

Executive MBA Concentrations - 2017

Success in careers and in challenging environments requires both depth and breadth. These optional concentrations offer the opportunity to gain depth in **one** of four specific areas: finance, marketing, and strategy and leadership, or strategy and entrepreneurship. *They will not be listed on your diploma but will be referenced on your transcript and can be listed on your resume.*

To achieve a concentration you are required to take a minimum of 12 credits in the specified area.

Finance Concentration *Required	Marketing Concentration *Required
MBA 778 Corporate Financial Strategy*	MBA 747 Marketing Strategy*
MBA 789 Mergers And Acquisitions*	MBA 760 Pricing*
MBA 792A Investments*	MBA 748A Marketing Analytics*
MBA 782A Advanced Valuation*	MBA 766 Global Brand Strategy*
MBA 733 Financial Statement Analysis Highly Recommended	MBA 826 Consulting
MBA 781A Corporate Rivalry & Competitive Games	MBA 754A Innovation And Design Thinking
MBA 796 Global Financial Markets	MBA 847 Sales Management

Strategy and Leadership		Strategy and Entrepreneurship
MBA 829 Strategy In High Velocity Markets	Required For Both Concentrations	MBA 829 Strategy In High Velocity Markets
MBA 827 Strategic Modeling and Business Dynamics	Required For Both Concentrations	MBA 827 Strategic Modeling and Business Dynamics
MBA 842 New Ventures - Discovery	Required For Entrepreneurship Concentration	MBA 842 New Ventures - Discovery
MBA 841 New Ventures - Launch	Required For Entrepreneurship Concentration	MBA 841 New Ventures - Launch
MBA 835 Intro To Entrepreneurship	Highly Recommended For Entrepreneurship Concentration	MBA 835 Intro To Entrepreneurship
MBA 754A Innovation and Design Thinking	Highly Recommended For Entrepreneurship Concentration	MBA 754A Innovation and Design Thinking
MBA 840 Managerial Decision Making	Optional For Either Concentration	MBA 840 Managerial Decision Making
MBA 826 Consulting**	Optional For Either Concentration	MBA 826 Consulting**
MBA 822 Negotiations	Optional For Either Concentration	MBA 822 Negotiations
MBA 834 Leveraging Human Capital for Global Competiveness	Optional For Either Concentration	MBA 834 Leveraging Human Capital for Global Competiveness
MBA 823 Leading in the Middle	Optional For Either Concentration	MBA 823 Leading in the Middle
MBA720 Technology Strategy and Business Innovation	Optional For Either Concentration	MBA720 Technology Strategy and Business Innovation
MBA 861 Global Leadership	Optional For Either Concentration	MBA 861 Global Leadership
MBA 718 Global Supply Chain	Optional For Either Concentration	MBA 718 Global Supply Chain
MBA 709A Global Operations Strategy	Optional For Either Concentration	MBA 709A Global Operations Strategy

****GEL, STAR, or STAR-Global may be substituted for the Consulting course for the Concentration requirement (2 credits only).**