

Master of Business Administration (MBA)

SPECIALIZATIONS

- The areas of Specialization are: e-Business, Economics, Finance, Human Resources, International Business, Management Information Systems, Marketing and Total Quality Management.
- Specializations consist of 12 credits in a designated area of study as indicated below.
- All courses applied toward a specialization must be taken at Marquette University.
- The grades for courses applied toward a specialization must be “B” or better.
- BUAD courses not listed here, do not apply toward a specialization, but may be taken as electives toward a general MBA program.
- Specific attention must be given to the multi-topic courses, such as BUAD 229, 249, etc. These courses are noted with † after the course number.
- Students are not required to specialize.

e-Business

12 credits; Two courses from each category, e-Business Strategy and e-Business Technology are required.

e-Business Strategy

- BUAD 221 - Manufacturing Management
- BUAD 229† - Seminar in Operations Management: Supply Chain and Technology Management
- BUAD 244 - Direct Marketing/e-Commerce
- BUAD 249† - Seminar in Marketing: Internet Marketing
- BUAD 249† - Seminar in Marketing: E-Marketing & Strategy (formerly known as IT and Marketing Strategy)
- BREC #197† - Topics in Broadcast and Electric Communication: Social and Communication Issues of the Internet
- LAW 434 - Cyberlaw

e-Business Technology

- BUAD 249† - Seminar in Marketing: e-Business Intelligence Tools
- BUAD 279† - Seminar in IT: e-Business IT Infrastructure
- BUAD 279† - Seminar in IT: Privacy and Security
- BUAD 273 - Telecommunications
- BUAD 274 - Database Management Systems
- COSC #158 - Software Decision Analysis
- MSCS 236 - Component Architecture
- MSCS 237 - Distributed Architecture
- MSCS 238 - Enterprise Architecture
- MSCS 239 - Information Representation
- MSCS 282† - Seminar: Computer Security

Economics

12 credits beyond BUAD 210 including:

- ECON 201 - Applied Econometrics I
- ECON 220 - Macroeconomic Fluctuations: Theory and Applications

And two electives

Contact Director of Economics for specific elective course work.

Finance

12 credits beyond BUAD 250; Requires four electives in Finance (primarily BUAD 25X courses).

- BUAD 239† - Finance Statement Analysis
- BUAD 251 - Investments
- BUAD 252 - Cases in Financial Policy
- BUAD 253 - Fixed Income Markets and Securities
- BUAD 254 - Security Analysis and Asset Valuation
- BUAD 255 - Financial Derivatives
- BUAD 256 - Bank Management
- BUAD 257 - Financial Markets
- BUAD 258 - International Financial Management
- BUAD 259 - Seminar in Finance

*Effective Fall 2003 BUAD 217 does not apply toward the Finance Specialization. Registration for BUAD 217 from fall 2003 onwards, applies toward free elective requirements only.

Human Resources

12 credits; Requires BUAD 260, plus three additional electives from the HURE Program.

- BUAD 260 - Ethical Issues, Regulatory Environment & HR Management
- HURE 210 - Staffing Work Organizations
- HURE 211 - Employment Law
- HURE 212 - Human Resources Statistics and Research Design
- HURE 220 - Training and Development
- HURE 221 - Diversity in Organizations
- HURE 230 - Employee Compensation
- HURE 231 - Employee Benefits
- HURE 240 - Labor Relations
- HURE 241 - Negotiations
- HURE 250 - Human Resource Information Systems
- HURE 251 - Human Resources Strategy and Planning
- HURE 259 - Seminar in Human Resources
- BUAD 266 - Leadership, Motivation and Organizational Change

International Business

12 credits from the following list*

- BUAD 216 – International Trade
- BUAD 217 – International Currency Markets
- BUAD 242 – Global Marketing Strategy
- BUAD 249† – Seminar in Marketing: Globalization and Business Strategy
- BUAD 258 – International Financial Management
- BUAD 264 – International Management
- BUAD 280 – International Study in Business (the travel program)**
- BUAD 290 – Strategic Management in a Global Economy – International Business (Global)***
- BUAD 295 or ECON 295 – Independent Study (International topics)

*One Political Science graduate course may be substituted (as approved by the IB Director)

**BUAD 280 is required for all students without an international business major or substantial international work experience (as determined by the IB Director).

***This course is a part of the core electives leading to no additional courses to specialize in IB.

Management Information Systems

12 credits beyond BUAD 205; Requires four courses in IT (BUAD 27X series). The Department has also approved the following courses from the Math and Computer Science Program (MSCS) and the Electrical Engineering Program (EECE) as listed below.

- BUAD 270 – Managing Information Technology
- BUAD 272 – Decision Support Systems
- BUAD 273 – Telecommunications
- BUAD 274 – Database Management
- BUAD 279 – Seminar Informational Technology:
Examples include:
 - e-Business IT Infrastructure
 - Privacy and Security
- MSCS 209 – Computer Networks 1
- MSCS 210 – Computer Networks 2
- MSCS 236 – Component Architecture
- MSCS 237 – Distributed Architecture
- MSCS 238 – Enterprise Architecture
- MSCS 239 – Information Representation
- MSCS 282† – Seminar: Computer Security
- EECE 211 – Algorithm Analysis and Applications
- EECE 215 – Neural Networks and Neural Computing

- EECE 216 – Artificial Intelligence (formerly Expert Systems)
- EECE 217 – Computer Architecture
- EECE 226 – Digital Image Processing
- EECE 229† – Advanced Topics in Computers and Control (If the topic does not duplicate other coursework)
- HCTM 212 – Ethics of Technology Utilization
- LAW 434 – Cyberlaw

NOTE: Students must check for prerequisites of all courses since many of the classes listed are advanced topics for technical professionals. These classes are not recommended for non-IT professionals. Students must obtain permission, meet the prerequisites, and follow the registration policies and requirements to register for these courses from the program responsible for teaching the course.

Marketing

12 credits beyond BUAD 240; Requires four courses in Marketing (BUAD 24X series).

- BUAD 241 – Consumer Behavior
- BUAD 242 – Global Marketing Strategy
- BUAD 243 – Advanced Multivariate Data Analysis
- BUAD 244 – Direct Marketing/e-Commerce
- BUAD 245 – Strategic Marketing
- BUAD 246 – Customer Relationship Management
- BUAD 247 – Marketing and Public Policy
- BUAD 249 – Seminar in Marketing

Total Quality Management

12 credits beyond BUAD 220; Requires four courses in the area of Operations and Supply Chain Management (BUAD 22X series).

- BUAD 221 – Manufacturing Management
- BUAD 222 – Service Operations Management
- BUAD 223 – Quality and Process Management
- BUAD 225 – Management Science Methods Applications
- BUAD 229 – Seminar in Operations and Supply Chain Management