take time for things you are passionate about. Develop new goals and plans for your future.

YEAR 4



Finish strong

Make sure to complete all major and PLS coursework and other requirements. Accepted into an ADP? Start taking graduate courses and connect with your graduate program's career services department on next steps.



Become an entrepreneur

See an unmet need on campus? Utilize the resources in our entrepreneurship program and start your own business!



Pull it together with your capstone

Your capstone experience draws on all of the knowledge and experiences you have gained at Clark. Collaborate with your SOM peers in the capstone course to improve your critical thinking and effective communication skills.



Hone your presentation skills

Reach out to faculty to find opportunities to attend and present at a conference or workshop.



What's next?

Work with the CCC and attend career fairs, employer information sessions, and recruitment events. Participate in mock interviews and reach out to alumni through ClarkCONNECT and LinkedIn.



Prepare to launch

Update your professional documents and LinkedIn profile. Learn how to demonstrate personal qualities such as leadership, teamwork, problem-solving, and initiative.



Be a lifelong learner

Reflect on your time at Clark and your next steps. Celebrate your accomplishments!



AMPLIFY YOUR MAJOR!

SOM has a vibrant student community filled with cocurricular programming.

Management majors are part of a unique community in the School of Management, where the benefits of a small business school are felt immediately through personal connections to faculty and staff. Student also dive into their professional development through organizations, including the American Marketing Association, Women in Business, and the Entrepreneurship Club. These groups host alumni and guest speakers from the private and public sectors, organize conferences, and connect with organizations to enhance your learning experience.

CONNECT WITH US!

School of Management
Carlson Hall
508-793-7543
clarku.edu/som
[@clarkunivsom](https://twitter.com/clarkunivsom)

Advising

We are here to support your academic and personal journey.

In your first year at Clark, you will be assigned an adviser to help you select your courses and programs. Once you declare your major, SOM faculty will advise you.

CLARK
UNIVERSITY



Challenge Convention.
Change Our World.

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