



## Neeley School of Business

### FTMBA Curriculum 2023 – 24

Core Classes            **24 hours**

Electives Classes    **30 hours**

**54 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:

		<u>Credit Hrs.</u>	<u>Semester Offered</u>	<u>Term Expected</u>
<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 Engineering	1.5	Spring	8W2
<b>Year 2</b>				
FINA 70513	Security Analysis	3	Fall	REG
ACCT 70153	Financial Statement Analysis	3	Fall	REG
FINA 70523	Financial Modeling	3	Spring	REG
FINA 75543	Advanced Financial Management	3	Spring	REG

**AND 13.5 additional credits from any MBA or MAc electives**

**Total elective credits = 30**



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<b>FTMBA Curriculum 2023 – 24</b>	
<b>Core Classes</b>	<b>24 hours</b>
<b>Electives Classes</b>	<b>30 hours</b>
	<b><u>54 hours</u></b>

## INVESTMENTS

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

### Complete 16.5 credits as specified below:

		<b>Credit Hrs.</b>	<b>Semester Offered</b>	<b>Term Expected</b>
<b>Year 1</b>				
FINA 70010	Financial Management II	1.5	Fall	8W2
FINA 70583	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
ACCT 70153	Financial Statement Analysis	3	Fall	REG
FINA 70523	Financial Modeling	3	Spring	REG

### AND complete 9 credits from the following (if not already taken):

		<b>Credit Hrs.</b>	<b>Semester Offered</b>	<b>Term Expected</b>
FINA 70183*	Educational Investment Fund I	3	Spring/Summer	REG
FINA 70193	Educational Investment Fund II	3	Summer/Fall	REG
FINA 70470	Real Estate Finance & Investment I	1.5	Fall	8W1
FINA 70570	Real Estate Finance & Investment II	1.5	Fall	8W2
FINA 70970	Investment Practicum	3	Spring	REG
FINA 70970	Advanced Financial Analysis	3	Fall/Spring	REG
FINA 75543	Advanced Financial Management	3	Spring	REG
FINA 70593	Financial Analysis II	3	Spring	REG

\*Students must apply and be accepted to enroll in the Educational Investment Fund (EIF) courses. The EIF course is designed to be a two-semester commitment. Students must take FINA 70183 and FINA 70193 in successive semesters to receive credit for the EIF.

### **AND 4.5 additional credits from any MBA or Mac electives.**



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## FTMBA Curriculum 2023 – 24

Core Classes            **24 hour**

Electives Classes      **30 hour**

**54 hour**

### **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 hrs. of electives.

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

		<b>Credit Hrs.</b>	<b>Semester Expected</b>	<b>Term Expected</b>
<b>Year 1</b>				
MARK 60010	Marketing Management	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 70210	Analytics for Innovation	1.5	Spring	8W2

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

		<b>Credit Hrs.</b>	<b>Semester Expected</b>	<b>Term Expected</b>
MARK 70760	Services Marketing Strategy	1.5	Fall	8W1
MARK 70710	Design Thinking	1.5	Inter	MIN
MARK 70200	Customer Relationship Marketing	1.5	Spring	8W1
MARK 70970	Social Media and Content Marketing	1.5	Fall	8W1
BUSI 70970	Power & Influence	1.5	Fall	8W2

**AND 18 additional credits from any MBA electives.**



## 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 15 credits as specified below:

		<b>Credit Hrs.</b>	<b>Semester Offered</b>	<b>Term Expected</b>
<b>Year 1</b>				
INSC 60600	Supply Chain Concepts	1.5	Fall	8W2
INSC 70650	Strategic Sourcing and Procurement	1.5	Spring	8W1
INSC 70630	Demand Forecasting Management	1.5	Spring	8W2
<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 70640	Global Supply Chain Management	1.5	Fall	8W2
INSC 71003	Project Management	3	Spring	REG
INSC 70430	Supply Chain Operations Management	1.5	Spring	8W1
INSC 70660	Supply and Value Chain Strategy	1.5	Spring	8W2

### AND complete 3 credits from the following:

		<b>Credit Hrs.</b>	<b>Semester Offered</b>	<b>Term Expected</b>
INSC 60070	Data Visualization	1.5	Fall/Spring	8W1/8W2
INSC 71020	Six Sigma Green Belt for Managers	1.5	Spring	8W2
INSC 70970	Machine Learning for Business	1.5	Spring	8W1
INSC 71050	Leading Supply Chains	1.5	Spring	8W1
INSC 70970	Supply Chain Analytics	1.5	Fall/Spring	8W2
INSC 70970	Service Operations	1.5	Spring	8w1
MANA 70610	Essentials of Negotiation	1.5	Spring	8W1/8W2
MANA 70760	Transformational Leadership	1.5	Fall	8W2
MARK 70720	New Product Development	1.5	Fall	8W1

### **AND 12 additional credits from any MBA electives.**