

## 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

Data-Driven Storytelling for Impact	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	

AI for Digital Marketing, Branding, & Strategy

#### 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

