



DREXEL UNIVERSITY

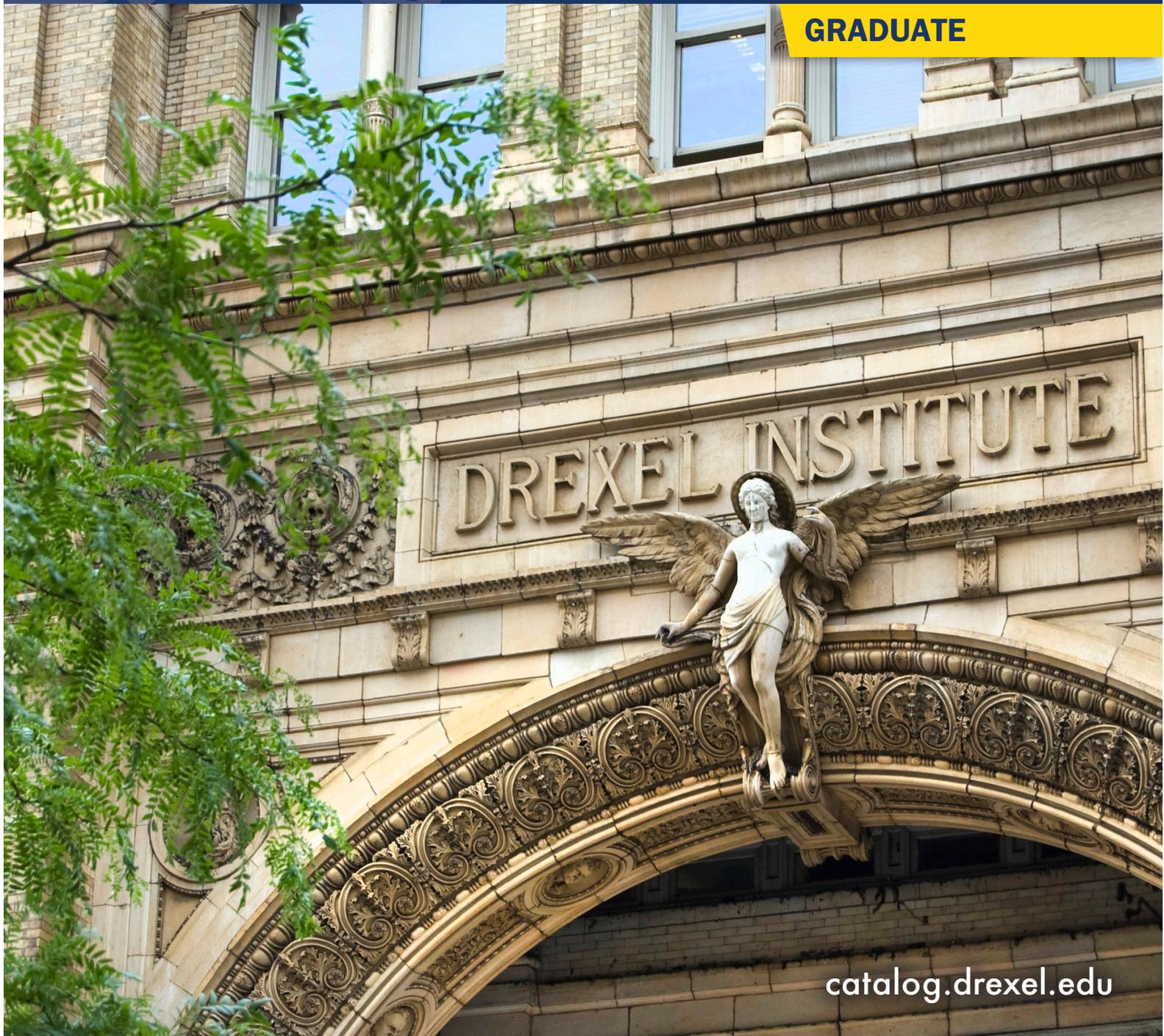
LeBow

College of Business

CATALOG

2020-2021

GRADUATE



catalog.drexel.edu

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LeBow College of Business

About the College

LeBow College of Business (<http://www.lebow.drexel.edu/>) is among just 25 percent of business schools nationwide accredited by the Association to Advance Collegiate Schools of Business (AACSB). Drexel LeBow offers a range of master's level degrees including the master of science (MS), master of business administration (MBA) and executive master of business administration (EMBA). LeBow also offers two doctoral degrees: a PhD in business and an executive doctorate in business administration (DBA). Additionally the School of Economics (<http://catalog.drexel.edu/graduate/schoolofeconomics/>) offers master of science and doctoral degrees.

The MBA degree offers a variety of delivery formats – face-to-face or online, part-time or full-time and at a satellite campus in Malvern, Penn. Additionally, the Drexel LeBow MBA offers customization and specialization in areas such as finance, marketing, entrepreneurship/innovation and business analytics.

Prospective students interested in Drexel LeBow graduate programs are not required to have undergraduate degrees in business.

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- **NEW for Spring 2020:** Change Leadership and Strategy
- **NEW:** Financial Planning & Analysis
- **NEW:** Strategic Financial Management

About the Curriculum

Graduate business programs at Drexel University's LeBow College of Business provide a high-quality education that blends theory and practice. Students receive individualized attention to help them achieve short-term and long-term career goals.

The Drexel LeBow MBA enrolls approximately 800 students representing diverse backgrounds, 20 percent of whom are enrolled full-time. Approximately 50 percent of the full-time students are international. Drexel LeBow MBA students have come from more than 40 countries in Asia, Europe, South America and Canada.

Following in the mission of the University's founder, A.J. Drexel, to provide practical applications of learning, the Drexel LeBow faculty have backgrounds in corporate management and scholarly research. Drexel LeBow faculty combine strengths in teaching and research. They also enjoy strong ties with the corporate community. Corporate and entrepreneurial leaders add to the full-time faculty by coming to campus as guest lecturers or as adjunct professors.

Centers and Facilities

This marriage of academic rigor and practical applications can also be seen in the development of the school's Centers of Excellence. Centers of Excellence are catalysts for research and innovation, think tanks for nationally significant trends and issues, and incubators for opportunities in business and integration among disciplines. LeBow's Centers of Excellence provide students with meaningful experiential learning and impact the performance of business in our region and around the world. As part of the curriculum Drexel LeBow MBA students will take courses which reside in the centers and will see firsthand how practical learning is applied.

The Centers are:

- Institute for Strategic Leadership (<http://www.lebow.drexel.edu/academics/centers/strategic-leadership/>)
- Center for Corporate Governance (<https://www.lebow.drexel.edu/academics/centers/corporate-governance/>)
- Dana and David Dornsife Office for Experiential Learning (<https://www.lebow.drexel.edu/academics/centers/experiential-learning/>)

Facilities

LeBow College of Business opened its 12-story, 177,500-square-foot home, Gerri C. LeBow Hall in September 2013. Located in the heart of Drexel University campus, it forms a gateway to Drexel and serves as a backdrop to the historic statue of A.J. Drexel (Moses Ezekiel, 1904).

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by 15 classrooms of varying sizes and configurations, including a finance trading lab. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium, 100-seat lecture hall, and a behavioral studies lab one floor below. Other

amenities consist of 19 collaboration rooms, 3,500 square feet of student lounges and quiet study areas, a bank of four elevators and full ADA accessibility, and an event space with catering capacity. The building's upper floors contain faculty and staff offices interspersed with seminar and conference rooms.

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>), and the SAP Next-Gen webpage (<https://www.lebow.drexel.edu/about/campuses/location/next-gen-lab/>) to learn more about Gerri C. LeBow Hall.

Accounting

Major: Accounting

Degree Awarded: Master of Science in Accounting (MSA)

Calendar Type: Quarter

Total Credit Hours: 45.0

Classification of Instructional Programs (CIP) code: 52.0305

Standard Occupational Classification (SOC) code: 11-3031

About the Program

The Master of Science in Accounting is a market-driven degree designed to prepare students to become leaders in the field. The program deepens students' understanding of accounting concepts, sharpens business acumen, and provides the analytical and communication skills needed to become a successful accounting professional. The MS in Accounting degree prepares students for the CPA exam and beyond. The program combines theory with practice, encouraging MS in Accounting students to become well-connected to the dynamic accounting industry and share their expertise with their community through programs such as VITA (Volunteer Income Tax Assistance). Upon completion of the program, students will be eligible to be licensed in the state of Pennsylvania.

This 45.0 credit MS in Accounting program is delivered on campus, both full-time and part-time.

- Full-time can be completed in as little as 12 months.
- Part-time completion varies by student.

This selective Master of Science in Accounting program is designed for students who hold a bachelor's degree preferably in the area of accounting from an AACSB- (or equivalent) accredited institution. Applicants must have earned a minimum grade of C in each of the following prerequisite courses and an overall GPA of 3.0 (B) or above.

Prerequisite Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
ACCT 321	Financial Reporting I	4.0
ACCT 322	Financial Reporting II	4.0
ACCT 323	Financial Reporting III	4.0
ACCT 331	Cost Accounting	4.0
ACCT 341	Principles of Auditing	4.0
TAX 341	Individual Income Taxes	4.0

Students with undergraduate degrees in accounting from non-US schools may be eligible for admission to the program. These students will be responsible for assessing whether their academic backgrounds make them eligible to sit for the CPA examination.

Students with undergraduate degrees in areas outside of accounting can be considered for admission to the program only after they acquire the necessary prerequisite undergraduate accounting and/or business courses. These students should contact the LeBow Graduate Student Services (<http://www.lebow.drexel.edu/academics/graduate/resources/advising/>) to determine what courses are needed to gain admission to the MS in Accounting program.

