

# COSTELLO COLLEGE OF **BUSINESS**

OPPORTUNITIES FOR  
**UNDERGRADUATES**



**COSTELLO COLLEGE  
OF BUSINESS**  
George Mason University®

# VALUES THAT DRIVE YOUR SUCCESS

Who is the “typical” George Mason University student?

*There isn't one.*

Our more than 40,000 students—more than 28,000 undergraduates—come from all 50 states and 130 countries. Our campus is a mosaic of humanity, where a multitude of different people, languages, and perspectives come together. And while we may not always share the same opinion, we embrace a mutual respect for different points of view.



## Accreditation

The Donald G. Costello College of Business at George Mason University is accredited by AACSB International—the Association to Advance Collegiate Schools of Business. The Costello College of Business is one of only 25 percent of AACSB-accredited business schools worldwide accredited in both business and accounting.

George Mason University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS).





# R1

George Mason is one of the  
youngest **R1** ranked  
universities in the country

George Mason is connected to  
more than **20,000** regional, national,  
and international companies and  
organizations.

Each year, we welcome more than  
**600** employers to engage with  
students at a variety of industry  
focused panels, networking events,  
and career and internship fairs.

# A SOLID FOUNDATION IN BUSINESS

Preparing students for today's workplace requires more than just educating them in technical skills. We work directly with hiring companies to develop the curriculum and experiences that provide students the knowledge and skills needed by companies today. We teach our students how to be innovative and creative, along with the analytical skills and firsthand experience employers demand in the global marketplace. Leaders in business and government look to the Costello College of Business for graduates who can anticipate the needs of the marketplace with leadership, professionalism, and innovation.

George Mason University has the only business college in the region with an entire academic unit—**Business Foundations**—dedicated to bringing business students the core knowledge, insights, and skills in demand today.



## Some Other Marketing Applications (Reference Group concepts)

- Ad strategies- Saturn cars

**#55** on U.S. News and World Report's List of Best Undergraduate Business Programs among public universities, 2025

### Excellence for All

Costello is a place of opportunity where learners at any stage come to develop, enterprises find talent and expertise, and business is a positive force in the world. Costello fosters an inclusive culture that promotes student wellbeing and belonging. Our inclusive culture is foundational to our work in preparing a diverse student body to succeed in a global business environment through outstanding scholarship in business, maximizing the impact of our collective expertise, and striving to instill a strong ethical compass and a life-long habit of learning in our students.

### A Place of Opportunity

Costello develops career ready business graduates through rigorous, stimulating business programs based on a global perspective, industry demand, and leadership. Dedicated to excellence in teaching and research, we prepare the next generation of business leaders through a range of innovative academic degree programs, hands on learning opportunities and networking, and international alliances.

The curriculum is challenging, but we provide a wide array of student support and career services for success while you're a student and throughout your career.

### Building a Better Future

Costello is dedicated to sustainable, ethical business practices and to putting the power of business to work for prosperity, people, and the planet. We create challenge driven, hands on, innovative curricula that foster development of the necessary competencies and 21st century skills needed for success in a diverse, competitive marketplace. We support and produce research that advances our understanding of business as a force for world good.

# THE BACHELOR OF SCIENCE **IN BUSINESS**

Every field, every industry, every organization, and every place in the world requires business professionals to change, shape, influence, and lead. Whether you have chosen your career path already or want to explore your options, a BS in business from the Donald G. Costello College of Business at George Mason University gives you vast opportunities for career success.

## **CONCENTRATIONS**

As a business major, you'll choose from eight concentrations to meet your personal and professional goals.





MS in Accounting ranked  
**#27** Best Online  
Master's in  
Business Programs among  
public universities by *U.S.  
News & World Report 2026*

## Concentration in **ACCOUNTING**

Today's demand for accurate and insightful financial reporting fosters an unprecedented need for accountants in all industries. Costello's accounting program prepares you for careers in public, private, and governmental accounting.

As a Costello accounting concentration student, you will learn:

- Financial and managerial accounting
- Auditing
- Tax accounting
- Accounting information systems
- Professional responsibilities and ethics
- The accounting profession and its role in business

Whether you want to open your own accounting practice, make partner at a major accounting firm, or investigate financial crimes as a member of law enforcement, the accounting concentration opens doors to reliable career opportunities.

