Concentrations

Full-time MBA (FTMBA) students should choose to complete a functionally-based concentration. The FTMBA has five concentrations – Corporate Finance, Investments, Marketing Management, Brand Management and Supply and Value Chain Management. The five concentrations are described below.

CORPORATE FINANCE

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

The student must complete **16.5 credits as specified below:**

**Year 1: Fall Semester (1.5 credits):**
FINA 70010 Financial Management II (1.5 credits) *

**Year 1: Spring Semester (3 credits):**
FINA 70420 Options and Futures Markets (1.5 credits)
FINA 70520 Risk Management and Financial Engineering (1.5 credits)

* ACCT 70010 is a prerequisite for all finance electives

**Year 2: Fall Semester (Choose 6 of the following credits):**
FINA 70563 International Finance (3 credits)
FINA 70513 Security Analysis (3 credits)
FINA 70533 Portfolio Management (3 credits)
FINA 70523 Financial Modeling (3 credits)

**Year 2: Spring Semester (6 credits):**
ACCT 70153 Financial Statement Analysis (3 credits)
FINA 70543 Advanced Financial Management (3 credits)

AND 4.5 additional credits from any MBA or MAc elective (7.5 additional credits if the student does not take ACCT 70013).

Total elective credits = 30

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

The student must complete 22.5 credits as specified below:

Year 1: Fall Semester (1.5 credits):
FINA 70010 Financial Management II (1.5 credits)

Year 1: Spring Semester (6 credits):
FINA 70583 Topics in Applied Financial Analysis I (3 credits)
FINA 70420 Options and Futures Markets (1.5 credits)
FINA 70520 Risk Management and Financial Engineering (1.5 credits)

Year 2: Fall Semester (Choose 6 of the following credits)
FINA 70533 Portfolio Management (3 credits)
FINA 70513 Security Analysis (3 credits)
FINA 70183 Educational Investment Fund (3 credits) (See Note 1 below)
FINA 70523 Financial Modeling (3 credits)

Year 2: Spring Semester (6 credits)
ACCT 70153 Financial Statement Analysis (3 credits)

AND 3 credits from the following (if not already taken and counted above):
FINA 70193 Educational Investment Fund (3 credits) (See Note 1 below)
FINA 70470 Real Estate Finance (1.5 credits)
FINA 70570 Real Estate Investment Analysis (1.5 credits)
FINA 70543 Advanced Financial Management (3 credits)
FINA 70593 Topics in Applied Financial Analysis II (3 credits)
FINA 70523 Financial Modeling (3 credits)

AND 4.5 additional credits from any MBA or MAc elective (7.5 additional credits if the student does not take ACCT 70013).

Total elective credits = 30

Note: 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.
**Goal:** To prepare students for integrating a customer-focused perspective into the strategic management of an organization, and for the responsibilities of managing a product, brand or unit of a firm. This includes both strategic and tactical decisions. The student must complete 16.5 credits as specified below:

**Year 1: Spring Semester (4.5 credits):**
- MARK 70110 Marketing Analytics (1.5 credits) Spring
- MARK 70770 Marketing Research (1.5 credits) Spring
- MARK 70120 Customer Insights (1.5 credits) Spring

**Year 2: Fall Semester (Choose 6 of the following credits):**
- MARK 70720 New Product Development (1.5 credits)
- MARK 70730 Brand Management (1.5 credits)
- MARK 70710 Design Thinking (1.5 credits)
- MARK 70390 Social Media and Content Marketing
- MARK 70970 Special Topics in Marketing

**Year 2: Spring Semester (Choose 6 of the following credits):**
- MARK 70303 Field Project in Managing Products and Brands (1.5 credits)
- MARK 70200 Customer Relationship Management
- MARK 70210 Analytics for Innovation
- MARK 70970 Special Topics in Marketing

Marketing courses offered in Maymester and intercession also count toward this emphasis.

**AND 13.5 credits from any MBA or MAc elective**
**Total elective credits = 30**

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**SUPPLY AND VALUE CHAIN MANAGEMENT**

**Goal:** To prepare students to work in the area of Supply and Value 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.

**The student must complete 18 credits as specified below:**

**Year 1: Spring Semester (3 credits)**
- INSC 70630 Demand Forecasting Management (1.5 credits)
- INSC 70650 Strategic Sourcing and Procurement (1.5 credits)
Year 2: Fall Semester (4.5 credits)

INSC 70620 Supply Chain Information Tools and Technologies (1.5 credits)
INSC 70610 Logistics and Transportation (1.5 credits)
INSC 70640 Global Supply Chain Management (1.5 credits)
INSC 70430 Supply Chain Operations Management (1.5 credits)

Year 2: Spring Semester (4.5 credits)

INSC 71003 Project Management (3 credits)
INSC 70660 Supply and Value Chain Strategy (1.5 credits)

AND 3 credits from the following:

INSC 71020 Six Sigma Green Belt for Managers (1.5 credits)
ACCT 70020 Strategic Cost Analysis (1.5 credits)
FINA 70563 International Finance (3 credits)
MANA 70610 Essentials of Negotiation (1.5 credits)
MANA 70760 Transformational Leadership (1.5 credits)
MARK 70720 New Product Development (1.5 credits)
MARK 70140 Managing Service Excellence (1.5 credits)
MARK 70200 Customer Relationship Marketing (1.5 credits)
MARK 70750 International Marketing (1.5 credits)

AND 12 credits from any MBA or MAc elective

Total elective credits = 30