State CPA Requirements

Students planning to take the CPA exam should review the educational requirements established by the State Board of Accountancy in the state in which they plan to sit for the examination. Students are qualified to sit for the examination in Pennsylvania by meeting the degree requirements. Students planning to apply for a CPA license in Pennsylvania need to obtain 225.0 quarter credit hours—the equivalent to 150.0 semester hours. Students should contact the Accounting Department (<http://www.lebow.drexel.edu/faculty-and-research/disciplines/accounting/>) for additional information.

Degree Requirements

Required Core Courses

ACCT 600	Accounting Analysis & Theory	3.0
ACCT 604	International Financial Reporting	3.0
ACCT 605	Assurance Services	3.0
ACCT 606	Current Issues in the Accounting Profession	3.0
BLAW 626	Fundamentals of Business Organizations Law	3.0
Select three of the following:		9.0
ACCT 603	Strategic Cost Management	
ACCT 607	Forensic Investigation	
ACCT 608	Government and Not-for-Profit Accounting	
ACCT 622	Advanced Financial Accounting	
ACCT 628	Accounting Valuation Issues	
ACCT 644	Internal Auditing	
ACCT 650	Accounting Information Systems	
ACCT 653	Analytical Accounting and Systems	
ACCT T680	Special Topics in ACCT	
STAT 610	Statistics for Business Analytics	
TAX 620	Individual Taxation	
TAX 630	Corporate Taxation	
TAX 645	Joint Venture Taxation	
TAX 710	Accounting for Income Taxes	
TAX 715	Tax Experiential Learning	
Co-Op/Internship or Consulting Course		
BUSN 615	Graduate Internship	
MGMT 715	Business Consulting	
TAX T680	Special Topics in TAX	

Students must choose one of the following Graduate Minors (or one approved by your Program Manager): Tax, Finance, Business Analytics, Business Analytics Management, Computational Data Science or Applied Data Science or Choose 4 courses from the Research Concentration list:

Research Concentration		
ACCT 648	Introduction to Accounting Research	
ECON 548	Mathematical Economics	
ECON 550	Econometrics	
ECON 610	Microeconomics	
STAT 628	Applied Regression Analysis	

STAT 630	Multivariate Analysis	
Business Elective Courses		9.0
Students take any three (3) business courses from within the LeBow College of Business. Students should consult with their program manager for the full list of approved electives available each term.		
Total Credits		45.0

Students should contact the Accounting Department (<http://www.lebow.drexel.edu/Faculty/Departments/Accounting/>) for additional information.

Sample Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 600	3.0 BLAW 626	3.0 ACCT 605	3.0 Electives	9.0
ACCT 604	3.0 Electives	9.0 ACCT 606	3.0	
Electives	6.0	Electives	6.0	
	12	12	12	9
Total Credits 45				

Accounting Faculty

Stephen B. Bates, DBA (*Wilmington University*). Assistant Clinical Professor.

Maureen Breen, PhD (*West Chester University*). Assistant Clinical Professor. Financial reporting, internal controls in corporate and not-for-profit sectors.

Hshui Chang, PhD (*University of Minnesota*) *KPMG Professor of Accounting*.

Hui Lam Choy, PhD (*University of Rochester*). Associate Professor. Financial accounting.

Anthony P. Curatola, PhD (*Texas A&M University*) *Joseph F. Ford Professor of Accounting*. Professor. Federal and state income tax policy, retirement income taxation, fringe benefits taxation, educational savings and tax incentives, federal and state income tax research.

Xin Dai, PhD (*University of Minnesota*). Assistant Professor.

Albert DeRitis, MBA (*St. Joseph's University*). Assistant Clinical Professor. Accounting, finance, and supply chain in the healthcare industry.

Barbara Murray Grein, PhD (*University of North Carolina*) *Department Head, Accounting and Tax*. Associate Professor. Auditing, auditor selection, audit adjustments, audit fees, corporate governance, financial reporting.

Curtis M. Hall, PhD (*University of Arizona*). Associate Professor. Strategic cost management; corporate governance; capital markets research in accounting; human capital investment.

Stacy Kline, MBA (*Temple University*). Clinical Professor. Individual, corporation; S corporation and partnership taxation.

Johnny Lee, PhD (*University of Utah*). Associate Clinical Professor. Accounting information systems; e-business; managerial accounting; supply chain management

Gordian Ndubizu, PhD (*Temple University*). Professor. Financial accounting.

MBA Programs

Major: Business Administration

Degree Awarded: Master of Business Administration (MBA)

Calendar Type: Quarter

Total Credit Hours: 49.0

Classification of Instructional Programs (CIP) code: 52.0201

Standard Occupational Classification (SOC) code: 11-1021

About the MBA

The Drexel LeBow MBA offers a customizable, cross-disciplinary plan of study that prepares students to solve complex business problems across industries. The rigorous, comprehensive degree program is designed to emphasize the broad perspective of business concepts through innovative coursework, experiential learning and career coaching.

Grounded by a strong academic foundation in business, the program offers several opportunities to specialize and align students' specific area of interest, including business concentrations and dual degree options. Graduate minors from schools throughout the University are also available, allowing students to tailor their plan of study to fit their specific career goals.

Learning Outcomes and Competencies

Leadership Skills

Leadership and Collaboration - Leads individuals, teams, and organizations to attain common business goals and manage change

Communication - Effectively communicates in writing and speaking in business settings

Professional Development and Advancement - Takes initiative and responsibility for one's professional development and career advancement

Business Acumen

Financial Acumen - Integrates quantitative and qualitative analyses to recommend financial decisions that support financial and strategic goals

Marketing Strategy - Applies marketing theories and tools to make sound marketing decisions and recommendations

Global Mindset - Integrates global perspectives to function effectively in diverse business contexts

Strategic Analysis - Provides the ability to develop a fine-grained analysis of the overall business situation of the firm

Information Systems and Analytics - Collects, manages, and analyzes data, and uses insights gained to set and achieve business goals

Business Operations - Applies quantitative and qualitative tools and operations knowledge to dissect, find structure in, and optimize operations

Business Law - Analyzes and applies the law in decision-making

Solving Business Problems

Identifying and Framing Relevant Complex Business Problems – Uses integrated problem solving and project management skills to identify, structure, and solve complex managerial problems

Structuring and Implementing Integrated Solutions - Integrates all business disciplines and uses decision-making tools to formulate an organization's strategic direction and implements solutions to emergent business problems

Students selecting a concentration can choose from the following options:

- Business Analytics
- Finance
- Strategic Technology & Innovation Management
- Marketing
- Real Estate Management & Development
- Supply Chain Management and Logistics

Program Delivery

The College offers one MBA degree delivered in the format that best suits a student's lifestyle; full-time or part-time, on campus or online. We offer flexible plans of study based upon a student's academic circumstances. It can be completed in 12 - 24 months but we advocate for you to work with an academic advisor to develop a plan of study that fits your needs. The MBA can be completed Online, at Drexel's main campus in Philadelphia or at a satellite campus in Malvern, Pa. Professionals seeking more flexibility in earning the MBA at their own pace can personalize their studies by combining on-campus and online classes.

Please contact Drexel LeBow's Graduate Admissions Office directly to discuss which MBA delivery option (<https://www.lebow.drexel.edu/academics/graduate/mba/>) is best suited for you.

Degree Requirements

The Master of Business Administration (MBA) curriculum remains firmly grounded on the best features of the "traditional" MBA. Among these features is a broad overview of business, complemented by at least one area of concentration.

Students selecting a concentration can choose from the following options:

- Business Analytics
- Finance
- Strategic Technology & Innovation Management
- Marketing
- Real Estate Management & Development
- Supply Chain Management and Logistics

Program Requirements

REQUIRED COURSES

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	1.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 510	Business Problem Solving	3.0
MGMT 520	Strategy Analysis	2.0
MGMT 530	Managing and Leading the Total Enterprise	2.0
MGMT 770	MBA Capstone	2.0
MKTG 510	Marketing Strategy	2.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
ORGB 520	Leading High-Performance Teams	1.0
POM 510	Operations and Supply Chain Management	2.0
STAT 510	Introduction to Statistics for Business Analytics	2.0

Experiential Requirement-Select one course.		3.0
BUSN 615	Graduate Internship	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
MIS 652	Business Agility and IT	
ORGB 640	Negotiations for Leaders	
TAX 715	Tax Experiential Learning	
Concentration Requirements		9.0
Free Electives		9.0
Total Credits		49.0

Students selecting a concentration can choose from the following:

Real Estate Management & Development Concentration

Required Courses

BLAW 631	Real Estate Law for Managers and Developers	3.0
REMD 675	Real Estate Finance	3.0
Select One of the following		3.0
CMGT 535	Community Impact Analysis	
ECON 625	Urban and Real Estate Economics	
FIN 622	Financial Institutions & Markets	
MKTG 638	New Product Planning, Strategy, and Development	
ORGB 640	Negotiations for Leaders	
POM 610	Supply Chain Management I	
REAL 568	Real Estate Development	
REMD T680	Special Topics in REMD	
Total Credits		9.0

Business Analytics Concentration

Requirements

STAT 632	Datamining for Managers	3.0
Select two of the following:		6.0
ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 642	Business Conditions and Forecasting	
MIS 630	Inter-Active Decision Support Systems	
MIS 633	Predictive Business Analytics with Relational Database Data	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
OPR 626	System Simulation	
POM 610	Supply Chain Management I	
STAT 634	Quality & Six-Sigma	
STAT 636	Experimental Design	
STAT T680	Special Topics in STAT	
Total Credits		9.0

Finance Concentration

Required Courses

Select three of the following, of which 2 MUST be from FIN		9.0
ACCT 601	Managerial Accounting	
BLAW 620	Legal Aspects of Employment	
BLAW T680	Special Topics in BLAW	
ECON 614	Macroeconomics	
ECON 630	International Economics	
ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 602	Advanced Financial Management	
FIN 622	Financial Institutions & Markets	
FIN 624	Risk Management	
FIN 626	Investment Management	

