

BUSINESS ADMINISTRATION AND MARKETING ANALYTICS, MASTER OF BUSINESS ADMINISTRATION AND MASTER OF SCIENCE (DUAL DEGREE) (M.B.A. AND M.S.)

Non-thesis only: 66 credits required

The Robert H. Smith School of Business is a global leader in integrating business management and technology. Smith MBAs can take advantage of this strength in the joint MBA/MS degree program and leverage their managerial skills with studies that develop research and technological skills in finance, accounting, information systems, or supply chain management. Students may apply for admission to the MBA/MS degree program at the beginning of the application process or at the end of their first year in the MBA program. Students complete **66 total credits** including 36 credits of Business courses and 30 credits of Marketing Analytics courses.

Part-time MBA students complete the **BUSI** designated courses. Full-time MBA students complete the **BUSM** designated courses.

| Course | Title | Credits |
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| Core Requirements | | |
| BUSI610/ BUSM602 | Introduction to Financial Accounting | 2 |
| BUSI611/ BUSM616 | Managerial Accounting | 2 |
| BUSI/BUSM621 | Digital Transformation in Business | 2 |
| BUSI630/ BUSM606 | Data Driven Decision Making | 2 |
| BUSI634/ BUSM624 | Operations Management | 2 |
| BUSI640/ BUSM610 | Corporate Finance | 2 |
| BUSI650/ BUSM612 | Marketing Management | 2 |
| BUSI662/ BUSM600 | Leadership and Teamwork | 2 |
| BUSI681/ BUSM604 | Managerial Economics and Public Policy | 2 |
| BUSI683/ BUSM626 | The Global Economic Environment | 2 |
| BUSI690/ BUSM614 | Strategic Management | 2 |
| MBA Electives approved by advisor | | 14 |
| Marketing Analytics core courses | | 12 |
| Marketing Analytics specialization courses | | 18 |
| Total Credits | | 66 |