### ***Accelerated MS in Accounting***

Earn both a bachelor of science in business (accounting) and a master's degree in accounting in just five years. The accelerated MS in accounting is designed exclusively for high-performing students pursuing the accounting concentration at Costello. Students can earn both degrees while completing the 150 credits needed to take the CPA exam.

## Concentration in

# BUSINESS ANALYTICS

The business analytics concentration provides students with expertise that cuts across every business discipline. In our data-driven world, the business analytics concentration provides you with the knowledge and skills to gather, manage, and interpret data to deliver business insights vital to organizational success.

As they gain an understanding of each business area, students are exposed to cutting-edge research, techniques, and insights that allow businesses to flourish. Business analytics graduates enter a vast, evolving field where they are prepared to offer keen insight into next-level success.

As a Costello business analytics concentration student, you will learn:

- Data management and governance
- Deployment of data mining techniques
- Econometrics and related statistical techniques
- Enterprise systems and applications
- Data visualization
- Market research analysis

The business analytics concentration is becoming an essential function to assist decision-making and strategy development for every business.





## Concentration in

# FINANCE

The volatility of today's financial markets continues to demand highly qualified individuals with the most up-to-date expertise in finance. The field of finance is diverse, encompassing concepts and techniques used by individuals, businesses, and government agencies in making decisions about acquiring and investing funds.

Students studying finance find a vast job market awaiting them with career options in corporate and public finance, investment banking, commercial banks and credit unions, mutual funds, portfolio management, venture capital, trading, personal finance banking, and federal and state government regulatory agencies such as the Federal Reserve Board, FDIC, SEC, and the U.S. Department of the Treasury.

As a Costello finance concentration student, you will learn:

- Asset valuation
- Initial public offerings
- Stock portfolio management
- Financial statement analysis
- Risk analysis and management
- Dividend policy
- Financial market regulation
- International diversification
- Capital budgeting
- Financial regulations



Concentration in

# FINANCIAL PLANNING AND WEALTH MANAGEMENT

If you are interested in taxes and estate planning, planning for retirement and insurance, forecasting economic and business activities, portfolio management, and solving financial management problems, financial planning and wealth management is the concentration for you. Students will also develop the skills necessary to pursue certification as a certified financial planner or a personal financial specialist.

As a Costello financial planning and wealth management concentration student, you will learn:

- Estate planning
- Portfolio management
- Financial accounting
- Investment analysis and management
- Financial market regulation
- Insurance and retirement planning
- Understanding of the global market
- Financial forecasting
- Taxation for managers
- Financial management

Costello's financial planning and wealth management concentration prepares you for a range of career options managing wealth for individuals and corporations.

## Concentration in

# MANAGEMENT

Organizations need managers who can lead people, think strategically, and create successful organizational environments.

Costello's management program prepares you for business management careers in both the public and private sectors. With a wide variety of management courses to choose from, you can tailor the management major to a specific management career path, such as human resource management, entrepreneurship, or management consulting.

As a Costello management concentration student, you will learn to:

- Motivate human capital
- Encourage teamwork
- Identify competitive advantages
- Build and change organizations
- Negotiate effectively
- Succeed in diverse and multicultural work environments
- Manage people and organizations

If you are looking to start or run your own business, begin a career in human resources, or become an entry-level supervisor, choose our concentration in management.



Concentration in

# MANAGEMENT INFORMATION SYSTEMS

Information systems are embedded within and integral to every function of modern organizations. The management information systems concentration is designed to address the increasing demand for graduates who understand not only the fundamental building blocks of technology, but also the interaction among technology, people, and processes to derive value from information systems. Management information systems graduates are capable of translating business needs into technology-based solutions, and new technological advances into business capabilities.

The management information systems concentration prepares students for diverse technology-based careers, including business analyst, data analyst, IT project management, IT quality management, IS audit and control, government contracting, and consulting.

As a Costello management information systems concentration student, you will learn to:

- Leverage information systems for business solutions
- Manage technology infrastructure, including databases, networks, and online applications
- Develop information security solutions for organizations
- Perform information technology audit and control
- Use data warehousing and mining technology to analyze business data
- Manage complex technology projects

Costello's management information systems concentration prepares you for a range of technology-centered career options that combine technology, processes, and people.





