

Wake Forest University School of Business Graduate Student Handbook Supplement

Working Professional Online MBA Program Concentration Requirements

Online MBA students can declare and earn a degree concentration in either Business Analytics, Digital Marketing, Finance, Leadership & Strategy, or Project Management. A degree concentration is not a requirement for the MBA degree. Students who elect not to pursue a concentration must complete 9.0 hours of elective courses from any area beyond the standard MBA core to complete degree requirements. Students who wish to earn a concentration must complete 9.0 hours of electives within their concentration beyond the standard MBA core to complete degree requirements.

Business Analytics Concentration

Elective Courses Required for the Concentration

Online MBA students complete all 9.0 hours of the courses listed below

| Subject | Number | Title | Credit Hours |
|---------|--------|--------------------------------|--------------|
| MGT | 7075 | Data Management | 3.0 |
| MGT | 7090 | Analytics Software Technology | 3.0 |
| MGT | 7095 | Visual Analytics & Influencing | 3.0 |

Digital Marketing Concentration

Elective Courses Required for the Concentration

Online MBA students complete 9.0 of the 12.0 hours of the courses listed below (all courses are fully online)

| Subject | Number | Title | Credit Hours |
|---------|--------|---|--------------|
| MKT | 8712 | Digital Marketing Research, Journey Mapping, & Consumer Analytics | 3.0 |
| MKT | 8730 | Digital Marketing Tools & Campaign Analytics: SEM, Display, & Retargeting | 3.0 |
| MKT | 8720 | Marketing Analytics & Data Visualization | 3.0 |
| MKT | 8710 | Strategic Digital Marketing | 3.0 |

Finance Concentration

Elective Courses Required for the Concentration

Online MBA students complete all 9.0 hours of the courses listed below

| Subject | Number | Title | Credit Hours |
|---------|--------|--|--------------|
| FIN | 7080 | Financial Modeling & Forecasting | 3.0 |
| FIN | 7100 | Advanced Financial Management | 3.0 |
| FIN | 7105 | Tactical Asset Allocation & Portfolio Management | 3.0 |

Leadership & Strategy Concentration

Elective Courses Required for the Concentration

Online MBA students complete all 9.0 hours of the courses listed below

| <u>Subject</u> | <u>Number</u> | <u>Title</u> | <u>Credit Hours</u> |
|----------------|---------------|-----------------------------------|---------------------|
| MGT | 7085 | The Influential Leader | 3.0 |
| MGT | 7110 | Contemporary Issues in Leadership | 3.0 |
| MGT | 7115 | Mastering Strategy Execution | 3.0 |

Project Management Concentration

Elective Courses Required for the Concentration

Online MBA students complete 9.0 of the 12.0 hours of the courses listed below (all courses are fully online)

Students who wish to earn the Project Management concentration must complete MGT 7085 – The Influential Leader, in lieu of OPS 8722 – Leadership and Change Management. However, if MGT 7085 is not offered, students may enroll in OPS 8722.

| <u>Subject</u> | <u>Number</u> | <u>Title</u> | <u>Credit Hours</u> |
|----------------|---------------|---------------------------------|---------------------|
| OPS | 8710 | Project Management Essentials | 3.0 |
| OPS | 8712 | Mastering the Project Lifecycle | 3.0 |
| OPS | 8722 | Leadership & Change Management | 3.0 |
| OPS | 8730 | Agile Fundamentals | 3.0 |

Notes

Course offerings and/or modalities may be subject to sufficient levels of student interest/enrollment.

Please note that Project Management and Digital Marketing concentrations are offered in partnership with the School of Professional Studies and therefore are dependent on the academic calendar and course offerings of that academic partner.

For courses offered via partnerships with other academic units of WFU (e.g., Digital Marketing and Project Management concentration courses via the WFU School of Professional Studies), students are responsible for course expectations, syllabus standards, and term/meeting dates for those courses. Additionally, the student is responsible for any course materials beyond required textbooks/course packs/articles, such as group project materials. The School of Professional Studies 2025-26 Academic Calendar dates as of July 2025 are listed below.

Fall 2025

Fall 1: September 1 – October 22
Fall 2: October 27 – December 17

Spring 2026

Spring 1: January 5 – February 25
Spring 2: March 9 – April 29