

The MBA track will be offered only if a minimum of eight students are enrolled. If the required number is not met, students may either withdraw or request to transfer to another available MBA track

Year 1			
		CHs	Type
Fall	MBA 511 - Quantitative Analysis (PREQ. PMBA 502, or equivalent)	3	Core
	MBA 513 - Managerial Economics	3	Core
	MBA 514 - Organizational Behavior	3	Core
Spring	MBA 510 - Financial Accounting (PREQ. PMBA 505, and MBA 511)	3	Core
	MBA 516 - Managerial Finance (PREQ. PMBA 505, and MBA 513)	3	Core
	MBA 512 - Marketing Management	3	Core
The summer semester is not mandatory, but recommended to graduate within two years (Maximum of 3 credit hours)		<b>*3 CHs</b>	<b>18 (plus * = 21)</b>

Year 2			
		CHs	Type
Fall	MBA 515 - Business Analytics (PREQ. MBA 511)	3	Core
	MBA 522 - Operations Strategy (PREQ. MBA 511)	3	Core
	MBA 559 - Digital and Social Media Marketing (PREQ. MBA 512)	3	MRK Core
Spring	MBA 529 - Marketing Strategy (PREQ. MBA 512, and 515)	3	MRK Core
	MBA 550 - Service Marketing (PREQ. MBA 512)	3	MRK Core
	MBA 580 - Consumer Behaviour and Insights (PREQ. MBA 512)	3	MRK Core
The summer semester is not mandatory, but recommended to graduate within two years (Maximum of 3 credit hours)		<b>*3 CHs</b>	<b>18 (plus * = 21)</b>

### Sample of Elective Courses (2 Electives are required)

The following courses are approved electives for this track. Please note that elective offerings may vary, and additional courses may be introduced.

The number of elective courses offered by the CoB may vary each semester and is not guaranteed, particularly during the summer, as it depends on faculty availability and scheduling.

Course Title	CHS	PREQ.	Course Title	CHS	PREQ.
MBA 527 Marketing Intelligence	3	MBA 512	MBA 574 Global Economics	3	MBA 513
MBA 530 Managing Strategic Business Projects	3	MBA 522	MBA 575 Negotiations	3	MBA 514
MBA 531 Marketing Research Project**	3	MBA 511, MBA 512, and MBA 515	MBA 576 Digital Transformation	3	MBA 514
MBA 538 Entrepreneurship and Innovation	3	MBA 512 and MBA 514	MBA 577 Game Theory and Market Strategy	3	MBA 511 and MBA 516
MBA 545 Independent Study (In Marketing) **	3	MBA 511 and MBA 516	MBA 579 AI Management	3	MBA 516
MBA 552 Global Marketing	3	MBA 512	MBA 581 Managerial Decision Making	3	MBA 511 and MBA 514
MBA 554 Communication and Writing for Managers	3	MBA 516	MBA 583 Special Topics in Org. Psychology	3	MBA 514
MBA 555 Corporate Governance, Business Ethics & CSR	3	MBA 513 and MBA 514	MBA 585 Leadership in Org. Principles and Practice	3	MBA 514
MBA 558 Value Innovation Strategy	3	MBA 512	MBA 592 Digital Strategy	3	MBA 514
MBA 571 Integrated Marketing Communication	3	MBA 512	MBA 597 Influencer Marketing: Strategy, Content Creators, and Platforms	3	MBA 512

\*\* Registration is only through the MBA Office after verification of the entry requirements