FIN 635	Entrepreneurial Finance
FIN 640	Mergers and Acquisitions
FIN 642	Business Conditions and Forecasting
FIN 648	International Financial Management
FIN 790	Seminar in Finance
FIN T680	Special Topics in FIN
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MKTG 630	Global Marketing
MKTG 646	Services Marketing
OPR 601	Managerial Decision Models and Simulation
POM 610	Supply Chain Management I
POM 624	Management of Service Firms
REMD 675	Real Estate Finance
STAT 634	Quality & Six-Sigma
TAX 660	Tax Basis for Decision Making
Total Credits	9.0

Marketing Concentration

Required Courses

Select three of the following, of which 2 MUST be from MKTG : 9.0

BLAW T680	Special Topics in BLAW
ECON 540	Intro to Econometrics and Data Analysis
ECON 610	Microeconomics
FIN 642	Business Conditions and Forecasting
FIN 648	International Financial Management
INTB 620	International Business Management
MGMT 655	Knowledge Management
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MIS 632	Database Analysis and Design for Business
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
MKTG 622	Buyer Behavior Theory
MKTG 624	Channels of Distribution Management
MKTG 627	Digital Marketing
MKTG 628	Logistics and Supply Chain Management
MKTG 630	Global Marketing
MKTG 634	Integrated Marketing Communications Management
MKTG 636	Business to Business Marketing
MKTG 638	New Product Planning, Strategy, and Development
MKTG 646	Services Marketing
MKTG 652	Marketing Information Management and Research
MKTG T680	Special Topics in MKTG
OPR 601	Managerial Decision Models and Simulation
POM 624	Management of Service Firms
POM 610	Supply Chain Management I
STAT 634	Quality & Six-Sigma
Total Credits	9.0

Strategic Technology & Innovation Management Concentration (STIM)

Required Courses

MGMT 603	Technology Strategy	3.0
MGMT 604	Strategic Change Management	

Electives

Select one of the following: 3.0

ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting

MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 640	Strategic Human Resource Management
MGMT 655	Knowledge Management
MGMT 676	Sustainability and Value Creation
MGMT 680	Leading for Innovation
MGMT 686	Strategy Implementation
MGMT 690	Change Management Experiential Capstone
MIS 641	MIS Policy and Strategy
MIS 652	Business Agility and IT
MKTG 638	New Product Planning, Strategy, and Development
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
OPR 601	Managerial Decision Models and Simulation

Total Credits 6.0

Supply Chain Management & Logistics Concentration

POM 610	Supply Chain Management I	3.0
POM 615	Supply Chain Management II	3.0
Select One of the Following:		3.0

ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 642	Business Conditions and Forecasting
FIN 635	Entrepreneurial Finance
MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MKTG 606	Customer Analytics
MKTG 624	Channels of Distribution Management
MKTG 638	New Product Planning, Strategy, and Development
OPR 601	Managerial Decision Models and Simulation
POM 624	Management of Service Firms
POM 630	Transportation & Logistics Management
POM T680	Special Topics in POM
STAT 634	Quality & Six-Sigma
STAT 632	Datamining for Managers

Total Credits 9.0

General Business Concentration

Complete 9 graduate credits. See an advisor for suggestions. 9.0

Total Credits 9.0

Sample Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 FIN 601	3.0 BLAW 510	1.0 MGMT 520	2.0
MGMT 530	2.0 MGMT 510	3.0 ECON 601	3.0 Experiential Elective	3.0
ORGB 511	3.0	STAT 510	2.0 Elective	3.0
	7	6	6	8

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MKTG 510	2.0 Electives	6.0 Electives	6.0 MGMT 770	2.0
ORGB 520	1.0		Elective	3.0
POM 510	2.0			
	5	6	6	5

Total Credits 49

Facilities

LeBow College of Business opened its 12-story, 177,500-square-foot home, Gerri C. LeBow Hall in September 2013. Located in the heart of

Drexel University campus, it forms a gateway to Drexel and serves as a backdrop to the historic statue of A.J. Drexel (Moses Ezekiel, 1904).

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MBA Program Faculty

Marco Airaud, PhD (*University of Pennsylvania Philadelphia*). Associate Professor. Computational economics, international economics, macroeconomics and monetary economics.

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean for Academic Affairs*. Professor. Cyber crime, strategic management of information technology, unstructured data mining, individual internet usage behavior (specifically abuse and addiction), application of artificial intelligence techniques in forensic accounting and ophthalmology.

Trina Larsen Andras, PhD (*University of Texas at Austin*) *Head of the Department of Marketing; Academic Director, Center for Corporate Research Management*. Professor. International marketing, marketing channels management, cross-cultural communication.

Orakwue B. Arinze, PhD (*London School of Economics*). Professor. Client/Server computing; Enterprise Application Software (EAS)/ Enterprise Resource Planning Software (ERP); knowledge-based and decision support applications in operations management.

Jie Cai, PhD (*University of Iowa*) *Department of Finance*. Associate Professor. Investment banking, mergers and acquisitions, corporate finance and corporate governance.

Suresh Chandran, PhD (*Vanderbilt University*). Clinical Professor. Corporate entrepreneurship; corporate social responsibility; global management; intellectual property and employee rights; Sustainability; Technological Innovation.

Lauren D'Innocenzo, PhD (*University of Connecticut*). Associate Professor. Team effectiveness, contextual influences, emergent team dynamics, shared leadership, multi-level modeling, and groups/teams.

Qizhi Dai, PhD (*University of Minnesota*). Associate Professor. Business Value of Information Technology, eCommerce, Economics of Information Technology, Information System Management.

Pia DiGirolamo, PhD (*Purdue University*). Associate Clinical Professor. Forensic economics, distance learning.

Boryana Dimitrova, PhD (*Drexel University*). Assistant Clinical Professor. Global marketing, inter-organizational, marketing channels, retailing and retail management.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Advertising strategy, product assortment decisions, new product positioning, distribution channels. Marketing analytics and big data, marketing communications, marketing research, marketing strategy, technology and innovation.

Elea Feit, PhD (*University of Michigan*) *Department of Marketing*. Assistant Professor. Bayesian hierarchical models, interactive (eCommerce), marketing research, missing data.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*). Assistant Clinical Professor. Applied Probability, Decision Theory, Risk Analysis

Cuneyt Gozu, PhD (*University of Albany*). Associate Clinical Professor. Attitudes; Groups/Teams; Leadership; Motivation; Power and Influence

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Investments in dissatisfied customers, service recovery, health-care marketing, marketing of service organizations, financial consequences of marketing actions.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, health marketing, memory and learning.

Daniel Korschun, PhD (*Boston University*). Associate Professor. Brand and corporate reputation management, corporate social responsibility, internal marketing, marketing strategy, relationship marketing.

Rosalie S. Kreider, JD (*Villanova University*) *Head of Department of Legal Studies*. Clinical Professor. Business law, international business law, commercial transactions.

David Kurz, EdD (*University of Pennsylvania*). Associate Clinical Professor. Business Education; Groups/Teams; Leadership; Supply Chain Leadership.

Jeongsik Lee, PhD (*University of California Los Angeles*). Associate Professor. Economics of Innovation; Social networks; Technology management

Johnny Lee, PhD (*University of Utah*). Associate Clinical Professor. Accounting information systems; e-business; managerial accounting; supply chain management

Benjamin Lev, PhD (*Case Western Reserve University*). Trustee Professor. Inventory Control, Mathematical Programming, Operations Planning and Scheduling.

Merrill W. Liechty, PhD (*Duke University*). Clinical Professor. Bayesian statistics, portfolio selection, higher moment estimation, higher moment estimation, Markov Chain Monte Carlo

Dali Ma, PhD (*University of Chicago*). Associate Professor. Social hierarchy; Social networks; Sociology of entrepreneurship; Sociology of transitional China

Mary Mawritz, PhD (*University of Central Florida*). Associate Professor. Abusive supervision; deviant behavior; leadership.

Bruce D. McCullough, PhD (*University of Texas Austin*). Professor. Applied Econometrics, Data Mining, Econometric Techniques, Reliability of Statistical and Econometric Software.

V. K. Narayanan, PhD (*University of Pittsburgh*). Deloitte Touche Jones Stubbs Professor. Cognition and Strategy; Corporate Entrepreneurship; Organization design

Gordian Ndubizu, PhD (*Temple University*). Professor. Financial accounting.

Edward Nelling, PhD, CFA (*University of Pennsylvania-Wharton*) *Department Head*. Professor. Investments; corporate finance; real estate finance.

Gregory Nini, PhD (*The Wharton School, University of Pennsylvania*). Assistant Professor. Creditor control rights, corporate governance, and firm value; insurance economics.

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences*. Professor. Manufacturing Technology Development, Quality Implementation, Quality Management, Service Management, Six-Sigma

Natalie Pedersen, JD (*Harvard University*) *Department of Legal Studies*. Associate Professor. Employment law; employment discrimination; implicit bias.

Christian Resick, PhD (*Wayne State University*). Associate Professor. Groups/Teams; Leadership; Organizational Culture and Fit; Personality.

Patricia Robak, PhD (*Lehigh University*) *Department of Finance*. Clinical Professor. Investments, money and banking, international finance.

Konstantinos Serfes, PhD (*University of Illinois at Champaign-Urbana*). Professor. Industrial organization; microeconomics; game theory

Samir Shah, DPS (*Pace University*). Clinical Professor. Drexel University's Provost Fellow India Partnerships

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing research and strategy, pricing and promotions, loyalty and satisfaction.

Samuel H. Szewczyk, PhD (*Pennsylvania State University*). Associate Professor. Corporate governance, mergers and acquisitions, financial engineering, investment banking, financial institutions.

George Tsetsekos, PhD (*The University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Professor. Valuation and corporate restructuring, treasury and risk/hedging operations, investment banking, securitization, emerging capital markets, multinational finance, bank asset-liability management.

