

Master of Business Administration (MBA) SPECIALIZATIONS

- The areas of Specialization are: 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.

Economics

12 credits beyond BUAD 210 including:

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

And two electives

Contact the Director of Economics for specific elective course work and requirements.

- 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

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

International Business

12 credits from the following list*

- BUAD 216 – International Trade
BUAD 217 – International Currency Markets
BUAD 229† – Seminar in Operations and Supply Chain Management: Global Operations Strategy [Global Supply Chain/Global Sourcing & Supply Chains OR Global Supply Chain and Offshore Operations]
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 289 – Seminar in International Business
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 – Information Strategy
- BUAD 273 – Telecommunications
- BUAD 274 – Database Management
- BUAD 279 – Seminar Informational Technology:
Examples include:
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
- LAWG 750 – Cyberlaw
- LAWG 744 – Computer Law

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