



Master of Business Administration Fall 2020/Spring 2021/Fall 2021 3 Semesters (45 Credits)

There are two MBA tracks:

Fall start: fall/spring/fall — December graduation

Spring start: spring/fall/spring — May graduation

3 — Required Non-Credit Courses:

MGMT 7230	Professional Development Workshop I	Fall	W 2-3:50 p.m.
MGMT 7240	Professional Development Workshop II	Spring	

11 — Required 3 Credit Courses:

MGMT 6100	Foundations of Data Science	Fall	T/F 8-9:20 a.m.
MGMT 7740	Accounting for Reporting and Control	Fall	M/Th 6-7:20 p.m.
MGMT 6040	Talent Management	Fall	T/F 2-3:20 p.m.
MGMT 6580	Marketing High Tech Products	Fall	T 6-8:50 p.m.
MGMT 7730	Economics & Institutions	Fall	T/F 12-1:20 p.m.
MGMT 6840	Practicum in Management	Fall	T/F 4-5:20 p.m.
MGMT 7030	Strategy, Technology and Competition	Spring	M/Th 2-3:20 p.m.
MGMT 6020	Financial Management I	Spring	
MGMT 6140	Managing Digitization & Transformation	Spring	
MGMT 6330	Operations & Supply Chain Management	Spring	

Choose one of:

MGMT 6060	Business Implications of Emerging Technologies	Fall	M/Th 4-5:20 p.m.
MGMT 6620	Introduction to Principles of Technological Entrepreneurship	Spring	

4 — Electives:

A concentration consists of 4 courses (12 credits). Concentration courses are offered in fall and spring terms annually. See MBA Concentration Summary below for specific courses. Suggested MBA concentration options include:

Business Analytics	Finance	Management Information Systems
Marketing — New Product Development	Supply Chain Management	Technological Entrepreneurship

MBA Concentration Summary:

Business Analytics

The business analytics concentration, like a major, focuses on using information to develop business insights and influence decision-making in organizations. This provides a strong foundation in analytical modeling and statistical methods as well as skills in data management. It provides hands-on experience through industry projects in applying these skills in data and model driven decision-making in domains such as marketing, supply chain management, healthcare, and finance.

All students in the business analytics concentration must take:

MGMT 6560	Introduction to Machine Learning Applications	F, S	M/Th 4:00 – 5:20 p.m.
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Choose three (3) from an evolving list of related electives, as approved by the adviser.

Sample courses include:

ARTS 4870	Creative Data Design		
MGMT 6570	Advanced Data Resource Management	F, S	M/Th 2-3:30 p.m & T/F 12-1:30 p.m.
MGMT 6460	Modeling & Optimization	F,S	M/Th 7:30-8:50 p.m.
ISYE 6961	Data Analytics Research Lab	F	
CSCI 6100	Machine & Computational Learning	F	M/Th 4-5:50 p.m.
CSCI 6390	Data Mining	F	T/F 10-11:50 a.m.
MGMT 6962	Marketing Analytics	S	
MGMT 6720	Internet Marketing	S	
MGMT 6160	Applied Analytics and Predictive Modeling	S	
ITWS 6600	Data Analytics	S	
COMM 6880	Interactive Data Visualization	U-Summer	

Finance

The finance elective set prepares students for a career path in corporate finance and for careers in financial services. The special finance challenges in high-tech industries are explored as well as the impact of technology on financial markets and the financial manager in modern corporations. Students following the finance concentration may elect two paths: investments or corporate finance. The investments option focuses on financial markets and securities, including stocks, bonds, and derivatives. Students taking this option learn about decision-making such as portfolio choices, making markets in securities, and analyzing non-standard forms of investments. The corporate finance option should be pursued by students who are interested in working and making decisions within firms. This option deals with financing and investment (real and financial) decisions within business entities such as corporations, sole proprietorship, partnerships or a limited liability corporation.



