

The background of the entire page is a complex, light gray geometric pattern consisting of overlapping, slightly curved lines that create a mesh-like or woven appearance. In the center of this background is a white rectangular box with a thin black border. Inside this box, the text 'BENTLEY UNIVERSITY' is displayed in a large, bold, brown serif font, with 'BENTLEY' on the top line and 'UNIVERSITY' on the bottom line. A thin horizontal line is positioned between the two lines of text.

BENTLEY
UNIVERSITY

McCallum Graduate School of Business

A Word from the Provost and Vice President



The impact of business on all aspects of our lives is quickly becoming accepted wisdom across the world. Consequently, tomorrow's professionals must appreciate that their decisions and actions will reverberate far beyond narrower business interests. This wider mantle of responsibility requires business schools to reach past traditional boundaries of education, to foster ethical and responsible behavior among their students. The symbiotic relationship between the study of business and the arts and sciences at Bentley, and the growing international platform of the McCallum Graduate School, position us well to meet this challenge.

The McCallum Graduate School is widely recognized for holding itself and its students to the highest standards of ethical conduct and social responsibility. The recognition includes accreditation by AACSB International (Association to Advance Collegiate Schools of Business) and EQUIS (European Quality Improvement System). A focus on progressive thinking, ethical leadership, and globalism underlies everything we do. Students develop analytical-thinking and business-process skills through a distinctive business curriculum, while also developing the empathy and appreciation for other perspectives often afforded by the arts and sciences.

Both inside and outside the classroom, we strive to develop the potential of future leaders and managers. The work centers on providing students with tools for critical, creative and conceptual thinking; expanding their capacity for decision-making; and sharpening their skills and insight to implement strategy with and through others.

The McCallum Graduate School is a dynamic community where students and faculty alike can discover new and innovative ways of addressing complex issues. We welcome you to explore all that Bentley has to offer.

MICHAEL J. PAGE

Provost and Vice President for Academic Affairs

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A Recognized Leader

Our success in preparing graduate students for a business world transformed by information technology is drawing attention from media outlets and other organizations worldwide.

U.S. News & World Report

The newsmagazine's publication "America's Best Graduate Schools 2012" ranks Bentley and the McCallum Graduate School of Business among the top institutions in the country.

EQUIS

Bentley is one of only three business schools in the United States and 130 worldwide to receive accreditation from the European Quality Improvement System (EQUIS), which benchmarks quality and improvement of higher education institutions in management and business administration.

The Aspen Institute

The institute awards the McCallum Graduate School a first-time ranking (#55) on the Global 100 list of business schools; it also places Bentley at #2 in the Northeast for faculty research. The Aspen Institute's ranking of MBA programs highlights schools that incorporate social and environmental issues into the education of future business leaders.



Today's business world thrives on information and innovation — both of which drive MBA and MS programs at the McCallum Graduate School.

Industry leaders play a key role in developing graduate programs that deliver the specific skills required for success in a given field. Bentley professors are active **scholars and researchers** whose own work in business enriches courses and class discussions. Students also benefit from a unique collection of **high-tech learning labs**, where experience using the latest software and hardware helps graduates hit the ground running.

The strongest endorsement for Bentley programs is a network of **accomplished alumni**. Graduates have risen through the ranks at leading organizations in the U.S. and abroad. They return to campus regularly to share **experience and advice** with current students.

No matter what your business interest or the demands on your life, there is a Bentley graduate program to **meet your goals**.

Faculty Research



Mohammad Abdolmohammadi

Innovation and Exploration

In-depth research by Bentley faculty adds new, often surprising insights to a range of business disciplines. Information technology, business ethics, and global commerce are particular areas of expertise.



Linda Edelman

Faculty members focus on topics with a direct impact on how organizations conduct business. Their scholarship also informs teaching — ensuring that courses and class discussions deliver highly relevant, just-in-time knowledge that students can apply across the business spectrum.



Gerald Ferrera

Accountancy and Business Ethics

Professor Mohammad Abdolmohammadi makes ethics training a regular part of his graduate seminars in accountancy. His research examines several topics related to ethics and education, including the extent to which ethical behavior and moral reasoning can be “taught.”



Patricia Flynn

Economics

Professor Patricia Flynn studies innovation economies, specifically, those of Ireland and Massachusetts. Other aspects of her work focus on women in business and the composition of corporate boards.

Finance

Professor Jahangir (Jay) Sultan studies international market volatility and foreign exchange risk management, including the effects of terrorism on financial markets. He was the catalyst for establishing the Bentley University Trading Room, a state-of-the-art facility for teaching financial concepts.



Stephen Lichtenstein

Law

Professors Stephen Lichtenstein and Gerald Ferrera are industry experts in the area of cyberlaw. Their collaborative research on topics such as the right to privacy maps the shifting legal landscape of the electronic age.



Tatiana Manolova

Management

Professors Linda Edelman and Tatiana Manolova have learned what it takes to turn a brilliant idea for a startup into a verifiable business success. Among other insights, their study of “nascent entrepreneurship” demonstrates why admitting failure may be a venture’s most successful outcome.



Rajendra Sisodia

Marketing

Professor Rajendra Sisodia is a leader in the “conscious capitalism” movement. His co-authored book, *Firms of Endearment*, profiles successful companies that align stakeholder interests while advancing a socially responsible approach to doing business.



Jay Sultan

This is only a sampling of notable faculty projects underway at Bentley. Go to www.bentley.edu/faculty-research to learn more.



GET CONNECTED!

To learn more and hear professors discuss their work, visit www.bentley.edu/faculty-research/conversations.



MASTER OF Business Administration

The suite of MBA programs at the McCallum Graduate School of Business prepares students to lead and succeed in today's complex global business environment. It's an environment where information and innovation are prime currencies. The competitive advantage goes to organizations that value customer service, improve systems and processes on a continuous basis, draw on the collective knowledge of employees, and harness IT to meet strategic aims.

Bentley offers several options for pursuing an MBA, all designed to meet the demands of your career and personal life. Whichever route you choose, the program delivers the knowledge and skills to make an immediate impact in the workplace.

Emerging Leaders MBA

Immerses students in rigorous full-time study that emphasizes field-based learning.

Professional MBA

Accommodates busy lives with courses offered at night, scheduled to allow for taking two classes in one evening (see page 10).

MS+MBA

Combines the breadth of the Emerging Leaders MBA with the deep technical skills of a Master of Science degree in either Information Technology or Human Factors in Information Design (page 13).

Questions?

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GET CONNECTED!

To learn more about MBA programs at Bentley and hear from current students, visit graduate.bentley.edu/mba.

EMERGING LEADERS MBA

This program is designed for young professionals with little or no work experience. It immerses students in rigorous study focused on the skills that leading employers value. Candidates move through the program as a group, taking core courses during the day and electives in the evening.

Learning by Experience

A hallmark of the Emerging Leaders MBA is field-based learning. The experience in a professional setting prepares students to make an immediate impact for their employer upon graduation. Working in teams with a faculty adviser, students identify and address relevant issues for a client organization, offering recommendations to support managerial decisions.

Business Process Management

Today's successful organizations rely on cross-divisional collaboration to reach their objectives. To prepare students for such interaction, the Emerging Leaders MBA focuses on business process management and examines how all aspects of an organization — operations, marketing, accounting and finance — fit together. Students learn the tools and how-to of process mapping and measurement, benchmarking, problem identification and process improvement. In the Business Process Management course, faculty-coached groups of students develop team skills while completing an operations-level consulting project for a Bentley corporate partner.

ALUMNI PLACEMENTS

- Accenture (Japan)
- Bank of America
- Blue Cross Blue Shield of Massachusetts
- Deloitte Consulting
- EMC Corporation
- Ernst & Young
- General Dynamics
- Genzyme Corporation
- IBM Merck (Saudi Arabia)
- The MathWorks
- Partners HealthCare
- PricewaterhouseCoopers
- Sun Life Financial



STEVEN SACCOCCIO

Business Process Analyst, APC by Schneider Electric

The advanced degree that Steven Saccoccio earned at Bentley came with some important extras. "I gained tremendous confidence," says Saccoccio, who studied full time to immerse himself in the MBA program. "What really sold me on Bentley was the community atmosphere. People seemed very willing to help."

