An alternative to specializations in consulting service lines is a deep background in data analysis. Taking 3 courses in the outer “Analytics” band of the C-SPEC framework provides students with backgrounds appealing to a wide spectrum of firms (e.g., Turner, Siemens, Google), that regularly collect and scrutinize data on performance, investments and market trends.

Consultant – Service Line Specialization
Five commonly represented lines break up the markets for consulting services (Strategy, Operations, Multiservice, IT and Advisory). Students interested in anchoring in one of these should take 2 courses associated with the line of interest + 2 others of general interest. For example, according the C-SPEC framework above, a student interested in a career with firms like Bain, in the strategy service line, would take BUS 453 and BUS 451 + 2 others.

To the left we represent areas in the spectrum typically focused on in following Strategy and IT Consulting interests in an ISOM depth. Multi-service consulting interests take at least one course from Strategy and IT consulting interests plus at least one (often two) additional courses in the Analytics course offerings.

Double-anchoring is an encouraged tactic for placement (e.g., taking 453 & 457G + 358 & 455 to provide a background catering to both IT consultant and business analyst careers, as well as to multi-service consulting careers. This allows marketability to firms such as Bain and Google, as well as Kurt Salmon, PwC and Deloitte).