

# MASTER OF BUSINESS ADMINISTRATION

# FLEXIBLE ELECTIVE OPTIONS

## CONCENTRATIONS

**MBA students following the Flex MBA format** may choose one of the career focused concentrations to enhance their program. Each concentration requires the completion of fifteen elective credits, and will be noted on your transcript.

### **BUSINESS ANALYTICS** (available Online)

#### **ELECTIVE COURSES (15 CREDITS)**

- BUS ADM 713 Business Forecasting Methods
- BUS ADM 741 Web Mining and Analytics
- BUS ADM 763 Marketing Analytics
- BUS ADM 769 Database Marketing
- BUS ADM 816 Business Intelligence Technologies and Solutions
- BUS MGMT 744 R Programming for Business Analytics\*
- SOC WRK 718 Introduction to SAS Programming\*

\*Students may complete no more than one programming course

### **ENTREPRENEURSHIP**

#### **REQUIRED COURSES (6 CREDITS)**

- BUS ADM 546G Global Innovation Management
- BUS MGMT 713 Entrepreneurship: Venture Creation and Management

#### **ELECTIVE COURSES (9 CREDITS)**

- BUS ADM 544G New Product Development
- BUS ADM 762 Marketing Research
- BUS ADM 765 Strategic Product and Brand Management
- BUS ADM 799 Reading and Research
- BUS ADM 852 Venture Finance
- BUS MGMT 715 Leadership, Team Building, and Effective Management
- BUS MGMT 729 MBA Internship

## FINANCE

### REQUIRED COURSES (12 CREDITS)

BUS ADM 771	Investments
BUS ADM 772	Portfolio Management
BUS ADM 775	Financial Strategy
BUS ADM 778	Financial Institutions and Markets

### ELECTIVE COURSES (3 CREDITS)

BUS ADM 774	Global Financial Management
BUS ADM 779	Fixed Income Securities

## HEALTH CARE MANAGEMENT

### REQUIRED COURSES (12 CREDITS)

BUS ADM 755	Health Care Administration and Delivery Systems
BUS ADM 757	Managed Care and Integrated Health Networks
BUS MGMT 720	Strategic Management in Health Care Organizations
BUS MGMT 727	Health Care Accounting, Law, and Ethics

### ELECTIVE COURSES (3 CREDITS)

BUS ADM 738	Human Resource Management
BUS ADM 759	Seminar in Health Care Management (selected topics)
BUS MGMT 715	Leadership, Teambuilding, and Effective Management

### SUBSTITUTIONS IN THE MBA CORE

Health Care Management students are required to complete BUS MGMT 720 in lieu of BUS MGMT 712 as the capstone course for the MBA program. An additional 3 elective credits will replace BUS MGMT 712.

Students may elect to substitute BUS ADM 766 Marketing for Nonprofit Organizations for BUS MGMT 708 Marketing Strategy: Concepts and Practice (MBA core course).

## MARKETING (available Online)

### REQUIRED COURSES (9 CREDITS)

BUS ADM 762	Marketing Research
BUS ADM 765	Strategic Product and Brand Management
BUS ADM 894	Internet Marketing

### ELECTIVE COURSES (6 CREDITS)

BUS ADM 544G	New Product Development
BUS ADM 761	Seminar in Marketing (current topics)
BUS ADM 763	Marketing Analytics
BUS ADM 764	Buyer Behavior and Marketing Communications
BUS ADM 766	Marketing for Nonprofit Organizations
BUS ADM 769	Database Marketing
BUS ADM 806	International Marketing

## SUPPLY CHAIN MANAGEMENT (available Online)

### COMPLETE THE FOLLOWING FIVE COURSES (15 CREDITS)

BUS ADM 781	Enabling Supply Chains Using SAP
BUS ADM 782	Supply Chain Technology and Simulation
BUS ADM 783	Supply Chain Management
BUS ADM 785	Project Management and Innovative Operations
BUS ADM 786	Business Logistics Management

# ELECTIVES

MBA students following the Flex MBA format have the option to choose **any five courses** from the following to meet their professional or personal needs.

