

BUSINESS ADMINISTRATION, FULL-TIME MBA

The two-year Full-Time MBA program spans four semesters and requires the completion of 61 credit hours. The curriculum is structured to include knowledge core courses, a data literacy course sequence, two intensive immersion courses, an impact capstone course, and elective courses.

The knowledge core courses, conducted over the first two semesters in six-week sessions, lay a foundational understanding of all functional business disciplines. This program offers a comprehensive view of the interrelationships across various business disciplines and their integration in managing successful organizations.

The data literacy course sequence enhances students' ability to interpret and apply insights from big data, recognize data limitations, and gather small, targeted data sets to rapidly and precisely address critical questions. This sequence includes courses in statistics and analytics, an advanced data interpretation course, and two area-specific data core courses in finance and strategy.

The intensive immersion courses, comprising a global immersion course and an experiential leadership course, occur just before the spring semester of the first year and at the beginning of the fall semester of the second year, respectively. During the impact capstone, a semester-long course in the fall of the second year, students work in teams to tackle real strategic business problems for corporate clients. This course leverages students' problem-solving skills across various business disciplines, allowing students to apply these skills to real-world business issues.

In their second year, students complete elective courses, through which they can earn concentrations or specializations in business analytics, finance, strategy & marketing, and/or energy & sustainability.

- Accounting and Taxation (ACCN, TAXN)
- Business and Law (LGST, MCOM)
- Energy (ENRG)
- Finance and Economics (FINE, ECON)
- Management (MGMT)
- Management Science (MGSC)
- Marketing (MKTG)

In addition, two required career development courses help students identify appropriate career goals, conduct an effective job search and enhance their careers after graduation. A grade of pass in both non-credit career development courses is a requirement for graduation.

Requirements Curriculum

An outline of the Freeman School's full-time MBA program, completed in two years over four semesters, follows:

Course ID	Title	Credits
Year 1		
Fall Semester		
First Seven Weeks		
ACCN 6000	Financial Accounting	2
FINE 6010	Economics for Managers	2
MCOM 6000	Corporate Communications	2
MGSC 6010	Introduction to Business Statistics	2
Second Seven Weeks		
FINE 6030	Managerial Finance	2
MGMT 6000	Strategy	2
MGMT 6010	Managing People	2
MGSC 6030	Analytics for Managers	2
Full Semester		
CDMA 6010	Career Development I	0
Spring Semester		

Intensive Immersion		
MGMT 7030	Sustainability in a Dynamic Global World	2
First Seven Weeks		
ACCN 6010	Managerial Accounting	2
MGSC 6040	Supply Chain and Operations Management	2
MKTG 6000	When Data Lie	2
MKTG 6010	Marketing Management	2
Second Seven Weeks		
FINE 6040	Financial Models for Business Decisions	2
LGST 6000	Essentials of Business Law	2
MGMT 6090	Data-Driven Strategic Management	2
Full Semester		
Elective		3
Year 2		
Fall Semester		
Intensive Immersion		
MGMT 7000	Leading for Success	2
Full Semester		
MGMT 7020	Impact Capstone	3
CDMA 6020	Career Development II	0
Electives		9
Spring Semester		
Electives		12
Total Credit Hours		61

Concentrations & Specializations

The Freeman School offers a variety of concentrations and specializations for full-time MBA students. While no concentration or specialization is required, this option allows students to create a program of study that meets more specific academic and career goals. Students may declare up to two concentrations and/or specializations while earning their MBA.

Students must complete 12 credit hours to earn a concentration in a particular area and 9 credit hours to earn a specialization. Where applicable, it is possible for one course to count toward two concentrations and/or specializations.

Business Analytics Concentration

Course ID	Title	Credits
MGSC 7320	Advanced Spreadsheet Modeling	3
Select a minimum of one elective and a maximum of two electives from the following:		3-6
MGSC 7100	SQL Database Fundamentals and Business Intelligence	
MGSC 7340	Web Analytics	
Select electives to complete a total of four courses:		3-6
ACCN 7290	Accounting Analytics	
FINE 7510	Econometrics and Forecasting	
MGMT 7030	Sustainability in a Dynamic Global World	
MKTG 7250	Social Media and Online Marketing	
MKTG 7280	Data and Analysis for Marketing Decisions	

Business Analytics Specialization

Course ID	Title	Credits
MGSC 7320	Advanced Spreadsheet Modeling	3
Select a minimum of one elective and a maximum of two electives from the following:		3-6
MGSC 7100	SQL Database Fundamentals and Business Intelligence	
MGSC 7340	Web Analytics	
Select electives to complete a total of three courses:		0-3

ACCN 7290	Accounting Analytics
FINE 7510	Econometrics and Forecasting
MGMT 7030	Sustainability in a Dynamic Global World
MKTG 7250	Social Media and Online Marketing
MKTG 7280	Data and Analysis for Marketing Decisions