The self-assurance has helped him succeed, first at IBM Global Business Services and now with APC by Schneider Electric. There, he manages a partner relationship management (PRM) tool, streamlining processes with an eye toward re-engineering the system. The PRM system is a major hub of communication and education between Schneider and its hefty customer base.

"The skills from Bentley and IBM paired nicely, and helped me land this job," says Saccoccio, whose work at IBM moved quickly from developing business plans for corporate clients to business process re-engineering.

"At Bentley, I learned to think strategically and communicate more effectively," he adds, citing the skills in process analysis and work-flow design he developed in the Business Process Management course. Saccoccio is now applying that expertise to improve efficiencies, gather requirements of internal and external stakeholders, and troubleshoot issues for his new employer. "Bentley taught me to look at each situation in its entirety."

Focus on Technology

The McCallum Graduate School is a recognized leader in integrating the study of business and technology. Students put the concepts and theories taught in the classroom to immediate use in field projects and in several high-tech learning labs — each among the first of its kind on an academic campus.

Core Courses: Year One

The first year of the program strengthens managerial capabilities in core business principles. Students gain a firm grasp of how all aspects of a business organization fit together, through courses with common readings, case analyses, and the Business Process Management group project course.

Information Technology for Competitive Advantage. A centerpiece of year one, Information Technology for Competitive Advantage is a two-semester course that examines management issues associated with selecting, developing and deploying information systems in organizations. Students learn to apply database tools, enterprise systems, web development environments, and other e-business strategies to compete effectively in today’s economy.

Global Business Experience

Students in the Emerging Leaders MBA program acquire a valuable understanding of the international economy through the Global Business Experience. This required three-credit course, taken between the fall and spring semesters of the first year, comprises a 10-day trip overseas. During meetings with business and government officials in the host country, students advance their global mindset and knowledge of other cultures. Immersion in the business practices of another country hones professional skills and forges bonds with classmates that benefit students throughout their MBA program.

Core Courses: Year Two

The second year of the Emerging Leaders MBA program provides a conceptual grounding in leadership and strategic thinking.

MBA Field Project. This course builds managerial skills through a project undertaken for an executive client. The work centers on delivering a strategic plan whose design, development and execution align with organizational goals and resources. Students study management issues involved in implementing such plans, and examine how a specific project relates to overall organizational strategy and resources needed for implementation. Executive representatives of the client organization will attend class meetings on a regular basis, either in person or via video connection, as students work through the project and provide deliverables at various stages.

Elective Courses

Students choose five electives from the 100-plus courses offered at the McCallum Graduate School. Four electives are used to pursue one of the eight concentrations listed on page 12. A concentration allows for customizing the MBA to a specific career path. Students can use the remaining two electives to explore topics in a range of disciplines.



EMERGING LEADERS MBA CURRICULUM

Year One: Fall	Year One: Spring
Core Courses (33 credits)	
Managerial Statistics	Marketing Management
Economic Environment of the Firm	Financial Statement Analysis for Decision-Making
Accounting for Decision-Making	Team Effectiveness: Theory and Skills
Business Process Management I	Business Process Management II
Information Technology for Competitive Advantage I	Information Technology for Competitive Advantage II
Global Business Experience	
Year Two: Fall	Year Two: Spring
Core Courses	
Leadership, Ethics and Corporate Responsibilities	Accountable Leadership
MBA Field Project	Global Strategy
Elective Courses (15 credits)	
Use 12 credits toward a concentration	
Use three credits for courses on other topics of interest	



PROFESSIONAL MBA

Designed with the working professional in mind, the Professional MBA program offers flexibility, choice, and the possibility of credit for prior academic work. The program accommodates the work schedule of students who attend part time, while also allowing for full-time study to minimize the amount of time away from the workplace.

Skills for a Changing Business World

Professional MBA students learn and apply the broad fundamentals of marketing, accounting, finance and information systems to analyze supply-chain and customer-order management, project or service development, and other business processes. The program emphasizes the business value of information technology and its role in industry today. Graduates are well prepared to set realistic goals and make strategic decisions on IT issues, such as sourcing enterprise architecture and ensuring adequate privacy and security.

Accelerate Your Career

The Professional MBA offers a streamlined curriculum for students with an academic background in business. Those with a business degree from an appropriately accredited institution are eligible for reduced course requirements. Qualified students can complete the Professional MBA on a part-time basis in as little as two years.

Building a Foundation

Students with a non-business background gain a solid understanding of accounting, economics, finance, management, marketing, operations and statistics through program foundation courses.

Customize Your Skills

Students in the Professional MBA program have the option of pursuing one or two concentrations, from a list of eight choices. Concentrations provide a great opportunity to customize the Professional MBA according to the student's interests and career path. For a list of concentrations, see page 12.



GET CONNECTED!

To learn more about the Professional MBA and hear from current students, visit graduate.bentley.edu/mba/emba.

PROFESSIONAL MBA CURRICULUM

Business Background

Students who hold an undergraduate business degree from an institution accredited by AACSB International (Association to Advance Collegiate Schools of Business) or EQUIS (European Quality Improvement System) can earn the Professional MBA with 12 courses. Eligible students may waive all foundation courses, to pursue the MBA core and eight electives, for a total of 36 credits. Those with a business degree from an institution not accredited by AACSB or EQUIS may qualify to waive the foundation courses, based on a transcript review.

Core Courses (12 credits)

Strategic Information Management

Business Process Management

Leadership, Ethics and Corporate Responsibilities

Global Strategy

Elective Courses (24 credits)

Four courses for concentration #1

Four courses to use as free electives or apply toward concentration #2

Non-Business Background

In addition to MBA core courses and electives, students with a non-business background pursue foundation courses to gain a firm basis for building skills in the Professional MBA program.

Foundation Courses (18 credits)

Statistics

Economic Environment of the Firm

Foundation Module I

Accounting for Decision-Making

Financial Statement Analysis for Decision-Making

Managing People in Organizations

Foundation Module II

Marketing Management

Operations Management

Integrated Perspectives

Core Courses (12 credits)

Strategic Information Management

Business Process Management

Leadership, Ethics and Corporate Responsibilities

Global Strategy

Elective Courses (24 credits)

Four courses for concentration #1

Four courses to use as free electives or apply toward concentration #2

MBA CONCENTRATIONS

In addition to pursuing the rigorous core curriculum of their program, **Emerging Leaders MBA** students can select from eight concentrations to further hone their skills. The flexibility of the **Professional MBA** program allows students to choose up to two concentrations. A concentration consists of four courses in an area noted below.

- Accountancy
- Business Analytics
- Economics of Financial Markets
- Finance
- Information Systems and Technology
- Law and Taxation
- Management
- Marketing

Visit graduate.bentley.edu/mba/ftmba for descriptions of MBA concentrations.



MS+MBA Program

As many business schools draw fire for emphasizing theoretical concepts over genuine skills, the McCallum Graduate School is preparing students to make an immediate impact in a technology-driven, global economy. The MS+MBA delivers valuable skills that industry experts say are desperately needed in today's complex marketplace. Students can typically earn both degrees in 21 months of full-time study.

Double Impact

The MS+MBA is designed for students who want to be effective leaders of world-class, tech-savvy organizations. The program combines the breadth of the Emerging Leaders MBA with the deep technical skills of a Master of Science degree in either Information Technology or Human Factors in Information Design.

Professionals with two graduate degrees are in high demand for choice positions in business, according to stories in *The New York Times* and *Computerworld*. The articles quote several corporate leaders on the growing need for individuals whose skills are well balanced between management and technology.

The Bentley program is part of a very short list of similar offerings. The Graduate Management Admission Council reports that only about 2 percent of the approximately 1,400 MBA programs nationwide have a built-in opportunity for pursuing a second degree.

Innovative Curriculum

The MS+MBA emphasizes the importance of leveraging information technology to improve the business processes that are at the core of every modern organization. Students learn how to integrate systems and functions to achieve maximum efficiency, with a special focus on applying technology solutions or enhancing the user experience.

