

BUSINESS ADMINISTRATION, ONLINE MBA

The **Online Master of Business Administration (OMBA)** 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
ACCN 6000	Financial Accounting	2
ACCN 6010	Managerial Accounting	2
FINE 6010	Economics for Managers	2
FINE 6030	Managerial Finance	2
FINE 6070	Advanced Managerial Finance	2
LGST 6000	Essentials of Business Law	2
MCOM 6000	Corporate Communications	2
MGMT 6000	Strategy	2
MGMT 6010	Managing People	2
MGMT 6250	Business Model Development	2
MGSC 6010	Introduction to Business Statistics	2
MGSC 6030	Analytics for Managers	2
MGSC 6040	Supply Chain and Operations Management	2
MKTG 6010	Marketing Management	2

Electives

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

Course ID	Title	Credits
ACCN 7130	Financial Statement Analysis	3
ACCN 7280	Operational Risk Management	3
FINE 6080	Financial Policy & Valuation	3
FINE 7110	Investments	3
MGMT 7050	Managing for Success	3
MGMT 7110	Negotiations	3
MGMT 7210	Management of Technology and Innovation	3
MGSC 7100	SQL Database Fundamentals and Business Intelligence	3
MGSC 7320	Advanced Spreadsheet Modeling	3
MGSC 7340	Web Analytics	3
MKTG 7250	Social Media and Online Marketing	3
MKTG 7290	Strategic Brand Management	3

Concentrations

While no concentration is required, students may choose up to two concentrations. No more than one course (3 credits) can count towards multiple concentrations. Students who overlap one course between two concentrations must complete a minimum of 18 credit hours in total. Students must complete 9 credit hours from the listed electives to earn a concentration in a particular area.

Business Analytics Concentration: Students must choose 3 of the following 4 electives.

Course ID	Title	Credits
MGSC 7100	SQL Database Fundamentals and Business Intelligence	3
MGSC 7320	Advanced Spreadsheet Modeling	3
MGSC 7340	Web Analytics	3
MKTG 7250	Social Media and Online Marketing	3

Finance Concentration:

Course ID	Title	Credits
ACCN 7130	Financial Statement Analysis	3
FINE 6080	Financial Policy & Valuation	3
FINE 7110	Investments	3

Marketing Concentration:

Course ID	Title	Credits
MKTG 7250	Social Media and Online Marketing	3
MKTG 7290	Strategic Brand Management	3
MGMT 7210 or MGSC 7340	Management of Technology and Innovation Web Analytics	3