# Core Curriculum

## Fall Semester
- **BUSI7110** Financial Analysis
  Integrated course combining financial accounting and corporate finance
- **BUSI7120** Quantitative Analysis for Business Decisions
  Integrated course in statistical methods and management science
- **BUSI7130** Strategic Analysis and the Competitive Environment
  Integrated course covering business strategy and the external environment in a global context.
- **BUSI7140** Organizational Leadership & Change
  Integrated course covering aspects of individual and group behavior and assessment in organizations, effective team building, and leading organizations through change.
- **BUSI 7980** Integrated Business Project and Case Analysis
  Final Capstone Course that integrates knowledge gained from MBA classes and applies that knowledge to address actual business problems.

## Spring Semester
- **BUSI7210** Marketing and Consumer Theory
  Course combining elements of the economics of demand theory and marketing management. Includes advanced pricing topics and the competitive environment.
- **BUSI 7220** Operations and Information Technology for Competitive Advantage
  The structure of business operations and the role that IT plays in formulating and implementing strategies for competitive advantage.
- **BUSI 7230** Cost Analysis and Systems
  Integrates production and cost theory from economics with managerial and cost accounting theory and systems.

# Elective Options

## Fall Semester
- **BUAL6610** Predictive Modeling II
  Basic Data mining techniques including neural networks, decision trees, clustering algorithms, linear programs, text and web mining in business settings.
- **BUAL6650** Big Data I
  Managing, governing, extracting, merging, and preparing large data sets for analysis using real data.
- **FINC6510** Multinational Financial Management
  Advantages and problems associated with the modern multinational corporation, including analysis of currency risk, hedging, and political risk.
- **FINC7620** Advanced Real Estate Finance
  Study of real estate markets including regulatory and legal issues, valuation of income producing property, financing sources, corporate real estate, and investment performance measurement.

## Spring Semester
- **BUAL6600** Predictive Modeling I
  Introduction to linear models including multiple linear regression and model building in business decision making and applications.
- **BUAL6660** Big Data II
  Advanced topics in big data management, with emphasis on loading and cleansing the data for analysis.
- **FINC6670** Mergers, Acquisitions, and Restructuring
  Strategic analysis of corporate restructuring including valuation methods, control issues, takeover defense measures, and diversification issues.
- **FINC7650** Applied Financial Management
  The integration of financial theory with practice through spreadsheets, case analysis, company analysis, and current topics in finance.
FINC7640  Advanced Investments
Types of investment securities, regulation and operation of securities markets, and the theory and practice of investments.
Available in Summer Semester

FINC6680  Financial Engineering
Theory and pricing of derivative securities with emphasis on applying derivative securities in corporate financial risk management.

ISMN6040  Advanced Business Data Communications
Experienced-based class building on domain knowledge of prerequisites; gives personal and team experience in data communications technology and networks.

ISMN6870  Business Intelligence Applications
Key tasks, tools, techniques, and methodologies supporting the application of business intelligence systems in organizations.

ISMN6370  Project Management
Tools and techniques of information technology project management, including leading project management software
Available in Summer Semester

ISMN6650  Advanced Object-Oriented and Internet Programming
Fundamentals of developing object-oriented, component-based, and internet business applications.

ISMN6270  Current Issues in Information Systems
Topical by semester; allows students to become familiar with issues such as emerging technologies, vertical portals, and the role of information systems in industry.

ISMN6280  Informational Systems Architecture in the Small and Medium-Sized Enterprise
An expose into the current business applications of open source software

ISMN7830  Advanced Database Management Systems Projects
Database management systems using database methodologies to support business applications, including requirements for distributed databases.

ISMN6380  Social Media as a Tool for Business Strategy
Learn how to use social media as a tool to integrate business processes and enhance business performance.

SCMN7700  Demand Management Fulfillment
The management of logistical processes related to the fulfillment of supply chain requirements

MKTG7326  Advertising and Promotion Strategy
Managerial perspective of the marketing communication process.
Distance MBA Only, Available in Summer Semester

MKTG7350  Services Marketing
Examination of marketing in service industries and implementation of service marketing strategies.

MKTG7326  Advertising and Promotion Strategy
Managerial perspective of the marketing communication process.
Distance MBA Only, Available in Summer Semester

MKTG7376  Sales Management
In-depth study of sales management strategy and tactics
Distance MBA Only, Available in Summer Semester