



PMBA Specializations

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).	QMB6357C
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.	QMB6357C

Specialization in Entrepreneurship and Innovation

Course	Course Name	Course Description	Pre-Requisites
MAN6057	Managing Innovation (Online)	This course explores the process of managing innovation. In today's global marketplace, competition from all over the world forces firms to continuously upgrade their product offerings and ways of doing business. This course discusses how to be more creative, how to manage creatively, and how to implement innovation.	
MAN6805	Entrepreneurship (Online)	A discussion of the general theories, principles, concepts and practices of entrepreneurship. Heavy emphasis is placed on lecture, readings, case studies and group projects.	

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
FIN6477	Entrepreneurial Finance (In-Person)	The course covers how to raise capital for a new venture, maximize the value in a growing venture, and forecast and manage financial performance/cash-flow of a growing enterprise.	FIN6406

*Only two elective courses need to be completed in order to receive a finance specialization

Specialization in International Business

Course	Course Name	Course Description	Pre-Requisites
MAN6635	Global Strategy and Business Models (Online)	This course introduces students to concepts, and tools that will enable them to appreciate, and learn to address the challenges associated with managing a multinational corporation.	
MAN6608	International Business (Online)	This course examines the environmental variables affecting international operations, trade and investment theories, international institutions, and regional economic groups. It also focuses on international finance, international accounting, international marketing, and international management problems and issues.	

Specialization in Leadership and Negotiations

Course	Course Name	Course Description	Pre-Requisites
MAN6167	Leadership in a Global Environment (Online)	The course is designed to provide the student with a clear understanding of current thinking in the area of leadership. It focuses on the holistic nature of leadership and the impact leaders have on individuals, groups, and organizations.	
MAN6446	Negotiations (Online)	Negotiation is the art and science of creating agreements between two or more parties. In this course, we will present and evaluate evidence-based theories and methods for effective negotiations. In addition, students will develop and sharpen their skills by negotiating with other students in realistic simulation cases.	

Specialization in Marketing Channel Strategy

Course	Course Name	Course Description	Pre-Requisites
MAR6205	Omni-Channel Marketing & Distribution Systems (Online)	Creating, designing, and managing multiple online and offline marketing channels, with a focus on omni-channel marketing. Using communication and distribution strategies to integrate digital and physical flows of information and product innovation.	
SMC6016	Supply Chain Management (Online)	Examining, coordinating, integrating, and improving processes for the effective and efficient movement of materials, information, people, finances, etc. while considering the interactions of digital, physical, and human elements in order to facilitate profitable returns.	

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.	