

## MBA PROGRAM CURRICULUM

### ◎ CORE MBA COURSEWORK *(Required)*

|  |                             |
|--|-----------------------------|
| Team Development                         | Managerial Accounting       |
| Purpose & Ethics in Business             | Introduction to Strategy    |
| Financial Management                     | Business Law                |
| Information Technology Management        | Managerial Economics        |
| Behavior and Leadership in Organizations | Global Strategic Management |
| Financial Accounting                     | Marketing Management        |
| Business Analytics I & II                | Operations Management       |

### ▢ CHOOSE A CONCENTRATION

#### BUSINESS ANALYTICS

|                                |                 |
|--------------------------------|-----------------|
| Visual Analytics & Influencing | Data Management |
| Analytics Software Technology  |                 |

#### FINANCE

|  |                                  |
|--|----------------------------------|
| Tactical Asset Allocation & Portfolio Management | Financial Modeling & Forecasting |
| Advanced Financial Management                    |                                  |

#### STRATEGY & LEADERSHIP

|                                   |                        |
|-----------------------------------|------------------------|
| Mastering Strategy Execution      | The Influential Leader |
| Contemporary Issues in Leadership |                        |

#### DIGITAL MARKETING *(Choose 3)*

|   |
|---|
| Digital Marketing Research, Journey Mapping, & Consumer Analytics |
| Marketing Tools & Campaign Analytics: SEM, Display, & Retargeting |
| Marketing Analytics & Data Visualization                          |
| Strategic Digital Marketing                                       |

#### PROJECT MANAGEMENT *(Required + Choose 2)*

|   |                                  |
|---|----------------------------------|
| Project Management Essentials <i>(Required)</i> | Mastering the Project Life Cycle |
| The Influential Leader                          | Agile Fundamentals               |

### ⌚ CUSTOMIZE YOUR ELECTIVES

Select any 3 of the listed electives from across the concentration areas.

OR