SPRING ONLINE MBA PROGRAM SEQUENCE

The University of Kansas has been celebrating Arbor Day since 1878, making it one of the oldest traditions observed by American universities. During Kathleen Sebelius' time as the 21st Secretary of the Department of Health and Human Services, she emphasized the importance of environmental conservation and sustainability. Before becoming the 44th governor of Kansas, Kathleen Sebelius earned her Master of Public Administration from the University of Kansas.

Congratulations, MBA! Learn how to do the “I’m a Jayhawk” KU spirit chant. President Theodore Roosevelt once called “Rock Chalk,” the “greatest college cheer ever devised.”

This course roadmap illustrates the sequence of classes for the fastest progress given a constant enrollment. This plan may also provide a benefit to those who are planning to work full time or part time. The University of Kansas offers the MBA program accredited by the Association to Advance Collegiate Schools of Business (AACSB). More than 30,000 trees are today growing on some 21,000 acres of the 21st century.

ELECTIVE 1

BSAN 706
Intro to Business Analytics: Data Exploration and 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. It is a prerequisite for BSAN 718.

MKTG 706
Marketing: Basic Concepts
This course focuses on the basic concepts associated with the marketing function, including buyer behavior, market segmentation and targeting, and the development of marketing mixes. It introduces students to the role of marketing in the business environment and provides a foundation for understanding the relationship between law and business and addresses ethical decision-making and the management of ethics in the workplace. The course is a prerequisite for MGMT 718.

MGMT 718
Managerial Economics
This course covers principles of microeconomic analysis and methodology used in managerial decision-making. Topics include the role of market structures for business strategy, the location and behavior of markets, and the consequences of alternative market structures for business strategy. The course is a prerequisite for BE 718.

BE 718
Finance
This course covers principles of financial management, with a focus on raising and investing capital to maximize value. It is focused on finance, marketing, or management and is a prerequisite for BUS 725.

BUS 725
Capstone: An Application of Knowledge
Students will demonstrate synthesis and mastery of the leadership, analysis, and decision-making concepts explored in previous courses through four data-driven case studies. They will work in teams and are updated, periodically, to reflect changes in leadership. See the course description page.

ELECTIVE 2

BSAN 718
Intro to Data Science: Data Management, R
This course provides an overview of the challenges associated with effective strategic decisions. Students will learn how to perform strategic analyses of competitive contexts, leverage firm resources and capabilities for competitive advantage, and exploit specific strategic perspectives. The course is a prerequisite for BUS 725.

SCM 718
Operations and Supply Chain Management
This course focuses on the effective and efficient management of the internal and external processes. It is focused on finance, marketing, or management and is a prerequisite for BUS 725.

Mgmt 706
Managing People
This course addresses topics, related people issues in order to create and sustain competitive business advantage through people. It is focused on finance, marketing, or management and is a prerequisite for BUS 725.

Managerial Economics
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Finance
This course covers principles of financial management, with a focus on raising and investing capital to maximize value. It is focused on finance, marketing, or management and is a prerequisite for BUS 725.