Daniel Tzabbar, PhD (*University of Toronto*). Associate Professor. Accessing and managing knowledge; Alliances; Human capital; Organizational learning and change; Social Capital; Technology Entrepreneurship; Technology Innovation

Chen Wang, PhD (*University of British Columbia*). Associate Professor. Consumer curiosity, self-regulation and goals, sensory perception.

Jonathan C. Ziegert, PhD (*University of Maryland*) *Management Department*. Associate Professor. Attitudes; Diversity; Groups/Teams; Leadership; Organizational Culture and Fit.

Executive MBA Program

Major: Business Administration

Degree Awarded: Master of Business Administration (MBA)

Calendar Type: Quarter

Total Credit Hours: 49.0

Classification of Instructional Programs (CIP) code: 52.0101

Standard Occupational Classification (SOC) code: 11-1021

About the Program

The Executive MBA program is designed for executives, entrepreneurs, and professionals with an average of 15 years of experience (and a minimum of seven years) who are currently in a managerial or managerial-track position. Graduates of the Executive MBA program are catalysts, effective leaders who demonstrate mastery of problem-solving and strategy development in increasingly complex business environments.

Working within an intimate cohort with diverse experiences and backgrounds, Executive MBA students complete a robust cross-disciplinary plan of study with an emphasis on strategic leadership and business solutions. Students collaborate in high-performance teams, which enable them to gain diverse perspectives and learn new strategies for problem-solving. The program includes comprehensive leadership self-assessment tools, including an executive coach to help design and implement a personal career development plan and reinforce leadership skills. During the program students will have the opportunity to choose electives from an array of contemporary interdisciplinary courses.

Through their professional experience and academic research, our world-class faculty foster an environment where applied learning and real-world application is an integral part of the experience. Highly engaged Executive MBA alumni further enhance this close-knit community, opening their doors to help students build connections and uncover opportunities to benefit their careers.

Program Delivery

The Executive MBA program delivers 18 months of study in a 20-month period. Courses are primarily taught in residency format with accompanying online elements. The program begins with the LeBow Leadership Experience, a six-day introductory immersion that teaches the tenets of high impact, transformational leadership, and ends with an international immersion experience that applies the concepts and principles learned in the classroom to a global business setting. Past international immersions have examined the transitioning economies of Cuba and South Africa, the rising consumerism and urbanization of China, and Vietnam's emergence as a global outsourcing giant.

Additional Information

For additional information about the program, visit the Executive MBA (<http://www.lebow.drexel.edu/academics/graduate/mba/executive-mba/>) web page.

Admission Requirements

The Executive MBA program has separate admission procedures. A personal interview is required. Students admitted to the program have

an average of 15 years work experience and significant potential for advancement in their organizations. A minimum of 7 years of professional experience (including 2 years of management) is required. Students must be admitted to the Executive MBA program to register for Executive MBA cohorted classes.

For further information, please contact:

Mark Dierkes
Director of Recruitment
Executive MBA Program
215-571-3272
med24@drexel.edu

About the Curriculum

Each year, the Executive MBA curriculum is revised to strengthen the best of our program, and include new content and teaching methods to make the entire Drexel experience richer, more rewarding, and more relevant to our students. It is built around 19 courses delivered through various types of executive learning experiences, including classroom meetings with online supplemental sessions, campus immersions, international immersions, online courses, plus six 1-credit elective courses that span an array of disciplines. The program blends proven learning elements that go far beyond a typical MBA program.

The Executive MBA begins with the six-day Drexel Leadership Experience and ends with a 7-10 day international immersion. In between, class sessions are mostly clustered in an on-campus residency format.

Sample Plan of Study:

First Year

MGMT 510 – Business Problem Solving – 2 credits
ORGB 510 – Leading in Dynamic Environments – 2 credits
ORGB 520 – Leading High Performance Teams – 1 credit
STAT 510 – Introduction to Statistics for Business Analytics – 2 credits

MGMT 530 – Managing and Leading the Total Enterprise – 2 credits
ORGB 530 – Career and Professional Development – 1 credit
ACCT 510 – Essentials of Financial Reporting – 2 credits

Executive Electives Week – Classes TBA – 3 credits
ORGB 640 – Negotiations for Leaders – 3 credits
BLAW 510 – Analyzing Legal Options in Decision-Making – 1 credit

MIS 612 – Aligning Information Systems and Business Strategies – 3 credits
MGMT 520 – Strategy Analysis – 2 credits
POM 510 – Operations and Supply Chain Management – 2 credits

Second Year

FIN 601 – Corporate Financial Management – 3 credits
FIN 610 – Corporate Governance – 3 credits
MKTG 510 – Marketing Strategy – 2 credits

ECON 601 – Managerial Economics – 3 credits
ACCT 603 – Strategic Cost Management – 3 credits

Executive Electives Week – Classes TBA – 3 credits
INTB 790 – Seminar in International Business – 3 credits
MGMT 770 - MBA Capstone - 2 credits

MPH/MBA Joint Degree

Major: Public Health/Business Administration
Degree Awarded: Master of Public Health (MPH) and Master of Business Administration (MBA)
Calendar Type: Quarter
Total Credit Hours: 93.0
Co-op Option: None
Classification of Instructional Programs (CIP) code: 52.0201
Standard Occupational Classification (SOC) code: 13-1111; 11-1021; 11-9199; 11-9111

About the Program

The Drexel MPH/MBA joint degree provides the opportunity for students to hone their business skills while equipping them with the skills necessary to make a difference in today's public health and healthcare worlds. Over the three year plan of study, students will alternate MPH and MBA courses, allowing for integration of learning. The Drexel LeBow MBA offers a customizable, cross-disciplinary plan of study that prepares students to solve complex business problems across industries.

The rigorous, comprehensive degree program is designed to emphasize the broad perspective of business concepts through innovative coursework, experiential learning and career coaching. Grounded by a strong academic foundation in business, the program offers several opportunities to specialize and align students' specific area of interest through elective courses. The MPH with a major in Health Management and Policy provides state-of-the-art core competencies in public health and the option to concentrate in either Management or Policy, as well as extensive opportunities for community, practice, and research engagement.

Additional Information

For more information about this program, contact:

DSPH Academic Advising Team
Office of Education
dspshadvising@drexel.edu

Additional information can be found on the Dornsife School of Public Health (<https://drexel.edu/dornsife/academics/degrees/mba-mph-dual-degree/>) and LeBow College of Business (<https://www.lebow.drexel.edu/academics/graduate/degree-programs/mba/full-time-mba/>) websites.

Degree Requirements

Required MPH Classes

BST 571	Introduction to Biostatistics	3.0
EPI 750	Integrative Learning Experience in Epidemiology I	3.0
HMP 500	Health Management and Policy I	3.0
HMP 501	Health Management and Policy II	3.0
HMP 505	Qualitative Data and Mixed Methods Analysis	2.0
HMP 550	Health Disparities: Systemic, Structural, Environmental & Economic	3.0
HMP 750	Integrative Learning Experience	2.0
HMP 751	Integrative Learning Experience II	2.0
PBHL 500	Practical Experience for the Master of Public Health	0.0
PBHL 510	Public Health Foundations and Systems I	4.0
PBHL 511	Public Health Foundations and Systems II	4.0
Policy Selective (select one)		3.0
HMP 510	Evolution of United States Health Policy	
HMP 511	Legal Aspects of Public Health	

Management Selective (select one)		3.0
HMP 512	The Business of Healthcare: Advanced Healthcare Financial Management	
HMP 516	Health Care Organizations and Management	
Social Justice/Equity Selective (select one)		3.0
HMP 551	Historical and Contemporary Developments in Social Justice	
HMP 552	Perspectives on Gender, Race, Ethnicity, and Social Class	
HMP 554	Issues in United States Health Policy	
HMP 555	Violence, Trauma and Adversity in Public Health	
HMP 557	Public Health and the Complexity of Mental Health Policy: Exploring Past, Present, and Future	
HMP 600	Public Health Advocacy and Activism	
HMP 601	Seminar in Fire Arms and Public Health	
HMP 602	The Politics of Food & Gender	
Free Electives		9.0
Required MBA Core Courses		
ACCT 510	Essentials of Financial Reporting	2.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	3.0
MGMT 510	Business Problem Solving	3.0
MGMT 520	Strategy Analysis	2.0
MGMT 530	Managing and Leading the Total Enterprise	2.0
MGMT 770	MBA Capstone	2.0
MKTG 510	Marketing Strategy	2.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
ORGB 520	Leading High-Performance Teams	1.0
POM 510	Operations and Supply Chain Management	2.0
STAT 510	Introduction to Statistics for Business Analytics	2.0
Free Electives		15.0
Experiential Elective		3.0
Total Credits		92.0

Sample Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
EPI 750	3.0 BST 571	3.0 HMP 505	2.0 PBHL 500	0.0
HMP 500	3.0 HMP 501	3.0 Management Selective	3.0	
PBHL 510	4.0 PBHL 511	4.0 Social Justice/Equity Selective	3.0	
		Elective	3.0	
	10	10	11	0

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 FIN 601	3.0 ECON 601	3.0 MGMT 520	2.0
MGMT 530	2.0 MGMT 510	3.0 Electives	6.0 Experiential Elective	3.0
MKTG 510	2.0 ORGB 520	1.0	Electives	6.0
ORGB 511	3.0 Elective	3.0		
STAT 510	2.0			
	11	10	9	11

Third Year

Fall	Credits Winter	Credits
HMP 550	3.0 HMP 751	2.0
HMP 750	2.0 MGMT 770	2.0
POM 510	2.0 Policy Selective	3.0

Elective	3.0 Elective	3.0
	10	10

Total Credits 92

Doctorate in Business Administration (DBA)

Major: Business Administration

Degree Awarded: Doctorate in Business Administration (DBA)

Calendar Type: Quarter

Total Credit Hours: 60.0

Classification of Instructional Programs (CIP) code: 52.0201

Standard Occupational Classification (SOC) code: 11-1021

About the DBA

The Doctorate in Business Administration (DBA) is a part-time executive doctoral program designed to equip executives and senior managers with scientific methods to address complex industry and organizational challenges. The program integrates and leverages Drexel's 120+ year history of experiential learning to provide a broad theoretical perspective of current business issues as well as a strong foundation in applied research and analysis to enrich critical knowledge, skills, and abilities. Through an integrative framework of empirical exploration and evidence-based decision making, executives learn the "science of business" and develop successful data driven strategies and solutions that can be applied to their respective organizations.

