

Full-Time MBA Program Concentrations

Full-time MBA (FTMBA) students should choose to complete a functionally-based Concentration. The FTMBA has six concentrations – Accounting, Corporate Finance, Investments, Marketing Management, Brand Management, and Supply and Value Chain Management. The six Concentrations are described below.

ACCOUNTING

Goal: To prepare students for careers in financial analysis with professional services firms or other accounting-related careers. Students in the accounting concentration will develop a tailored course plan specific to their intended career path in consultation with MBA and/or MAc program faculty.

The student must complete 9 credits from the following:

ACCT 70270 Financial Reporting Research (1.5 credits)
ACCT 70303 Taxation of Business Entities (3 credits)
ACCT 70510 Valuation (1.5 credits)
ACCT 70153 Financial Statement Analysis (3 credits)
ACCT 70013 Advanced Financial Reporting (3 credits)*

*ACCT 70013 must be taken prior to or concurrently with ACCT 70153 unless the student has an accounting undergraduate degree or has taken an extensive number of accounting courses.

AND 6 credits from the following:

Any of the ACCT courses above not taken
ACCT 70020 Strategic Cost Analysis (1.5 credits)
FINA 70543 Advanced Financial Management (3 credits)
FINA 70533 Portfolio Management (3 credits)
FINA 70563 International Finance (3 credits)
FINA 70520 Risk Management and Financial Engineering (1.5 credits)
FINA 70420 Options and Futures Markets (1.5 credits)
FINA 70513 Security Analysis (3 credits)
FINA 70583 Topics in Applied Financial Analysis I (3 credits) OR
FINA 70593 Topics in Applied Financial Analysis II (3 credits)

AND 15 additional credits from any MBA elective

Total elective credits = 30

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CORPORATE FINANCE

Goal: To provide students with a firm understanding of the financial techniques that should be employed when evaluating potential corporate projects.

The student must complete 19.5 credits as specified below:

Year 1: Fall Semester (1.5 credits):

FINA 70010 Financial Management II (1.5 credits)

Year 1: Spring Semester (6 credits):

ACCT 70013 Advanced Financial Reporting (3 credits)*

FINA 70420 Options and Futures Markets (1.5 credits)

FINA 70520 Risk Management and Financial Engineering (1.5 credits)

*ACCT 70013 must be taken prior to ACCT 70153 unless the student has an accounting undergraduate degree or has taken an extensive number of accounting courses. If the student does not take ACCT 70013, then ACCT 70153 could be taken in the Spring Semester of Year 1 rather than in the Spring Semester of Year 2.

Year 2: Fall Semester (Choose 6 of the following credits):

FINA 70563 International Finance (3 credits)

FINA 70513 Security Analysis (3 credits)

FINA 70533 Portfolio Management (3 credits)

FINA 70523 Financial Modeling (3 credits)

Year 2: Spring Semester (6 credits):

ACCT 70153 Financial Statement Analysis (3 credits)

FINA 70543 Advanced Financial Management (3 credits)

AND 4.5 additional credits from any MBA or MAc elective (7.5 additional credits if the student does not take ACCT 70013).

Total elective credits = 30

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INVESTMENTS

Goal: To provide students with a firm understanding of risk, return, and related valuation concepts.

The student must complete 25.5 credits as specified below:

Year 1: Fall Semester (1.5 credits):

FINA 70010 Financial Management II (1.5 credits)

Year 1: Spring Semester (6 credits):

FINA 70583 Topics in Applied Financial Analysis I (3 credits)

FINA 70420 Options and Futures Markets (1.5 credits)

FINA 70520 Risk Management and Financial Engineering (1.5 credits)

Year 2: Fall Semester (Choose 6 of the following credits)

FINA 70533 Portfolio Management (3 credits)

FINA 70513 Security Analysis (3 credits)

FINA 70183 Educational Investment Fund (3 credits) (See Note 1 below)

FINA 70523 Financial Modeling (3 credits)

Year 2: Spring Semester (6 credits)

ACCT 70013 Advanced Financial Reporting (3 credits) (See Note 2 below)

ACCT 70153 Financial Statement Analysis (3 credits)

AND 6 credits from the following (if not already taken and counted above):

FINA 70193 Educational Investment Fund (3 credits) (See Note 1 below)

FINA 70470 Real Estate Finance (1.5 credits)

FINA 70570 Real Estate Investment Analysis (1.5 credits)

FINA 70543 Advanced Financial Management (3 credits)

FINA 70593 Topics in Applied Financial Analysis II (3 credits)

FINA 70523 Financial Modeling (3 credits)

AND 4.5 additional credits from any MBA or MAc elective (7.5 additional credits if the student does not take ACCT 70013).

Total elective credits = 30

Note 1: Enrollment in the Educational Investment Fund (EIF) is a two-semester commitment. Both FINA 70183 and FINA 70193 must be taken in successive semesters to receive credit for the EIF.

Note 2: ACCT 70013 must be taken prior to or concurrently with ACCT 70153 unless the student has an accounting undergraduate degree or has taken an extensive number of accounting courses.

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MARKETING MANAGEMENT

Goal: To prepare students for integrating a customer-focused perspective into the strategic management of the organization, and for the responsibilities of managing the marketing function of a unit or firm, including capabilities for both strategic and tactical decisions. The Marketing Management concentration consists of a total of 18 hours; overall, the student should complete 30 hours of electives..

