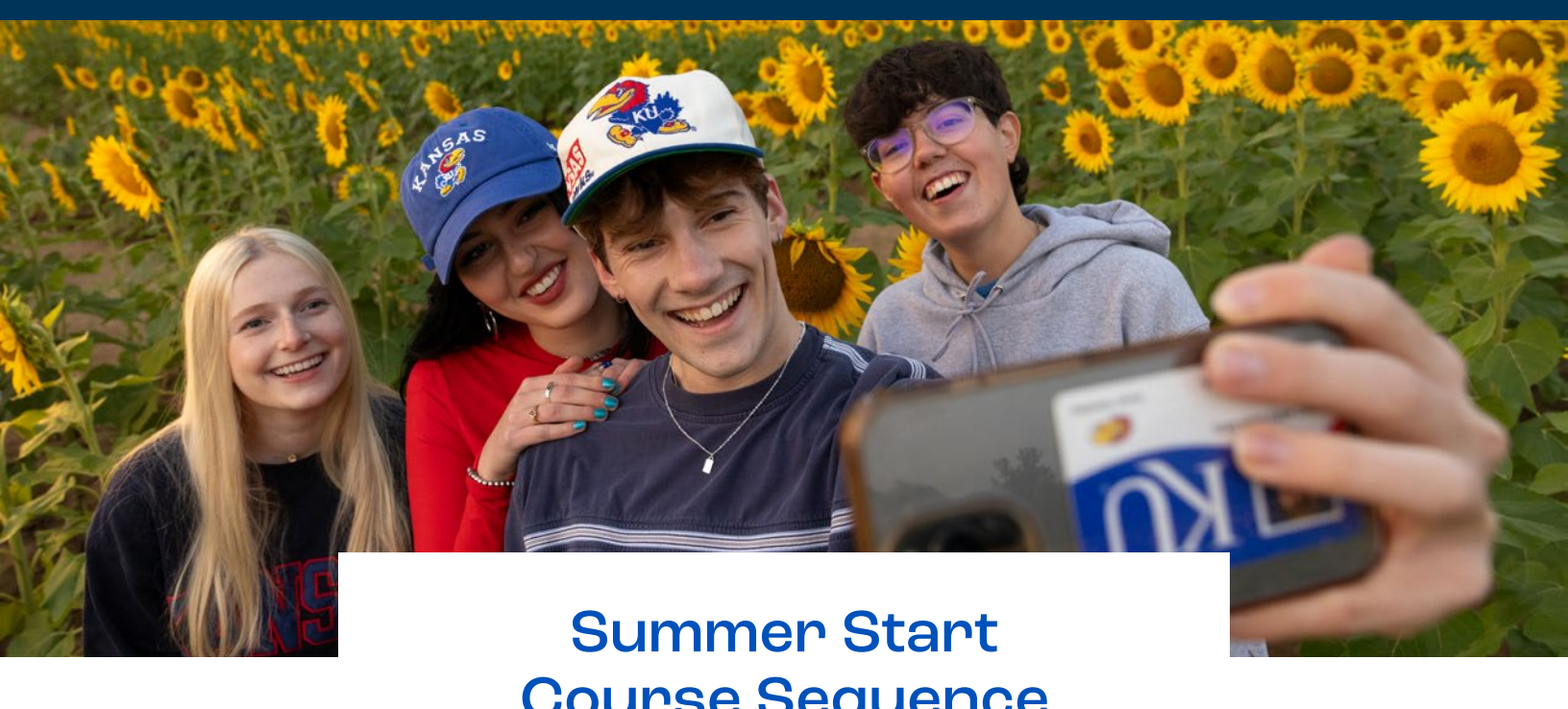


ONLINE MBA PROGRAM



Summer Start Course Sequence

Your Path to Success

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](#).



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.

National Leaders in sport traditions

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.



