Customize your degree.
Elective course options are designed to enhance your educational experience in the MBA program. You may choose from the approved list of elective courses below and take them at any time they are offered during your program. Courses will be offered based on faculty availability and student demand.

**Computer Information Systems (CIS):**

- **CIS 570 Business Intelligence** 3 credits
  Business intelligence refers to the harnessing of these vast data stores to solve problems, enhance decision-making and discover new opportunities. This course will focus on the concepts, techniques and technologies that managers can use to transform, analyze, mine, and view data for the purpose of deriving business value.

- **CIS 575 Applied Data Mining** 3 credits
  Information and communication technologies are enabling organizations to accumulate and access vast quantities of both structured and unstructured data. Data mining refers to the methodical preparation and analysis of this data using statistical, mathematical and artificial intelligence techniques and algorithms. This course will focus on data mining concepts, methodologies, models, and tools, and its applications to business for prediction, classification, and forecasting.

- **CIS 655 Business Database Systems** 3 credits
  Database analysis, design, administration; data modeling; data sublanguages, query facilities; distributed database systems.

- **CIS 670 Advanced Project Management and PMP Exam Preparation** 3 credits
  Strategic role in and management of information technology and software development projects.

- **BUS 690C Agile Management and Product Development** 3 credits
  Business model process optimization; managing rapid product development; incorporating constituent feedback throughout the product life cycle.
Finance:

**FIN 602 Futures and Options** 1 credit  
Overview of the analysis and pricing of derivative securities, such as futures, forwards and options, and provide useful information for the educated investor.

**FIN 603 Corporate Risk Management** 1 credit  
Discuss the role and function of insurance and risk management for business and identify, measure, and recommend tools for managing different types of business risks.

**FIN 604 Employee Benefits** 1 credit  
Design and financing of employee benefits including health plans, disability, life insurance, long-term care, and retirement plans.

**FIN 606 International Finance** 1 credit  
Fundamental principles of international finance and how they relate to business operations and strategies.

**FIN 607 Fundamentals of Bond Markets** 1 credit  
Focuses on the analysis and pricing of bonds and the management of bond portfolios and provides useful information for the educated investor, but many issues addressed are most relevant for professional traders, portfolio managers, and corporate firms.

**FIN 608 Fundamentals of Firm Valuation** 1 credit  
Identify key value drivers for a business and how these can be identified utilizing currently available financial information and better understand the option set available to management to fix the problems businesses face.

**FIN 609 Fundamentals of Personal Finance** 1 credit  
Personal financial planning, focusing on TVM, personal financial statements, retirement plans, government sponsored benefits, and education planning.

**REL 601 Fundamentals of Real Estate Finance** 1 credit  
Valuation-oriented study of real estate concepts and principles, including legal, regulatory, finance, market, and financial analysis.
Marketing:

**MKT 610 Qualitative Marketing Research Methods** 1 credit
Offers a broad overview of qualitative research methods including focus groups, depth interviews, observations, and projective techniques.

**MKT 611 Quantitative Marketing Research Methods** 1 credit
Broad overview of the field of business research, with a focus on quantitative research methods.

**MKT 621 Digital Marketing** 1 credit
Overview of social media, website management, content marketing, web analytics and search engine optimization.

**MKT 661 Consumer Behavior** 1 credit
Critically evaluate and create marketing communications using consumer psychology as well as identify and analyze the various components of retail/service environment and assess their impact on consumption behavior.

**MKT 662 Strategic Selling for Business Customers** 1 credit
Primary context for the course is business-to-business (B2B) selling, although many of the course concepts are relevant for direct-to-consumer situations. This course examines the entire sales process, with particular emphasis on relationship selling, planning and delivery of sales presentations, and trust building techniques.

**MKT 667 Services Marketing** 1 credit
Overview of services marketing, concentrates on defining services marketing and discusses fundamental concepts and strategies that differentiate the marketing of services from tangible goods. Second, exam assessing and improving service delivery.
Professional Enrichment:
These classes offer students the ability to enhance their curriculum through varied opportunities including international travel, on-campus symposiums, and workshops on a number of traditional and contemporary business topics.

**BUS 690A Opt-in International Business Study Trip** 1 credit  
Spend 7-10 days in an international location meeting with business leaders, learning international business culture, and becoming acclimated to environments different from your own. Destination will vary each year.

**BUS 690A Leadership Symposium** 1 credit  
A multi-day symposium offered to all graduate business students that focuses on topics under the general header “leadership” with a unique emphasis explored during each event.

**BUS 690A Career Management** 1 credit  
Show a variety of career exploration and development experiences designed to prioritize and focus career search efforts as well as develop leadership, communication, and personal marketability.

**BUS 690A Sustainable Venturing and the New Energy Economy** 2 credits  
Focus on sustainable energy, market incentives, and specific venture strategies that are being utilized to capture economic opportunities in these sectors.