

**MBA & International MBA
Concentration Requirements
2009-2010**

COURSE #	COURSE TITLE	PREREQUISITES	CREDITS	QUARTER	COMPLETED
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Accounting Concentration Courses16

Requires a minimum of 16 credits in advisor-approved Accounting courses

Customized Concentration Courses16

Requires a minimum of 16 credits in advisor-approved concentration courses. Examples listed below.

Individualized, Applied Communications, Bioenterprise, Environmental Policy & Management, Geographic Information Systems, Human Resource Management & Development, Managerial Leadership, Not-For-Profit Management, Organizational Training & Development, Social Entrepreneurship, Sport & Entertainment Management, Strategic Management, Technology Management.

Finance Concentration Courses16

Choose a minimum of four courses from the following:

FIN 4200	Financial Investments and Markets	FIN 4630 & STAT 4610	4	_____	_____
FIN 4320	Securities Analysis and Valuation	FIN 4200	4	_____	_____
FIN 4330	Portfolio Management	FIN 4200	4	_____	_____
FIN 4410	Financial Planning and Analysis	FIN 4630	4	_____	_____
FIN 4420	Capital Expenditure Analysis	FIN 4630	4	_____	_____
FIN 4500	Financial Modeling	FIN 4200	4	_____	_____
FIN 4610	Multinational Finance	FIN 4630	4	_____	_____
FIN 4700	Finance Seminar – Topics Vary	Varies	4	_____	_____
FIN 4710	Marsico Investment Fund I	Instructor permission	4	_____	_____
FIN 4720	Marsico Investment Fund II	FIN 4710	4	_____	_____
FIN 4800	Organized Walk Down Wall Street	FIN 4630	4	_____	_____
FIN 4860	Risk Management	FIN 4200 & FIN 4500	4	_____	_____
FIN 4870	Strategic Finance	FIN 4410	4	_____	_____
FIN 4885	External Finance	FIN 4410	4	_____	_____
FIN 4890	Fixed Income Analysis	FIN 4200	4	_____	_____

Innovation and Entrepreneurship Concentration Courses16

Choose a minimum of four courses from the list below:

EVM 4350	Business Feasibility		4	_____	_____
EVM 4351	Planning the New Venture		4	_____	_____
EVM 4700	Real Business: Cases in Entrepreneurship		4	_____	_____
EVM 4710	Leading Innovation		4	_____	_____
EVM 4___	EVM Elective		4	_____	_____
ITEC 4700	e-Business Entrepreneurship		4	_____	_____
ITEC 4488	Project Management		4	_____	_____

Information Technology Concentration Courses.....16

Choose a minimum of four courses from the list below:

Business Information Technology Courses

ITEC 4477	Database Driven Websites		4	_____	_____
ITEC 4475	Enterprise Intelligence		4	_____	_____
ITEC 4476	Process Analysis & Design		4	_____	_____
ITEC 4488	Project Management		4	_____	_____

Data Warehousing & Business Intelligence Courses

ITEC 4475	Enterprise Intelligence		4	_____	_____
ITEC 4377	Intro to Business Intelligence		4	_____	_____
ITEC 4378	Data Warehousing	ITEC 4377	4	_____	_____
ITEC 4379	Applied Business Intelligence	ITEC 4377	4	_____	_____

Software Engineering Courses

ITEC 4477	Database Driven Websites		4	_____	_____
ITEC 4476	Process Analysis & Design		4	_____	_____
ITEC 4486	Information Technology Management	ITEC 4476	4	_____	_____
ITEC 4488	Project Management		4	_____	_____

Management Concentration Courses.....16

Requires a minimum of 16 credits in advisor-approved Management courses

_____				_____	_____
_____				_____	_____
_____				_____	_____

Marketing Concentration Courses.....16

Choose a minimum of four courses from the list below:

Customer Experience Management Courses

MKTG 4810	Marketing Communications	MKTG 4610	prereq or coreq	4	_____	_____
MKTG 4220	Intro to Customer Experience Management			4	_____	_____
MKTG 4640	Services Marketing	MKTG 4610	prereq or coreq	4	_____	_____
MKTG 4240	CEM Audit	MKTG 4220		4	_____	_____