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

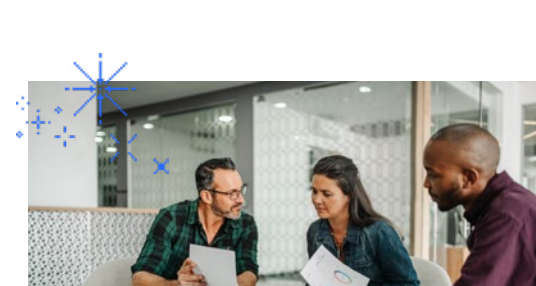
This course covers basic statistical tools for understanding data in organizations to help understand common business problems.



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

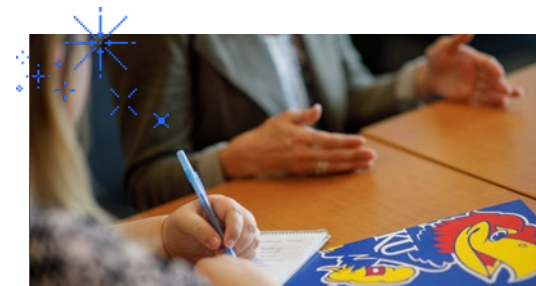
Alumni Excellence

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.



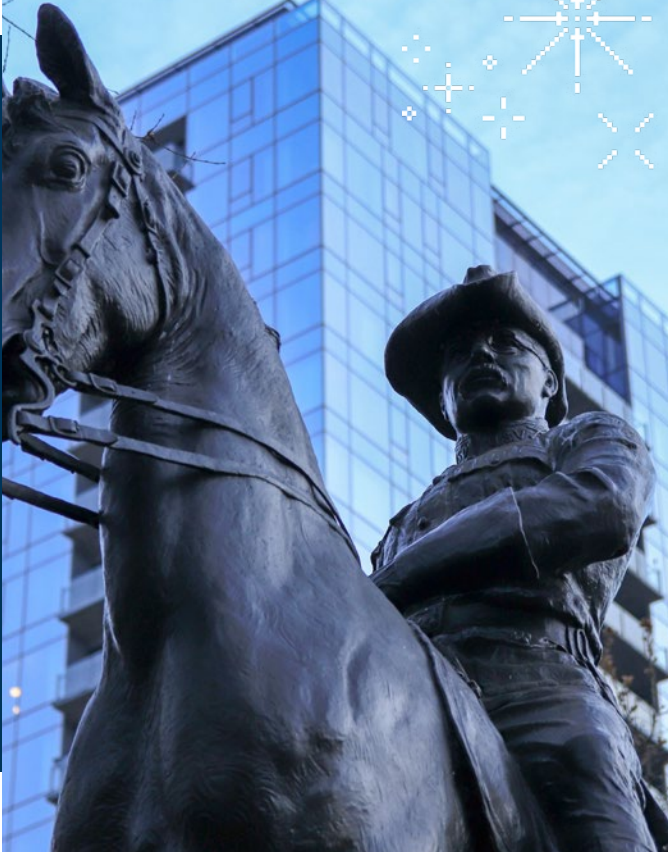
Elective 1

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. Elective courses are updated periodically to reflect changes in the business environment.



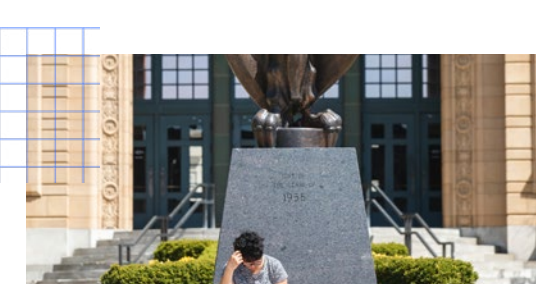
Elective 2

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



Rock Chalk Heritage

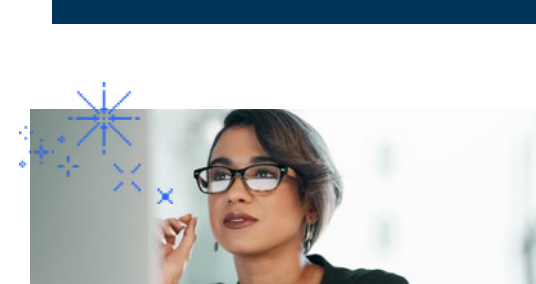
President Theodore Roosevelt once called "Rock Chalk," the **KU spirit chant**, "the greatest college cheer ever devised." Learn how to do the "I'm a Jayhawk" **fight song clap sequence**.



