

**MBA CONCENTRATION TRACKS: REQUIREMENTS and ELECTIVES**

SPRING 2021 updated 10/27/2020

| <b>BUSINESS ANALYTICS (BANA) 3 REQUIRED* &amp; CHOOSE 3</b>  |   |           |   |
|--|---|-----------|---|
| ITAO70210  | * Predictive Analytics (Spring)   |           | <b>Choose 3 (cont'd)</b>                                |
| ITAO70220  | * Data Exploration & Visualization (Spring)   | ITAO70450 | Data Acquisition  |
| ITAO70240  | * Data Management (Fall/Spring)   | ITAO70610 | Data Analytics with VBA                                 |
|  | <b>Choose 3</b>   | ITAO70650 | Time Series Forecasting                                 |
| ITAO70200  | Advanced Statistical Inference  | ITAO70730 | Cloud Computing   |
| ITAO70230  | Spreadsheet Decision Modeling   | ITAO70740 | Privacy and Security                                    |
| ITAO70330  | Ethics of Data Analytics  | ITAO70750 | Strategic Business Technology                           |
| ITAO70420  | Sports Analytics  | ITAO70950 | Supply Chain Analytics                                  |
| ITAO70440  | Healthcare Analytics  | MARK70120 | Marketing Analytics                                     |
| <b>BUSINESS LEADERSHIP (BUSL) CHOOSE 4 &amp; 1 &amp; 1</b>   |   |           |   |
|  | <b>Choose 4</b>   |           | <b>Choose 1</b>   |
| MARK70110  | Competitive Growth Strategy   | ITAO70200 | Advanced Statistical Inference                          |
| MGTO70100  | Managerial Decision Making (previously Problem Solving)   | ITAO70230 | Spreadsheet Decision Modeling                           |
| MGTO70200  | Organizational Consulting   | ITAO70920 | International Operations                                |
| MGTO70300  | Judgment  | MARK70100 | Marketing Research                                      |
| MGTO70305  | Business on the Frontlines  | MARK70120 | Marketing Analytics                                     |
| MGTO70310  | International Management  | MGTO70500 | Innovation in Health Care Transformation                |
| MGTO70510  | Innovation and Design   |           | <b>Choose 1</b>   |
| MGTO70560  | Business Model Innovation   | ACCI70120 | Corporate Financial Reporting                           |
| MGTO70620  | Negotiation   | ACCI70200 | Strategic Cost Management                               |
|  |   | ITAO70750 | Strategic Business Technology                           |
| <b>CORPORATE FINANCE (CORP) 2 REQUIRED* &amp; CHOOSE 4</b>   |   |           |   |
| FIN70420   | * Capital Allocation (Spring)   |           | <b>Choose 4 (cont'd)</b>                                |
| FIN70440   | * Financial Policy (Spring)   | FIN70410  | Mergers & Acquisitions Practicum                        |
|  | <b>Choose 4</b>   | FIN70430  | Financing the Corporation                               |
| ACCI70200  | Strategic Cost Management   | FIN70450  | Bond Issue Process                                      |
| FIN70120   | Sports Economics  | FIN70460  | Working Capital Management                              |
| FIN70140   | Economics of Financial Crisis   | FIN70470  | Strategic Finance & Valuation                           |
| FIN70160   | Dynamic Pricing   | FIN70500  | Multinational Financial Management                      |
| FIN70230   | Business Forecasting  | FIN70620  | Options & Futures                                       |
| FIN70400   | Mergers & Acquisitions  | FIN70640  | Applied Investment Mgmt (AIM)**                         |
|  | **If you are accepted into AIM, you are not required to take Equity Valuation. You still must complete six courses from this track. |           |   |
| <b>DIGITAL MARKETING AND MARKETING ANALYTICS (DMMA) CHOOSE 4 &amp; CHOOSE 2 FROM EITHER DMMA OR MART</b> |   |           |   |
| MARK70100  | Marketing Research  | MARK70500 | Digital Marketing                                       |
| MARK70120  | Marketing Analytics   | MARK70510 | Applied Digital Marketing                               |
| MARK70350  | Customer Valuation & Management   | MARK70600 | Social Media Strategy                                   |
| MARK70360  | Pricing Strategy  |           |   |