## Concentration in

# MARKETING

The marketing concentration offers a wide range of marketing competencies, enabling you to tailor the program to careers in marketing research and analytics, marketing communications, B2B marketing and sales, and product and brand management. Marketing focuses on knowing and understanding the needs of the customer.

As a Costello marketing concentration student, you will learn to:

- Develop new products
- Build a brand
- Create promotions and set prices
- Create marketing communications and promotions
- Manage customer relationships
- Analyze consumer behavior and market trends

If you're interested in advertising, product management, brand management, business development, marketing analytics, public relations, customer service, or consulting, then our marketing concentration is for you.

Concentration in

# OPERATIONS AND SUPPLY CHAIN MANAGEMENT

Operations and supply chain management encompasses all of the resources and processes used by a firm to produce goods and provide services. You will learn strategic and tactical planning, business modeling and analytics, and skills to solve operational and logistical challenges. It is a field that meets the growing market demand for graduates who can solve complex issues in business operations, increase efficiency and productivity, and reduce operational costs.

Operations and supply chain management students find careers in global manufacturing firms in production and operations, sourcing, quality control, distribution logistics, and supply chain management; in service firms for general operations management and logistics and supply chain management; and in consulting firms as supply chain and business process improvement consultants.

As a Costello operations and supply chain management concentration student, you will learn to:

- Design and improve business models and processes
- Analyze supply chain operations
- Make optimal resource allocation decisions
- Manage projects efficiently and effectively
- Implement Total Quality Management in an organization
- Leverage information and decision support systems for managing operations

Costello's operations and supply chain management concentration prepares you for a range of career options that intersect people, processes, and technology.





Students manage a **\$500,000**  
portfolio through the **Montano Student  
Managed Investment Fund**

# BUSINESS MINORS

**Compliment your degree with practical business skills, strengthen your resume, and gain a competitive advantage in today's job market.**

Students from all majors can gain a lot with a business minor. If you're a business major, a business minor can take your education one step further by adding a specialized minor in globalization or entrepreneurship. If you're not a business major, a minor from the Costello College of Business will help you develop practical business skills you'll need to excel in any professional environment.

## **Minor in BUSINESS**

A business minor introduces business skills needed for success by non-business students. Students develop a foundation in the functional areas of business including accounting, finance, management, marketing, and information systems.

*Open to non-business students only.*

## **Minor in BUSINESS ANALYTICS**

Successful enterprises are those that make effective use of data to make better predictions, better decisions, and form better strategies. The business analytics minor provides students with the cutting-edge skills in gathering and using data to deliver insights vital to organizational success.

## **Minor in ENERGY TRANSITION MANAGEMENT**

Prepare to support organizations in transitioning to alternative energy sources in an uncertain policy environment and in the face of rapidly changing technology.

## **Minor in ENTREPRENEURSHIP**

The entrepreneurship minor provides students who are interested in learning about elements of new venture creation with a strong set of entrepreneurship skills. In combination with the college's expanding co-curricular entrepreneurship programs, the minor in entrepreneurship provides an experiential platform to grow student skill sets, networks, and professional portfolios.

## Minor in **FINANCE**

The finance minor provides students with a strong foundation in finance and financial management as well as an understanding of the finance industry and related careers.

## Minor in **GOVERNMENT CONTRACTING**

The government contracting minor provides students with a strong foundation in areas relating to securing contracts, understanding the federal procurement system, marketing to the government, and supply chain management in a global economy.

## Minor in **INTERNATIONAL BUSINESS**

Develop skills in managing and communicating across different cultures and improve your understanding of how business disciplines vary in an international setting.

## Minor in **MANAGEMENT INFORMATION SYSTEMS**

The minor in management information systems is designed for students who wish to learn about information systems and how they are used in today's businesses. The minor enhances the career options of students in any major and increases their capacity to analyze, design, and manage business data and processes related to their field of study.

## Minor in **MARKETING**

The marketing minor provides students with a solid foundation in the principles of marketing and customer relationship management. This includes new product development, creating marketing communications, managing customer relationships, and analyzing consumer and market trends.



**25%**  
of George Mason  
students **take at least**  
**one business course**



**Minor in**  
**OPERATIONS AND SUPPLY CHAIN  
MANAGEMENT**

Students with a minor in operations and supply chain management will learn the techniques and methods that successful firms use to turn raw materials into finished products in a global environment.

