

The Master of Business Administration - Master of Arts in East Asian Languages and Cultures (MBA-EALC) is designed to provide students with a comprehensive understanding of a specific world area. Graduates who possess a working knowledge of Chinese, Korean, or Japanese, and familiarity with the corresponding cultures, as well as a comprehensive understanding of the business, economic, and political climates of East Asia, are poised to move into positions of leadership in East Asian business arenas. Students completing the dual-degree program will earn a KU MBA and a Master of Arts from the College of Liberal Arts and Sciences.

Admission requirements:

Admission requirements for this program differ slightly from those of the full-time and part-time MBA options. Applicants will be reviewed by both the School of Business and the East Asian Languages and Cultures department admission committees and must be accepted into both programs before entering the dual-degree program.

FOUNDATION CORE CLASSES: 19 credit hours

All of the following:

ACCT 701	Financial Accounting	2 credits
BE 701	Managerial Economics	2 credits
DSCI 701	Statistical Decision Making	2 credits
FIN 701	Financial Management	2 credits
MKTG 701	Marketing Management	2 credits
MGMT 701	Organizational Behavior	2 credits
MGMT 704	Strategic Management	2 credits
MGMT 705	Managing in a Global Environment	1 credit
MGMT 706	Professional Development Skills I	1 credit
MGMT 707	Professional Development Skills II	1 credit
MGMT 807	Ethical Decision-making in Business	2 credits

ENVIRONMENTAL CORE CLASSES: 2 credit hours

One of the following:

BE 702	Global Economic Environment of Business	2 credits
BLAW 701	Introduction to the Legal Environment of Business	2 credits

BREADTH CORE CLASSES: 6 credit hours

Three of the following:

ACCT 702	Managerial Accounting	2 credits
DSCI 702	Operations Management	2 credits
IST 701	Managerial Information Systems	2 credits
MGMT 702	Human Resources Management	2 credits

MBA ELECTIVES: 16 credit hours

The remaining 12 hours of MBA courses can include several business-specific areas. Elective courses commonly available include advanced finance, human resources management, information systems, international business, marketing, and strategic management.

EAST ASIAN LANGUAGES AND CULTURES: 25 credit hours

EALC 700	Introduction to East Asian Studies	1 credit
EALC 899	Masters Thesis	1-6 credits
Choose <u>one country</u> of concentration (or set of classes):		
CHN 504	Advanced Modern Chinese I	5 credits
CHN 508	Advanced Modern Chinese II	5 credits
CHN 5XX	One course in Chinese literature or thought	3 credits
CHN 5XX	(A) Approved non-language Chinese courses, or (B) approved courses outside the country of concentration	6 credits 3 credits
- or -		
KOR 504	Advanced Modern Korean I	5 credits
KOR 508	Advanced Modern Korean II	5 credits
KOR 5XX	One course in Korean literature or thought	3 credits
KOR 5XX	(A) Approved non-language Korean courses, or (B) approved courses outside the country of concentration	6 credits 3 credits
- or -		
JPN 504	Advanced Modern Japanese I	3 credits
JPN 508	Advanced Modern Japanese II	3 credits
JPN 5XX	One course in Japanese literature or thought	3 credits
JPN 5XX	(A) Approved non-language Japanese courses, or (B) approved courses outside the country of concentration	6 credits 3 credits

Prerequisite language courses may be required before fulfilling the language requirement for this dual-degree program. Courses taken as prerequisites do not count toward the credit hours required for the degrees.

Approved area studies courses:

CHINA:

