

BUSINESS ADMINISTRATION, ONLINE MBA

The **Online Master of Business Administration (MBA)** from the A. B. Freeman School of Business is designed to meet the needs of professionals from a wide range of academic and professional backgrounds. The 46-hour curriculum is taught in a primarily asynchronous yet highly engaged format with weekly virtual synchronous sessions. The program offers a mix of conceptual rigor, deep thinking exercises, and real-world examples to advance learners' business skills and careers. The courses are taught by Freeman faculty who bring their expertise to the classroom, sharing proven research and the latest developments in a wide range of fields. Optional concentrations are offered in Business Analytics, Finance, and Marketing.

Requirements Curriculum

To obtain the online MBA degree, a student will have to earn 46 credits. These credits are divided into a series of fourteen 2-credit half semester knowledge and skills core classes and at least six semester-long 3-credit elective classes.

Core Curriculum

Course ID	Title	Credits
FINE 6010	Economics for Managers	2
MGMT 6000	Strategy	2
ACCN 6000	Financial Accounting	2
MCOM 6000	Corporate Communications	2
MGSC 6010	Introduction to Business Statistics	2
MGSC 6030	Analytics for Managers	2
LGST 6000	Essentials of Business Law	2
FINE 6030	Managerial Finance	2
MKTG 6010	Marketing Management	2
MGSC 6040	Supply Chain and Operations Management	2
FINE 6070	Advanced Managerial Finance	2
MGMT 6010	Managing People	2
MGMT 6250	Business Model Development	2
ACCN 6010	Managerial Accounting	2

Electives

Students must complete 6 courses totaling 18 credit hours from the listed electives below.

Course ID	Title	Credits
MKTG 7290	Strategic Brand Management	3
MKTG 7250	Social Media and Online Marketing	3
MGMT 7210	Mgmt of Tech & Innovatn	3
MGSC 7340	Web Analytics	3
FINE 7110	Investments	3
ACCN 7130	Financial Statement Analysis	3
MGMT 7050	Managing for Success	3
FINE 6080	Financial Policy & Valuation	3
MGSC 7320	Advanced Spreadsheet Modeling	3
MGSC 7100	SQL Data Fund and Bus Intel	3
MGMT 7110	Negotiations	3
ACCN 7280	Accounting and Controls for Operational Risk	3

Concentrations

Not more than one course (3 credits) can count towards multiple concentrations. Obtaining Concentrations is optional. A student can graduate with a General MBA without any concentration so long as they satisfy 46 credit requirement (28 core + 18 elective). Students must complete 12 credit hours

from the listed electives to earn a concentration in a particular area. To earn a specialization, students must complete 9 credit hours from the listed electives in a particular area.

Finance Concentration: The core FINE 6030 Managerial Finance and FINE 6070 Advanced Managerial Finance Classes and the following electives: [ADD IN COURSE LIST BELOW] Investments, Financial Statement Analysis, and Financial Policy & Valuation (Total 3 electives and 9 credits)

Course ID	Title	Credits
FINE 7110	Investments	3
FINE 4630	Financial Planning and Analysis	3
FINE 6080	Financial Policy & Valuation	2

Marketing Concentration: The core Marketing Management class, 2 electives: Strategic Brand Management and Social Media and Online Marketing, and one of the following 2 electives: Management of Technology and Innovation and Web Analytics (Total 3 electives and 9 credits)

Course ID	Title	Credits
MKTG 7290	Strategic Brand Management	3
MKTG 7250	Social Media and Online Marketing	3
MGMT 4180	Management of Technology and Innovation	3
MGSC 7340	Web Analytics	3

Analytics Concentration: The core Analytics for Managers course and 3 of the following 4 electives: Advanced Spreadsheet Modeling, SQL Database Fundamentals & Bus. Intelligence, Web Analytics, and Social Media and Online Marketing (Total 3 electives and 9 credits) [SAME AS ABOVE]

Course ID	Title	Credits
MGSC 7320	Advanced Spreadsheet Modeling	3
MGSC 7100	SQL Data Fund and Bus Intel	3
MGSC 7340	Web Analytics	3
MKTG 4250	Social and Online Marketing	3