The DBA cohorted format enables candidates to complete the program in 2.5 years (10 consecutive quarters), using a lockstep executive residency and online model. DBA candidates complete a minimum of 60.0 credits beyond the Master's degree. As part of the accelerated nature of the program and focus on complex business challenges, the program employs a mentored dissertation model. It is expected that applicants will have a minimum of 10 years of industry and/or leadership experience.

Program Highlights

- 2.5 Year, Part-time, Cohorted Executive Program
- Executive Residency Format with Online Components
- 16 Courses, 60 Credits post-Masters
- Mentored Dissertation Model
- Integrated, Cross-Disciplinary Course Work
- Drexel DBA Faculty Collaboration from Management, Marketing, Decision Sciences and MIS, Accounting, Economics, Finance, Design, Biomedical Engineering, and Psychology

DBA Learning Outcomes

Upon degree completion, graduates of the DBA program will be able to...

- Demonstrate knowledge of both theoretical and applied business research methodology.
- Integrate knowledge from business and non-business disciplines to generate novel ideas, strategies, and practical approaches to address business issues faced by senior leadership in organizations.
- Demonstrate mastery of scientific inquiry methods that examine empirical support for theoretical frameworks as applied to business problems.

- Demonstrate an ability to address complex industry challenges using frameworks of empirical examination that build prescriptive conclusions and real world knowledge.

Admission Requirements

The DBA provides a broad theoretical and practical perspective on current business issues as well as a strong foundation in applied research and analysis. The LeBow College of Business seeks applicants with a minimum of 10 years of senior industry and/or leadership experience, exceptional ability and the motivation needed to successfully complete the DBA. Admission into this part-time cohorted program requires a Master's degree and is highly selective.

In reviewing an applicant's credentials, the DBA admissions committee will consider:

- Completed Application Form
- Prior Academic Accomplishments: All course work taken prior to application will be reviewed. Applicants should have attained a minimum grade point average of 3.3 (on a 4.0 scale) for all graduate course work completed.
- Graduate Management Admissions Test (GMAT) or Graduate Records Examination (GRE): DBA applicants are NOT required to submit scores from either the GMAT or GRE. However, individuals who have taken these exams prior may forward their scores in support of their application.
- Personal Statement: Explain how the applicant's educational and personal experiences have influenced the decision to pursue a DBA, professional objectives in attaining a DBA, and the applicant's strategy (time, effort, and organizational and family support) to excel in the program.
- Essay(s): Please reference the program webpage for specific essay(s) requirement for the application.
- Letters of Recommendation: Two letters of recommendation must be submitted in support of the application. Applicants are strongly encouraged to seek recommendations from professionals who can assess the applicant's likelihood of success in an executive doctoral program.
- Current Resume or CV: Include relevant industry positions, achievements or research.
- Interview: Upon request of the DBA admission committee, selected candidates will be requested to participate in an admissions interview.

Admission Procedures

The DBA Program admits students each fall. To be considered for scholarship and admission, the completed application must be received by the LeBow College of Business Office of Graduate Admissions no later than **April 30th**. It is the applicant's responsibility to ensure that all transcripts, essays/personal statements and letters of recommendation, as well as the application form and fee, are received by Drexel University by this deadline.

Please contact Mark Dierkes, Director of Executive Program Recruitment, at med24@drexel.edu or at 215-571-3272 directly with any questions concerning required entrance exams (such as the GMAT), evaluation of undergraduate or graduate records (grades, scores, total years and subjects studied, etc.), and any other issues regarding application to the College.

Degree Requirements

Required Courses

BUSN 910	Applied Organizational & Consumer Behavior	4.0
BUSN 911	Opportunities in a Data Driven Economy	4.0
BUSN 912	Corporate Growth and Risk Strategies	4.0
BUSN 913	Driving Innovation and Design	4.0
BUSN 914	Navigating the Changing Business Environment	4.0
BUSN 921	Applied Behavioral Research	4.0
BUSN 923	Qualitative Inquiry Methods	4.0
BUSN 925	Survey Research	4.0
BUSN 924	Analyzing Quantitative Data	4.0
BUSN 941	Dissertation Research, Applied Methodology Workshop	4.0
BUSN 942	Dissertation Research, Data Collection Strategy	4.0
BUSN 943	Dissertation Research, Literature Review and Proposal Defense	4.0
BUSN 944	Dissertation Research, Data Collection Process	5.0
BUSN 945	Dissertation Research, Data Analysis	5.0
BUSN 946	Dissertation Research, Discussion and Contribution Chapter	1.0
BUSN 947	Dissertation Research, Final Defense	1.0-9.0
Total Credits		60.0-68.0

Dissertation

DBA candidates are required to complete and submit doctoral dissertation for committee approval. The dissertation is an integral part of the DBA program and serves as a demonstration of academic excellence in applying the science of business with all its expected rigor to an important problem of interest to the industry, as well as providing insight based on theory and supported by appropriate methodological and statistical rigor.

The dissertation process is comprised of a series of lockstep courses, culminating in two major milestones: defense of the proposal and defense of the completed research. The dissertation will need to show relevance, be tied to appropriate scientific literature, and have appropriate methodology and analysis to support the conclusions. Each student will be assigned a dissertation chair, who will guide the student through the process starting in year one, and committee who will evaluate the proposal and the completed research. Both proposal defense and completed research defense must attain a passing grade for the degree to be conferred. There are no qualifying or candidacy exams.

Sample Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits
BUSN 910	4.0 BUSN 911	4.0 BUSN 912	4.0
BUSN 925	4.0 BUSN 921	4.0 BUSN 924	4.0
			8

Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 913	4.0 BUSN 914	4.0 BUSN 942	4.0 BUSN 944	5.0
BUSN 923	4.0 BUSN 941	4.0 BUSN 943	4.0	
			8	5

Third Year

Fall	Credits Winter	Credits Spring	Credits
BUSN 945	5.0 BUSN 946	1.0 BUSN 947	1.0-9.0
			5

Total Credits 60-68

Course Descriptions

BUSN 910 Applied Organizational and Consumer Behavior 4.0 Credits

The course provides an interdisciplinary and integrative understanding of various theoretical perspective on how to organize effectively. Theories, research and practice from the areas of strategic management, organizational behavior, human resource, management, MIS and marketing will be explored for ways to leverage both internal and external data to compete in the 21st century economy and build business strategy and translate that into organizational knowledge strategy.

College/Department: LeBow College of Business

Repeat Status: Not repeatable for credit

BUSN 911 Opportunities of Data Driven Economy 4.0 Credits

This course explores the growing role of data in Business. It examines the critical skills and capabilities an organization needs for success, including leadership, culture, methods and tools for becoming data driven, while also balancing human judgment. Lectures, readings, cases, and guest speakers consider the impact and challenges of gathering, storing, analyzing and providing access to data to facilitate effective decision making.

College/Department: LeBow College of Business

Repeat Status: Not repeatable for credit

Prerequisites: BUSN 910 [Min Grade: B]

BUSN 912 Corporate Growth and Risk Strategies 4.0 Credits

This course will discuss competitive advantage aspects as they relate to organizational growth and risk management including in contexts related to intercompany relationships. Theories, research and practice from the areas of strategic management, organizational behavior, human resource, management, MIS and marketing will be explored to learn theories frameworks on corporate development and growth and risk management studies associated with such development and growth.

College/Department: LeBow College of Business

Repeat Status: Not repeatable for credit

Prerequisites: BUSN 910 [Min Grade: B] and BUSN 911 [Min Grade: B]

BUSN 913 Driving Innovation and Design 4.0 Credits

This course explores the latest thinking on competitive strategies for innovation, innovation culture, product design & design thinking, creative insights and stimulating creativity behavior and such measurements using an interdisciplinary approach.

College/Department: LeBow College of Business

Repeat Status: Not repeatable for credit

Prerequisites: BUSN 912 [Min Grade: B]

BUSN 914 Navigating the Changing Business 4.0 Credits

This course provides the foundation to apply current economic, consumer behavior and HR capital trends guided by scholarly based findings and analysis to apply to business issues in the new digital and global economy.

College/Department: LeBow College of Business

Repeat Status: Not repeatable for credit

Prerequisites: BUSN 913 [Min Grade: B]

BUSN 921 Applied Behavioral Research 4.0 Credits

This course introduces behavioral research thinking. The course will provide an overview of applied behavioral research methodologies, including experimental, quasi-experimental, and survey research

techniques. Students will learn the advantages of each methodology and when to apply it. Students will also be introduced to measurement theory, validity, reliability, and how to conduct research ethically. There will be detailed discussions on the data and how it was collected as well as hands-on demonstrations of the statistical methodologies that were applied. Students will learn what the statistical assumptions are, what the parameters mean, and how to practically interpret the results.

College/Department: LeBow College of Business

Repeat Status: Not repeatable for credit

BUSN 923 Qualitative Inquiry Methods 4.0 Credits

This course introduces students to approaches in social science and humanistic research known as qualitative inquiry. These approaches include ethnography, grounded theory, phenomenology, case study, and narrative research, and employ methods of interviewing, discourse/content analysis, and participation observation. Students will explicate studies that employ these approaches; discuss assumptions of qualitative inquiry; discuss standards of sampling, ethics, and validity, and design a qualitative research proposal.