## ANALYTICS \*

- BUS ADM 713 Business Forecasting Methods
- BUS ADM 741 Web Mining & Analytics
- BUS ADM 763 Marketing Analytics
- BUS ADM 769 Database Marketing
- BUS ADM 816 Business Intelligence Technologies & Solutions
- BUS MGMT 744 R Programming for Business Analytics

*\*Choose 4 courses to earn the Business Analytics certificate.*

## ENTREPRENEURSHIP

- BUS ADM 544G New Product Development
- BUS ADM 546G Global Innovation Management
- BUS ADM 737 Managerial Decisions & Negotiations
- BUS ADM 762 Marketing Research
- BUS ADM 765 Strategic Product and Brand Management
- BUS ADM 852 Venture Finance
- BUS MGMT 713 Entrepreneurship: Venture Creation and Management
- BUS MGMT 715 Leadership, Team Building, and Effective Management

## FINANCIAL STRATEGY

- BUS ADM 481G Real Estate Finance
- BUS ADM 725 Strategic Cost Management I
- BUS ADM 751 Analysis of U.S. Business Environment
- BUS ADM 771 Investments
- BUS ADM 772 Portfolio Management
- BUS ADM 774 Global Financial Management
- BUS ADM 775 Financial Strategy
- BUS ADM 778 Financial Institutions and Markets
- BUS ADM 779 Fixed Income Securities
- BUS ADM 852 Venture Finance
- BUS ADM 853 Financial Modeling

## GLOBAL STRATEGY

- BUS ADM 546G Global Innovation Management
- BUS ADM 774 Global Financial Management
- BUS ADM 806 International Marketing
- BUS MGMT 723 Managing & Negotiating Across Cultures
- BUS MGMT 726 Study Abroad: Business Topics

## HEALTH CARE

- BUS ADM 755 Health Care Administration & Delivery Systems
- BUS ADM 757 Managed Care and Integrated Health Networks
- BUS ADM 759 Seminar in Health Care Management (selected topics)
- BUS MGMT 720 Strategic Management in Health Care Organizations
- BUS MGMT 727 Health Care Accounting, Law, and Ethics

## INVESTMENT MANAGEMENT

- BUS ADM 751 Analysis of U.S. Business Environment
- BUS ADM 771 Investments
- BUS ADM 772 Portfolio Management \*\*
- BUS ADM 773 Options and Futures
- BUS ADM 778 Financial Institutions and Markets
- BUS ADM 853 Financial Modeling \*\*

*\*\*Courses count toward IMCP certificate. See advisor for details.*

## ITM

- BUS ADM 741 Web Mining & Analytics
- BUS ADM 811 Process & Workflow Management \*\*\*
- BUS ADM 816 Business Intelligence Technologies & Solutions \*\*\*
- BUS MGMT 732 Enterprise Resource Planning \*\*\*
- BUS MGMT 733 Enterprise Simulation Game \*\*\*
- BUS MGMT 744 R Programming for Business Analytics

*\*\*\*With one additional course, earn the ERP certificate.*

## MANAGEMENT & LEADERSHIP

- BUS ADM 731 Diversity in Organizations
- BUS ADM 737 Managerial Decisions & Negotiations
- BUS ADM 738 Human Resource Management
- BUS MGMT 715 Leadership, Team Building, and Effective Management
- BUS MGMT 723 Managing & Negotiating Across Cultures

## MARKETING STRATEGY

- BUS ADM 544G New Product Development
- BUS ADM 761 Seminar in Marketing (selected topics)
- BUS ADM 762 Marketing Research
- BUS ADM 763 Marketing Analytics
- BUS ADM 764 Buyer Behavior & Marketing Communications
- BUS ADM 765 Strategic Product and Brand Management
- BUS ADM 766 Marketing for Nonprofit Organizations
- BUS ADM 769 Database Marketing
- BUS ADM 806 International Marketing
- BUS ADM 894 Internet Marketing
- BUS MGMT 713 Entrepreneurship: Venture Creation and Management

## SUPPLY CHAIN

- BUS ADM 781 Enabling Supply Chains Using SAP
- BUS ADM 782 Supply Chain Technology and Simulation
- BUS ADM 783 Supply Chain Management
- BUS ADM 785 Project Management and Innovative Operations
- BUS ADM 786 Supply Chain Logistics Management

## MISC.

- BUS ADM 795 Seminar-in-Management (selected topics)
- BUS ADM 799 Reading and Research
- BUS MGMT 724 Accounting for Nonprofit Organizations
- BUS MGMT 726 Study Abroad: Business Topics
- BUS MGMT 729 MBA Internship