Further distinguishing the MS+MBA curriculum are two substantial hands-on projects at leading companies. Through the Business Process Management and MBA Field Project courses, student teams analyze and recommend solutions for challenges such as using technology to reach new target markets.

Questions?

David Schwarzkopf, Program Director | 781.891.2783 | dschwarzkopf@bentley.edu

ALUMNI PLACEMENTS

- BAE Systems
- Blue Cross Blue Shield
- Boston Scientific
- Ernst & Young
- Fidelity Investments
- Gillette
- Partners HealthCare
- Reebok International
- State Street
- Sun Microsystems
- Teradyne
- Verizon



ANIK MERCHEA

General Management Apprentice, Fidelity Investments

Even though he had already launched a fulfilling career, Anik Merchea found that Bentley kept him in the loop for emerging opportunities. "Career Services reached out to me about Fidelity Investment's new General Manager Apprentice Program," says Merchea, who at the time was working as a value engineer for software giant SAP.

Now Merchea is one of four Bentley alumni among the 41 individuals being groomed for leadership at Fidelity. That network of fellow grads has been a valuable resource.

"They helped me determine whether the position would be a good fit," he says of taking the plunge into financial services. "Now, my Bentley colleagues act as a sounding board about the culture here and the business in general."

Moving forward on the management track, Merchea is building expertise through project execution, strategic planning and problem solving; he is also learning the ropes of Fidelity's global operations.

"Fidelity has high expectations of the people in this management training program," observes Merchea, who led team projects and served as president of the Graduate Student Association during his student days. "Bentley built the foundation that allows me to meet those expectations with confidence."



GET CONNECTED!

To learn more about the Bentley MBA and hear from current students, visit graduate.bentley.edu/mba/ms+mba.



MS+MBA: Human Factors in Information Design Curriculum

Leading companies across the globe are recognizing that a better customer experience is the surest route to acquiring and keeping customers. Program graduates are highly valued for their ability to relate human behavior and product design, improve the user experience, and develop processes that align with the organization's mission.

Year One: Fall	Year One: Spring	Year One: Summer
Core Courses (18 credits)	Core Courses (15 credits)	Required Courses (three credits)
Statistics	Marketing Management	Global Strategy
Economic Environment of the Firm	Financial Statement Analysis for Decision-Making	
Accounting for Decision-Making	Business Process Management II	
Business Process Management I	Information Technology for Competitive Advantage II	
Information Technology for Competitive Advantage I	Team Effectiveness: Theory and Skills	
Global Business Experience		
Year Two: Fall	Year Two: Spring	
Core Courses (nine credits)	Core Courses (six credits)	
MBA Field Project	Accountable Leadership	
Foundations in Human Factors	Leadership, Ethics and Corporate Responsibilities	
Testing and Assessment Programs		
Elective Courses (six credits)	Elective Courses (nine credits)	
Two Human Factors Electives	Three Human Factors Electives	

MS+MBA: Information Technology Curriculum

In addition to the general management and leadership skills acquired through the MBA, students learn to deploy innovative IT-centered business applications that add value for their employer.

Year One: Fall	Year One: Spring	Year One: Summer
Core Courses (18 credits)	Core Courses (15 credits)	Core Courses (three credits)
Managerial Statistics	Marketing Management	Global Strategy
Economic Environment of the Firm	Financial Statement Analysis for Decision-Making	
Accounting for Decision-Making	Business Process Management II	
Business Process Management I	Information Technology for Competitive Advantage II	
Information Technology for Competitive Advantage I	Team Effectiveness: Theory and Skills	
Global Business Experience		
Year Two: Fall	Year Two: Spring	
Core Courses (15 credits)	Core Courses (nine credits)	
MBA Field Project	Accountable Leadership	
Object-Oriented Application Development	Leadership, Ethics and Corporate Responsibilities	
Data Management and Systems Modeling	Object-Oriented Analysis and Design	
Technology Infrastructure of Information Systems		
Enterprise Architecture		
	Elective Courses (six credits)	
	Two Computer Science Electives	



DEBRA COOK
Senior Usability Specialist, The MathWorks Inc.

Debra Cook found an unbeatable combination in the Bentley MS+MBA program. "It's important to be able to communicate well not only with the software developers, but also with management," she says. "This combined Bentley program prepared me to do that."

The team skills she sharpened through the MBA program are invaluable for facilitating daily meetings among people with different communication styles who work across different functions. At the same time, Cook credits the MS in Human Factors in Information Design program for supplying the "knowledge and tools needed to help create a user experience aligned with the company's strategic objectives."

The work can be challenging, she admits. "But with the right training, it's energizing."



MASTER OF SCIENCE IN Accountancy

Bentley is a long-standing and recognized leader in accounting education. The Master of Science in Accountancy (MSA) was the first such program in Massachusetts to gain the prestigious separate accountancy accreditation from AACSB International — The Association to Advance Collegiate Schools of Business. The program has earned a top 25 spot in a national ranking by the *Public Accounting Report*.

Professional Development

Accounting professionals can boost their marketability with a number of postgraduate credentials, the most popular of which is the Certified Public Accountant (CPA) license. Many students pursue the MSA program at Bentley to meet the educational requirements to become licensed as a CPA. In Massachusetts, completing the Bentley MSA will satisfy all requirements for course work and waive the work experience requirement needed for the CPA. Other valuable credentials include the Certified Management Accountant (CMA), Certified Internal Auditor (CIA), Certified Fraud Examiner (CFE) and Certified Information Systems Auditor (CISA).

Value-Added Skills

To meet the new challenges of the field, accountants must think beyond the numbers, develop specialties, and learn to integrate technology at all levels of an organization. MSA candidates at Bentley develop these value-added skills in the Howard A. Winer Accounting Center for Electronic Learning and Business Measurement (ACELAB). Students gain direct experience with the hardware, software, and other applications that deliver up-to-the-minute information for business decision-making.

Earn a Certificate

The McCallum Graduate School offers two accounting-related certificates. The Graduate Certificate in Accountancy offers a general background in the field's principles and practices. The Graduate Certificate in Fraud and Forensic Accounting builds skills for becoming an investigator, expert witness, or litigation consultant. These shorter programs increase career options and provide the appropriate education for CPA eligibility.

Questions?

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GET CONNECTED!

To learn more about the MSA and hear from current students, visit graduate.bentley.edu/ms/accountancy.

MSA CURRICULUM

Foundation Work

To ensure having the proper background for the MSA program, students may need to complete foundation courses. Applicants with an undergraduate business degree or MBA from an institution accredited by AACSB International or EQUIS receive a waiver for foundation courses. Students who took the courses at the undergraduate level may be eligible to waive the foundation courses, based on a transcript review. Those with a non-business background are required to take the additional courses noted below.

Statistics

Economic Environment of the Firm

Core Courses (four courses, all available online)

Business Process and Systems Assessment

Financial Statement Auditing

Federal Income Taxation

Professional Accounting Research and Policy Formulation

Elective Courses (six courses)

Two Accounting Electives

Four Unrestricted Electives

(some students may need to use three electives to satisfy accounting prerequisites)

Visit the Bentley website for curriculum details. See page 32 for a list of electives.

ALUMNI PLACEMENTS

Accenture

Carlin

Charron & Rosen

Deloitte

Ernst & Young

Fidelity Investments

Global Gillette

IBM

KPMG

PricewaterhouseCoopers

Putnam Investments

State Street Bank & Trust



KELLY REARDON

Staff Auditor, Wolf & Company PC

A Bentley degree opened doors to Kelly Reardon's top career choice, and sent her across the threshold with skills to apply from day one. "The Career Development Center was spectacular," Reardon says. "They helped me prepare for interviews and learn more about my chosen field."

A campus Career Fair led to her current position. "At least one of the partners at Wolf is a Bentley alum," Reardon reports. "That gave me added confidence during the interviewing process."

She credits the MSA program for "completely preparing me — in one year — to hit the ground running. When I started with Wolf & Company, colleagues thought I must have had prior auditing experience. They were impressed."

Today, she works with a team of colleagues to audit cash deposits, investments, and fixed assets for banks and other corporate clients — and counts communication skills among her own assets. "Everyone has different working styles and leadership skills," Reardon says. "Knowing how to communicate effectively across these differences helps me every day to be more effective in my job."