**Minor in**  
**ORGANIZATIONAL CONFLICT  
RESOLUTION**

Develop an in-depth understanding of complex social and organizational problems facing businesses today as well as the tools and techniques used to address conflicts arising in an organizational setting.

**Minor in**  
**REAL ESTATE DEVELOPMENT**

Students in the real estate development minor gain insights into the nature of the real estate industry, including the important roles played by finance, management, and public policy in successful real estate development projects.

**Minor in**  
**WINE AND CRAFT BEVERAGE  
MANAGEMENT**

Students in the wine and craft beverage management minor gain the theoretical knowledge and practical skills needed to be successful in the dynamic wine and craft beverage sector.

# FACULTY

From current courses to cutting-edge research, Costello College of Business faculty members are actively involved in today's global business practices and emerging proficiencies. Our **110+ faculty members** are accomplished business professionals who are deeply engaged in the regional, national, and global business communities, acting as consultants to government, business, and nonprofit clients. Their academic expertise and real-world experience provide a bridge from academic theory to business practice in the classroom.



# 22

In 2024-25, Costello College of  
Business faculty published  
**22 papers in premier journals**

# CAREER SERVICES

One of the many advantages of being close to the nation's capital is the number of internship possibilities, not only with the federal government, but also with Fortune 500 companies and hundreds of tech companies, nonprofits, think tanks, and museums where you can apply your classroom knowledge, test out a possible career choice, and make valuable contacts.

The exclusive Costello College of Business Office of Career Services offers **lifetime career services**. That means you have access to us during your time as a business student at George Mason and as an alum after you graduate.



Learn more about the Costello  
**OFFICE OF  
CAREER SERVICES**



**87%**  
of Costello students  
are **employed**  
within six months



# YOUR SUCCESS IS OUR SUCCESS

We empower business students through intentional engagement to define and achieve academic and professional success in a diverse business environment.

## ADVISING

The Office of Student Success and Academic Services in the Costello College of Business has a staff of professional academic advisors who are available to meet with you as you navigate your business degree requirements.

## SCHOLARSHIPS

In addition to financial aid offered by the university, the Costello College of Business has more than 50 need-based and merit-based scholarships to award to students.

## STUDENT SUCCESS

In addition to meeting individually with you, Costello College of Business advisors host various events and workshops to guide you on your path to success. Events are open to all Costello College of Business students and are great ways to network with our office, as well as with fellow students.

## STUDY ABROAD

Costello has a number of partnerships with institutions globally. Popular business study-abroad destinations include Marseilles, France; Sydney, Australia; the George Mason Korea-Songdo Campus; Germany; and Oxford University in the United Kingdom.

# RESIDENTIAL LEARNING COMMUNITY (RLC)

Are you interested in exploring business with others that have similar interests? Do you want exclusive opportunities to engage and network with the Costello College of Business faculty, alumni, and staff? Do you hope to maximize your business experience at George Mason? If so, the Costello College of Business **Residential Learning Community (RLC)** would be a great experience for you! The Residential Learning Community fosters a sense of community with students from various backgrounds, beliefs, and experiences to help enhance your learning in and outside the classroom! Our partnerships with faculty, staff, and alumni will create a comprehensive experience that will set you up for success in the business world and at George Mason.

## Benefits of Being a Part of the Costello College of Business RLC

- Living in a community with individuals that share a similar interest in business
- Shared classroom experiences with other RLC students
- Exclusive access to events with faculty and alumni events exclusive to RLC students
- Additional support from Costello College of Business faculty and staff to help you navigate your college experience
- Lifelong friendships and connections



Learn more about the  
**FIRST-YEAR RLC**



Learn more about the  
**UPPER LEVEL RLC**





# CAMP COSTELLO

**Camp Costello** is a new initiative that allows incoming first-year students to connect with their peers, faculty, staff, and alumni of the Costello College of Business! The program includes three days of activities prior to the start of the fall semester, and is designed to foster a sense of community and build traditions among its participants.