ANTH 810	Ethnolinguistics of China	2-3 credits
EALC 530	Chinese Culture	3 credits
EALC 590	History of Tibet	3 credits
EALC 594	Law & Society in Traditional China	3 credits
EALC 620	Life in China: The Opium War to Present	3 credits
EALC 646	Chinese Law	3 credits
ECON 586	Economic Issues in China	3 credits
HIST 583	Imperial China	3 credits
HIST 584	Modern China	3 credits
HIST 585	Reform in Contemporary China	3 credits
HIST 8XX	Readings in Chinese History	1-8 credits
HIST 8XX	Graduate Seminar on Modern China	1-8 credits
HIST 8XX	Readings in Modern China	1-8 credits
HIST 8XX	China in Global Perspective	1-8 credits
HA 545	Early Chinese Art	3 credits
HA 546	Chinese Sculpture	3 credits
HA 604	Medieval Chinese Art	3 credits
HA 650	Classical Chinese Art Text	3 credits
HA 687	Art of Modern China	3 credits
HA 785	Masters Sung & Yuan Dynasty	3 credits
HA 787	Chinese Painting	3 credits
HA 789	Proseminar in Chinese Art: Sculpture	3 credits
HA 982	Seminar in Later Chinese Art	3 credits
LING 572	Structure of Chinese	3 credits
PHIL 506	Chinese Thought	3 credits
POLS 668	Reform in Contemporary China	3 credits
POLS 678	Chinese Foreign Policy	3 credits
REL 508	Religion in China	3 credits
REL 775	Religion and Society in Asia	3 credits
REL 776	Seminar in Religion & Society in Asia: Popular Chinese Religion	3 credits
<u>JAPAN:</u>		
EALC 59X	Nature & the Environment in Japan	1-9 credits
EALC 59X	Visual/Literary Culture of Modern Japan	1-9 credits
EALC 712	Traditional Japanese Literature in Translation	3 credits
EALC 716	Modern Japanese Literature in Translation	3 credits
EALC 790	Japanese Pedagogy	1-9 credits
HIST 586	Ancient & Medieval Japan	3 credits
HIST 587	Early Modern Japan	3 credits
HIST 588	Japan 1853 - 1945	3 credits
HIST 589	Japan since 1945	3 credits
HIST 595	Business & Industry in Japan	3 credits
HIST 596	Defining Japan: Marginalized Groups & National Identity	3 credits
HIST 597	Japanese Theater History	3 credits
HIST 660	Biography of a City: Kyoto	3 credits
HIST 8XX	Readings in Early Japanese History	1-8 credits
HIST 8XX	Readings in Pre-Modern Japanese History	1-8 credits
HIST 8XX	Readings in Modern Japanese History	1-8 credits
HIST 801	Colloquium in Modern Japanese History	1-6 credits

HIST 801	Colloquium in Modern Japanese History	1-6 credits
HA 503	Japanese Prints	3 credits
HA 587	History of Japanese Sculpture	3 credits
HA 782	Japanese Painting	3 credits
HA 783	Edo Period Painting	3 credits
HA 788	Seminar in Japanese Art	3 credits
LING 575	Structure of Japanese	3 credits
REL 509	Religion in Japan	3 credits
REL 776	Religion and Society in Asia	3 credits
TH&F 702	Graduate Seminar: Japanese Film Makers	3 credits
TH&F 702	Graduate Seminar: Survey of Japanese Film	3 credits
TH&F 827	Japanese Theater & Film	3 credits

KOREA:

EALC 590	Traditional Korea	1-9 credits
EALC 593	Modern Korea	3 credits
EALC 593	The Korean War: Representation and Public Memory	3 credits
HA 706	Special Problems in Art History: Korean Painting	1-6 credits

ADDITIONAL PAN-ASIAN COURSES:

COMS 677	East-Asian Communication	3 credits
EALC 590	Entrepreneurship in East Asia	1-9 credits
ECON 583	Economic Issues of East Asia	3 credits
HA 585	Art of Buddhism	3 credits
HA 766	Calligraphy of China and Japan	3 credits
INTL 750	Politics and Cultures of Asia	3 credits
POLS 656	Government & Politics of East Asia	3 credits
POLS 666	Political Economy East Asia	3 credits
POLS 676	International Relations of Asia	3 credits
REL 602	Buddhism in East Asia	1-4 credits
REL 762	Seminar in Pure Land Buddhism	3 credits
REL 762	Seminary in Eastern Religious Thought	3 credits
TH&F 702	Seminar in War & Memory in Asian Film	3 credits

Third- and fourth-year Chinese, Japanese, and Korean language courses fulfill the requirements as well.

MBA concentrations:

ENTREPRENEURSHIP & INNOVATION: 12 credit hours

Students must complete the following course:

ENTR 750	New Venture Creation	4 credits
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Students must choose at least 8 credit hours among the following to complete concentration requirements:

BLAW 703	Legal Aspects of Business Organizations	3 credits
ENTR 895	Profitable Entrepreneurial Growth	2 credits
MGMT 785	Business Consulting	4 credits
FIN 750	Entrepreneurial Finance I	2 credits
FIN 751	Entrepreneurial Finance II	2 credits
MGMT 725	Management of Technology I	2 credits
MGMT 726	Management of Technology II	2 credits
MKTG 702	New Product Management	3 credits

FINANCE TRACK: 12 credit hours

In terms of outside validation, completion of the finance track should prepare a student to master Level I material for the Chartered Financial Analyst exam. Routinely offered electives include:

ACCT 704	Financial Statement Presentation and Analysis I	2 credits
ACCT 705	Financial Statement Presentation and Analysis II	2 credits
FIN 705	Investment Theory	2 credits
FIN 706	Investment Analysis	2 credits
FIN 725	Business Valuation	3 credits
FIN 730	Applied Portfolio Management	4 credits
FIN 735	International Finance	2-3 credits
FIN 740	Forwards, Futures, and SWAPS	2 credits
FIN 741	Options	2 credits
FIN 745	Business Investing	2 credits
FIN 746	Business Financing	2 credits
FIN 895	Risk Analysis	2 credits
FIN 895	Mergers and Acquisitions	2-3 credits

