MBA Subplan/Concentration: Health Care Industry Concentration

Effective, August, 2018

Required/Core MBA courses = 16 credits:
MBA 701 2 Strategic Cost Management (2 credits)
MBA 702 2 Advanced Financial Management (2 credits)
MBA 703 2 Advanced Organizational Behavior (2 credits)
MBA 704 2 Supply Chain and Operations Management (2 credits)
MBA 705 2 Strategic Marketing Management (2 credits)
MBA 706 2 Managing Information Resources (2 credits)
MBA 707 2 Microeconomics for Managers (2 credits)
MBA 708 2 Advanced Strategic Management (2 credits)

And 8 credits selected from the following MBA elective courses:
MBA 721 2 Creating and Marketing Innovations (2 credits)
MBA 722 2 Marketing Analytics and Customer Intelligence (2 credits)
MBA 723 2 Digital Marketing (2 credits)
MBA 724 2 Integrated Marketing Communications (2 credits)
MBA 731 2 Leading and Managing Teams (2 credits)
MBA 732 2 Managerial Leadership: Essential Competencies (2 credits)
MBA 733 2 Managerial Decision Making (2 credits)
MBA 734 2 Negotiations & Alternative Dispute Resolution (2 credits)
MBA 751 2 Business Analytics Concepts (2 credits)
MBA 752 2 Business Analytics Strategy (2 credits)
MBA 753 2 Business Analytics Methods (2 credits)

Note: MBA Coordinator may approve other business related elective courses as needed.

Subplan courses = 9 credits:
PH 704 Leading and Managing Public Health Systems (3 credits)

and 6 credits selected from the following courses:
PH 710 Health Care Delivery in the U.S. (3 credits)
PH 720 Environmental Health for Public Health Professionals (3 credits)
PH 741 Social and Behavioral Sciences in Public Health (3 credits)
PH 765 Cultural Competence in Health Professions (3 credits)
PH 793 Independent Study: health care industry research project or community project (3 credits) – *cross listed with BUSN 793*