



CAREER WIDTH

# GUIDEBOOK

## BUSINESS MANAGEMENT

## UNITED STATES

We are your  
best choice

*One stop solution  
to all your career  
related problems*



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# Who we are?

Career Width comprises a team of counselors, psychologists, educators, industry experts, student ambassadors, and student alumni who provide customized career counseling services based on the educational needs and career aspirations of each student to solve all your career-related problems

## Our Services

- Career Counselling
- Skill Development
- Indian & Overseas Education
- Test Preparation

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# Choosing the right course

The first step in pursuing a career in business management in the US is selecting the appropriate specialization. Business management programs are available in various specializations, so it's crucial to identify your interests and career objectives before selecting a program.

## Top 10 Business Management Specializations In The US:

1. Marketing
  2. Finance
  3. Human Resources
  4. Entrepreneurship
  5. Operations
  6. International Business
  7. Information Systems
  8. Strategy
  9. Leadership
  10. Healthcare
- 

# Top 5 Business Management Courses in the US (UG)

## 1.BSC. IN FINANCE

- Key Skills:** Financial analysis and management, Risk management, Investment analysis and portfolio management, Accounting and financial reporting.
- Why should you take this:** This program can prepare you for a career in finance or related fields such as investment banking, asset management, or risk management.
- Job opportunities:** Financial Analyst, Investment Banker, Asset Manager, Risk Manager.
- Future Outlook:** The demand for skilled finance professionals is expected to remain strong, as companies continue to seek expertise in managing finances and investments.

## 2.BSC. IN ECONOMICS

- Key Skills:** Economic theory and policy, Data analysis and econometrics, Critical thinking and problem-solving, Market trends and forecasting
- Why should you take this:** This program can prepare you for a career in economics or related fields such as data analysis, market research, or policy analysis.
- Job opportunities:** Economist, Data Analyst, Market Research Analyst, Policy Analyst
- Future Outlook:** Rapidly growing as businesses and governments are seeking expertise in understanding and analyzing economic trends and issues.

### 3.BSC. IN MANAGEMENT

**-Key Skills:** Leadership and decision-making skills, Analytical and problem-solving skills, Knowledge of organizational behavior and strategy

**-Why should you take this:** This can equip you with the knowledge and skills needed to lead and manage people, projects, and organizations.

**-Job opportunities:** Management Consultant, operations Manager, Human Resources, Manager, Project Manager, Business Analyst, General Manager

**-Future Outlook:** The demand for skilled managers is expected to grow, as businesses face increasing complexity and the need to become more efficient and competitive.

### 4.BBA - HUMAN RESOURCES

**-Key Skills:** This can equip you with the knowledge and skills needed to manage and develop human resources in organizations.

**-Why Should You Take This:** Develop a solid foundation in areas such as recruitment, training, performance management, and employee relations.

**-Job Opportunities:** HR Manager, HR Consultant, Talent Acquisition Specialist, Compensation and Benefits Manager, and Training and Development Manager.

**-Future Outlook:** The demand for skilled HR professionals is expected to grow as companies continue to focus on attracting, developing, and retaining top talent in a competitive global market.

## 5.BSC. IN MARKETING

**-Key Skills:** Ability to develop effective marketing strategies and campaigns, Strong communication and interpersonal skills, Analytical and problem-solving skills

**-Why Should You Take This:** Builds a strong foundation in marketing principles and practices, including consumer behaviour, advertising, branding, and market research.

**-Job Opportunities:** Marketing Manager, Advertising Manager, Public Relations Specialist, Market Research Analyst

**-Future Outlook:** Has a positive, as companies continue to seek innovative ways to attract and retain customers in a fast-changing digital landscape.



# Top 5 Business Management Courses in the US (PG)

## 1.MBA/MS IN MARKETING:

- **Key Skills:** Understanding consumer behaviour, market research, branding and advertising, digital marketing, and marketing strategy.
- **Why Should You Take This:** Develop skills and knowledge in marketing, enhance career prospects, and build networks with industry professionals.
- **Job Opportunities:** Marketing/ Brand/ Product Manager, Digital Marketing Manager, Advertising Executive, Market Researcher.
- **Future Outlook:** With the growing importance of digital marketing and the rise of e-commerce, the demand for marketing professionals is expected to continue to grow drastically in the coming years.