College/Department: LeBow College of Business

Repeat Status: Not repeatable for credit

Prerequisites: BUSN 921 [Min Grade: B]

BUSN 924 Analyzing Quantitative Data 4.0 Credits

In this course, students will learn to test hypotheses and assess theory in business and behavioral contexts as those relate to analyzing survey data, archival data, and experimental data. Through hands-on exercises that revisit and reconstruct published research, students will learn commonly used statistical methods that test hypotheses and learn how to interpret results, as well as look for problems as revealed through the statistical testing that might lend support to alternative models. Methods discussed include linear regression, dimension reduction, analysis of variance and GLM, and logistic regression models.

College/Department: LeBow College of Business

Repeat Status: Not repeatable for credit

Prerequisites: BUSN 922 [Min Grade: B] or BUSN 925 [Min Grade: B]

BUSN 925 Survey Research 4.0 Credits

This course will introduce students to the art and craft of survey research. Students will become familiar with the theoretical underpinnings of survey research and at the same time get hands-on experience designing, deploying, and analyzing surveys. The course will cover all aspects of conducting survey research: selecting a sample, formulating individual questions, measurement scales, designing a questionnaire, and analyzing the collected data.

College/Department: LeBow College of Business

Repeat Status: Not repeatable for credit

Prerequisites: BUSN 921 [Min Grade: B]

BUSN 941 Dissertation Research, Applied Methodology Workshop 4.0 Credits

This applied methodology workshop focuses candidates on development of well-defined research questions, appropriate methodology approaches, outline of the Hypotheses, and elucidation about the Importance of the research topics.

College/Department: LeBow College of Business

Repeat Status: Not repeatable for credit

BUSN 942 Dissertation Research, Data Collection Strategy 4.0 Credits

This applied dissertation research course focuses candidates on the development of well-defined data collection strategy. This may include, but is not limited to, analyzing archival data, designing the survey to be used, or determining how to use existing organizational changes in a quasi-experimental design to assess phenomena. This will include IRB permission as necessary.

College/Department: LeBow College of Business

Repeat Status: Not repeatable for credit

Prerequisites: BUSN 941 [Min Grade: B]

BUSN 943 Dissertation Research, Literature Review and Proposal Defense 4.0 Credits

This applied dissertation research course focuses candidates on the development of the literature review section that will be included in the dissertation. The literature review should present the theoretical background of the dissertation and support the propositions and hypotheses.

College/Department: LeBow College of Business

Repeat Status: Not repeatable for credit

Prerequisites: BUSN 942 [Min Grade: B]

BUSN 944 Dissertation Research, Data Collection Process 5.0 Credits

This applied dissertation research course focuses candidates on the development of the data collection process for the dissertation. The data can be collected through surveys, quasi-experimental designs, panel data, or any other source approved by the dissertation chair and committee.

College/Department: LeBow College of Business

Repeat Status: Not repeatable for credit

Prerequisites: BUSN 943 [Min Grade: B]

BUSN 945 Dissertation Research, Data Analysis 5.0 Credits

This applied dissertation research course focuses candidates on completing the data analysis for the dissertation. It is expected that the student will consult with the Dissertation Chair and professors on the appropriate analyses methods that should be applied.

College/Department: LeBow College of Business

Repeat Status: Not repeatable for credit

Prerequisites: BUSN 944 [Min Grade: B]

BUSN 946 Dissertation Research, Discussion and Contribution Chapter 1.0 Credits

This applied dissertation research course focuses candidates on completing the Discussion and Contribution chapter of the dissertation.

College/Department: LeBow College of Business

Repeat Status: Not repeatable for credit

Prerequisites: BUSN 945 [Min Grade: B]

BUSN 947 Dissertation Research, Final Defense 1.0 Credits

This applied dissertation research course focuses candidates on completing the Dissertation and after consultation and approval by the Dissertation Chair to submit it for Final Defense before the Committee.

College/Department: LeBow College of Business

Repeat Status: Repeatable for credit

Facilities

LeBow College of Business opened its 12-story, 177,500-square-foot home, Gerri C. LeBow Hall in September 2013. Located in the heart of Drexel University campus, it forms a gateway to Drexel and serves as a backdrop to the historic statue of A.J. Drexel (Moses Ezekiel, 1904).

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by 15 classrooms of varying sizes and configurations, including a finance trading lab. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium, 100-seat lecture hall, and a behavioral studies lab one floor below. Other amenities consist of 19 collaboration rooms, 3,500 square feet of student lounges and quiet study areas, a bank of four elevators and full ADA accessibility, and an event space with catering capacity. The building's upper floors contain faculty and staff offices interspersed with seminar and conference rooms.

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>), and the SAP Next-Gen webpage (<https://www.lebow.drexel.edu/about/campuses/location/next-gen-lab/>) to learn more about Gerri C. LeBow Hall.

DBA Interdepartmental LeBow Faculty

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean for Academic Affairs*. Professor. Cyber crime, strategic management of information technology, unstructured data mining, individual internet usage behavior (specifically abuse and addiction), application of artificial intelligence techniques in forensic accounting and ophthalmology.

Trina Larsen Andras, PhD (*University of Texas at Austin*) *Head of the Department of Marketing; Academic Director, Center for Corporate Research Management*. Professor. International marketing, marketing channels management, cross-cultural communication.

Bay Arinze, PhD (*London School of Economics*). Professor. Machine Learning. Forecasting using ML techniques. The Internet of Things. Data Analytics and Big Data. Data Visualization. Digital Transformations.

Hasan Ayaz, PhD (*Drexel University*) *School of Biomedical Engineering, Science and Health Systems*. Associate Professor. Optical brain imaging, cognitive neuroengineering, brain computer interface (BCI), functional near infrared (fNIR), and near infrared spectroscopy (NIRS).

Lauren D'Innocenzo, PhD (*University of Connecticut*). Associate Professor. Team effectiveness, contextual influences, emergent team dynamics, shared leadership, multi-level modeling, and groups/teams.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Advertising strategy, product assortment decisions, new product positioning, distribution channels. Marketing analytics and big data, marketing

communications, marketing research, marketing strategy, technology and innovation.

David Gefen, PhD (*Georgia State University*) *Provost Distinguished Research Professor*. Professor. Strategic IT management; IT development and implementation management; research methodology; managing the adoption of large IT systems, such as MRP II, ERP, and expert systems; research methodology, eCommerce; Online Auctions; Outsourcing; SAS; Technology Adoption.

Curtis M. Hall, PhD (*University of Arizona*). Associate Professor. Strategic cost management; corporate governance; capital markets research in accounting; human capital investment.

Teresa Harrison, PhD (*University of Texas Austin*) *Academic Director of the Center for Nonprofit Governance*. Professor. Econometrics, public finance, industrial organization, empirical microeconomics including health and nonprofit organizations.

Daniel Korschun, PhD (*Boston University*). Associate Professor. Brand and corporate reputation management, corporate social responsibility, internal marketing, marketing strategy, relationship marketing.

John Kounios, PhD (*University of Michigan*) *Director, PhD Program in Applied Cognitive and Brain Sciences*. Professor. Cognitive neuroscience, especially creativity, problem solving, and cognitive enhancement.

David Kurz, EdD (*University of Pennsylvania*). Associate Clinical Professor. Business Education; Groups/Teams; Leadership; Supply Chain Leadership.

Jeongsik Lee, PhD (*University of California Los Angeles*). Associate Professor. Economics of Innovation; Social networks; Technology management

Mary Mawritz, PhD (*University of Central Florida*). Associate Professor. Abusive supervision; deviant behavior; leadership.

Rajiv Nag, PhD (*Pennsylvania State University*). Clinical Professor. Organizational Knowledge and Identity; Organizational learning and change; Strategic Leadership; Strategic Performativity

V. K. Narayanan, PhD (*University of Pittsburgh*). Delloitte Touche Jones Stubbs Professor. Cognition and Strategy; Corporate Entrepreneurship; Organization design

Mark Stehr, PhD (*University of California at Berkeley*) *Director School of Economics*. Professor. Health economics; health behaviors; public finance; public policy.

Rajneesh Suri, PhD (*University of Illinois at Urbana-Champaign*) *Associate Dean for Research, Marketing Department*. Professor. Pricing, promotions and branding.

George Tsetsekos, PhD (*The University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Professor. Valuation and corporate restructuring, treasury and risk/hedging operations, investment banking, securitization, emerging capital markets, multinational finance, bank asset-liability management.

Daniel Tzabbar, PhD (*University of Toronto*). Associate Professor. Accessing and managing knowledge; Alliances; Human capital; Organizational learning and change; Social Capital; Technology Entrepreneurship; Technology Innovation

Wendy van Ginkel, PhD (*Erasmus University Rotterdam*) *Management Department*. Associate Professor. Team dynamics; Knowledge sharing; Diversity; Team cognition.

Daan van Knippenberg, PhD (*Leiden University*) *Joseph F. Rocereto Professor, Academic Director of the Institute of Strategic Leadership*. Professor. Leadership; Diversity; Teams; Team Innovation.

Business Administration

Major: Business Administration

Degree Awarded: Doctor of Philosophy (PhD)

Calendar Type: Quarter

Total Credit Hours: 60.0 (Post-Master's) or 90.0 (Post-Bachelor's)

Classification of Instructional Programs (CIP) code: 52.0101

Standard Occupational Classification (SOC) code: 11-1021

About the Program

Drexel's PhD in Business program prepares candidates for careers in academic research and teaching. The PhD in Business includes specializations in accounting, finance, marketing, management (organizational behavior and strategy), and operations & business analytics. PhD degrees are delivered as full-time, on-campus degrees and normally require about five years to complete. The LeBow faculty take a hands-on approach to research and mentoring students on a daily basis. The support of LeBow's collaborative, collegial research environment provides our doctoral students with tremendous research opportunities.

The program enables students to complete their doctoral coursework in two years. Students begin specializing in their chosen area during the first year of study. For information about doctoral work in economics, please visit the PhD in Economics (<http://catalog.drexel.edu/graduate/schoolofeconomics/economicsphd/>) web page.