| <b>INNOVATION &amp; ENTREPRENEURSHIP (INEN) CHOOSE ANY 6</b>   |   |           |   |
| FIN70640   | Seed Investor Practicum   | MGTO70520 | Entrepreneurship  |
| MARK70110  | Competitive Growth Strategy   | MGTO70530 | Intro to Early Stage Funding                            |
| MARK70450  | New Products Development  | MGTO70540 | Launching New Ventures                                  |
| MBGRxxxx   | Venture Capital/Start-up Immersion  | MGTO70550 | Social Innovation                                       |
| MGTO70505  | Strategic Foresight   | MGTO70555 | Venture Capital Fundamentals                            |
| MGTO70510  | Innovation & Design   | MGTO70560 | Business Model Innovation                               |
| MGTO70512  | Innovation to Action  |           |   |
| <b>INVESTMENTS (INVE) 3 REQUIRED* &amp; CHOOSE 3</b>   |   |           |   |
| FIN70610**   | * Equity Valuation (Fall & Spring)  |           | <b>Choose 3 (cont'd)</b>                                |
| FIN70650   | * Fixed Income Securities I (Fall)  | FIN70470  | Strategic Finance & Valuation                           |
| FIN70670   | * Investments (Fall)  | FIN70620  | Options & Futures                                       |
|  | <b>Choose 3</b>   | FIN70710  | Real Estate Val & Income Property Inv                   |
| FIN70140   | Economics of Financial Crisis   | FIN70980  | Private Equity  |
| FIN70160   | Dynamic Pricing   | FIN70990  | Behavioral Finance                                      |
| FIN70640   | Applied Investment Mgmt (AIM)**   | FIN70640  | Seed Investor Practicum                                 |
|  | **If you are accepted into AIM, you are not required to take Equity Valuation. You still must complete six courses from this track. |           |   |
| <b>MARKETING (MART) CHOOSE 4 &amp; CHOOSE 2 FROM EITHER DMMA OR MART</b>                                 |   |           |   |
| MARK60500  | Integrated Marketing Communication  | MARK70300 | Brand Strategy  |
| MARK60550  | Consumer Behavior   | MARK70450 | New Products Development                                |
| MARK70100  | Marketing Research  | MARK70501 | Advertising Management                                  |
| MARK70110  | Competitive Growth Strategy   |           |   |
| <b>STRATEGY (STRG) CHOOSE ANY 6</b>  |   |           |   |
| ACCI70120  | Corporate Financial Reporting   | MARK70110 | Competitive Growth Strategy                             |
| ACCI70200  | Strategic Cost Management   | MARK70300 | Brand Strategy  |
| FIN70230   | Business Forecasting  | MARK70350 | Customer Valuation & Management                         |
| FIN70400   | Mergers & Acquisitions  | MGTO70100 | Managerial Decision Making (previously Problem Solving) |
| FIN70430   | Financing the Corporation   | MGTO70200 | Organizational Consulting                               |
| FIN70440   | Financial Policy  | MGTO70300 | Judgment  |
| ITAO70230  | Spreadsheet Decision Modeling   | MGTO70305 | Business on the Frontlines                              |
| ITAO70750  | Strategic Business Technology   | MGTO70500 | Innovations in Health Care Transformation               |
| ITAO70920  | International Operations  | MGTO70510 | Innovation & Design                                     |
| ITAO70910  | Project Management  | MGTO70520 | Entrepreneurship  |
| ITAO70930  | Lean Six Sigma  | MGTO70620 | Negotiation   |
| MARK70100  | Marketing Research  | MGTO70512 | Innovation to Action                                    |
| <b>SUPPLY CHAIN MANAGEMENT (SCOM) 2 REQUIRED* &amp; CHOOSE 4</b>   |   |           |   |
| ITAO70920  | * International Operations (Fall)   |           | <b>Choose 4 (cont'd)</b>                                |
| ITAO70950  | * Supply Chain Analytics (Fall)   | ITAO70750 | Strategic Business Technology                           |
|  | <b>Choose 4</b>   | ITAO70910 | Project Management                                      |
| ACCI70220  | Strategic Cost Management   | ITAO70930 | Lean Six Sigma  |
| ITAO70210  | Predictive Analytics  | ITAO70960 | Sourcing & Procurement                                  |
| ITAO70230  | Spreadsheet Decision Modeling   | MGTO70620 | Negotiation   |