BSAN 718

Intro to Business Analytics

This course will provide an overview of the field of business analytics, the concepts and processes with which data is sourced, prepared, and managed as a strategic business asset. Analytics techniques involving data modeling, querying, and the exploration of data for discovering trends and patterns will be discussed and applied.



MGMT 719

Strategic Management

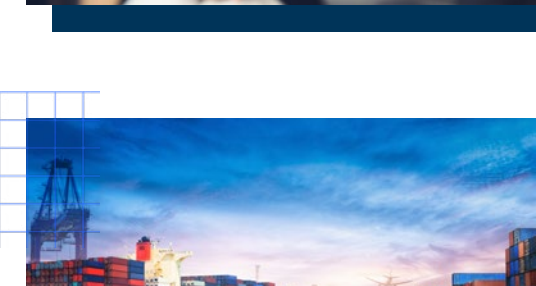
The principal objectives of this course are to learn how to perform strategic analyses of competitive contexts external to the firm, how to leverage firm specific resources and capabilities for competitive advantage, how to exploit specific strategic perspectives such as game theory and real options, and to learn how to make more effective strategic decisions within the firm. Topics include: industry analysis, firm level strategy, resources and capabilities, intangible resources, firm structure, industry evolution, game theory, real options, managerial discretion, and multinational strategy.



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.



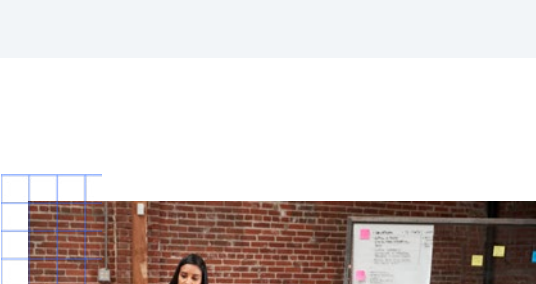
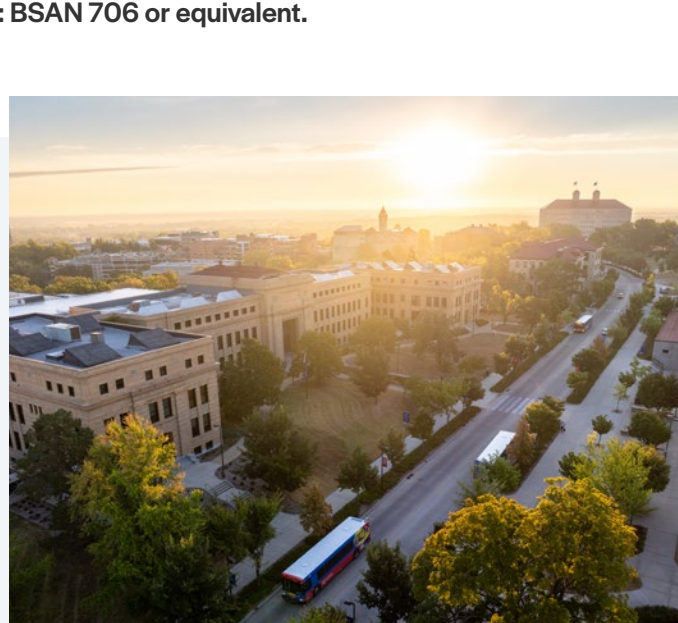
SCM 718

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.

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**.



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.

Congratulations MBA!

Welcome to the global network of proud Jayhawks who are conquering the business challenges of today and tomorrow.

Rock Chalk!