



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:

		Credit Hours	Semester Offered	Term Expected
Year 1				
FINA 70010	Financial Management II	1.5	Fall	8W2
ACCT 70013*	Advanced Financial Reporting	3	Spring	REG
FINA 70420	Options and Futures Markets	1.5	Spring	8W1
FINA 70520	Risk Management and Financial Eng	1.5	Spring	8W2
Year 2				
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

*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.

AND 6 additional credits from any MBA or MAc elective

Total elective credits = 22.5



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<u>Core Classes</u>	13.5 hours
<u>Electives Classes</u>	22.5 hours
	<u>36 hours</u>

INVESTMENTS

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

Complete 22.5 credits as specified below:

		<u>Credit Hours</u>	<u>Semester Offered</u>	<u>Term Expected</u>
Year 1				
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
Year 2				
FINA 70513	Security Analysis	3	Fall	REG
FINA 70183*	Educational Investment Fund I	3	Fall	REG
FINA 70523	Financial Modeling	3	Fall	REG
ACCT 70013**	Advanced Financial Reporting	3	Spring	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.

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

Total elective credits = 22.5



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

Complete 10.5 credits as specified below:

		Credit Hours	Semester Offered	Term Ex- pected
Year 1				
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
Year 2				
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:

		Credit Hours	Semester Offered	Term Ex- pected
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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	<u>36 hours</u>

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:

		Credit Hours	Semester Offered	Term Ex- pected
Year 1				
INSC 70630	Demand Forecasting Management	1.5	Spring	8W2
INSC 70650	Strategic Sourcing and Procurement	1.5	Spring	8W1
Year 2				
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:

		Credit Hours	Semester Offered	Term Ex- pected
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