

BUSINESS ADMINISTRATION, P.M.B.A.

Degree Requirements (48 Hours)

Coursework (27 Hours)

Course	Title	Credits
ACCT 728	Financial Accounting	3
ACCT 729	Managerial Accounting	3
MGSC 711	Quantitative Methods in Business	3
ECON 720	Managerial Economics	3
FINA 760	Financial Policies	3
MBAD 702	Strategic Management	3
MGMT 770	Competing Through People	3
MGSC 791	Operations Management	3
MKTG 701	Marketing Management	3
Total Credit Hours		27

Elective Courses in the Moore School of Business (21 Hours)

These electives are chosen from a number of approved elective offerings of the Moore School of Business.

International Business Concentration

To complete the international business concentration, students are required to take four of their seven electives in international business. One of these electives must be IBUS 750, a course which requires travel and study abroad. an offshore learning experience.

International Business Concentration

The international business specialization develops skills in doing business across national boundaries and diverse cultures. Course offerings include a study abroad experience to learn firsthand how business is conducted in other countries, international management, international finance and foreign legal systems. To complete the international business concentration, students are required to take four of their seven electives in international business. One of these electives must be IBUS 750, a course which requires a study abroad experience.

Finance Concentration

An emphasis in finance will prepare students for senior positions in financial service industries such as banking and investment management firms, as well as corporate finance positions. Finance courses provide a core set of skills in financial modeling, valuation, mergers and acquisitions, risk management, financial reporting and analysis.

Course	Title	Credits
FINA 761	Advanced Financial Management	3
FINA 762	Investment Management	3
Select two of the following:		6
FINA 737	Derivative Products and Analysis	
FINA 746	Risk Management	
FINA 756	Financial Statement Analysis	
FINA 765	Management of Financial Institutions	
FINA 767	Real Estate Finance	
FINA 770	Fixed-Income Securities	

FINA 773	Project Finance	
FINA/MGMT 780	Entrepreneurial Finance and the Dynamics of Emerging Ventures	
IBUS 701	International Financial Management	
IBUS 735	International Mergers and Acquisitions	
Total Credit Hours		12

Innovation and Entrepreneurship Concentration

The innovation and entrepreneurship concentration focuses on providing PMBA students with the skills and competencies needed to excel in the following areas:

- developing and launching new ventures, whether as standalone entities or as new businesses within established corporations
- managing and funding small businesses and scalable new ventures
- directing the development of new products and services
- ensuring that appropriate strategies are in place to protect/appropriate the value associated with these new ideas and initiatives

Course	Title	Credits
Select four of the following:		12
IBUS 709	International Intellectual Property Management	
IBUS 790	Specialized Study in International Business	
MGMT 733	Strategic Management of Technology and Innovation	
MGMT 775	Competitive Strategy Analysis	
MGMT 776	Strategic Planning	
MGMT 777	Innovation and New Venture Analysis	
MGMT 778	Small Business Management	
MGMT/FINA 780	Entrepreneurial Finance and the Dynamics of Emerging Ventures	
MGSC 779	Innovation and Design	
MGSC 772	Project Management	
Total Credit Hours		12

Marketing Concentration

Marketing managers must see customers, products and services as assets. The PMBA Marketing Concentration builds skills in marketing strategy, research and consumer behavior. Courses in customer relationship management/datamining and internet marketing are also offered.

Course	Title	Credits
Select four of the following:		12
MKTG 702	Marketing Research	
MKTG 704	Consumer Behavior	
MKTG 705	Marketing Communications	
MKTG 707	Product and Branding Policies	
MKTG 708	Customer Relationship Management and Data Mining	
MKTG 712	Topics in Marketing Thought and Practice	
MKTG 715	Pricing Strategy and Analysis	
MKTG 717	Fundamentals of Marketing Analytics	
MKTG 718	Social and Digital Media Strategies for Businesses	
MKTG 719	Business to Business Marketing	

MKTG 720	Sales: Process, People and Performance
Total Credit Hours	12

Human Resources Management Concentration

Four courses are to be selected from the following list. Not all courses will be available at all times. Electives targeting Human Resource Management include:

Course	Title	Credits
Select four of the following:		12
MGMT 701	Human Resources and the Global Firm	
	or IBUS 717 Managing Cross-border Teams	
MGMT 718	Management of Human Resources	
MGMT 719	Management of Compensation	
MGMT 720	Staffing	
MGMT 722	Labor Relations	
MGMT 726	Human Resource and Business Strategy	
MGMT 730	Consulting and Organizational Development in MNCs	
MGMT 731	Negotiations	
MGMT 772	Employee and Leadership Development	
IBUS 742	Organizational Misconduct	
BADM 790	Special Topics in Business	
	or IBUS 790 Specialized Study in International Business	
Total Credit Hours		12

Note: While all courses listed count toward the HRM concentration, for those committed to pursuing a career in HRM we strongly encourage taking three of the following four courses: MGMT 718, MGMT 720, MGMT 726 and MGMT 772.

P.M.B.A. Banking Track

The banking track of the Professional MBA program is designed for students and graduates of several graduate schools of banking. Students in the banking track take 13 courses (the 9 core courses and 4 electives).