MASTER OF SCIENCE IN Finance

The Master of Science in Finance (MSF) program effectively integrates technology into the curriculum to give graduates a competitive edge in the job market. Our world-class Hughey Center for Financial Services is well equipped with state-of-the-art hardware, access to best-of-breed databases, and simulation software programs — all of which deliver a working knowledge of the tools and techniques used in industry today.

Developing Expertise

The MSF program develops skills in financial analysis and decision-making for individuals with a professional interest in finance. Students gain a firm foundation in finance theory and practice through leading-edge information assessment and analysis software. The program’s rigorous curriculum integrates mathematics, economics, accounting and associated disciplines to offer graduates a competitive advantage in the marketplace.

Value-Added Skills

The Bentley MSF program makes extensive use of the on-site multimillion-dollar Hughey Center for Financial Services. Finance classes use the center’s resources to explore topics such as risk management, investments, asset allocation, and financial analysis. Students also take part in evaluation and trading exercises that illuminate concepts such as market efficiency, diversification, value at risk, and securities pricing. This unique opportunity to integrate real-world financial information into the academic program offers students a significant advantage in the job market.

Questions?

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GET CONNECTED!

To learn more about the MSF and hear from current students, visit graduate.bentley.edu/ms/finance.

MSF CURRICULUM

Foundation Work

Several courses ensure having the proper foundation for the MSF program. Applicants with an undergraduate business degree or MBA from an institution accredited by AACSB International or EQUIS receive a waiver for foundation courses. A waiver may also be extended to students who took the courses as undergraduates. Those with a non-business background are required to take the courses noted below.

Statistics

Economic Environment of the Firm

Foundation Module I (Accounting, Finance, Management)

Core Courses (six courses)

Corporate Finance: Theory, Tools and Concepts

Fixed-Income Valuation and Strategies

Equity Valuation

Financial Strategy

International Financial Management

Quantitative Analysis for Business and Finance

Elective Courses (four courses)

Three Finance Electives

One Unrestricted Elective

Visit the Bentley website for curriculum details. See page 32 for a list of electives.

ALUMNI PLACEMENTS

Citi

EMC Corporation

Federal Express

Fidelity Investments

Goldman Sachs

Harvard Pilgrim
Health Care

IBM

PerkinElmer

Raytheon

State Street Corp.



SHEN LI

Foreign Exchange Options Trading, State Street Global Markets

Shen Li had finished undergraduate study in management at Dalian University of Foreign Languages in his native China and was considering graduate work at several Ivy League universities in the United States. A friend advised him to visit Bentley.

The combination of quantitative finance, technology and accounting was an immediate draw, he reports. “Bentley was also flexible. As an international student with no finance background, I needed time to adjust to the curriculum.”

Li soon proved himself ready for the demands of financial modeling. After a three-month internship with State Street Global Markets, he entered a program that grooms top managers for the company. He currently works out of the firm’s offices in Sydney, Australia.

“The skills I learned at Bentley gave me the grounding to learn and perform in this new environment,” says Li, whose work generates investment indicators for use by State Street clients such as large banks. “I’m very happy with my choice to attend Bentley.”



MASTER OF SCIENCE IN Financial Planning

In these challenging economic times, graduate study in financial planning prepares professionals to meet the short- and long-term goals of their clients. Indeed, demand for financial planning expertise has reached an all-time high. An article in *Newsweek* reports an immediate need for 50,000 financial planners to help the baby boomer generation protect and grow financial assets for retirement. As the first and only academic institution in New England to offer a master's degree in financial planning, Bentley University offers knowledge and skills tailored for the new realities of the industry.

Learn on Campus or Online

All courses in the MSFP program are available on campus and online to maximize flexibility and convenience for students. Distance-learning and on-campus students take part in the same high-caliber lectures, at the same time. Courses are taught by the same seasoned faculty, four of whom have received the university's highest teaching award. The learning environment is student centered and real time, while bridging geographical barriers for busy professionals.

Increase Your Options

The MSFP program is registered with the Certified Financial Planner Board of Standards Inc. and provides the requisite education to sit for the CFP® Certification Examination. In addition, the program satisfies the 150 academic-credit-hour requirement to become licensed as a CPA in many states, including Massachusetts.

Earn a Certificate

The Master Personal Financial Planner (MPFP) Certificate offers another professional path for those interested in the field. The program provides a firm foundation in financial planning topics, concepts and practice for students who already have a bachelor's degree. In addition, candidates for the MS in Personal Finance Planning may structure their electives to earn not only the master's degree but a certificate in a related discipline, such as taxation.

Questions?

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GET CONNECTED!

To learn more about the MSFP and hear from current students, visit graduate.bentley.edu/ms/msfp.

MSFP CURRICULUM

Core Courses (five courses)

Professional Financial Planning Practice

Investments and Capital Accumulation

Benefits, Compensation and Retirement

Trusts, Gifts and Estates

Federal Taxation of Income

Elective Courses (five courses)

Five Unrestricted Electives

Visit the Bentley website for curriculum details. See page 32 for a list of electives.

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ALUMNI PLACEMENTS

Ameriprise

ING Group

John Hancock
Financial Services

Mellon Financial

Merrill Lynch

New York Life

Prudential Financial

Spinnaker Capital

Travelers

UBS Paine Webber

Wachovia

Weston Financial Advisors



DANIEL MANTELL

Wealth Manager, Calibre Advisory Services

Daniel Mantell developed a successful career at Polaroid Corporation — until the film industry went south. As Mantell regrouped, a family friend suggested that he check out the academic options at Bentley. A presentation on graduate programs in taxation and financial planning struck a chord.

“Bentley had the right mix of theory and practice,” Mantell observes. “The professors bring to the classroom the reality of what it's like in the field.”

Mantell's current work at Waltham-based Calibre Advisory Services combines financial planning, investment, and tax planning. “I need to incorporate the whole picture to meet clients' needs,” he says of responsibilities such as crafting an investment strategy, managing wealth, and interpreting trust and estate documents. “This knowledge comes straight out of my classes at Bentley.”

Understanding how to construct a portfolio is only part of the equation, he notes. Mantell also must be able to describe those investments in ways that build confidence with clients.

“You want to stand side by side with the client and explain, without using jargon, how those investments were constructed,” he says. “I learned the art of this communication at Bentley.”



MASTER OF SCIENCE IN Human Factors in Information Design

The Master of Science in Human Factors in Information Design (MSHFID) prepares professionals to design technology-based products and services that integrate business and user requirements. Students develop a full understanding of the user experience, and gain leading-edge skills in business management. Their knowledge and skills have landed MSHFID graduates senior-level positions at top companies across the country and around the world.

Value-Added Skills

The Design and Usability Center (DUC) is the research centerpiece of the MSHFID program. The center and its full-time staff of usability professionals provide consulting services to clients around the globe. Students chosen for the graduate assistantship program may be selected to receive financial support and gain valuable experience by working in the DUC on projects for corporate clients. Resources include testing labs with the latest digital recording equipment, observation rooms for viewing test sessions involving individual users and focus groups, and capabilities for sending secure, live feeds of tests to remote sites in the U.S. and abroad.

Study Online

An online option for earning the MS in Human Factors in Information Design is now available. Students study part time, with online and on-campus participants taking part in the same classes, at the same time. Sessions meet in the evening, starting at either 5:00 or 7:30 p.m. (EST). In addition to fulfilling the standard program requirements, students must complete a one-week residency on campus in August. Online participants must live outside Massachusetts.

Two Degrees in Two Years

The Bentley MS+MBA combines the deep technical expertise of the MSHFID program with the broad leadership skills of our MBA, offering students two valuable credentials in 21 months of study. See page 14 for details.

Questions?

William Gribbons, Program Director | 781.891.2926 | wgribbons@bentley.edu



GET CONNECTED!

To learn more about the MSHFID and hear from current students, visit graduate.bentley.edu/ms/hfid.

