

The Master of Business Administration is a 48 credit hour program. Divided into core classes and electives, the curriculum is designed to provide a foundation for successful management careers as well as a selection of elective courses from which to enhance that background.

Core curriculum

The core curriculum accounts for 25 of the 48 required credit hours and is divided into three sections: Foundation, Environmental and Breadth. The overall curriculum is designed so that students from varied backgrounds and educations can advance through the program on an equal footing. However, students with an educational background in a subject area or relevant work experience may be able to substitute a core course with a higher level elective in that area, maximizing the students' educational experiences and program specialization.

Most core classes are offered in an 8-week module format as opposed to a traditional 16-week semester. The module format allows the core curriculum to be completed at an accelerated pace. In addition, up to six hours of outside graduate credit may be transferred into the program with appropriate prior approval. The following is a comprehensive list of the courses available in the MBA program. Classes are listed by number, title and credit hours.

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FOUNDATION CORE CLASSES: 17 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 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

ELECTIVES: 23 credit hours

The remaining 23 hours of classes can be taken in a variety of business specific subject areas. Even while completing the core curriculum, students have many opportunities to customize their learning through elective courses and experiential learning opportunities. Elective courses commonly available include advanced level entrepreneurship, finance, human resources management, information systems, international business, marketing and strategic management courses.

Concentration areas are attained through elective coursework and allow students to pursue specific career interests. Many concentrations can be obtained by studying twelve credit hours in a specific area. In addition to traditional elective courses, KU MBA students can also earn credit with experiential learning opportunities and study abroad programs.

While new elective classes are added almost every semester, the availability of classes may vary by semester and location.

Experiential learning opportunities:

A number of classes have been designated as "Experiential Learning Opportunities" based upon the instructional nature of the course. Please note that not all classes may be offered each semester and some may be offered only at the Lawrence Campus.

MGMT 706	Professional Development Skills I	1 credit
MGMT 707	Professional Development Skills II	1 credit

Study abroad opportunities:

The KU School of Business regularly offers a number of unique opportunities to allow students to witness international commerce at work.

Strategies for Entry and Operations in China	2-3 credits
Doing Business Europe: A French Perspective	2-3 credits
Doing Business in Italy	2-3 credits
Successful Business Leadership in Europe	2-3 credits
Indian Business Practices	2-3 credits

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

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 710	Analysis of Financial Intermediaries	2 credits
FIN 725	Business Valuation	3 credits
FIN 730	Applied Portfolio Management	4 credits
FIN 735	International Finance	
FIN 740	Global Financial Risk Management I	2 credits
FIN 741	Global Financial Risk Management II	2 credits
FIN 745	Business Investing	2 credits
FIN 746	Business Financing	2 credits
FIN 760	Risk Analysis	2 credits
FIN 895	Mergers and Acquisitions	2 credits
FIN 895	Alternative Investment Strategies	2-3 credits
FIN 895	Prediction Markets	2 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	Promotional Strategy	3 credits
MKTG 706	Strategic Marketing, Planning, and Decision-making	3 credits
MKTG 708	Global Marketing	3 credits
MKTG 709	Sales Force Management	3 credits
MKTG 710	Internet Marketing	3 credits
MKTG 711	Pricing Strategies and Tactics	3 credits
MKTG 712	Services Marketing	3 credits
MKTG 713	Database Marketing	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
MKTG 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

Students must complete one of the following three courses:

IBUS 701	International Business	2 credits
IBUS 702	International Business Strategy	2 credits
IBUS 703	Comparative and Cross-Cultural Management	3 credits

Students may choose among the following courses to complete the International Business concentration requirements:

IBUS 720	Business in China	2 credits
IBUS 721	Business in Latin America	2 credits
IBUS 740	Business Practices in China (Study Abroad)	2-3 credits
IBUS 741	Business Practices in Latin America (Study Abroad)	2-3 credits
IBUS 742	Business Practices in India (Study Abroad)	2-3 credits
IBUS 895	Business in Western Europe	2 credits
IBUS 898	Independent Study	Variable
FIN 735	International Finance	2-3 credits
MGMT 741	International Human Resource Management	2 credits
MKTG 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