PhD students complete a minimum of 60.0 quarter credits beyond the master's degree. Students who enter the program without a master's degree must complete 90.0 credits beyond the bachelor's degree. Degree Requirements describe the basic structure of the PhD in Business curriculum.

For additional information about the program visit the PhD Program in Business (<https://www.lebow.drexel.edu/academics/doctorate/phd-programs/>) page.

Admission Requirements/Financial Aid

The LeBow College of Business seeks applicants with exceptional ability and motivation who can succeed in a research-oriented program. Admission to this full-time program is competitive and highly selective. Applicants are only admitted for full-time status. Applicants must specify their proposed area of specialization, and their credentials are ultimately compared to the credentials of other applicants in the same specialization area. There may be relatively few openings in a given area. A master's degree is not a requirement, although most admitted students have one.

In reviewing an applicant's credentials, the faculty consider the following factors:

- *Prior Academic Accomplishments*: The faculty will examine all course work taken prior to application, paying particular attention to the specific courses that have been completed. Applicants should have attained a minimum grade point average of 3.0 (on a 4.0 scale) for all undergraduate course work completed. They also should have

attained a minimum 3.3 average for any graduate-level course work taken. The faculty generally expect applicants to demonstrate a substantially higher level of accomplishment than these minimum requirements.

- *Graduate Management Admissions Test (GMAT) or Graduate Records Examination (GRE)*: Applicants to all specializations within the PhD program are required to submit scores from either the GMAT or GRE. While all specializations will accept either one, applicants applying to the Accounting, Management (Organization or Strategy), Finance, or Marketing specializations should submit GMAT scores. Applicants to the specializations in Operations & Business Analytics or Economics should submit the GREs. GMAT and GRE scores are not accepted if they are more than five years old.
- *Test of English as a Foreign Language (TOEFL)*: Applicants whose native language is not English and who have not already received a degree from a U.S. university, must also submit scores from the Test of English as a Foreign Language (TOEFL).
- *Personal Statement/Essay*: Each applicant must submit a personal statement. The personal statement should explain the applicant's educational and personal experiences that have influenced the decision to pursue a PhD and should discuss the candidate's career plans and goals. The faculty are especially interested in learning about an applicant's prior research experience and the commitment to future research in the applicant's area of specialization.
- *Letters of Recommendation*: Two letters of recommendation must be submitted in support of the application. Applicants are strongly encouraged to seek recommendations from academics or other professionals who can assess the applicant's likelihood of success in a research-oriented PhD program.

Admission Procedures

The PhD Program in Business admits students each Fall. To be considered for admission, the completed application must be received by the LeBow College of Business Office of Graduate Admissions no later than **January 15th**. It is the applicant's responsibility to ensure that all transcripts, test scores and letters of recommendation, as well as the application form and the personal statement, are received by Drexel University no later than January 15th.

Assistantships and Financial Aid

LeBow generally provides 5 years of tuition and stipend support conditional on satisfactory progress throughout the program. PhD students are also provided with substantial support for traveling to academic conferences. Each applicant to the PhD program is automatically considered for a graduate assistantship as well as for admissions into the program. First-year graduate assistants are assigned to work with a faculty member on research and/or teaching activities. During the second and subsequent years, graduate assistants are generally assigned a combination of teaching and research responsibilities. Assistants receive a stipend and 27.0 credits of tuition remission per academic year. Doctoral students who are making satisfactory progress toward the degree can expect to be provided with an assistantship through the Spring Quarter of their fifth year from the date they start the program.

Additional Information

For questions about applying, please contact:

The LeBow PhD Program Office
Bennett S. LeBow College of Business

Drexel University
3141 Chestnut Street
Philadelphia, PA 19104-2875
lebowphd@drexel.edu

Degree Requirements

60 credits (Post-Master's degree)

90 credits (Post-Bachelor's degree)

- 15.0 credits of core courses
- 30.0 credits of specialization requirements
- 15.0 credits of dissertation research
- 30.0 credits for students without Master's degree

Core Program

PhD students in business select one of two broad streams of research:

- behavioral based research; or
- economics based research.

Within each stream all students pursue a common set of core courses during their first year of study. This core consists of course work in research methodology (three courses) and economics (two courses) or behavioral science (two courses). In addition to these core courses, students also take courses in their specializations during their first year in the program.

Each research stream consists of 5 core courses. All courses are 3.0 credits each.

Economics Stream Core Courses *

ECON 902	Mathematical Economics	3.0
ECON 910	Advanced Microeconomics I	3.0
ECON 940	Econometrics I	3.0
ECON 941	Econometrics II	3.0
STAT 931	Statistics for Economics	3.0
Total Credits		15.0

* Operations and Business Analytics students may make substitutions for the econometrics series. Their research methodology sequences is comprised of Statistics, STAT 924 Multivariate Analysis I and OPR 922 Operations Research Methods I.

Economics Stream First Year Core Sequence

Fall	Credits Winter	Credits Spring	Credits
ECON 902	3.0 ECON 910	3.0 ECON 941	3.0
STAT 931	3.0 ECON 940	3.0	
	6	6	3
Total Credits	15		

Behavioral Stream

Behavioral Stream Core Courses

STAT 924	Multivariate Analysis I	3.0
STAT 932	Statistics for Behavioral Science	3.0
MGMT 906	Foundations of Research in Behavioral Science	3.0
MGMT 907	Research Analysis in Behavioral Sciences	3.0
MKTG 940	Multivariate II	3.0
Total Credits		15.0

Behavioral Stream First Year Core Sequence

Fall	Credits Winter	Credits Spring	Credits
MGMT 906	3.0 MGMT 907	3.0 MKTG 940	3.0
STAT 932	3.0 STAT 924	3.0	
	6	6	3
Total Credits 15			

First-Year Examination

After the completion of the core coursework, students are examined on their competence in the core material and their readiness to proceed to their specialization area.

Specialization

The PhD Program in Business offers specializations in six areas:

- Accounting
- Finance
- Marketing
- Organizational Behavior (Management)
- Operations & Business Analytics
- Strategy (Management)

Each specialization area consists of 10 courses (30.0 credits) in addition to the 5 stream courses. The courses outside of the stream courses are either department requirements or electives selected by the student with the approval of their PhD coordinator. Up to 3 of the electives may be independent studies or dissertation research courses subject to the approval of the student's PhD coordinator and the Director of the LeBow PhD Program. The requirements of each area of specialization are discussed in detail on the LeBow College of Business PhD Program Areas of Specialization (<http://www.lebow.drexel.edu/academics/doctorate/>) web page.

Candidacy Examination

At the completion of their coursework, students take written and oral candidacy examinations. These examinations test each student's preparation for dissertation research. Once the candidacy examinations are passed, the student is recognized as a PhD candidate.

Doctoral Dissertation

The doctoral dissertation is a piece of original research designed to make a contribution to the student's chosen discipline. Each candidate selects a dissertation adviser and an advisory committee of additional faculty members is formed. The candidate prepares a detailed dissertation proposal that is defended before the University community. After successfully defending the proposal, the candidate conducts the research (15.0 credit minimum) and prepares a written dissertation. The completed dissertation is then defended in a final oral examination.

Dissertation Format Review

In addition to meeting the Thesis Advisory Committee's standards of originality and scholarly content, all doctoral dissertations must conform to university format requirements. Students should obtain a copy of the Thesis Manual from the Graduate College of Drexel University (<http://www.drexel.edu/graduatecollege/>) or from the Thesis Reviewer in 5038 MacAlister Hall.

Facilities

LeBow College of Business opened its 12-story, 177,500-square-foot home, Gerri C. LeBow Hall in September 2013. Located in the heart of Drexel University campus, it forms a gateway to Drexel and serves as a backdrop to the historic statue of A.J. Drexel (Moses Ezekiel, 1904).

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by 15 classrooms of varying sizes and configurations, including a finance trading lab. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium, 100-seat lecture hall, and a behavioral studies lab one floor below. Other amenities consist of 19 collaboration rooms, 3,500 square feet of student lounges and quiet study areas, a bank of four elevators and full ADA accessibility, and an event space with catering capacity. The building's upper floors contain faculty and staff offices interspersed with seminar and conference rooms.

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>), and the SAP Next-Gen webpage (<https://www.lebow.drexel.edu/about/campuses/location/next-gen-lab/>) to learn more about Gerri C. LeBow Hall.

Selected Faculty Researchers

ACCOUNTING

Hsihui Chang, PhD (<http://www.lebow.drexel.edu/people/hsiuhichang/>) (*University of Minnesota*) *Department of Accounting and Tax, KPMG Endowed Chair and Department Head.* Professor.

Anthony P. Curatola, PhD (<http://www.lebow.drexel.edu/people/anthonycuratola/>) (*Texas A&M University*) *Joseph F. Ford Professor of Accounting.* Professor. Federal and state income tax policy, retirement income taxation, fringe benefits taxation, educational savings and tax incentives, federal and state income tax research.

DECISION SCIENCES

Avijit Banerjee, PhD (<http://www.lebow.drexel.edu/people/anthonycuratola/>) (*The Ohio State University*) *Department of Decision Sciences.* Professor. Interface with Marketing, Pricing Revenue Management, Inventory Control, Operations Planning and Scheduling, Production Planning and Control, Supply Chain Management

Seung-Lae Kim, PhD (<http://www.lebow.drexel.edu/people/seung-laekim/>) (*Penn State University*) *Department of Decision Sciences.* Professor. Inventory control, Production Planning and Control, Quality Management, Six-Sigma, Supply Chain Management

FINANCE

Michele Lowry, PHD (<http://www.lebow.drexel.edu/people/michellelowry/>) (*University of Rochester*) *Department of Finance.* TD Bank Professor of Finance. Empirical Corporate Finance, including initial public offerings, mergers, and corporate governance.