MSHFID CURRICULUM

Educational Background

Candidates must have one or more of the following to be considered for admission to the MSHFID program: relevant experience in technical writing, information design, software, web or hardware development, or usability testing; a Post-Baccalaureate Certificate in technical communication, engineering, or psychology; a Bachelor of Science degree in technical communication, engineering, or psychology; or permission of the program director.

Core Courses (three courses)

Foundations in Human Factors

Testing and Assessment Programs

Managing a User-Centered Design Team

Elective Courses (seven courses)

Five Human Factors Electives

Two non-Human Factors Electives from an approved business area

Visit the Bentley website for curriculum details. See page 32 for a list of electives.

ALUMNI PLACEMENTS

- Bose
- Cisco
- EMC Corporation
- Fidelity Investments
- iRobot Corporation
- The MathWorks
- Microsoft
- Monster
- Oracle
- Partners HealthCare
- Putnam Investments
- Staples
- Symantec
- Yahoo



MELISSA LEDOUX

Systems Engineer, iRobot Corporation

When Melissa Ledoux enrolled at Bentley, she knew she was passionate about the field of information design. The surprise was learning to couple that passion with hard-nosed business acumen. “Focusing on aspects such as return on investment really taught me the importance of balance between my job and the real world,” notes Ledoux, a systems engineer at iRobot Corporation.

Charged with helping to develop robots for homeland defense and military missions, Ledoux credits her academic experience for encouraging a new approach to the work. “You can spend a lot of money and time analyzing your design, reiterating, and improving over and over,” she explains. “It’s critical to understand when you are no longer getting a return on the effort you are investing.”

The Master of Science in Human Factors in Information Design program provided the right mix of class discussion and hands-on projects. For example, in the campus-based Design and Usability Center, Ledoux performed research and usability testing for a range of businesses.

“It was as if I became a part of the company,” she says. “Having the technology to record and analyze data made learning easier and more valuable.”



MASTER OF SCIENCE IN Information Technology

The latest rankings by *U.S. News & World Report* place the Master of Science in Information Technology (MSIT) program #18 in the nation and #3 in New England. The program imparts current technical knowledge of information systems as the field is reshaped by IT-enabled business processes, web technologies, distributed architectures, new infrastructure standards, and advances in mobile computing.

Ready to Lead

The MSIT program prepares professionals for careers that call for integrating information systems knowledge with a strong understanding of the global business environment. Graduates often start work as consultants, risk analysts, business analysts, systems analysts, project managers, or systems architects — and advance quickly in technical and managerial careers. Students learn to work in and lead teams that analyze, architect, integrate and implement IT-based solutions in a business environment that is increasingly diverse, globally interdependent, and technically complex.

Value-Added Skills

Students in the program learn to use cutting-edge tools and technologies such as Java, JSP and J2EE for software development; UML for object-oriented modeling; Oracle and SQL for database management; Microsoft Project for IT project management; and networking labs and simulations. Elective courses enable MSIT students to tap resources in the Hughey Center for Financial Services, Design and Usability Center, and Center for Marketing Technology.

Two Degrees in Two Years

The Bentley MS+MBA combines the deep technical expertise of the MSIT program with the broad leadership skills of our MBA, offering students two valuable credentials in 21 months of study. This integrated degree program provides a distinct career advantage that is custom-made for today's economy. See page 13 for details on the MS+MBA program.

Questions?

David Yates, Program Director | 781.891.2735 | dyates@bentley.edu



GET CONNECTED!

To learn more about the MSIT and hear from current students, visit www.bentley.edu/ms/msit.

MSIT CURRICULUM

Educational Background

The MSIT program is geared toward individuals with an academic or professional background centered in information systems.

Core Courses (seven courses)

Object-Oriented Application Development

Data Management and Systems Modeling

Technology Infrastructure of Information Systems

Object-Oriented Systems Analysis and Design

Enterprise Architecture

and one of the following options:

Option 1

Business Process Management

One CS, IPM, or HF Course

Option 2

Business Process Management I

Business Process Management II

Elective Courses (three courses)

Two Computer Science Electives

One Unrestricted Elective

Visit the Bentley website for curriculum details. See page 32 for a list of electives.

ALUMNI PLACEMENTS

Akamai Technologies

BearingPoint

Deloitte

EMC Corporation

Fidelity Investments

IBM Global Services

John Hancock
Financial Services

KPMG

PricewaterhouseCoopers

Raytheon

Staples

Travelers



LIBO HUANG

Software Engineer, Fidelity Investments

Libo Huang knows that sound software design rests on a solid understanding of business needs. The software engineer with Fidelity Investments works with diverse groups from across the company, including business analysts, software developers, quality assurance teams, and investment and operations managers.

His projects typically start with analyzing business requirements.

“I focus on the business process — how managers of the different parts of the business interact with each other, and how those interactions should impact the software design,” he explains. “Bentley gave me that knowledge, and I use it every day.”

The MSIT program also provided keen technical skills, for example, a thorough grounding in Unified Modeling Language.

“I use these skills to design software systems more effectively,” says Huang, who is steering his career toward project management within an IT organization. While shepherding each initiative through the process, Huang looks for ways to help streamline procedures. “Thanks to Bentley, I can see opportunities to make the process run more smoothly.”



MASTER OF SCIENCE IN Marketing Analytics

Developed in consultation with marketing, database and market research firms, the Master of Science in Marketing Analytics (MSMA) program meets the changing needs of today's global, information-driven marketing environment. Students gain the critical expertise in qualitative and quantitative analysis that is in high demand among leading companies across a range of industries.

Professional Development

Marketing professionals can boost their career prospects by demonstrating a strong understanding of quantitative research and methods. Today's leading companies recognize the importance of analyzing large amounts of data to determine target markets, promotional schedules and marketing campaign media. Moreover, senior management teams demand that marketers quantify the value of their efforts to prove a positive return on investment. Using the latest marketing software to analyze public information and data warehouses, Bentley MSMA students gain skills for making informed business decisions and evaluating the success of their marketing campaigns.

Value-Added Skills

Courses in the MSMA program make extensive use of the Center for Marketing Technology (CMT). There, students apply up-to-the-minute tools for advertising creation, media placement, database marketing, product design, sales automation, and other key areas. The center includes a lab where students can conduct focus groups and product tests.

Earn a Certificate

The Certificate in Marketing Analytics provides key marketing and IT skills for students who already have an undergraduate degree. The curriculum comprises four marketing courses and one quantitative course, along with foundation courses as needed.

Questions?

Paul Berger, Program Director | 781.891.2746 | pberger@bentley.edu



GET CONNECTED!

To learn more about the MSMA and hear from current students, visit graduate.bentley.edu/ms/msma.

MSMA CURRICULUM

Foundation Work

To ensure having the proper background for the MSMA program, students may need to complete foundation courses. Applicants with an undergraduate business degree or MBA from an institution accredited by AACSB International or EQUIS receive a waiver for all foundation courses. Students who took the courses at the undergraduate level may be eligible to waive the foundation courses, based on a transcript review. Those with a non-business background are required to take the additional courses noted below.

Statistics

Economic Environment of the Firm

Marketing Management

Core Courses (five courses)

Three Marketing Courses

Strategic Marketing

Marketing Research and Analysis

Customer Data Analysis and Relationship Marketing

Two Quantitative Courses

Intermediate Statistical Modeling for Business

Quantitative Analysis for Business and Finance

Elective Courses (five courses)

Three Marketing Electives

Two Unrestricted Electives

Visit the Bentley website for curriculum details. See page 32 for a list of electives.

ALUMNI PLACEMENTS

Arnold Worldwide

Chadwick Martin Bailey

Cognos

Digitas

eDialog

Epsilon

Fidelity Investments

Global Gillette

IDC

Marriott International

Members Plus Credit Union

State Street Corp.



MICHELE MASNAGHETTI

Senior Insight Analyst, Abacus, a Division of Epsilon

Michele Masnaghetti wanted to get down to business. That's why he chose Bentley. "I liked the sharply focused marketing analytics program," he says. "And it was important that I could complete it in one year."

Masnaghetti praises the MSMA program for providing "a balanced set of skills in statistical analysis and in marketing."