MARKETING: 12 credit hours

MKTG 702	New Product Management	3 credits
MKTG 703	Consumer Behavior	3 credits
MKTG 704	Marketing Research	3 credits
MKTG 705	Marketing Communications	3 credits
MKTG 706	Strategic Marketing, Planning, and Decision-making	3 credits
MKTG 708	Global Marketing	3 credits
MKTG 711	Pricing Strategies	3 credits
MKTG 895	Return on Investment Driven Marketing	2 credits

HUMAN RESOURCES MANAGEMENT: 12 credit hours

MGMT 721	Management of Workforce Diversity	3 credits
MGMT 732	Recruiting and Selecting Effective Employees	2 credits
MGMT 733	Advanced Methods for Selecting Employees	2 credits
MGMT 734	Compensating and Rewarding Employees: Foundations	2 credits
MGMT 735	Compensating and Rewarding Employees: Alternative Approaches	2 credits
MGMT 736	Managing People: Applications and Skills	2 credits
MGMT 737	Internal Labor Markets and Incentive Systems	2 credits
MGMT 738	Training and Developing an Effective Workforce	2 credits
MGMT 739	Career Development and Management	2 credits
MGMT 740	Appraising and Managing Employee Performance	2 credits
MGMT 741	International Human Resources Management	2 credits
MGMT 742	Labor Markets and Human Capital	2 credits
MGMT 743	Legal Environment for Managing Employees	2 credits

INFORMATION SYSTEMS: 12 credit hours

Students must complete the following three courses:

IST 702	Systems Development	3 credits
IST 704	Database Management	3 credits
IST 706	Systems Analysis and Design	3 credits

Students must choose one of the following to complete concentration requirements:

IST 708	Strategic Information Systems Planning	3 credits
IST 709	Business Computer Networking	3 credits
IST 710	Developments in Software Technology	3 credits
IST 712	Information Security	3 credits

Students should consider coursework beyond minimum concentration requirements. Potential electives include:

IST 730	IT Project Management	3 credits
IST 895	Telecommunications Management	3 credits
IST 895	Information Systems Consulting	3 credits
IST 895	E-Commerce: An Integrated Perspective	1-5 credits
IST 895	Web Development and Application	3 credits
MGMT 725	Management of Technology I	2 credits
MGMT 726	Management of Technology II	2 credits
MKGT 710	Internet Marketing	3 credits
EECS 603	Information Processing with C++	3 credits
EECS 663	Introduction to Communication Networks	3 credits
EMGT 840	Systems Approach to Engineering	3 credits
EMGT 844	Managing Software Development Projects	3 credits

INTERNATIONAL BUSINESS: 12 credit hours

ACCT 895	International Accounting	3 credits
FIN 735	International Finance	2-3 credits
FIN 740	Global Financial Risk Management I	2 credits

FIN 741	Global Financial Risk Management II	2 credits
IBUS 701	International Business	2 credits
IBUS 702	International Business Strategy	2 credits
IBUS 703	Developing and Implementing a China Strategy	2-3 credits
IBUS 705	Doing Business in Europe: A French Perspective	2-3 credits
IBUS 895	International Business Law	3 credits
IBUS 895	Doing Business in Italy	3 credits
MGMT 720	Comparative and Cross-Cultural Management	3 credits
MGMT 741	International Human Resources Management	2 credits
MGMT 746	Global Business Environment	2 credits
MKGT 708	Global Marketing	3 credits

MANAGEMENT: 12 credit hours

MGMT 807	Ethical Decision-making in Business	2 credits
MGMT 715	Management of Organizations	3 credits
MGMT 716	Organizational Change and Development	3 credits
MGMT 717	Organizational Problem Solving	3 credits
MGMT 718	Organizational Design	3 credits
MGMT 720	Comparative and Cross-cultural Management	3 credits
MGMT 721	Management of Workforce Diversity	3 credits
MGMT 723	Advanced Topics in Management of Organizations	2-5 credits
MGMT 814	Behavioral Research Methods	4 credits

Students should consider coursework beyond minimum concentration requirements. Potential electives include:

BE 710	Organizational Economics	3 credits
BE 712	Political Strategy for Managers	2 credits
DSCI 746	Contemporary Issues in Operations Management	3 credits
FIN 745	Business Investing	2 credits
FIN 746	Business Financing	2 credits
MKTG 702	New Product Management	3 credits

