



M.B.A. Degree
Major: _____
2023/2024 Catalog

This program plan is valid only if the student registers for, and completes, a term at Brenau by summer 2024. If the student defers admission to fall 2024 or after, the student must contact the adviser to change to the subsequent catalog.

Student Name _____
 Id No _____
 Where degree earned _____
 Degree/year _____

All classes are 3 hours unless otherwise noted. ()

Prerequisite Sequence: (Option 1 - left column) Can take at Brenau, or transfer in an appropriate graduate class from a regionally accredited university. (Option 2 - right column): Can take at Brenau, or transfer in an appropriate undergraduate classes from a regionally accredited university. For either option, the class must be taken within the last 5 years with a minimum grade of B. Students may use option 1 for one course and option 2 for the other.

Option 1:

Term	Grade	
_____	_____	BA 508 App Economics for Managers
_____	_____	BA 514 Business Essentials For Managers

Option 2

Crs#	Term	Grade	Institution
AC 201	_____	_____	_____
<i>(Financial Accounting – BA 514 #1) – and –</i>			
BA 327	_____	_____	_____
<i>(Finance – BA 514 #2)</i>			
BA 206	_____	_____	_____
<i>(MicroEconomics – BA 508 #1) – and –</i>			
BA 207	_____	_____	_____
<i>(MacroEconomics – BA 508 #2)</i>			

Introduction Sequence: (3 hours) Pre-Req & Intro sequences must be completed before moving into the core.

_____	_____	BA 507 Business Communication
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MBA Curriculum:

Major Core: (18 hours)

_____	_____	MK 715 Marketing Strategy
_____	_____	BA 717 Business Law & Ethics
_____	_____	BA 724 Financial Accounting
_____	_____	MG 729 Management of People
_____	_____	BA 670 Excellence in Operations
_____	_____	-or- BA 707 Business Analytics
_____	_____	BA 799 Strategic Management (capstone)

*For the MBA Public Accounting, the following undergraduate courses (or the equivalent) are required:

(12-15 hours)	Term	Grade
MS 100/101/111/or 210 (if no AC 201)	_____	_____
AC 201 Prin of Acct I (Financial)	_____	_____
AC 321 Intermediate Acct I	_____	_____
AC 322 Intermediate Acc II	_____	_____
AC 439 Auditing	_____	_____

*For the MBA Managerial Accounting, the following undergraduate courses (or the equivalent) are required:

(18 – 21 hours)	Term	Grade
MS 100/101/111/or 210 (if no AC 201)	_____	_____
AC 201 Prin of Acct I (Financial)	_____	_____
AC 202 Prin of Acct II (Managerial)	_____	_____
AC 321 Intermediate Acct I	_____	_____
AC 322 Intermediate Acct II	_____	_____
AC 325 Cost Accounting	_____	_____
AC 439 Auditing	_____	_____

CHOOSE A MAJOR (required): The major courses are contained on page two. The accounting prereq courses are out lined on the table to the right.

Term/Grade	Course#/Title
_____	_____
_____	_____
_____	_____
_____	_____

MAJOR CONCENTRATIONS ARE LISTED ON THE OTHER SIDE.

Note: Students earning the general MBA (with no major concentration) should follow the General Business MBA plan.

Any deviation of this program must be documented via substitution memo and approved by the department chair and the registrar.
 Note: Financial aid recipients cannot receive aid for courses repeated unnecessarily or for courses not specifically required for their degree.

2023/2024 M.B.A.

- Choose one major concentration (12 hours).
- Note the term course completed on the line provided.
- All courses are three hours.

Accounting, Public

Prerequisites: Must complete all prereqs on previous page.

- _____ AC 722 Advanced Accounting
- _____ AC 725 Fraud Prevention and Internal Control
- _____ AC 724 Corporate Taxation
- _____ AC 739 Adv. Auditing and Assurance Services

Accounting, Managerial

Prerequisites: Must complete all prereqs on previous page.

- _____ AC 641 Internal Auditing
- _____ AC 725 Fraud Prevention and Internal Control
- _____ AC 746 Advanced Cost Accounting
- _____ AC 755 Financial Statement Analysis

Business Analytics (All courses require BA 707 as a prereq)

- _____ BA 708 Business Statistics
- _____ BA 710 Applied Regression
- _____ BA 712 Data Mining
- _____ BA 713 Business Analytics Strategy

Communication Management

- _____ CR 620 Negotiation and Mediation
- _____ MM 620 Communication in Society
- _____ MM 650 Media Industry/Business Practices
- _____ MM 670 Communication Consultation & Training

Digital Marketing

(All courses require MK715 as a prereq)

- _____ MK 758 New Media and Marketing Communication
- _____ MK 765 Mobile Marketing
- _____ MK 775 Content Marketing
- _____ MK 785 Digital Marketing Analytics

Finance (All courses require BA 723)

- _____ BA 749 International Finance
- _____ BA 753 Investments
- _____ BA 752 Entrepreneurial Finance
- _____ BA 754 Corporate Risk Management

Healthcare Management

- _____ HC 750 Ethics and Leadership in Healthcare
- _____ HC 760 Law and Policy Development in Healthcare
- _____ HC 770 Organizational Systems in Healthcare
- _____ HC 780 Financial Management in Healthcare

Human Resource Management

- _____ MG 733 Human Resource Management
- _____ HR 750 Talent Acquisition and Management
- _____ HR 760 HRM Total Rewards
- _____ HR 785 Human Resources Strategy

Management

- _____ PM 620 Introduction to Project Management
- _____ MG 730 Managerial Leadership
- _____ MG 733 Human Resource Management
- _____ MG 785 International Org Behavior (MG 729 prereq)

Marketing (All courses require MK715 as a prereq)

- _____ MK 758 New Media and Marketing Communication
- _____ MK 760 Consumer Behavior & Marketing Strategy
- _____ MK 762 Channel Dev & Key Account Management
- _____ MK 780 Product Development and Innovation

Negotiation, Mediation and Conflict Resolution

- _____ CR 710 Organizational Conflict
- _____ CR 720 Negotiation
- _____ CR 730 Mediation Theory and practice
- _____ CR 740 International & Cross-Cultural Conf Res

Nonprofit Leadership

- _____ OL 620 Volunteer Leadership & Board Governance
- _____ OL 630 Fundraising Principles and Practice
- _____ OL 720 Not for Profit Marketing and Branding
- _____ OL 760 Principles of Grant Writing for Non-Profit

Project Management

- _____ PM 620 Introduction to Project Management
- _____ PM 725 Managing Complex Projects
- _____ PM 735 Mng Project Teams and Stakeholders
- _____ PM 755 Project Mgmt. Trends and Technology

Strategic Thinking and Innovation

- _____ OL 640 Strategic Thinking and Innovation
- _____ OL 660 Leadership in Innovative Org. Cultures
- _____ OL 730 Creativity and Change Leadership
- _____ OL 740 Complex Problem Solving

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This program plan was prepared by the Registrar's Office.

Revised 02/2023