The dual expertise helped Masnaghetti start his career as a statistician and data miner at the Boston office of Epsilon — and to earn his current post with the company's U.K. division. There, his focus is designing analytics solutions for key clients, and supervising delivery of strategic analytical projects. The alumnus also takes on high-profile responsibilities such as writing marketing research articles for widely read industry publications.

"At Bentley, I learned not just how to design and deliver robust statistical analyses, but also how to properly communicate the resulting insights," he says. "This is a sought-after combination of skills and a strong competitive advantage for anyone looking for a career in my sector."



MASTER OF SCIENCE IN Taxation

The Master of Science in Taxation (MST) program offers exceptional opportunities to gain the academically based professional knowledge that is critical for success in today's business environment. First offered in 1974, the MST at Bentley is the largest graduate tax program in New England and one of the largest in the country, with more than 3,000 alumni.

Learn on Campus or Online

All tax courses are available on campus and online to maximize flexibility and convenience for students. Distance-learning and on-campus students take part in the same high-caliber lectures, at the same time. Courses are taught by the same seasoned faculty, four of whom have received the university's highest teaching award. The learning environment is student centered and real time, while bridging geographical barriers for busy professionals.

Increase Your Options

The Bentley MST program satisfies the 150 academic-credit-hour requirement to become licensed as a Certified Public Accountant (CPA) in many states, including Massachusetts. In addition, the MST program is registered with the Certified Financial Planner Board of Standards Inc. It provides the requisite education to sit for the CFP® Certification Examination.

Earn a Certificate

The Certificate in Graduate Studies in Taxation offers another professional path for those interested in the field. The program provides an essential foundation in tax principles for students who already have a bachelor's degree. In addition, candidates for the MS in Taxation may structure their electives to earn both the master's degree and a certificate in a related discipline, such as financial planning.

Questions?

John Lynch, Program Director | 781.891.2624 | jlynch@bentley.edu



GET CONNECTED!

To learn more about the MST and hear from current students, visit graduate.bentley.edu/ms/mst.

MST CURRICULUM

Core Courses (five courses)

Professional Tax Practice

Federal Taxation of Income

Transactions

Corporations and Shareholders

Multi-Jurisdictional Taxation

Elective Courses (five courses)

Five Unrestricted Electives

Visit the Bentley website for curriculum details. See page 32 for a list of electives.

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ALUMNI PLACEMENTS

Caturano & Company

Deloitte

Ernst & Young

Fidelity Investments

Grant Thornton

IBM

Internal Revenue Service

KPMG

Liberty Mutual

RSM McGladrey

PricewaterhouseCoopers

Prudential

Stone Consulting Group

Tofias



BRUCE McLEAN

Tax Associate, Deloitte & Touche LLP

For Bruce McLean, insights in the classroom have translated into confidence in the field. "When I saw that Bentley offers financial planning courses from a tax perspective, I knew this was the place for me," says McLean, a tax associate with Deloitte & Touche LLP. "I also saw that Bentley's reputation in the field would help me after graduation."

The quality of instruction in the Master of Science in Taxation program is excellent, he reports. "The professors are very knowledgeable, with many years of experience in the field. Often, I had insights into concepts I thought I'd never understand."

McLean prepares tax returns for high-net-worth clients. His role includes monitoring clients' taxable events during the year, conducting research and analysis, and doing tax planning.

"The biggest benefits of my Bentley education are feeling comfortable with tax entity structures and having the ability to analyze issues," says McLean, noting the problem-solving advantages of his familiarity with trusts, partnerships, and S corporations.

And what of the ever-changing landscape of tax law? "I don't feel intimidated when I run into new questions, because of my comfort level and my ability to conduct the research and find the answers."



Dual Degrees



Organizations of all kinds have stepped up the search for employees with both a broad understanding of business, leadership and strategy, as well as deep skills in a specific area. The McCallum Graduate School was among the first to give students a ready avenue for gaining general management skills and focused expertise in a particular business field. In addition to the integrated MS+MBA, Bentley offers Dual Degree programs through which students can typically earn two graduate credentials in three years of full-time study.

Flexibility and Choice

Dual Degree programs offer choices and the flexibility of full-time or part-time study. According to the Graduate Management Admission Council, only 2 percent of the approximately 1,400 MBA programs nationwide have a built-in opportunity for pursuing a second degree.

Combine either the Emerging Leaders MBA or Professional MBA with one of the Master of Science (MS) programs listed below. Credits from four courses apply to both degrees, reducing the overall length of the student's program. Choose from these options:

MS in Accountancy

MS in Finance

MS in Financial Planning

MS in Human Factors in Information Design

MS in Information Technology

MS in Marketing Analytics

MS in Taxation

New students must be admitted to both the MBA and MS programs of their choice. The GMAT is required for admission, even if the MS degree program accepts the CPA, GRE, or evidence of having passed the bar exam.

Admission for Current Students and Alumni

Current and former students of the McCallum Graduate School may be eligible to apply up to 12 credits toward a second degree, and the application fee is waived for these candidates. Alumni should contact the Graduate Admission Office for an alumni application; current students should contact the Graduate Office of Student and Academic Services.

Another Way to Boost Credentials

Combining the MBA with a graduate certificate can offer an edge in a competitive job market. The McCallum Graduate School offers certificates in marketing analytics, business ethics, and other areas corresponding to the Master of Science programs.



FRANCES KARANDY
Design Researcher, Yahoo

The principles of design — whether applied to a product, a process, or an organizational structure — have always intrigued Frances Karandy. A former fine arts major, she paid close attention to how the presentation of information could help, or hinder, communication among individuals and groups.

When she decided to pursue graduate study, the Dual Degree program at Bentley caught her eye right away. “The combination of both degrees is where the field is headed,” says Karandy, who earned the MBA and the MS in Human Factors in Information Design. “Leaders in design need to interact with business leaders, and need to be able to move the design mindset ahead in their organizations.”

Bentley stood out, she says, for offering a well-defined route to both degrees. Another plus was the Design and Usability Center, where she did usability testing for outside clients.

“Not a lot of schools have a lab on site,” she says. “But if you’re going to learn the theory, you need access to facilities where you can put it into practice.”

The combination of hands-on experience and business knowledge gave Karandy a powerful edge in the job market. After earning her degrees, she quickly landed a position as a design researcher for Internet search giant Yahoo. Focusing on small-business users, she conducts research that helps the company develop user-centered products.

“Both degrees have helped me,” she says. “I understand the issues a small business might face, and I understand the ways that information design can play a role. Bentley gave me the opportunity to pull my analytical and creative interests together.”

Graduate Electives

Check the degree requirements for the individual program to determine whether a particular elective applies; some electives have prerequisites. The appropriate program director can supply information about the level at which a given course is taught.

Here are examples of courses that may be available.

Accounting

Advanced AIS: Modeling Effective Accounting Information Systems
 Advanced Topics in Financial Accounting
 Advanced Topics in Managerial Accounting
 Business Processes and Systems Assessment
 Business Reporting and Analysis
 Cost Accounting
 Directed Study Seminar
 Federal Income Taxation
 Financial Accounting Problems I
 Financial Accounting Problems II
 Financial Statement Auditing
 Fraud and Forensic Accounting
 Governmental Accounting, Reporting and Auditing
 Internal Auditing
 International Dimensions of Accounting
 Internship in Accounting Practice
 IT Auditing
 Principles of Fraud Investigation
 Professional Accounting Research and Policy Formulation
 Risk and Performance Measurement
 Tax Factors in Business Decisions

Arts and Sciences

French for Business
 Italian for Business and Conversation
 Spanish for Business

Business Ethics

Ethical Issues in Corporate Life
 Internship in Business Ethics
 Managing Ethics in Organizations
 Research in Business Ethics

Computer Information Systems

Data Communications
 Data Management and Systems Modeling

Data Management Architectures
 Data Warehousing and Data Mining
 Enterprise Architecture
 Global IT Project Management
 Information Technology Policy and Management
 Internship in CIS
 Internship in Information Technology
 Object-Oriented Application Development
 Object-Oriented Systems Analysis and Design
 Special Topics Seminar
 Technology Infrastructure of Information Systems
 Web-Based Application Design

Economics

Business and Economic Forecasting
 Economics of Globalization
 Financial Markets
 Internship in Business Economics
 Macroeconomics of Financial Market Structure and Firm Strategy