Learn more about  
**CAMP COSTELLO**



# CENTERS OF EXCELLENCE

Innovation isn't just a buzzword at Costello. *It's a way of life.*

## CENTER FOR INNOVATION AND ENTREPRENEURSHIP (CIE)

The Center for Innovation and Entrepreneurship develops experiential learning opportunities to complement and expand traditional academic offerings; it engages students, alumni, faculty, staff, and community members in developing new ventures and organizations; and drives the growth of the regional entrepreneurial ecosystem.

## CENTER FOR REAL ESTATE ENTREPRENEURSHIP (CREE)

The Center for Real Estate Entrepreneurship strives to advance research and education in real estate development and the built environment.

## CENTER FOR RETAIL TRANSFORMATION (CRT)

The Center for Retail Transformation develops strategic partnerships and alliances with retail sector leaders, trade associations, and key government entities with oversight and interaction with the retail sector.

## GREG AND CAMILLE BARONI CENTER FOR GOVERNMENT CONTRACTING

The Greg and Camille Baroni Center for Government Contracting is the first-in-the-nation university center to address the business, policy, and regulatory issues in government contracting.



Learn more about our

**CENTERS OF EXCELLENCE**





# ALUMNI

## Your Lifetime Career Network

George Mason has more than 245,000 alumni around the world. More than 44,000 of those are business alumni. And more than 73 percent of those alumni live and work in the Washington, D.C., metropolitan area, creating a powerful alumni network. George Mason alumni include Fortune 500 executives, successful entrepreneurs, policy wonks, NASA engineers, cybersecurity experts, Emmy Award winners, Olympians . . . and the list goes on. Many alumni recruit on campus for their companies. Others make themselves available to mentor student entrepreneurs or judge case competitions.

If you can dream it, you can be it. And George Mason alumni will help you along the way.

**ONCE A PATRIOT . . . ALWAYS A PATRIOT**

# LOCATED FOR OPPORTUNITY

In addition to being home to all three branches of government, the military, government contractors, and hundreds of nonprofit organizations, the Washington, D.C., area is home to 15 Fortune 500 companies and hundreds of tech companies where you can apply your classroom knowledge, test out career choices, find internships, and make valuable contacts.



More than  
**73%**  
of Costello College of Business  
Alumni **live or work in the  
Washington, D.C., area**

# WORK HARD. PLAY HARD.

One of the primary reasons to go to college—besides the epic good times you'll have and the lifelong friends you'll make—is to get an education that prepares you for a successful life—both personally and professionally.

Our beautiful, 677-acre suburban campus provides you with everything you could possibly desire to create your ultimate college experience. At George Mason University, you'll enjoy modern classrooms, state-of-the-art labs, and spacious student centers where you can study or hang out with friends. There are also lots of popular dining options, including a 24-hour Starbucks to help get you through finals.

## APPLICATION DEADLINES

**PRIORITY DEADLINE (SPRING):** October 1

**EARLY ACTION:** November 1

**SCHOLARSHIP CONSIDERATION:** November 1

**HONORS COLLEGE CONSIDERATION:** November 1

**REGULAR DECISION:** February 1

**PRIORITY FAFSA DEADLINE:** March 1

## BUSINESS STUDENT ORGANIZATIONS

Accounting Analytics Association

Accounting Honors Program

Accounting Society at Mason (ASM)

Alpha Kappa Psi

American Marketing Association (AMA)

Association of Latino Professionals for America (ALPFA)

Be the Change

Beta Alpha Psi (BAP)

Beta Gamma Sigma

DECA

Delta Sigma Pi

Financial Planning Student Association

Mason Consulting Group

Mason Information Systems and Operations Management Association (MISOMA)

Montano Student Managed Investment Fund

NABA Inc.

Real Estate Association

Society for Human Resource Management, Chapter at George Mason University

Student Leadership Council

Women in Business at George Mason

**20+** NCAA Division I Sports





“The best way to predict the future is to create it.”

