

FULL-TIME
MBA
CURRICULUM GUIDE

FALL 2024 ADMITS

The Full-Time MBA program has 54 course credits.

Curriculum is subject to change.

	Semester	Curriculum 28 required credits and 26 elective credits	Term
Year One	Fall	BUSM 602 Introduction to Financial Accounting BUSM 604 Managerial Economics and Public Policy BUSM 606 Data Driven Decision Making BUSM 758J Financial Management I	A
	Total: 14 required credits	BUSM 600 Leadership and Teamwork BUSM 612 Marketing Management BUSM 758P Financial Management II	B
	Spring	BUSM 624 Operations Management BUSM 761 Data Mining and Predictive Analytics One Elective	C
	Total: 6 required credits 6 - 8 elective credits	BUSM 614 Strategic Management Two - Three Electives	D
Year Two	Fall	BUSM 621 Digital Transformation in Business Two - Three Electives	A
	Total: 4 required credits 8 - 10 elective credits	BUSM 616 Managerial Accounting Two - Three Electives	B
	Spring	BUSM 626 The Global Economic Environment Two - Three Electives	C
	Total: 4 required credits 8 - 10 elective credits	BUSM 758Z Integrative Capstone Two - Three Electives	D

Full-Time MBA Specializations

Specializations are built through offerings of electives and thus may be subject to change. Specific terms are noted in parenthesis.

AI & Business Strategy

BUSM 758A AI in Business Strategy (D)
BUSM 758R Foundations of AI (C)
BUSM 758T Financial Institutions in the Era of FinTech and AI (B)
BUSM 758V Designing AI Systems (A)
BUSM 758W Marketing in the Age of AI (B)
BUSO 731 Social Media and Web Analytics (B; Course Request Required)

Entrepreneurship and Innovation

BUSM 706 Innovation & Product Development (B)
BUSM 758F New Venture Financing (D)
BUSM 758M Entrepreneurship and New Ventures (C)
BUSM 798C Tech & Entrepreneurship (A)

Finance

BUSM 733 Valuation in Corporate Finance (C)

BUSM 735 Financial Strategy for Corporations (D)

BUSM 738A Mayer Fund (A, B, C & D)

BUSM 758I Advanced Financial Modeling and Equity Analysis (D)

BUSM 758S Investments (A)

BUSM 758T Financial Institutions in the Era of FinTech and AI (B)

Marketing

BUSM 701 Marketing Research Methods (C)

BUSM 702 Consumer Behavior (D)

BUSM 706 Innovation & Product Development (B)

BUSM 715 Digital Marketing (A)

BUSM 758W Marketing in the Age of AI (B)

Sustainability (Updated 11/13/25)

BULM756 Supply Chain Strategy (B)

BULM 758F Sustainable Supply Chain Management (A)

BULM758N Introduction to Supply Chain Sustainability (C)

BULM 758P Policy and Legal Context for Sustainability (B)

***BULM758Z** Strategic Management with a Sustainable Mindset (A)

***BUSI758E/BUSO758E** Sustainability: Economics and Strategy (C)

** Students may earn credit for either **BULM758Z** or **BUSI758E/BUSO758E**, but not both.*

Supplemental Elective Options

BUSM 750 Project Management (C)

BUSM 754 Comparative & Collaborative Negotiation (B)

BUSM 758N Managing Change (A)

BUSM 762 Decision Analytics (D)

BUSM 775 Global Strategy (D)

BUSM 788B/G/J/W Global Business Trek (B & C; travel during Winter Break)