

**Wake Forest University School of Business**  
**2025-26 Graduate Student Handbook Supplement**

**Working Professional Charlotte Hybrid MBA program**  
**Concentration requirements for 2025-26 second year students**

Second year Charlotte Hybrid MBA students have the option of declaring and earning a degree concentration in either Business Analytics, Digital Marketing, Finance, Leadership & Strategy, or Project Management during the 2025-26 year. A degree concentration is not a requirement of the MBA degree. Students who do not choose to pursue a concentration must complete 9.0 total hours of elective courses from any area to complete degree requirements. Hybrid MBA students who wish to earn a concentration in Business Analytics, Digital Marketing, Finance, Leadership & Strategy, or Project Management must complete 9.0 approved credit hours of electives in the respective area beyond the standard MBA core.

**Business Analytics Concentration**

**Elective Courses Required for the Concentration**

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

Subject	Number	Title	Credit Hours
MGT	4629	Analytics Software Technology (Python)	3.0
MGT	4638	Data-Driven Storytelling for Impact	3.0
MGT	4690	Data Management	3.0

**Digital Marketing Concentration**

**Elective Courses Required for the Concentration**

Hybrid 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**

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

Subject	Number	Title	Credit Hours
FIN	4628	Tactical Asset Allocation & Portfolio Management	3.0
FIN	4630	Financial Modeling & Forecasting	3.0
FIN	4651	Advanced Financial Management	3.0

## **Leadership & Strategy Concentration**

### **Elective Courses Required for the Concentration**

Hybrid 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	4605	Mastering Strategy Execution	3.0
MGT	4608	Contemporary Issues in Leadership	3.0
MGT	4615	The Influential Leader	3.0

## **Project Management Concentration**

### **Elective Courses Required for the Concentration**

Hybrid 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 4115/8315 – The Influential Leader, in lieu of OPS 8722 – Leadership and Change Management. However, if MGT 4115/8315 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.

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, any course materials beyond required textbooks/course packs/articles such as group project materials are the responsibility of the student. 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