**MBA Concentration Declaration Form**

*Please complete, print and sign this form and submit it for approval if you intend to formally declare an MBA Concentration. Declaring a concentration is optional. After the approval of your declaration, the selected concentration will be noted on your academic transcript.*

**Given Name:**

**Family Name:**

**Student ID Number:**

**I hereby elect the following MBA Concentration:**

**\_\_\_Finance/Accounting \_\_\_ Marketing \_\_\_\_\_ Business Analytics**

*\_\_\_ Finance major*

*\_\_\_ Accounting major*

*Reminder - The requirements for the MBA concentrations in the 2023-24 academic years are as follows:*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Finance/Accounting** | |  | **Marketing** | |
| BUS 332 | Corporate Finance |  | BUS365 | Market Research |
| BUS 348 | Financial Statement Analysis |  |  | At least 3 marketing courses from the list of track electives |
|  | At least 3 additional electives Finance & Accounting track, within which at least 1 course in Finance and at least 1 course in Accounting. |  |

|  |  |
| --- | --- |
| **Business Analytics** | |
| BUS321 | Data Mining for Business Decisions |
| BUS378 | Business Intelligence |
|  | At least 2 additional business analytics courses from the list of track electives[[1]](#footnote-1) |

**Student Signature: Date:**

Approved by the CBE Dean/MBA Program Chair:

Signature: Date:

Received by the Registrar’s Office: Date:

The table below will provide the flexibility in choosing courses in the three MBA concentrations.[[2]](#footnote-2)

**Courses in Finance/Accounting track**

Students can choose either of the two course bundles: 2 finance and 1 accounting electives, leading to Major in Finance and Minor in Accounting*,* or 2 accounting and 1 finance electives leading to Major in Accounting and Minor in Finance.

BUS 332            Corporate Finance (required for the track)

BUS 348            Financial Statement Analysis (required for the track)

BUS 338            Investment Management and Analysis (Finance major)

BUS 336            Management of Financial Institutions (Finance major)

BUS 353            Audit Control and Evaluation (Accounting major)

BUS 351            Cost Accounting (Accounting major)

BUS 355            Advanced Financial Accounting (Accounting major)

BUS 350 Taxation and Business Decisions (Accounting major)

**Courses in Marketing track**

BUS 365            Marketing Research (required for the track)

BUS 384            Digital Marketing

BUS 366            Advertising Management

BUS 369            Special Topics in Marketing: Strategic Marketing

BUS 369            Special Topics in Marketing: Price competition

**Courses in Business Analytics track**

BUS 321            Data Mining for Business Decisions (required for the track)

BUS 383            Business Analytics

BUS 378            Business Intelligence

BUS 365            Marketing research

1. Academic courses in the area of Business Analytics from other AUA master programs will be accepted as electives case by case. BUS365 Marketing Research is a required concentration course for Marketing and a possible elective for Business Analytics. [↑](#footnote-ref-1)
2. The list of electives may change based on student demand and faculty availability. [↑](#footnote-ref-2)