For details about this program, including program description, admission requirements, and contact information, click here (https://www.montclair.edu/graduate/programs-of-study/business-administration-mba/).

Program Requirements

Please note that M.B.A. students who have not earned a B- grade or higher in prior academic coursework in Accounting, Statistics and/or Finance may need to successfully complete online foundation modules in one or more of these key subject areas before they will be allowed to register for M.B.A. courses. Students will be contacted by the M.B.A. office with specific information upon admission.

Students in the combined B.A./M.B.A. or B.S./M.B.A. program may only complete the General M.B.A. requirements.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 560</td>
<td>Accounting for Business Managers</td>
<td>3</td>
</tr>
<tr>
<td>ECON 562</td>
<td>Macroeconomics Analysis and Public Policy</td>
<td>1.5</td>
</tr>
<tr>
<td>ECON 563</td>
<td>Managerial Economics</td>
<td>1.5</td>
</tr>
<tr>
<td>FINC 560</td>
<td>Corporate Financial Decision Making</td>
<td>1.5</td>
</tr>
<tr>
<td>FINC 561</td>
<td>Investments: Principles and Practice</td>
<td>1.5</td>
</tr>
<tr>
<td>INBS 561</td>
<td>Emerging Trends in Global Markets</td>
<td>1.5</td>
</tr>
<tr>
<td>INFO 561</td>
<td>Foundations of Data Analytics</td>
<td>1.5</td>
</tr>
<tr>
<td>INFO 562</td>
<td>Operations Analytics</td>
<td>1.5</td>
</tr>
<tr>
<td>INFO 563</td>
<td>Information Systems Strategy and Innovation</td>
<td>3</td>
</tr>
<tr>
<td>INFO 564</td>
<td>Operations and Supply Chain Management</td>
<td>1.5</td>
</tr>
<tr>
<td>MGMT 561</td>
<td>Achieving Competitive Advantage</td>
<td>1.5</td>
</tr>
<tr>
<td>MGMT 562</td>
<td>Organizational Behavior and Team Leadership</td>
<td>1.5</td>
</tr>
<tr>
<td>MGMT 567</td>
<td>Business Growth Strategy</td>
<td>1.5</td>
</tr>
<tr>
<td>MKTG 561</td>
<td>Applied Marketing Management</td>
<td>1.5</td>
</tr>
<tr>
<td>MKTG 562</td>
<td>Market Analysis and Customer Insight</td>
<td>1.5</td>
</tr>
<tr>
<td>MKTG 563</td>
<td>Sustainability and Corporate Responsibility</td>
<td>1.5</td>
</tr>
<tr>
<td>ENTR 561</td>
<td>Business Innovation and Entrepreneurial Thinking</td>
<td></td>
</tr>
<tr>
<td>MGMT 565</td>
<td>Project Management</td>
<td></td>
</tr>
<tr>
<td>MGMT 566</td>
<td>Negotiation in the Workplace</td>
<td></td>
</tr>
<tr>
<td>MGMT 569</td>
<td>Business Communications</td>
<td></td>
</tr>
</tbody>
</table>

Flexible Core Courses

Complete two courses from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>INBS 581</td>
<td>International Marketing Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 571</td>
<td>Marketing Metrics</td>
<td></td>
</tr>
<tr>
<td>MKTG 572</td>
<td>Strategic Brand Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 575</td>
<td>Independent Study in Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 576</td>
<td>Delivering Service Excellence</td>
<td></td>
</tr>
<tr>
<td>MKTG 577</td>
<td>Special Topics in Marketing (may be taken for 1-3 credits)</td>
<td></td>
</tr>
<tr>
<td>MKTG 578</td>
<td>Pharmaceutical Marketing and Health Care Services</td>
<td></td>
</tr>
<tr>
<td>MKTG 581</td>
<td>Integrated Marketing Communication: Crisis Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 582</td>
<td>Integrated Digital Advertising Planning across Multiscreen, Hyper#targeted Media</td>
<td></td>
</tr>
<tr>
<td>MKTG 583</td>
<td>Omni-Channel Retailing</td>
<td></td>
</tr>
<tr>
<td>MKTG 585</td>
<td>Digital Marketing Strategy and RODMI (Return on Digital Marketing Investment)</td>
<td></td>
</tr>
<tr>
<td>MKTG 586</td>
<td>Sales Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 587</td>
<td>New Product Development</td>
<td></td>
</tr>
</tbody>
</table>

Marketing Concentration Requirements

Select 9 credits from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>INBS 581</td>
<td>International Marketing Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 571</td>
<td>Marketing Metrics</td>
<td></td>
</tr>
<tr>
<td>MKTG 572</td>
<td>Strategic Brand Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 575</td>
<td>Independent Study in Marketing</td>
<td></td>
</tr>
<tr>
<td>MKTG 576</td>
<td>Delivering Service Excellence</td>
<td></td>
</tr>
<tr>
<td>MKTG 577</td>
<td>Special Topics in Marketing (may be taken for 1-3 credits)</td>
<td></td>
</tr>
<tr>
<td>MKTG 578</td>
<td>Pharmaceutical Marketing and Health Care Services</td>
<td></td>
</tr>
<tr>
<td>MKTG 581</td>
<td>Integrated Marketing Communication: Crisis Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 582</td>
<td>Integrated Digital Advertising Planning across Multiscreen, Hyper#targeted Media</td>
<td></td>
</tr>
<tr>
<td>MKTG 583</td>
<td>Omni-Channel Retailing</td>
<td></td>
</tr>
<tr>
<td>MKTG 585</td>
<td>Digital Marketing Strategy and RODMI (Return on Digital Marketing Investment)</td>
<td></td>
</tr>
<tr>
<td>MKTG 586</td>
<td>Sales Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 587</td>
<td>New Product Development</td>
<td></td>
</tr>
</tbody>
</table>

Total Credits 36-39

NOTE: Students in the General MBA Program will complete 6 credits of electives. Students pursuing a concentration will complete 9 credits of concentration coursework. See listings below.