



**M.B.A. Degree**  
**Major:** \_\_\_\_\_  
**2022/2023 Catalog**

This program plan is valid only if the student registers for, and completes, a term at Brenau by summer 2023. If the student defers admission to fall 2023 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: (6 hours)** Pre-Req & Intro sequences must be completed before moving into the core or global sequence.

_____	_____	BA 507 Business Communication
_____	_____	BA 707 Business Analytics

**MBA Curriculum:**

**Major Core: (21 hours)**

_____	_____	MK 715 Marketing Strategy
_____	_____	AC 721 Budgeting for Managers
_____	_____	BA 723 Financial Management
_____	_____	MG 729 Management of People
_____	_____	BA 717 Business Law & Ethics
_____	_____	BA 670 Excellence in Operations
_____	_____	BA 799 Strategic Management (capstone)

**Global Sequence: (3 hours)**

Choose one from:

- BA 642 Cross Cultural Business Challenges
- BA 749 International Finance
- BA 780 International Travel Experience
- BA 787 Global Strategy & Economics
- MG 785 International Organizational Behavior
- MK 782 International Marketing
- OL 680 Global Moral Responsibility

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

(14-17 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 (4)	_____	_____
AC 322 Intermediate Acc II (4)	_____	_____
AC 439 Auditing	_____	_____

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

(20 – 23 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 (Mangerial)	_____	_____
AC 321 Intermediate Acct I (4)	_____	_____
AC 322 Intermediate Acct II (4)	_____	_____
AC 325 Cost Accounting	_____	_____
AC 439 Auditing	_____	_____

**MAJOR CONCENTRATIONS ARE LISTED ON THE OTHER SIDE.**

**Note: Students earning the general MBA (with no major concentration) take only coursework on the front of this 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.**

**2022/2023 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** (pend SOCSAC apprv)

(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 700 Project Management Professional (0)
- \_\_\_\_\_ 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 03/2022