Emphases

Students in both the FTMBA and PMBA programs may elect to complete an industry-based emphasis. The five available emphasis areas are Business Consulting, Entrepreneurship, Real Estate, Health Care and Energy. Some emphases may not be available in both the FTMBA and PMBA programs. The five emphasis areas are described below.

CONSULTING

**Goal:** To prepare students for careers as business consultants who can provide consulting services for a broad range of business activities.

**The student must complete 9 credits as specified below:**

- MANA 70773 Consulting Applications (N&A, 3 credits), 1st Year
- MANA 70870 Practice and Profession of Consulting (1.5 credits), 2nd Year
- INSC 71000 Project Management (3 credits), 2nd Year

**AND 3 credits from the following:**

- MANA 70760 Transformational Leadership (1.5 credits)
- MANA 70740 Managing Conflict for Results (1.5 credits)
- MARK 70770 Marketing Research (1.5 credits)

ENTREPRENEURSHIP

**Goal:** To prepare students for careers as entrepreneurs by developing their abilities to recognize and evaluate opportunities, acquire resources, create enterprises, and manage entrepreneurial organizations.

**The student must complete 9 credits as specified below:**

- MANA 70513 Venture Ideas (3 credits)
- MANA 70523 New Venture Planning (3 credits)

**AND 3 credits from the following:**

- ACCT 70153 Financial Statement Analysis (3 credits)
- FINA 70543 Advanced Financial Management (3 credits)
- MANA 70610 Essentials of Negotiation (1.5 credits)
- MARK 70720 New Product Development (1.5 credits)
HEALTH CARE

**Goal:** To prepare students for careers in the health care field by developing their understanding of the U.S. health care system at the firm, industry, and public policy levels.

**The student must complete 6 credit hours as specified below:**

A minimum of 3.0 credits from courses taught at TCU
- MANA 72140 Health Care in the U.S. (1.5 credits)
- INSC 72470 Health Care Improvement Science (1.5 credits)
- BUSI 72460 Health Care Markets (1.5 credits)
- MARK 70710 Design Thinking

A maximum of 3.0 credit hours may be selected from the following courses taught at UNT Health Science Center
- BUSI 70970 Special Problems:
  - Health Finance (3 credits)
  - Health Economics (3 credits)
  - Health Services Management (3 credits)
  - Health Insurance and Managed Care (3 credits)
  - Biomedical Aspects of Health Disparities (3 credits)