Entrepreneurial Studies

Entrepreneurial Thinking
 Entrepreneurship Practicum
 Planning and Financing New Ventures
 Research on the Entrepreneurial Process

Finance

Advanced Portfolio Theory and Practice
 Corporate Finance: Applications and Advanced Topics
 Corporate Finance: Theory, Tools and Concepts
 Derivatives
 Enterprise Risk Management
 Equity Valuation
 Financial Strategy

Fixed-Income Valuation and Strategies
 International Financial Management
 Internship in Finance
 Large Investments and International Project Finance
 Management of Financial Institutions
 Mergers and Acquisitions
 Real Estate Investment Analysis
 Seminar in Equity Trading
 Short-Term Financial Management

Financial Planning

Benefits, Compensation and Retirement
 Elder-Planning Techniques
 Financial Planning for Non-Traditional Families
 Insurance and Wealth Preservation Planning Techniques
 Internship in Financial Planning Practice
 Investment Vehicles
 Investments and Capital Accumulation
 Marriage, Separation and Divorce
 Portfolio Management
 Professional Financial Planning Practice
 Psychology in Financial Planning
 Trusts, Gifts and Estates

Global Business Experience

Bermuda: Financial Services in Another World
 Business Environment in Transition Economies of Eastern Europe
 Doing Business in China: Cultural and Historical Perspectives
 Global Business and Culture in India
 Ireland: A High-Tech Success Story
 Japanese Culture and Business Practice

Human Factors in Information Design

Advanced User Interface Design
 Field Methods in Human-Computer Interaction
 Foundations in Human Factors
 Information Architecture: User-Centered Design for the World Wide Web
 Intelligent User Interfaces
 Internship in HFID
 Localization and the Global Market
 Managing a User-Centered Design Team
 Measuring the User Experience
 Prototyping Theory and Practice
 Special Topics in Human-Computer Interaction
 Testing and Assessment Programs
 Visualizing Information

Information Design and Corporate Communication

Argumentation Strategies for Business
 Effective Speaking
 Managerial Communication

Information Process Management

Directed Study Seminar
 Information Management
 Information Privacy: Policy and Strategy
 Information Security, Control and Ethics
 Internship in Information Process Management
 Special Topics in Information Process Management

International Business

Competing in a Global Marketplace: Analysis of the Business Environment
 Economics of Globalization
 International Business Law
 International Dimensions of Accounting
 International Financial Management
 International Management Behavior
 International Marketing
 Internship in International Business
 Management of the Transnational Corporation

Law

Business Law
 Cyberlaw
 International Business Law
 Law and Ethics
 Real Estate Law

Management

The Business of Biotechnology
 Competing in a Global Marketplace: Analysis of the Business Environment
 E-Business Strategy
 Field Project in Change Management
 Field-Research Project
 International Management Behavior
 Internship in Management
 Interpersonal Behavior in Management
 Management Consulting Skills
 Management of Innovation
 Management of Technology
 Management of the Transnational Corporation
 Managing Collaborative Relationships
 Managing Effective Work Teams
 Managing Human Resources in a Customer-Focused Environment
 Managing in a Diverse Workplace
 Managing Organizational Change
 Managing Quality in Services
 Negotiating
 Project Management
 Service Management and Science
 Special Topics in Management
 Special Topics in Management of Technology

Marketing

Business-to-Business Marketing
 Consumer and Buyer Behavior
 Customer Data Analysis and Relationship Marketing
 E-Marketing
 International Marketing
 Internship in Marketing Practice
 Marketing Channels and Logistics
 Marketing of Services
 Marketing Plan Design and Development
 Marketing Promotion and Communication

Marketing Research and Analysis
 New Products: Planning, Developing and Marketing
 Special Topics in Marketing
 Strategic Marketing

Mathematical Sciences

Time Series Analysis
 Data Mining

Operations Management

Internship in Operations Management
 Operations Strategy
 Special Projects in Operations Management
 World-Class Operations

Real Estate

Internship in Real Estate Management
 Real Estate Management I
 Real Estate Management II

Statistics

Intermediate Statistical Modeling for Business
 Internship in Business Data Analysis
 Quantitative Analysis for Business and Finance

Taxation

Corporations and Shareholders
 Federal Taxation of Income
 Federal Taxation of Income from Trusts and Estates
 Intellectual Properties
 International Tax Practice
 Internship in Tax Practice
 Investment Companies
 Mergers and Acquisitions
 Multi-Jurisdictional Taxation
 Pass-Through Entities and Closely Held Businesses
 Practicum in Low-Income Taxpayer Clinic
 Professional Tax Practice
 State and Local Tax Practice
 Tax Accounting Problems
 Transactions

Resources and Community

The prerequisites for leading and succeeding in today's business world go far beyond mastering the latest software or systems in a given profession. At Bentley University, resources with a depth and breadth more typical of a much larger school enable graduate students to fully explore their chosen field and understand business in its broadest context.

Graduate Student and Academic Services

This office helps students navigate the registration process by managing programs such as New Student Advising Night and the Success Factors Series — a group of workshops and events to foster personal and professional development. Counselors also advise students on changing degree programs, pursuing a dual degree, earning a graduate certificate, and other academic matters.

Graduate Student and Academic Services joins the Graduate Admission Office as part of the McCallum Graduate Services Center. Located in LaCava Center, Room 295, the center also features a graduate student lounge and dedicated space for student-led organizations.

Center for Business Ethics

The internationally known Center for Business Ethics (CBE) at Bentley is dedicated to promoting ethical business conduct in contemporary society. Among the first resources of its kind in the country, the center provides a global forum for benchmarking and research in business ethics. A vast network of practitioners and scholars, and an expansive multimedia library, allows the center to help corporations and other organizations strengthen their ethical culture through educational programming and consulting. CBE conferences and forums on business ethics attract corporate executives, government officials, labor leaders, activists, scholars, and other notable participants from around the world.

Resources for International and Multicultural Students

The **Center for International Students and Scholars** assists with immigration, taxation, and other matters of special concern to those from outside the United States. Advising on cultural adjustment, academic issues, and personal development is available to facilitate international students' transition to life and study in the United States.

The coordinator of **English for Speakers of Other Languages** programs provides free individual tutoring. International students can get help in preparing papers and presentations as well as with conversational English. The **Academic Excellence Seminar** program covers topics such as conducting case analysis, writing, making oral presentations, and composing résumés and cover letters.



Technology in the Classroom and Beyond

Most Bentley classrooms are equipped with network connections, multimedia technology, and projection systems for video and computer presentations. Rooms typically provide port-per-seat network access for laptops, to support classroom learning with campus and Internet-based resources. Classrooms with videoconferencing equipment facilitate distance learning, collaboration with corporate partners, and off-site job interviewing. An array of campus-based facilities introduces students to cutting-edge applications in business. These hand-on labs include the Hughey Center for Financial Services Trading Room, Center for Marketing Technology, Design and Usability Center, and Winer Accounting Center for Electronic Learning and Business Measurement.

The **Multicultural Center** focuses on the academic success of ALANA (African American, Latino/a, Asian, Native American, and multiracial) students at Bentley. Staff members offer support, short-term counseling, and referrals. Working in concert with students, faculty and other administrative departments, the center plays a key role in shaping a vibrant, diverse learning community on campus. Networking and scholarship opportunities are available for members of many professional organizations, including the National Black MBA Association, National Society of Hispanic MBAs, Association of Latino Professionals in Finance and Accounting, Society of Hispanic Professional Engineers, and Latino Professional Network.

Housing

Bentley offers comfortable, convenient housing for graduate students in four apartment buildings located on Forest Street, about a half-mile from the main campus. Apartments are fully furnished, with amenities that include a full kitchen, on-site laundry, phone and cable hookups, high-speed wireless Internet access, and walk-in storage closets. All buildings are handicap accessible and require security cards for access. There is ample parking for student cars, as well as limited shuttle service to the main campus.

