

MASTER OF BUSINESS ADMINISTRATION, ONLINE

Requirements

Code Title Credits

The following is an overview of the requirements of the online MBA program for students with a business background. Students with non-business undergraduate degrees or students who do not have the prerequisites should take 42 credit hours / 14 courses (that includes core courses).

Code	Title	Credits
Subject Areas		21
ACCT 6500	Accounting Information for Decision-Making	
DATA 6100	Fundamentals of Analytics	
FNCE 6500	Stakeholder Value	
MGMT 6500	Leadership	
MGMT 6503	Legal and Ethical Environment of Business	
MGMT 6584	Global Competitive Strategy	
MKTG 6500	Customer Value	
Concentration/Electives		15
Total Credits		36

Analytics Concentration

Code Title Credits

Select five courses from the following: 15

DATA 5400	Applied Business Statistics ¹	
DATA 5405	Python Fundamentals ¹	
DATA 6500	Leading with Analytics	
DATA 6510	Data Warehousing and Visualization	
DATA 6520	Analytics Consulting and Strategy	
DATA 6530	Statistics and Forecasting	
DATA 6540	Business Intelligence and Data Storytelling	
Total Credits		15

Students who complete this online MBA may also receive a Graduate Certificate in Business Intelligence.

¹ Required as one of the five analytics courses unless passed via test-out exam. If tested out, any of the other courses may count towards the fifth course requirement.

Cybersecurity Concentration

Code Title Credits

Prerequisites

DATA 5400	Applied Business Statistics ¹	
DATA 5405	Python Fundamentals ²	

Required Courses 6

SWEG 5427	Operating Systems and Programming	
SWEG 5530	Introduction to Information Security	

Electives 9

Select three courses from the following:

SWEG 5335	Digital Forensics	
SWEG 5417	Security Management	
SWEG 6404	Network Security	
SWEG 6530	Applications and Data Security	
SWEG 6599	Ethical Hacking	

Total Credits 15

¹ Course is waived if prerequisite is met.

² Required unless passed via test-out exam. If tested out, any of the other courses may count towards the second course requirement.

Finance Concentration

Code Title Credits

Prerequisites

DATA 5400	Applied Business Statistics ¹	
FNCE 5400	Principles of Finance ¹	

Required Courses 6

FNCE 6530	Corporate Finance	
FNCE 6540	Investment Analysis	

Electives 9

Choose any three of the below (or two if FNCE 5400 is needed).

FNCE 6545	Portfolio Management	
FNCE 6555	International Financial Management	
FNCE 6560	Global Financial Markets and Institutions	
FNCE 6565	Derivative Securities	
FNCE 6570	Fixed Income Securities	
FNCE 6575	Capital Budgeting	
FNCE 6580	Financial Risk Management	
FNCE 6900	Contemporary Topics Seminar	

Total Credits 15

¹ Course is waived if prerequisite is met.

Marketing Concentration

Code Title Credits

Prerequisites

DATA 5400	Applied Business Statistics ¹	
MKTG 5400	Marketing Management ¹	

Required Courses 6

MKTG 6510	Advanced Consumer Behavior for Managers	
MKTG 6520	Research for Marketing Insights and Decisions	

Electives 9

Select three courses from the following:

MKTG 6535	Strategic Brand Management	
MKTG 6560	Category Management and Shopper Insights ²	
MKTG 6570	Digital Marketing and Analytics ²	
MKTG 6580	Multivariate Analysis for Consumer Insights ²	
MKTG 6583	Pricing Strategies and Analytics ²	

Total Credits 15

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¹ Course is waived if prerequisite is met.

² Course is applicable for the specialization in Marketing Analytics. To earn this specialization, students must take, in addition to MKTG 6520 Research for Marketing Insights and Decisions, two other courses applicable to the specialization.