Integrated Marketing Communication Courses

MKTG 4810	Marketing Communications	MKTG 4610	prereq or coreq	4	_____	_____
MKTG 4820	Brand Communication Strategies	MKTG 4810		4	_____	_____
MKTG 4850	IMC Campaign	MKTG 4820		4	_____	_____
MKTG 4_____	MKTG Elective (approved by program director in advance)			4	_____	_____

Integrated Marketing Strategy Courses

Choose two courses from the following:

MKTG 4510	Concepts of Buyer Behavior	MKTG 4610	prereq or coreq	4	_____	_____
MKTG 4530	Marketing Research	MKTG 4610		4	_____	_____
MKTG 4550	Marketing Planning	MKTG 4520 OR (MKTG 4610 and FIN 4630)		4	_____	_____
MKTG 4500	Integrative Marketing Strategy	MKTG 4520 OR (MKTG 4610 and FIN 4630)		4	_____	_____

Choose two courses from the following:

MKTG 4520	Measuring Mktg Plans & Strategies	MKTG 4610	prereq or coreq	4	_____	_____
MKTG 4630	International Marketing	MKTG 4610	prereq or coreq	4	_____	_____
* IMBA Students: MKTG 4630 may only be selected as concentration course if not selected as IMBA core course						
MKTG 4640	Services Marketing	MKTG 4610	prereq or coreq	4	_____	_____
MKTG 4660	Sports Marketing	MKTG 4610	prereq or coreq	4	_____	_____
MKTG 4670	Competitive Marketing Strategies	MKTG 4610	prereq or coreq	4	_____	_____
MKTG 4_____	Marketing Elective (approved by program director in advance)			4	_____	_____

Supply Chain Management Courses

MKTG 4360	Transportation Systems			4	_____	_____
MKTG 4370	Logistics Management			4	_____	_____
MKTG 4375	Strategic Sourcing			4	_____	_____
MKTG 4380	Supply Chain Management	MKTG 4370		4	_____	_____
MKTG 4706	Demand Planning			4	_____	_____
MKTG 4707	Performance in a Production Environment			4	_____	_____

Real Estate and Construction Management Concentration Courses.....16

Choose a minimum of four courses from the list below:

Construction Management Courses

CMGT 4405	Residential Construction Systems		4	_____	_____
CMGT 4410	Commercial Construction Systems	CMGT 4405	4	_____	_____
CMGT 4420	Construction Estimating	CMGT 4410	4	_____	_____
CMGT 4480	Construction Project Management	CMGT 4410	4	_____	_____

Real Estate Courses

REAL 4407	Income Property Finance		4	_____	_____
REAL 4007	Computer Appl. for R.E. Analysis	REAL 4407	4	_____	_____

In addition, choose two courses from the following:

REAL 4477	Income Property Investment	REAL 4007, REAL 4417	4	_____	_____
REAL 4417	Income Property Appraisal	REAL 4407	4	_____	_____
REAL 4467	Commercial Development & Feasibility Analysis	REAL 4007	4	_____	_____
REAL 4800	NAIOP Challenge	Permission of Instructor	4	_____	_____

Values Based Leadership Concentration Courses.....16

Choose a minimum of four courses from the list below:

LGST 4198	E-Commerce Law & Ethics		4	_____	_____
LGST 4700	International Law		4	_____	_____
LGST 4740	Science & Mgmt of Organizational Ethics		4	_____	_____
LGST 4760	CEOs & Corporate Governance		4	_____	_____
LGST 4765	Creating & Leading Ethical Organizations		4	_____	_____
LGST 4775	The Leader's Compass		4	_____	_____
LGST 4780	Leadership, Teams & Values		4	_____	_____
LGST 4790	Family Business Law and Ethics		4	_____	_____
LGST 4XXX	Advisor-approved elective		4	_____	_____

Additional Information:

For detailed academic policy information, refer to Graduate Student Handbook. An overall GPA of 3.0 is required for graduation. Electives must be graduate (4000-level) courses. Concentration course substitutions must be approved in advance by appropriate department.

Program requirements are subject to change without notice.

7.08.09