The Department of Marketing highly recommends that every student pursuing a Marketing Management concentration take the following courses (7.5 credits):

- MARK 70010 Marketing Issues and Problems (1.5 credits), Fall
- MARK 70110 Marketing Analytics (1.5 credits), Spring
- MARK 70770 Marketing Research (1.5 credits), Spring
- MARK 70120 Customer Insights (1.5 credits), Spring
- MARK 70800 Marketing Strategy (1.5 credits), Fall

The Department of Marketing recommends completing at least 10.5 credit hours (i.e., seven courses) from the following list of courses (the typical semester a course is offered is noted):

- MARK 70720 New Product Development (1.5 credits), Fall
- MARK 70750 International Marketing (1.5 credits), Spring
- MARK 70970 Marketing Research Applications (1.5 credits), Spring
- MARK 70730 Brand Management (1.5 credits), Fall
- MARK 70200 Customer Relationship Marketing (1.5 credits), Fall
- MARK 70970 Persuasion and Influence (1.5 credits), Fall
- MARK 70970 Social Media and Content Marketing (1.5 credits), Fall
- MARK 70130 Creativity and Innovation (1.5 credits), Fall
- MARK 70140 Managing Service Excellence (1.5 credits), Spring
- MARK 70303 Field Project in Managing Products and Brands (3 credits), Spring
- MARK 70970 Digital Marketing (1.5 credits), Spring

7000-level MARK courses offered during Winter Intersession or May Term (1.5 credits each)
[Note that Full-Time MBA students are limited to two of these courses; PMBA students are limited to four].

In addition, 12 credits should be taken from any MBA or MAc elective.

The ideal sequence for the five recommended courses is:

Year 1: Fall Semester (1.5 credits):

MARK 70010 Marketing Issues and Problems (1.5 credits), 7W3

Year 1: Spring Semester (4.5 credits):

MARK 70110 Marketing Analytics (1.5 credits), 8W1

MARK 70770 Marketing Research (1.5 credits), 8W2

MARK 70120 Customer Insights (1.5 credits), 8W2

Year 2: Fall Semester (6 credits):

MARK 70800 Marketing Strategy (1.5 credits), 8W2

4.5 additional hours of MARK courses

Year 2: Spring Semester (1.5 credits):

Six hours of MARK courses

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BRAND MANAGEMENT

Goal: To prepare students for the responsibilities of managing a product or brand, with a special emphasis on brand management for a consumer packaged-goods company. The Brand Management concentration consists of 19.5 credits; overall, the student should complete 30 hours of electives.

The Department of Marketing highly recommends that every student pursuing a Brand Management concentration take the following courses in the order specified (the sequence is important):

Year 1: Fall Semester (1.5 credits):

MARK 70010 Marketing Issues and Problems (1.5 credits), 7W3

Year 1: Spring Semester (4.5 credits):

MARK 70110 Marketing Analytics (1.5 credits), 8W1

MARK 70770 Marketing Research (1.5 credits), 8W2

MARK 70120 Customer Insights (1.5 credits), 8W2

Year 2: Fall Semester (6 credits):

- MARK 70720 New Product Development (1.5 credits), 8W1
- MARK 70200 Customer Relationship Marketing (1.5 credits), 8W2
- MARK 70730 Brand Management, (1.5 credits), 8W2
- MARK 70130 Creativity and Innovation (1.5 credits), 8W1

Year 2: Spring Semester (4.5 credits):

- MARK 70970 Marketing Research Applications (1.5 credits), 8W1
- MARK 70303 Field Project in Managing Products and Brands (3 credits) Spring (full semester)
[please note that MARK 70303 has the following prerequisites: MARK 70110, 70720 and 70730]

AND 3 credits from the following (can be taken any term; the typical semester a course is offered is noted):

- MARK 70140 Managing Service Excellence (1.5 credits), Spring
- MARK 70800 Marketing Strategy (1.5 credits), Fall
- MARK 70750 Persuasion and Influence (1.5 credits), Fall
- MARK 70970 Social Media and Content Marketing (1.5 credits), Fall
- MARK 70750 International Marketing (1.5 credits), Spring
- MARK 70970 Digital Marketing (1.5 credits), Spring

In addition, 10.5 credits should be taken from any MBA or MAc elective.

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SUPPLY AND VALUE CHAIN MANAGEMENT

Goal: To prepare students to work in the area of Supply and Value Chain Management at firms with extensive supply, materials, and distribution management activities. Firms in service or manufacturing, retailing, and transportation industries, as well as major consulting and technology companies, are potential employers for supply and value chain graduates.

The student must complete 18 credits as specified below:

Year 1: Spring Semester (3 credits)

- INSC 70630 Demand Forecasting Management (1.5 credits)
- INSC 70650 Strategic Sourcing and Procurement (1.5 credits)

Year 2: Fall Semester (6 credits)

- INSC 70620 Supply Chain Information Tools and Technologies (1.5 credits)
- INSC 70610 Logistics and Transportation (1.5 credits)

INSC 70430 Supply Chain Operations Management (1.5 credits)
INSC 70640 Global Supply Chain Management (1.5 credits)

Year 2: Spring Semester (4.5 credits)

INSC 71003 Project Management (3 credits)
INSC 70660 Supply and Value Chain Strategy (1.5 credits)

AND 3 credits from the following:

INSC 71020 Six Sigma Green Belt for Managers (1.5 credits)
ACCT 70020 Strategic Cost Analysis (1.5 credits)
FINA 70563 International Finance (3 credits)
MANA 70610 Essentials of Negotiation (1.5 credits)
MANA 70760 Transformational Leadership (1.5 credits)
MARK 70720 New Product Development (1.5 credits)
MARK 70140 Managing Service Excellence (1.5 credits)
MARK 70200 Customer Relationship Marketing (1.5 credits)
MARK 70750 International Marketing (1.5 credits)

AND 12 credits from any MBA or MAc elective

Total elective credits = 30

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