All students in the finance concentration must take:

MGMT 6430	Financial Statement Analysis	S	
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Students can elect one of the two concentration options: Investments or Corporate Finance. Select three courses from one of the options below:

Investments Option

MGMT 6240	Financial Trading and Investing	F	M/Th 2-3:20 p.m.
MGMT 6370	Options, Futures and Derivatives Markets	F	M/Th 7:30-8:50 p.m.
MGMT 6410	Quantitative Asset Management	S	
MGMT 6961	Student Managed Investment Fund	S	

Corporate Finance Option

MGMT 6380	Advanced Corporate Finance	F	M/Th 12-1:50 p.m.
MGMT 6370	Options, Futures and Derivatives Markets	F	M/Th 7:30-8:50 p.m.
MGMT 6410	Quantitative Asset Management	S	
MGMT 6250	Fixed Income Securities	S	
ECON 6340	Behavioral Financial Economics	F	M/Th 10-11:50 a.m.

Management Information System

The MIS concentration, like a major, focuses on the use of information technology for value creation in new and established firms. This concentration equips students with the perspectives and skills to understand the role of IT in organizations, to identify opportunities for IT-enabled business innovations, and to design, develop, and deliver the technology infrastructures that enable firms to effectively use IT for value creation.

The MIS concentration courses adopt an interdisciplinary approach that integrates technical concepts with business concepts to enable students to develop the knowledge, perspectives and skills needed for a career in information systems. Students develop the capability to understand business requirements and translate them into technology needs and the skills to design and implement application systems, databases and web based systems. They also develop critical proficiency in areas such as project management and team-based development.

Select four courses from one of the options below:

MGMT 4150	IT Project Management (4 credits)	S	
MGMT 6090	Enterprise IT Integration	F (Not offered in Fall 2020)	
MGMT 6570	Advanced Data Resource Management	F,S	M/Th 2-3:30 p.m. & T/F 12-1:30 p.m.
MGMT 6080	Networks, Innovation and Value Creation	F	T/F 4-5:20 p.m.
MGMT 6720	Internet Marketing	S	

Marketing – New Product Development

This elective set is available to students interested in a career path in new product development or in marketing and product management, and is geared toward the special challenges associated with developing and marketing high-tech products. Students focus their attention on understanding the links between a product's design, and the manufacturing and selling/marketing efforts necessary for achieving successful product/market development, commercialization, and management throughout the life cycle.

Select four courses from one of the options below:

MGMT 6800	Consumer Behavior and Product Design	F	M/Th 10-11:20 a.m.
MGMT 6530	Making Business Happen	F	
MGMT 6540	Marketing Communications and Branding Strategy	S	
MGMT 6550	Marketing Research	F	M/Th 12-1:20 p.m.
MGMT 6720	Internet Marketing	S	
MGMT 6690	Negotiation	S	

Supply Chain Management

The supply chain management concentration, like a major, focuses on the design and management of supply chains in manufacturing and service industries. This concentration equips students with the perspectives and skills to design supply chains, develop strategies to optimize supply chain operations, and identify opportunities for deploying IT to create effective demand fulfillment capabilities in firms.

Select four courses from the options below:

ISYE 4220	Optimization Algorithms and Applications	S	
ISYE 6600	Design of Manufacturing System Supply Chains	F/S	M/Th 4-5:20 p.m.
MGMT 6460	Modeling and Optimization	F	M 7:30-8:50 p.m.
MGMT 6090	Enterprise IT Integration	F (Not Offered in Fall 2020)	
MGMT 6080	Networks, Innovation, and Value Creation	F	T/F 4-5:20 p.m.
MGMT 6490	Competitive Advantage and Operations Strategy	F	F 12-2:50 p.m.

Technological Entrepreneurship

The technological entrepreneurship concentration has been developed for students who have an interest in new venture creation by starting their own company. Students following the technological entrepreneurship concentration may elect to take courses focused on entrepreneurship and related topics. These courses cover subjects associated with founding a new



business entity, often referred to as a start-up. Students may elect to draw from a number of electives that best suits their academic and career objectives.

Students choosing this option must take:

MGMT 6620	Introduction to Principles of Technological Entrepreneurship	S	
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Select three courses from the options below.

MGMT 6640	Invention, Innovation and Entrepreneurship	F	T/F 2-3:30 p.m.
MGMT 6690	Negotiation	S	
MGMT 6260	Entrepreneurial Finance	S	
MGMT 6530	Making Business Happen	S	
MGMT 6630	Starting Up A New Venture	S	
MGMT 6670	Practicum in Technological Entrepreneurship	S (Not offered in Spring 2021)	