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

**ELECTIVE COURSES (9 CREDITS)**
- BUS ADM 544 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.

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 544 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
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

**COST MANAGEMENT + ERP**
- BUS ADM 725 Strategic Cost Management I
- BUS ADM 781 Enabling Supply Chains Using SAP
- BUS ADM 783 Supply Chain Management

**ENTREPRENEURSHIP**
- BUS ADM 544 New Product Development
- BUS ADM 546 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 481 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 546 Global Innovation Management
- BUS ADM 774 Global Financial Management
- BUS ADM 806 International Marketing
- BUS ADM 813 Managing & Negotiating Across Cultures
- BUS MGMT 726 Study Abroad: Business Topics

**HEALTH CARE**
- BUS ADM 544 New Product Development
- 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 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 778 Financial Institutions and Markets
- BUS ADM 853 Financial Modeling

**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
MANAGEMENT & LEADERSHIP

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 544   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