## 2.MBA/MS IN BUSINESS ANALYTICS:

- **Key Skills:** Statistical analysis, data mining, predictive modeling, business intelligence, data visualization.
- **Why Should You Take This:** Develop skills in analyzing large data sets to identify trends and patterns, enhance career prospects in data-driven industries, work with cutting-edge technology.
- **Job Opportunities:** Business Analyst, Data Analyst, Data Scientist, Marketing Analyst, Financial Analyst.
- **Future Outlook:** With the rise of big data and the need for companies to make data-driven decisions, the demand for business analytics professionals will continue to grow.



### 3.MASTER OF ACCOUNTING (MACC):

- **Key Skills:** Financial accounting, managerial accounting, auditing, taxation, financial reporting.
- **Why Should You Take This:** Develop skills in accounting and finance, meet the educational requirements for professional accounting certifications, enhance career prospects.
- **Job Opportunities:** Accountant, Auditor, Tax Consultant, Financial Analyst, CFO.
- **Future Outlook:** Accountants and auditors have an evergreen opportunity as businesses constantly require accurate financial reporting and compliance with regulations.

### 4.MASTERS IN FINANCE (MIF):

- **Key Skills:** Financial analysis, investment management, risk management, financial modeling, portfolio management, and financial reporting.
- **Why Should You Take This:** Develop a deep understanding of financial markets, instruments, and institutions, and equip you with the skills required to make sound financial decisions.
- **Job Opportunities:** Financial Analyst, Investment Banker, Portfolio Manager, Risk Manager, Financial Consultant, and Corporate Financial Analyst.
- **Future Outlook:** The employment of financial analysts and advisors is projected to grow by 5% from 2023 to 2030 globally.

## 5. Masters in Management (MiM):

- **Key Skills:** Leadership, organizational Behaviour, strategy, marketing, accounting, and finance.
- **Why Should You Take This:** Establish the skills to lead and manage people, projects, and organizations, and navigate the complexities of the modern business world.
- **Job Opportunities:** Management Consultant, Operations Manager, Human Resources Manager, Project Manager, Business Analyst, and General Manager.
- **Future Outlook:** MiM candidates have a bright future as businesses are facing the increasing complexity of business operations and the need for organizations to become more efficient and competitive.



# Choosing the right Institution

## Top 10 Business Management Schools in US

1. Harvard University
2. Stanford University
3. Massachusetts Institute of Technology (MIT)
4. University of Pennsylvania
5. University of California, Berkeley
6. Northwestern University
7. New York University (NYU)
8. University of Chicago
9. Columbia University
10. University of Michigan



# Top 10 Business Management Schools in US

Business Management Schools in US	Estd.	Rankings	Course Category	Degrees Offered	Notable Alumni
Harvard University	1636	01	Full-time MBA program Doctoral programs	Financial Accounting, Leadership and Corporate Accountability, Entrepreneurial Finance	Michael Bloomberg, Sheryl Sandberg, Jamie Dimon
Stanford University	1885	02	Full-time MBA program Doctoral programs	Entrepreneurship and Innovation, Organizational Behavior, Strategic Management	Phil Knight Mary Barra Reed Hastings
Massachusetts Institute of Technology (MIT)	1861	03	Full-time MBA program Doctoral programs	Business Analytics, Corporate Finance, Operations Strategy	Benjamin Netanyahu Megan Smith Andrea Jung
University of Pennsylvania	1740	04	Full-time MBA program Doctoral programs	Strategic Management Corporate Finance Marketing Management	Elon Musk Sundar Pichai Donald Trump
University of California, Berkeley	1868	05	Full-time MBA program Doctoral programs	Business Ethics and Social Responsibility Financial Management Innovation and Entrepreneurship	Shantanu Narayen Michael Milken Jeffrey Skoll
Northwestern University	1851	06	Full-time MBA program Doctoral programs	Business Strategy Accounting Information and Management Finance II: Investments and Corporate Finance	Kenneth C. Griffin Megan Twohey Ginni Rometty
New York University (NYU)	1831	07	Undergraduate Graduate Doctoral degrees	Corporate Finance Marketing Management Strategic Management	Martin Scorsese Lady Gaga Spike Lee
University of Chicago	1890	08	Undergraduate Graduate Doctoral degrees	Leadership in Organizations Operations Management Managerial Accounting	Satya Nadella James Watson Milton Friedman
Columbia University	1754	09	Undergraduate Graduate Doctoral degrees	Financial Accounting Corporate Finance Marketing Strategy	Warren Buffett Barack Obama Ruth Bader Ginsburg
University of Michigan	1817	10	Undergraduate Graduate degree programs	Strategic Management Organizational Behavior Marketing Management	Larry Page Gwynne Shotwell Kenneth Chenault

# Finances

Living costs & tuition fees for arts & design Programs in the US

Minimum costs & tuition fees for arts & design programs in the US

INR 14 - 42 L

Avg. Living Cost /Annual

INR 7.5 -9 L

Post study work options available?

