

SUMMER ONLINE MBA PROGRAM SEQUENCE

This course roadmap illustrates the sequence of classes for the fastest progress given a summer 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.

Billy Mills is a member of the Oglala Sioux Tribe who attended KU on a track scholarship after he was orphaned at age 12. He became the only American to win the Olympic gold in the 10,000-meter event and set a world record in the 1964 Tokyo Olympics. He later received the Presidential Citizens Medal from President Obama for his work with Native American causes.



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

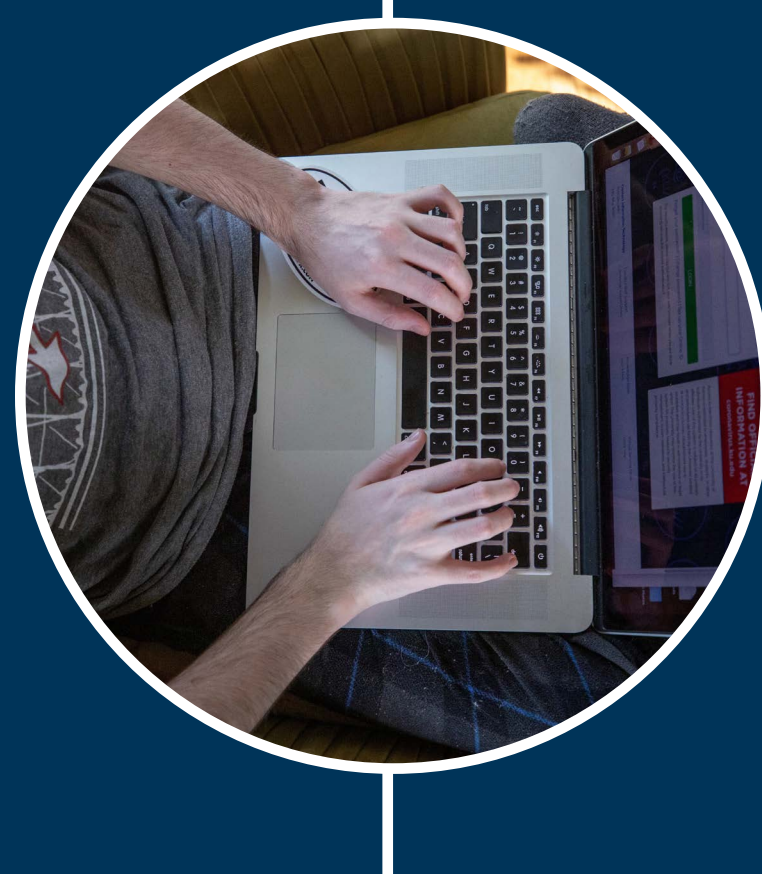
Finance: An overview of the challenges associated with the financial management of firms, with a focus on raising and investing capital to maximize value. Prerequisite: ACCT 706

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](#).



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 menu 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.

Alan Mulally, the storied executive who rose through the ranks of Boeing before leading the Ford Motor Company out of the financial wilderness of the early 2000s, grew up in Lawrence and got both his bachelor's and master's in aeronautical and astronautical engineering from the University of Kansas.



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 Business: 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.

KU has helped shape many national and international leaders, including the late Senator Bob Dole, who began serving his country as a WWII enlisted man. [The Dole Institute of Politics](#), established in Lawrence in 2003, promotes political and civic participation and balanced civil discourse.



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!