—PETER DRUCKER

### LOOK WHO'S HIRING GEORGE MASON GRADUATES

Accellion | Accenture | Alarm.com | Allegion | Amazon | Apple | Armedia | Arya Home Healthcare LLC | Asurion | AT-RISK International LLC | Audi of America | Audley Consulting Group | Axiologic Solutions LLC | BAE Systems | Bank of America | Bath & Body Works | Blockchaincenter.com | Blue Ridge ESOP Associates | BlueFoot Inc. | Boeing | Booz Allen Hamilton | Burke Forest Veterinary Clinic | C2 Imaging | CACI | CGI Inc. | CLA (CliftonLarsonAllen) | CVS Health | CapCenter | Capital Edge Consulting | Capitol Building Supply Inc. | Carahsoft | Carfax | Carlton Fields | Carter Machinery | Centreville Dental Care | Chantilly Youth Association | Chemsearch | Chugh LLP | Clearview Group LLC | Collaborative Solutions LLC | Collegeadvisor.com | Conscious Capitalism Washington, D.C. | Counterpart International | Creative Information Technology Inc. | Credence Management Solutions LLC | DLT Solutions | Darktrace | Deloitte | Delta Consulting Group | Dev Technology Group Inc. | Dick's Sporting Goods | Don Tito | ECS | EMCOR Government Services | ESET North America | Ernst & Young | Exor Solutions Inc. | Fairfax County Government | Fairfax University of America | FedEx | Finra | Fogo De Chão | Food Lion | Freddie Mac | Frontpoint | Frontwild | Gartner | GEICO | General Atomics Aeronautical Systems Inc. | General Dynamics Information Technology | George Mason University | Global Impact | Goldklang Group CPAs | GroupM | Groupon | Guidehouse | Halfaker and Associates LLC | Herc Rentals | Hodges Fitness | IBM | ID.me | Imagex Inc. | Immigroup | Inova Health System | Intelsat | International Institute of Islamic Thought | JDSAT Inc. | Journey Group | KPMG | Kerecis LLC | Learning Heroes | Leave No Trace TV | Leidos | Lerner Corporation | Light Gray Industries | Lockwood Hills | Lovelytics | Lumen | Magnuson Transport LLC | Marine Corps Community Services | Mason Enterprise Center | MassMutual | Maximus | Metaformers | Micro Center | MicroHealth LLC | Micron Technology Inc. | Mocatinas | Molina Healthcare | Moment/Drink Your Meditation | Morrison Opto-Electronics Ltd. | MtoM Consulting | MyEyeDr. | Mythics Inc. | NTT Data | NVR Settlement Services Inc. | NY Fan Tuan Inc. | National Institutes of Health | Navient | Navy Federal Credit Union | Nestlé | Netimpact Strategies Inc. | Northern Virginia Community College | Northrop Grumman | OAG Aviation Worldwide | Oceana | PM Defense Cyber Operations | PUEO | Peloton Interactive | Peraton | Perfecta | Pexip | Plaza Premium Group | Polsinelli | Prince William County Public Schools | Qbase | Quadrant Strategies | Quorum | Rebel Girls | SAP | SES Networks | Saatchi & Saatchi | Scrum Alliance | Sherwin-Williams | Soc Telemed | Sodexo | Software AG | Stafford County Government | Surescripts | Taylor Made Sales Agency Corp | TechOp Solutions International | Telnet Inc. | The Cobalt Company | The Media Socialites | The Network Incubator | The Vanguard | Thiqah Business Services | Toll Brothers | Total Wine & More | Trex Company | Truenorth | U.S. Committee for Refugees and Immigrants | U.S. Customs and Border Protection | U.S. Department of Defense | U.S. Department of Housing and Urban Development | U.S. Department of State | U.S. Department of the Air Force | U.S. Department of the Army | U.S. Department of the Navy | U.S. Federal Bureau of Investigation | USI Insurance Services | Unison | United Educators | Universal Service Administrative Company | Van Metre Companies | Whiteford, Taylor & Preston LLP



### STAY CONNECTED

with the Costello College of Business

- George Mason University Costello College of Business
- @georgemasoncostello
- @Costello\_Biz
- /GeorgeMasonCostello

# #32

George Mason is ranked #32 in Best Colleges in the U.S. among public universities by *The Wall Street Journal*, 2025

**VISIT**  
[business.gmu.edu](https://business.gmu.edu)

**VIRTUAL TOUR**  
[admissions.gmu.edu/virtualtour](https://admissions.gmu.edu/virtualtour)

**APPLY**  
[admissions.gmu.edu/applynow](https://admissions.gmu.edu/applynow)

**LEARN MORE**  
[businfo@gmu.edu](mailto:businfo@gmu.edu)

THE COMMON APPLICATION