

FALL ONLINE MBA PROGRAM SEQUENCE

This course roadmap illustrates the sequence of classes for the fastest progress given a fall program start and continuous enrollment. Read more complete descriptions of the courses in the drop-down menus on the [course description page](#).



MGMT 706

Managing People: This course addresses topics, challenges, and processes associated with business-related people issues in order to create and sustain competitive business advantage through people.



BSAN 706

Statistics: This course covers basic statistical tools for understanding data in organizations to help understand common business problems.

When the Jayhawk Women's Basketball Team won the 2023 WNIT tournament, they continued a [sporting lineage](#) that reaches back to James Naismith, who created the game and started the KU men's team in 1898.



ACCT 706

Accounting: Learn about creating and using financial accounting information and financial statements for decision-making by corporate stakeholders and firm management.



FIN 706

Finance: An overview of the challenges associated with the financial management of firms, with a focus on raising and investing capital to maximize value.

Prerequisite: ACCT 706



BE 718

Managerial Economics: This course covers principles of microeconomic analysis and methodology used in managerial decision-making. Topics include the role of markets in value creation opportunities, the behavior of markets, and the consequences of alternative market structures for business strategy.



MKTG 706

Marketing: This course aims to equip students with basic concepts associated with the marketing function, including buyer behavior, market segmentation and target markets, the marketing mix, and marketing strategy.

KU School of Business undergrad alumnus **David Dillon** was CEO of the Fortune 500 grocery chain [Kroger](#) from 2004 to 2013. During that time, he helped the company grow significantly and become a category leader in sustainability and philanthropy.



BSAN 718

Intro to Business Analytics: This course offers a concise introduction to business analytics, covering data sourcing, preparation, and management as a valuable business asset. It explores various analytics techniques, including data modeling, querying, and data exploration, to uncover trends and patterns.



MGMT 719

Strategic Business: Learn how to perform strategic analyses and competitive contexts, leverage firm resources and capabilities for competitive advantage, exploit specific strategic perspectives, and make more effective strategic decisions.

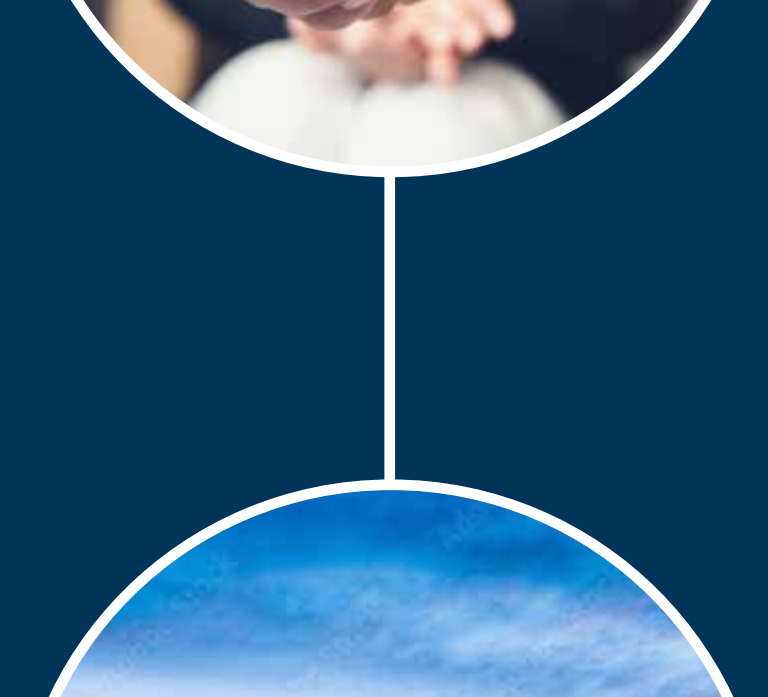
Prerequisite: BE 718 or equivalent.

President Theodore Roosevelt once called "Rock Chalk," the [KU spirit chant](#), "the greatest college cheer ever devised." Learn how to do the "I'm a Jayhawk" [fight song clap sequence](#).



MGMT 718

Business Law and Ethics: This course provides a foundation for understanding the relationship between law and business and addresses ethical decision-making and the management of ethics in the workplace.



SCM 718

Operations and Supply Chain Management: Develop both strategic and analytical skills in supply chain management with a conceptual framework and tools to analyze, coordinate, and improve organizational processes. Prerequisite: BSAN 706 or equivalent.



BUS 725

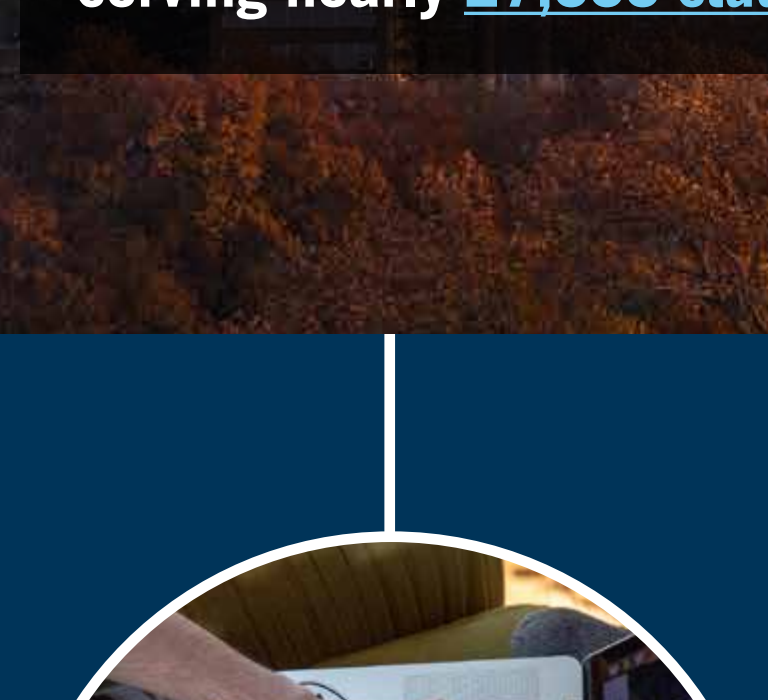
Capstone: Students will demonstrate synthesis and mastery of the leadership, analysis, and decision-making concepts explored in previous courses through four data-driven case studies.



ELECTIVE 1

Deepen your expertise through your choice of electives focused on finance, marketing, or management and leadership. See the [elective course descriptions](#) in the drop-down menus on the course description page. Electives offered vary by term and are updated, periodically, to reflect changes in the business environment.

The KU main campus in Lawrence, founded on Mount Oread, anchors a registered historic district. The university also operates four satellite campuses and several online programs, serving nearly [27,000 students](#).



ELECTIVE 2

Achieve your personal best in our [highly ranked online MBA](#) program accredited by the [Association to Advance Collegiate Schools of Business](#) since 1925.

Congratulations, MBA! Welcome to the global network of proud Jayhawks who are conquering the business challenges of today and tomorrow. Rock Chalk!

