

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 to 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	Data-Driven Storytelling for Impact	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

Subject	Number	Title	Credit Hours
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.

Subject	Number	Title	Credit Hours
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, 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