

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

**Working Professional Evening MBA program(s)**  
**Concentration requirements for 2026-27 second-year students**

Second-year Evening 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. Evening 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**

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

| Subject | Number    | Title                                  | Credit Hours |
|---------|-----------|----------------------------------------|--------------|
| MGT     | 4129/8129 | Analytics Software Technology (Python) | 3.0          |
| MGT     | 4138/8138 | Data-Driven Storytelling for Impact    | 3.0          |
| MGT     | 4190/8190 | Data Management                        | 3.0          |

**Digital Marketing Concentration**

**Elective Courses Required for the Concentration**

Evening 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     | 8710   | AI Marketing Strategy                         | 3.0          |
| MKT     | 8712   | The AI-Era Consumer Behavior and Research     | 3.0          |
| MKT     | 8720   | AI Marketing Analytics and Data Visualization | 3.0          |
| MKT     | 8730   | Campaign Analytics and the Ad-Tech Reset      | 3.0          |

**Finance Concentration**

**Elective Courses Required for the Concentration**

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

| Subject | Number    | Title                                            | Credit Hours |
|---------|-----------|--------------------------------------------------|--------------|
| FIN     | 4128/8128 | Tactical Asset Allocation & Portfolio Management | 3.0          |
| FIN     | 4130/8130 | Financial Modeling & Forecasting                 | 3.0          |
| FIN     | 4155/8132 | Advanced Financial Management                    | 3.0          |

### **Leadership & Strategy Concentration**

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

Evening 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            | 4105/8105     | Mastering Strategy Execution      | 3.0                 |
| MGT            | 4108/8108     | Contemporary Issues in Leadership | 3.0                 |
| MGT            | 4115/8315     | The Influential Leader            | 3.0                 |

### **Project Management Concentration**

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

Evening 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