



# Chapman Graduate School of Business

FLORIDA INTERNATIONAL UNIVERSITY

## PMBA Specializations - Weekend Program

Consult your Program Manager to determine Plan of Study  
Refer to your Payment Schedule for tuition costs

### Specialization in Business Analytics

Course	Course Name	Course Description	Pre-Requisites
ISM6136	Business Analytics Applications (Online)	This course covers business analytics skills required to conduct both pattern discovery (e.g., segmentation and association) and predictive modeling (e.g., decision trees and neural network mining).	QMB6357
ISM6404	Business Data Visualization and Reporting (Online)	Introduction to reporting and data visualization principles and techniques to support business decision-making and information reporting needs utilizing operational, accounting and financial data.	QMB6357

### Specialization in Finance

Course	Course Name	Course Description	Pre-Requisites
FIN6246	Financial Markets and Institutions (Online)	Analysis of the characteristics and efficiency of the money markets and capital markets. Types of money market and capital market instruments, and the role of financial institutions in these markets.	FIN6406
FIN6326	Commercial Banking (Online)	The objectives, constraints, and policies applicable to the management of commercial banks. Emphasis will be given to asset and liability management, marketing of services and other banking functions.	FIN6406

### Specialization in Real Estate

Course	Course Name	Course Description	Pre-Requisites
REE6045	Real Estate Markets, Institutions, and Practices (Online)	This course is designed to introduce the student to the nature, principles, and advanced fundamental and analytical practices of the real estate industry.	
REE6305	Advanced Real Estate Investments and Valuation (Online)	This course examines the investment characteristics of commercial and residential real estate. The course examines how to find and invest in the correct geographic region, the correct property type and how real estate fits within a mixed asset portfolio.	REE6045 or FIN6406

### Specialization in Strategic Negotiations

Course	Course Name	Course Description	Pre-Requisites
MAR6406	Sales Management (Online)	Analyzing and planning for the role of sales in marketing strategy; managing sales operations; and working within the channel organization to enhance sales in a profitable manner.	
MAR6446	Negotiations (Online)	Researching, planning, managing, and facilitating the art and science of negotiation processes, with the goal of creating mutually beneficial agreements between two or more parties.	