Graduate Student Association

Funded by activity fees and run by students, the Graduate Student Association (GSA) spearheads a range of events and programs. Luncheons, dinners, pub nights, and other opportunities enable full-time and part-time graduate students to network and discuss issues of common interest. From its home base in the LaCava Center, the GSA represents graduate students on Bentley administrative committees and on the Graduate Council, which is responsible for institutional policies and curricula.

The GSA sponsors several student organizations centered around specific academic and professional fields. These groups include the Graduate Finance Association, Graduate Information Technology Management Association, Graduate Marketing Organization, Graduate Women's Leadership Organization, Graduate Association for Technical Analysis and Investment, Graduate Management Association, and Graduate Financial Planning and Taxation Association.

Powerful Network of Alumni

The McCallum Graduate School of Business alumni chapter promotes interaction among graduates, and fosters professional and personal networking. With 10,000 members, the chapter helps in recruiting students, setting up internships at alumni firms, and serving as mentors. Members work closely with graduate school staff and current students to hold career, professional and personal development workshops, as well as social and networking events.



Career Strategies

Fast forward your career with expert help from the Nathan R. Miller Center for Career Services. Resources include workshops, recruitment and internship programs, career fairs, online databases, and more. Armed with up-to-the-minute information about job market trends, career advisers at Bentley work with graduate students to define professional goals, plan job-search strategies, and identify networking opportunities.

Career Management Series

The Career Management Series is a structured program of workshops customized by academic degree program, class level, and concentration. Learn how to lay the groundwork to begin a career, deliver a compelling “elevator pitch” about your skills and experience, maximize contacts at a career fair or networking event, and more. Topics include:

- Career research
- Networking
- Behavioral interviewing
- Launching a career
- How to work a room
- Targeting a job search
- Negotiating compensation
- Résumé building
- Using online resources

Focus Your Career Series

This innovative five-session program offers interactive exercises for developing your personal career parameters, that is, a picture of your “ideal” job. By the end, you will have a sense of the companies and functional areas that share your goals, value your education and experience, match your desired salary and responsibility levels, and provide an atmosphere where you can succeed.

Internship Program

Internships enable graduate students to integrate conceptual knowledge with practical field-based experience. Interns may receive academic credit, though non-credit internships are available as well. Career services staff and faculty collaborate to develop these opportunities, which often serve as a springboard to full-time employment at the company.

Campus Recruiting by Employers

Local, national and international employers, representing a variety of business, industry, government and nonprofit organizations, recruit at Bentley on a regular basis. Recent participants include Deloitte, Staples, PricewaterhouseCoopers, Raytheon, KPMG, and Morgan Stanley. In addition, two career fairs attract more than 100 companies to Bentley in the fall and spring. Before the event, students can take advantage of the popular workshop “How to Work a Career Fair.”

Online Job Postings

The BentleyLink system is the premier online resource for students seeking jobs and internships. Companies can post jobs specifically targeted to McCallum Graduate School students. With a password supplied by the Graduate Center for Career Services, students can electronically access current listings, 24 hours a day. Each year, more than 400 local, regional and national companies visit the campus to conduct initial interviews with students who are seeking professional positions or internships.

Networking Opportunities

Bentley alumni and fellow graduate students can be valuable resources for connecting with potential employers. The online community **FalconNet** is a first-of-its-kind resource that enables MBA and MS candidates to leverage the professional knowledge and experience of other students and alumni.

The Miller Center works closely with the Office of Alumni Relations to sponsor networking programs throughout the year.



GET CONNECTED!

To learn more about how career services works with graduate students, visit www.bentley.edu/career-services/graduate.



Applying to Bentley

The McCallum Graduate School of Business seeks highly motivated individuals with outstanding professional and educational credentials who will contribute to the learning experience of other graduate students. The Admission Committee looks for a sense of career direction and commitment, along with a match between an applicant’s professional goals and the educational objectives of the intended master’s degree program.

Admission Process and Requirements

Individual graduate programs have different application requirements, which are outlined on the Bentley website (graduate.bentley.edu/content/applying). An undergraduate degree is required for admission to the McCallum Graduate School of Business.

Common requirements for applicants:

- Completed application form, including essays
- Current résumé
- Two letters of recommendation
- Official copies of all college- and university-level transcripts (undergraduate and graduate)
- Results of the Graduate Management Admission Test (see the web pages of each graduate program for specific test requirements)
- Application fee of \$50
- Proficiency in English as demonstrated by results of the Test of English as a Foreign Language or International English Language Testing System; information on waiver eligibility and other relevant topics for international applicants is available on the McCallum Graduate School website

Electronic application is strongly encouraged. If you are unable to complete the online application, the Admission Committee will accept the paper version.

McCallum Leader Scholar Program

This unique program helps students pursue graduate study through two annual awards for active members of participating organizations. Recipients must excel academically and demonstrate a commitment to leadership and social responsibility. One full-tuition scholarship is reserved for qualified candidates accepted into the two-year full-time MBA program; a half-tuition scholarship is available for part-time students admitted for the fall semester of any evening program at the McCallum Graduate School. For a list of participating organizations, visit graduate.bentley.edu/scholarprogram.

Merit-Based Aid

Finding the resources to finance graduate study can be a challenge. Several forms of merit-based aid are available to ensure that talented individuals have a place at McCallum Graduate School. Funds are awarded primarily to full-time graduate students accepted for admission in the fall semester. To be considered, complete the merit-based aid form included in application materials. A list of merit-based aid programs and other financing options is available at graduate.bentley.edu/content/merit-aid.

To Learn More

The Graduate Admission team is committed to providing complete support during the admission process. The staff work to make the experience as seamless as possible while maintaining students' privacy at all times. We encourage you to explore the portfolio of programs and contact us as needed by phone (781.891.2108) or by email (bentleygraduateadmissions@bentley.edu).

ADMISSION

Elkin B. McCallum Graduate School of Business

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Telephone: +1 781.891.2108
or toll free: +1 800.442.4723

Fax: +1 781.891.2464

On the Web: graduate.bentley.edu

FINANCIAL AID

Office of Financial Assistance

Bentley University
175 Forest Street
Waltham, MA 02452 USA

Telephone: +1 781.891.3441

Fax: +1 781.891.2448

On the Web: graduate.bentley.edu/content/tuition-and-financial-aid

Application Deadlines

<i>Program</i>	<i>Start date</i>	<i>Send completed application by</i>	<i>Admission decision mailed</i>
<i>Full-time Study</i>			
Emerging Leaders MBA	Fall 2011	Round 1: December 1	January 15
MS+MBA		Round 2: January 20	March 15
MS Programs		Round 3: March 15	May 1
<i>Part-time Study</i>			
Professional MBA	Fall 2011	Rolling	Rolling
MS Programs	Fall 2011	Rolling	Rolling
<i>All Graduate Programs</i>			
International applicants	Spring 2012	October 1	Rolling
Full-time applicants			
<i>All Graduate Programs</i>			
Part-time applicants	Spring 2012	November 1	Rolling
<i>Notes</i>			
1. All applicants interested in beginning their studies in the summer are strongly encouraged to apply in Round 1.			
2. Applicants who wish to be considered for merit-based aid should <i>apply as early as possible</i> .			
3. Those who apply during the rolling admission period are accepted on a space-available basis.			
4. MSHFID program only: All applicants (part time or full time) are accepted on a rolling basis.			

BENTLEY UNIVERSITY is one of the nation's leading business schools, dedicated to preparing a new kind of business leader — one with the deep technical skills, broad global perspective, and high ethical standards required to make a difference in an ever-changing world. Our rich, diverse arts and sciences program, combined with an advanced business curriculum, prepares informed professionals who make an impact in their chosen fields. Located on a classic New England campus minutes from Boston, Bentley is a dynamic community of leaders, scholars and creative thinkers. The McCallum Graduate School emphasizes the impact of technology on business practice, in offerings that include MBA and Master of Science programs, PhD programs in accountancy and in business, and customized executive education programs. The university enrolls approximately 4,100 full-time undergraduate, 140 adult part-time undergraduate, 1,430 graduate, and 34 doctoral students. Bentley is accredited by the New England Association of Schools and Colleges; AACSB International — The Association to Advance Collegiate Schools of Business; and the European Quality Improvement System, which benchmarks quality in management and business education.

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