Yes 1 year & For Stem  
Field upto 3 years

Part Time work available

20hrs / week (during study)  
40hrs / week (during Vacation)

# Scholarships available for top business & management universities in US for Indian students



There are several scholarships available for Indian students looking to study business and management at top universities in the United States. Here are a few examples:

**1. Harvard Business School - Robert S. Kaplan Life Sciences Fellowship:** This fellowship is awarded to second-year MBA students who are interested in pursuing a career in the life sciences industry. It provides a stipend of up to \$25,000.

**2. Stanford Graduate School of Business - Stanford Reliance Dhirubhai Fellowship:** This fellowship is awarded to Indian students who have been accepted to the MBA program at Stanford GSB. It provides full tuition and living expenses for up to five Indian students each year.

**3. University of Pennsylvania - Joseph Wharton Fellowship:** This fellowship is awarded to exceptional MBA students at the Wharton School who have demonstrated leadership potential. It provides full tuition and a living stipend.

**4. Massachusetts Institute of Technology - Legatum Fellowship:** This fellowship is awarded to MBA students who are committed to creating entrepreneurial ventures in low-income countries. It provides up to \$50,000 in funding.

**5. Columbia Business School - India Business Initiative Fellowship:** This fellowship is awarded to MBA students who are interested in pursuing a career in India. It provides funding for internships, research projects, and other activities related to India.

It's important to note that scholarship eligibility criteria and application processes may vary depending on the scholarship and university. It's recommended to visit the websites of individual universities and scholarship providers for more information.

# Scholarships available for top business & management universities in US for Indian students that are granted by universities specific only?



Yes, there are many scholarships available for Indian students that are specific to certain universities in the US. Here are a few examples of university-specific scholarships for business and management programs:

## **1. Wharton School of the University of Pennsylvania** - Emerging Economies

Fellowships: These fellowships are awarded to students from emerging economies, including India, who are admitted to the full-time MBA program at Wharton. The fellowships provide funding for tuition and living expenses.

## **2. Kellogg School of Management at Northwestern University** - Forté

Fellowship: The Forté Fellowship is awarded to women who are admitted to the full-time MBA program at Kellogg. The fellowship provides funding for tuition and other expenses.

## **3. Tuck School of Business at Dartmouth College** - Tuck Global Consultancy

Fellowships: These fellowships are awarded to Tuck students who participate in the Tuck Global Consultancy program. The fellowships provide funding for travel and other expenses associated with the program.

**4. Harvard Business School** - Diversity Fellowship: The Diversity Fellowship is awarded to students from diverse backgrounds, including Indian students, who are admitted to the MBA program at Harvard. The fellowship provides funding for tuition and living expenses.

## **5. Booth School of Business at the University of Chicago** - Civic Scholars

Program: The Civic Scholars Program is awarded to students who are interested in pursuing careers in the nonprofit or public sectors. The program provides funding for tuition and a summer internship.

These are just a few examples of university-specific scholarships for business and management programs in the US. It's important to research individual universities and their scholarship offerings to find the best options for your particular situation.



# PREPARING YOUR APPLICATION

Once you have identified the course and institution that you want to apply to, the next step is to prepare your application. Most institutions require a portfolio of your work, academic transcripts, a personal statement, and references. Here are some tips to help you prepare your application:

- Research the institution's application **requirements** and **deadlines**.
- Start preparing your **portfolio** early, including your best work that showcases your skills and creativity.
- Write a compelling **Statement of Purpose** that highlights your passion for arts and design and explains why you are a good fit for the course and institution.
- Choose referees who know your academic and creative abilities and can provide a **Letter of Recommendation**.

Clear all your study abroad doubts today!

**SCHEDULE FREE COUNSELLING SESSION**

This is not the end but just the beginning of the study abroad journey where you will be confronting the real challenge due to unexpected surprises & hurdles.



# SCHEDULE 1-TO-1 FREE COUNSELLING SESSION WITH OUR EXPERTS

Fortunately, our team of expert counsellors are on a mission to enrich your journey with hand-holding guidance every step of the way. Not just selecting the right arts and design specialization and university, but our team will provide you with personalized and professional support until you are settled in your dream university.

## ROADMAP TO YOUR DREAM UNIVERSITY

