



## Neeley School of Business

### ACCL- MBA Curriculum

**Core Classes**            **13.5 hours**

**Electives Classes**       **22.5 hours**

**36 hours**

## **CORPORATE FINANCE**

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

### **Complete 16.5 credits as specified below:**

		<b>Credit Hours</b>	<b>Semester Offered</b>	<b>Term Expected</b>
<b>Year 1</b>				
FINA 70010	Financial Management II	1.5	Fall	8W2
FINA 70420	Options and Futures Markets	1.5	Spring	8W1
FINA 70520	Risk Management and Financial Eng	1.5	Spring	8W2
<b>Year 2</b>				
FINA 70513	Security Analysis	3	Fall	REG
FINA 70523	Financial Modeling	3	Fall	REG
ACCT 70153	Financial Statement Analysis	3	Spring	REG
FINA 75543	Advanced Financial Management	3	Spring	REG

**AND 6 additional credits from any MBA or MAc elective**

**Total elective credits = 22.5**



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<u>Electives Classes</u>	<b>22.5 hours</b>
	<b><u>36 hours</u></b>

## INVESTMENTS

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

### Complete 19.5 credits as specified below:

		<u>Credit Hours</u>	<u>Semester Offered</u>	<u>Term Expected</u>
<b>Year 1</b>				
FINA 70010	Financial Management II	1.5	Fall	8W2
FINA 70583	Topics in Applied Financial Analysis I	3	Spring	REG
FINA 70420	Options and Futures Markets	1.5	Spring	8W1
FINA 70520	Risk Management and Financial Eng	1.5	Spring	8W2
<b>Year 2</b>				
FINA 70513	Security Analysis	3	Fall	REG
FINA 70183*	Educational Investment Fund I	3	Fall	REG
FINA 70523	Financial Modeling	3	Fall	REG
ACCT 70153	Financial Statement Analysis	3	Spring	REG

### Or complete 3 credits from the following (if not already taken):

		<u>Credit Hours</u>	<u>Semester Offered</u>	<u>Term Expected</u>
FINA 70193	Educational Investment Fund II	3	Spring	REG
FINA 70470	Real Estate Finance & Investment I	1.5	Fall	8W1
FINA 70570	Real Estate Finance & Investment II	1.5	Fall	8W2
FINA 70543	Advanced Financial Management	3		REG
FINA 70593	Topics in Applied Financial Analysis II	3	Spring	REG
FINA 70523	Financial Modeling	3	Spring	REG

\*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.

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	<b><u>36 hours</u></b>

## **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 12 credits; overall, the student should complete 30 hours of electives.

### **Complete 10.5 credits as specified below:**

		<b>Credit Hours</b>	<b>Semester Offered</b>	<b>Term Ex- pected</b>
<b>Year 1</b>				
MARK 70010	Marketing Issues and Problems	1.5	Fall	8W2
MARK 70110	Marketing Analytics	1.5	Spring	8W1
MARK 70120	Customer Insights	1.5	Spring	8W2
<b>Year 2</b>				
MARK 70720	New Product Development	1.5	Fall	8W1
MARK 70770	Marketing Research	1.5	Fall	8W1
MARK 70730	Brand Management	1.5	Fall	8W2
MARK 70200	Customer Relationship Marketing	1.5	Spring	8W1
MARK 70210	Analytics for Innovation	1.5	Spring	8W2

### **AND complete 1.5 credits from the following:**

		<b>Credit Hours</b>	<b>Semester Offered</b>	<b>Term Ex- pected</b>
MARK 70800	Marketing Strategy	1.5	Fall	
MARK 70710	Design Thinking	1.5	Inter	MIN
MARK 70970	Social Media and Content Marketing	1.5	Fall	8W1
MARK 70970	Special Topics in Marketing	1.5	Spring	

**AND 18 additional credits from any MBA elective**

**Total elective credits = 30**



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	<b><u>36 hours</u></b>

### **SUPPLY CHAIN MANAGEMENT**

Goal: To prepare students to work in Supply 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.

#### **Complete 18 credits as specified below:**

		<b>Credit Hours</b>	<b>Semester Offered</b>	<b>Term Ex- pected</b>
<b>Year 1</b>				
INSC 70630	Demand Forecasting Management	1.5	Spring	8W2
INSC 70650	Strategic Sourcing and Procurement	1.5	Spring	8W1
<b>Year 2</b>				
INSC 70620	Supply Chain Info Tools and Tech	1.5	Fall	8W1
INSC 70610	Logistics and Transportation	1.5	Fall	8W2
INSC 70430	Supply Chain Operations Management	1.5	Fall	
INSC 70640	Global Supply Chain Management	1.5	Fall	8W2
INSC 71003	Project Management	3	Spring	REG
INSC 70660	Supply and Value Chain Strategy	1.5	Spring	8W2

#### **AND complete 3 credits from the following:**

		<b>Credit Hours</b>	<b>Semester Offered</b>	<b>Term Ex- pected</b>
INSC 71020	Six Sigma Green Belt for Managers	1.5	Spring	8W2
ACCT 70020	Strategic Cost Analysis	1.5		
FINA 70563	International Finance	3	Fall	REG
MANA 70610	Essentials of Negotiation	1.5	Spring	8W1-2
MANA 70760	Transformational Leadership	1.5	Fall	8W2
MARK 70720	New Product Development	1.5	Fall	8W1
MARK 70140	Managing Service Excellence	1.5	Spring	
MARK 70200	Customer Relationship Marketing	1.5	Fall	8W2
MARK 70750	International Marketing	1.5	Spring	

#### **AND 1.5 additional credit from any MBA elective**

**Total elective credits = 22.5**