## MBA CURRICULUM OVERVIEW

### YEAR ONE

#### FALL

**Business Analytics**
Approaches statistical thinking methods to address real-world business data and problems. Addresses communication of results in a managerial format for strategic decision making.

**Organizational Behavior**
Examines team dynamics, performance management, crisis management, and leadership. Includes study of current business leaders and challenges they face.

**Accounting for Managers**
Analyzes accounting information in the context of making informed decisions in high-level business settings. Focuses on the real-world application of accounting concepts and procedures.

**Advanced Managerial Marketing**
Develops knowledge and skills to manage marketing activities by applying relevant concepts in strategy development, marketing planning, and implementation of marketing mix decisions.

#### SPRING

**Economics for Managers**
Examines how consumer behavior and the managerial decision making process affect supply, demand, and prices of goods and services in the market.

**Corporate Governance**
Encompasses the professional responsibilities of business leaders fulfilling their chosen roles. Discusses how these responsibilities have been and will be tested throughout their careers.

**Managerial Finance**
Builds on financial management concepts like time value of money and capital budgeting. Covers executive-level concepts including the risk-return tradeoff, corporate payout policies, and M&A.

#### SUMMER

**International Business & Global Experience**
Provides an understanding of issues related to international business practice. Focuses on the importance of contextual intelligence in a business world where perspectives are challenged by differing cultural, institutional, and enterprise arrangements. Hands-on exposure abroad develops a rich understanding of the multiple influencers on business around the world.

### YEAR TWO

#### FALL

**Operations and Supply Chain Management**
Examines the main facets of operations management. Covers both the business processes and production processes necessary to deliver either a service or a product.

**Leadership**
Focuses on developing and refining leadership competencies, styles and actions to influence performance outcomes within teams, departments, organizations and ad hoc situations.

**Innovation & Corporate Entrepreneurship**
Focuses on the competencies managers need to become successful innovators in entrepreneurial ventures and in existing firms. Covers entrepreneurial finance, risk, creativity, and trend analysis.

#### SPRING

**Portfolio Theory & Financial Statements**
Introduces financial markets and investment alternatives, such as equity, fixed income, and derivatives. Covers equity valuation, the concept of diversification and portfolio management.

**Competitive Marketing Strategy & Brand Management**
Develops analytical skills to formulate and implement analytics-based marketing strategies in a competitive environment. Introduces the importance of brands, brand equity, and brand strategy.

**Business Environment & Strategy**
Investigates the link between strategy and value creation, appropriation and preservation, including assessment of a firm’s internal resources and its external environment. Analyzes the differences in strategy for single line-of-business firms and diversified firms, with a focus on assessing and analyzing strategies in context and relative to competitors. Utilizes cases and current events.

### PROFESSIONAL ADVANCEMENT SERIES

The Professional Advancement Series is an executive development program that complements the academic coursework throughout the two years of the Trulakse execMBA Program. Personalized coaching, assessments, and a series of webinars and workshops focus on both leadership and career development.

- **Building Engagement Through High IMPACT Leadership**
- **Leadership That Gets Results**
- **Building Success Through Resilience & Persistence**
- **True North**
- **Maximize your Visibility with LinkedIn**
- **Leadership Development: Leading With Vision and Purpose**
- **Career Development: Driving for Career Success**