



THE UNIVERSITY OF ALABAMA MANDERSON GRADUATE SCHOOL OF BUSINESS—MBA PROGRAM STRATEGY CONCENTRATION CHECKSHEET

YEAR ONE, FALL SEMESTER		Credits
AC 521	Concepts of Financial Mgmt. Accounting	3
OM 506	Decision Modeling & Business Intelligence	3
MGT 517	Organizational Theory	3
MKT 518	Marketing Management and Decision Making	3
ST 509	Statistics for Business Applications	3
YEAR ONE, SPRING SEMESTER		
EC 500	Managerial Economics	3
FI 504	Foundations of Financial Management	4
MIS 511	Management Information Systems	2
OM 516	Production Operations Management	3
GBA 591	STRATEGY PRACTICUM	1-3
YEAR TWO, FALL SEMESTER		
GBA 525	Business Policy	3
MGT 542	Management Communication	3
MKT 530	ADVANCED MARKETING ANALYSIS	3
_____	STRATEGY FOCUS ELECTIVE	3
_____	STRATEGY FOCUS ELECTIVE	3
YEAR TWO, SPRING SEMESTER		
LGS 522	Legal/Ethical Environments in Business	3
MKT 581	MARKETING PROJECT	3
GBA 527	STRATEGY IMPLEMENTATION	3
MKT 597	LEADERSHIP AND MENTORING	3
_____	STRATEGY FOCUS ELECTIVE	3
MARKETING FOCUS (Choose 4 of the following courses)		
MGT 597	Contemporary Issues in Performance Mgmt (Fall, even years)	3
MKT 510	Product Design Strategy (Fall)	3
MKT 531	Services Marketing (Spring)	3
MKT 511	Supply Chain Management (Fall)	3
MKT 522	Supply Chain Strategy (Spring)	3
ENTREPRENEURSHIP & NEW VENTURE STRATEGY FOCUS (Choose 4 of the following courses)		
MGT 510	Computer Applications in HR Management (Fall)	3
MGT 511	HR Selection and Placement (Spring, odd years)	3
MGT 582	Starting New Ventures (Fall/Spring)	3
MKT 586	Small Business Consulting (Fall/Spring)	3
MKT 511	Supply Chain Management (Spring)	3
_____	Approved Elective	3
HEALTHCARE MANAGEMENT FOCUS (Choose 4 of the following courses)		
HCM 573	Advanced Issues in Healthcare Management (Fall/Spring)	3
HCM 575	Advanced Managed Care (Summer)	3
HCM 576	Advanced Long Term Care (Fall)	3
HCM 577	Advanced Ambulatory Care (Spring)	3
_____	Approved Elective	3
BUSINESS TO BUSINESS FOCUS (Choose 4 of the following courses)		
MGT 520	Change Management (Fall)	3
MKT 511	Supply Chain Management (Fall)	3
MGT 522	Supply Chain Strategy (Spring)	3
MKT 531	Services Marketing (Spring)	3
_____	Approved Elective	3