



GRADUATE PROGRAM
IN BUSINESS AND
LEADERSHIP

Master of Business Administration
Field of Study: Business Administration (MBUS)
Concentration: Management (MMGT)

Core Program Requirements	Credits	
BUSA 501 Business Strategy & Execution	3	Early Fall
BUSA 505 Decision-Making with Data	3	Late Fall
BUSA 510 Innovation & Entrepreneurship	3	Early Spring
MRKT 515 Marketing Strategy	3	Late Spring
elective	3	Early Summer
elective	3	Late Summer
LEAD 550 Organizational Effectiveness	3	Early Fall
ACCT 501 Managerial Accounting & Finance	3	Late Fall
ECON 501 Global Business & Economic Development	3	Early Spring
LEAD 515 Best Practices in Leadership	3	Late Spring
elective	3	Early Summer
BUSA 590 Management Capstone	3	To be completed in final semester of program: Summer Fall
Total credits required	36	

Electives:

Early Summer

- LEAD 505: Strategic Thinking, Planning & Org Change
- LEAD 530: Leading Leaders
- MRKT 530: Digital Marketing
- MRKT 550: Marketing Analytics *
- SENT 530: Social Entrepreneurship
- EDME/HIED/LEAD 580: Research Methods (8-week)

Late Summer

- LEAD 540: Followership, Teamwork & Group Dynamics
- MRKT 540: Social Media Strategy
- SENT 540: Social Business Modeling