BACHELOR OF SCIENCE
WITH A MAJOR IN
BUSINESS, INDIVIDUALIZED
CONCENTRATION

The purpose of the individualized concentration is to assist bachelor of science in business students who have a clear career objective that falls outside of the standard bachelor of science with a major in business concentrations (http://bulletin.gwu.edu/business/bs/). The career objectives of most BS in business students easily can be met by one of these concentrations, in which case pursuing an individualized concentration is not recommended.

REQUIREMENTS

Program of study
The individualized concentration varies greatly depending on the individual student’s objectives. Past individualized concentrations pursued include small business management, health administration, human resource management, strategic management, and supply chain management.

Proposal and application process
As part of the application process, students must create a proposal that includes five courses.

Students develop their full proposal based on extensive research and with the assistance of faculty members who focus in related fields. Complete criteria and application directions can be found in the Individualized Concentration Application Packet (https://business.gwu.edu/academics/programs/undergraduate/bba/individualized-field-of-study/). GWSB students must have a minimum cumulative GPA of 3.2 in order to submit an individualized concentration proposal. Proposals must be submitted before the start of junior year.

The individualized concentration application process typically takes 10 to 12 weeks from initial research to receiving the faculty committee’s final decision. Students are advised not to take proposed courses prior to approval of the individualized concentration.