

**Wake Forest University School of Business
2026-27 Graduate Student Handbook Supplement**

**Working Professional Charlotte Hybrid MBA program
Concentration requirements for 2026-27 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 2026-27 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)

<u>Subject</u>	<u>Number</u>	<u>Title</u>	<u>Credit Hours</u>
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)

<u>Subject</u>	<u>Number</u>	<u>Title</u>	<u>Credit Hours</u>
MKT	8710	AI for Digital Marketing, Branding, and Strategy	3.0
MKT	8712	Digital Marketing Research, Journey Mapping, & Consumer Analytics	3.0
MKT	8720	Marketing Analytics & Data Visualization	3.0
MKT	8730	Digital Marketing Tools & Campaign Analytics: SEM, Display, & Retargeting	3.0

Finance 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>
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 2026-27 Academic Calendar dates as of April 2026 are listed below:

Fall 2026

Fall 1: August 31 – October 21
Fall 2: October 26 – December 16

Spring 2027

Spring 1: January 4 – February 24
Spring 2: March 8 – April 28

Summer 2027

Summer 1: May 6 – June 27
Summer 2: July 1 – August 22