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

**REQUIREMENTS**

**Program of study**

The program of study for the bachelor of business administration (BBA) individualized concentration varies greatly depending on the individual student’s objectives. Past individualized concentrations pursued include entrepreneurship and/or small business management, health administration, human resource management, real estate development, strategic management, and supply chain management.

**Proposal and application process**

As part of the application process, students must create a proposal that includes five field courses and one international field course.

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 Field Application Packet (http://business.gwu.edu/wp-content/uploads/2016/08/Individualized_Field_Concentration_Packet_AUG-2016.pdf). GWSB students must have a minimum 3.2 GPA in order to submit an individualized concentration proposal. Proposals must be submitted before the start of senior year.

The individualized concentration application process typically takes 10 to 12 weeks from initial research to receiving the faculty committee’s final decision; therefore, students should start this process no later than spring of their junior year. Students are advised not to take proposed courses prior to approval of the individualized field.