Finance Concentration

Course ID	Title	Credits
FINE 6080	Financial Policy & Valuation	3
FINE 7110	Investments	3
Select two electives from the following:		3
ACCN 7130	Financial Statement Analysis	
ENRG 7500	Energy Risk Management ¹	
FINE 7140	Venture Capital & Private Equity	3
FINE 7340	Aaron Selber Jr Course on Distressed Debt ²	
FINE 7350	Aaron Selber Jr on Hedge Funds ²	
FINE 7380	Climate Change, Sustainability, and Financial Markets	
FINE 7510	Econometrics and Forecasting	
FINE 7530	Burkenroad Reports for Financial Analysts	
FINE 7610	Darwin Fenner Student Managed Investment Fund ²	
FINE 7640	Valuation	
FINE 7660	Financial Risk Management ¹	
MGMT 7030	Sustainability in a Dynamic Global World	

¹ May only choose one of these two courses.

² Students must apply for enrollment in this course.

Finance Specialization

Course ID	Title	Credits
FINE 6080	Financial Policy & Valuation	3
FINE 7110	Investments	3
Select one elective from the following:		3
ACCN 7130	Financial Statement Analysis	
ENRG 7500	Energy Risk Management ¹	
FINE 7140	Venture Capital & Private Equity	
FINE 7340	Aaron Selber Jr Course on Distressed Debt ²	
FINE 7350	Aaron Selber Jr on Hedge Funds ²	
FINE 7380	Climate Change, Sustainability, and Financial Markets	
FINE 7510	Econometrics and Forecasting	
FINE 7530	Burkenroad Reports for Financial Analysts	
FINE 7610	Darwin Fenner Student Managed Investment Fund ²	
FINE 7640	Valuation	
FINE 7660	Financial Risk Management ¹	
MGMT 7030	Sustainability in a Dynamic Global World	

¹ May only choose one of these two courses.

² Students must apply for enrollment in this course.

Strategy and Marketing Concentration

Course ID	Title	Credits
Select four electives from the following, with at least one from MGMT and one from MKTG:		12
MGMT 7030	Sustainability in a Dynamic Global World	

MGMT 7100	Corporate Strategy
MGMT 7180	Innovation and Technology Commercialization
MGMT 7210	Management of Technology and Innovation
MGMT 7250	Strategic Human Resources Management
MKTG 7140	New Product Development
MKTG 7250	Social Media and Online Marketing
MKTG 7280	Data and Analysis for Marketing Decisions
MKTG 7290	Strategic Brand Management

Strategy and Marketing Specialization

Course ID	Title	Credits
Select three electives from the following, with at least one from MGMT and one from MKTG:		9
MGMT 7030	Sustainability in a Dynamic Global World	
MGMT 7100	Corporate Strategy	
MGMT 7180	Innovation and Technology Commercialization	
MGMT 7210	Management of Technology and Innovation	
MGMT 7250	Strategic Human Resources Management	
MKTG 7140	New Product Development	
MKTG 7250	Social Media and Online Marketing	
MKTG 7280	Data and Analysis for Marketing Decisions	
MKTG 7290	Strategic Brand Management	

Energy & Sustainability Concentration

Course ID	Title	Credits
ENRG 7100	Energy Markets, Institutions & Policy	3
ENRG 7110	Energy Modeling	3
ENRG 7130	Energy & Environmental Economics	
ENRG 7150	Electric Vehicles and the Supply Chain	3
ENRG 7220	Energy Accounting & Financing	3
ENRG 7500	Energy Risk Management	3
ENRG 7610	Energy Trading: Wholesale Electric Markets	3
ENRG 7730	Energy Investment Banking	3
ENRG 7830	Energy Regulation	3
ENRG 7850	Renewables & Grid Integration	
ENRG 7860	Renewable Energy Project Development & Finance	
ACCN 7000	Sustainability Reports	3
FINE 7380	Climate Change, Sustainability, and Financial Markets	3
MGMT 7030	Sustainability in a Dynamic Global World	3

Energy & Sustainability Specialization

Course ID	Title	Credits
ENRG 7100	Energy Markets, Institutions & Policy	3
ENRG 7110	Energy Modeling	3
ENRG 7130	Energy & Environmental Economics	
ENRG 7150	Electric Vehicles and the Supply Chain	3
ENRG 7200	Energy Fundamentals & Trading	3
ENRG 7500	Energy Risk Management	3
ENRG 7610	Energy Trading: Wholesale Electric Markets	3
ENRG 7730	Energy Investment Banking	3
ENRG 7830	Energy Regulation	3
ENRG 7850	Renewables & Grid Integration	
ENRG 7860	Renewable Energy Project Development & Finance	

ACCN 7000	Sustainability Reports
FINE 7380	Climate Change, Sustainability, and Financial Markets
MGMT 7030	Sustainability in a Dynamic Global World

Program String and Field of Study: BSMBBA_GR, BUSN

Contact

For more information, contact the A.B. Freeman School of Business (<https://freeman.tulane.edu/graduate/full-time-mba/#abf-request-information>).