Ralph Walkling, PhD (<http://www.lebow.drexel.edu/people/ralphwalkling/>) (*University of Maryland*) *Stratakis Professor of Corporate Governance, Department of Finance*. Professor. Corporate governance, mergers and acquisitions.

MANAGEMENT

Jeffrey H. Greenhaus, PhD (<http://www.lebow.drexel.edu/people/jeffreygreenhaus/>) (*New York University*) *William A. Mackie Professor of Management*. Professor. Work-Life Balance.

V. K. Narayanan, PhD (<http://www.lebow.drexel.edu/people/vadakenarayanan/>) (*University of Pittsburgh*) *Deloitte Touche Jones Stubbs Professor*. Cognition and Strategy; Corporate Entrepreneurship; Organization design

MARKETING

Rolph E. Anderson, PhD (<http://www.lebow.drexel.edu/people/rolphanderson/>) (*University of Florida*) *Royal H. Gibson Sr. Professor of Marketing*. Professor. Personal selling and sales management; multivariate data analysis; customer relationship management (CRM); customer satisfaction and customer loyalty.

Bert Rosenbloom, PhD (<http://www.lebow.drexel.edu/people/bertrosenbloom/>) (*Temple University*) *Rauth Chair of Electronic Commerce*. Professor. Marketing channels and distribution systems, electronic commerce, inter-organizational marketing management, wholesale and retail distribution, marketing strategy and planning.

Business Analytics

Major: Business Analytics

Degree Awarded: Master of Science in Business Analytics (MSBSAN)

Calendar Type: Quarter

Total Credit Hours: 45.0

Classification of Instructional Programs (CIP) code: 52.1302

Standard Occupational Classification (SOC) code: 15-2041; 19-3022; 25-1011; 25-1022

About the Program

The MS in Business Analytics program is designed for students who have an interest in quantitative methods, data analysis, and using computer programs to solve business problems.

Students learn how to access and analyze data for the purpose of improved business decision-making. This program prepares students to make good business decisions with fact-based insights and an understanding of business performance from a systems view using statistical and quantitative analysis of data as well as explanatory and predictive modeling.

The program draws upon three traditional areas of business intelligence:

- *Statistics*, to explore and uncover relationships in data
- *Operations research*, to develop mathematical models for data-supported decision-making
- *Management information systems*, to access and create databases that support the other two areas

Additional Information

For more information about the program, students should contact the Department of Decision Sciences and MIS (<https://www.lebow.drexel.edu/faculty-and-research/disciplines/decision-sciences-and-mis/>).

Degree Requirements

Operations Research

OPR 601	Managerial Decision Models and Simulation	3.0
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Statistics

STAT 610	Statistics for Business Analytics	3.0
STAT 630	Multivariate Analysis	3.0
STAT 642	Data Mining for Business Analytics	3.0

Management Information Systems

MIS 612	Aligning Information Systems and Business Strategies	3.0
MIS 632	Database Analysis and Design for Business	3.0
MIS 633	Predictive Business Analytics with Relational Database Data	3.0
MIS 636	Python Programming for Business Applications	3.0

Capstone Project

BSAN 710	Business Analytics Capstone Project	3.0
Students Select One Concentration*		9.0

Information Systems Concentration

Select three of the following:

MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MIS 634	Advanced Business Analytics with Relational Database Data
MIS 641	MIS Policy and Strategy
MIS 642	Emerging Information Technologies in Business
MIS 650	Management of Health Care Info Systems
MIS 651	Information Systems Outsourcing Management
MIS 652	Business Agility and IT
MIS 653	Design Thinking for Digital Innovations
MIS 661	Managing with Enterprise Application Software using SAP - Logistics
MIS 662	Managing with Enterprise Application Software using SAP- Accounting & Analytics

Statistics Concentration

Select three of the following:

ECON 550	Econometrics
ECON 560	Time Series Econometrics
ECON 639	Applied Industrial Analysis
FIN 642	Business Conditions and Forecasting
MKTG 606	Customer Analytics
STAT 628	Applied Regression Analysis
STAT 634	Quality & Six-Sigma
STAT 636	Experimental Design
STAT 638	Advanced Statistical Quality Control

Modeling Concentration

Select three of the following:

ECON 548	Mathematical Economics
ECON 610	Microeconomics
ECON 650	Business & Economic Strategy: Game Theory & Applications
OPR 620	Operations Research I
OPR 622	Operations Research II
OPR 624	Advanced Mathematical Program
OPR 626	System Simulation
OPR 640	Decision Models for the Public Sector
OPR 660	OR Models in Finance
POM 645	Supply Chain Analytics

Functional Area of Business Concentration

To complete a concentration in one of these fields, the student will develop a plan of study that is mutually approved by the student and the Department Head.

Select three 600-level courses from either: ACCT, FIN, MKTG, POM or ECON	
Free Electives*	6.0
Select two 600-level courses within LeBow.	
Experiential Learning Requirement	
BUSN 615 Graduate Internship	3.0
or MGMT 715 Business Consulting	
Total Credits	45.0

* Courses outside LeBow can be substituted with permission from your Program Manager.

Sample Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MIS 612	3.0 MIS 633	3.0 MIS 632	3.0 Experiential Learning Requirement	3.0
OPR 601	3.0 MIS 636	3.0 STAT 642	3.0	
STAT 610	3.0 STAT 630	3.0 Elective	3.0	
	9	9	9	3
Second Year				
Fall	Credits Winter	Credits		
BSAN 710	3.0 Electives	6.0		
Electives	6.0			
	9	6		
Total Credits				45

Facilities

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The building's organization unites the school's various constituencies around a five-story-high atrium ringed by 15 classrooms of varying sizes and configurations, including a finance trading lab. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium, 100-seat lecture hall, and a behavioral studies lab one floor below. Other amenities consist of 19 collaboration rooms, 3,500 square feet of student lounges and quiet study areas, a bank of four elevators and full ADA accessibility, and an event space with catering capacity. The building's upper floors contain faculty and staff offices interspersed with seminar and conference rooms.

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>), and the SAP Next-Gen webpage (<https://www.lebow.drexel.edu/about/campuses/location/next-gen-lab/>) to learn more about Gerri C. LeBow Hall.

Business Analytics Faculty

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean for Academic Affairs*. Professor. Cyber crime, strategic management of information technology, unstructured data mining, individual internet usage behavior (specifically abuse and addiction), application of artificial intelligence techniques in forensic accounting and ophthalmology.

Orakwue B. Arinze, PhD (*London School of Economics*). Professor. Client/Server computing; Enterprise Application Software (EAS)/ Enterprise Resource Planning Software (ERP); knowledge-based and decision support applications in operations management.

Edward Arnheiter, PhD (*University of Massachusetts, Amherst*) *Department of Decision Sciences*. Clinical Professor. Quality implementation and management, supply chain, statistical quality control, six sigma.

Avijit Banerjee, PhD (*The Ohio State University*) *Department of Decision Sciences*. Professor. Interface with Marketing, Pricing Revenue Management, Inventory Control, Operations Planning and Scheduling, Production Planning and Control, Supply Chain Management

Hande Benson, PhD (*Princeton University*). Professor. Interior-point methods, Large Scale Optimization, Mathematical Programming, Nonlinear Optimization, Operations and Supply Chain Optimization, Optimization Software, Portfolio Optimization

Muge Capan, PhD (*North Carolina State University*). Associate Clinical Professor. Department of Decision Sciences & MIS. Data science, industrial engineering, predictive analytics in health care systems.

Qizhi Dai, PhD (*University of Minnesota*). Associate Professor. Business Value of Information Technology, eCommerce, Economics of Information Technology, Information System Management.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Advertising strategy, product assortment decisions, new product positioning, distribution channels. Marketing analytics and big data, marketing communications, marketing research, marketing strategy, technology and innovation.

Elea Feit, PhD (*University of Michigan*) *Department of Marketing*. Assistant Professor. Bayesian hierarchical models, interactive (eCommerce), marketing research, missing data.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*). Assistant Clinical Professor. Applied Probability, Decision Theory, Risk Analysis

David Gefen, PhD (*Georgia State University*) *Provost Distinguished Research Professor*. Professor. Strategic IT management; IT development and implementation management; research methodology; managing the adoption of large IT systems, such as MRP II, ERP, and expert systems; research methodology, eCommerce; Online Auctions; Outsourcing; SAS; Technology Adoption.

Chelsey Hill, PhD (*Georgia State University*). Assistant Clinical Professor. Department of Decision Sciences & MIS. Structural topic modeling, data quilting, knowledge diffusion.

Jinwook Lee, PhD (*Rutgers University, New Brunswick*). Assistant Professor. Decision Models, Mathematical Programming, Risk Assessment Stochastic Optimization, Stochastic Processes.

Merrill W. Liechty, PhD (*Duke University*). Clinical Professor. Bayesian statistics, portfolio selection, higher moment estimation, higher moment estimation, Markov Chain Monte Carlo

Arjan Raven, PhD (*University of Southern California*). Associate Clinical Professor. Department of Decision Sciences & MIS. Neuro-Information-Systems, task-technology fit, web-based

Matthew Schneider, PhD (*Cornell University*). Assistant Professor. Department of Decision Sciences & MIS. Data privacy, forecasting, time series.

Samir Shah, DPS (*Pace University*). Clinical Professor. Drexel University's Provost Fellow India Partnerships

Min Wang, PhD (*Columbia University*) *Department of Decision Sciences*. Associate Clinical Professor. Healthcare Operations Management, Inventory Control, Production Planning and Control, Service Management, Supply Chain Management

Marketing

Major: Marketing

Degree Awarded: Master of Science in Marketing (MSM)

Calendar Type: Quarter

Total Credit Hours: 45.0

Classification of Instructional Programs (CIP) code: 52.1401

Standard Occupational Classification (SOC) code: 11-2021

About the Program

The Master of Science in Marketing provides students with a focused training in marketing science and it develops the technical skills necessary for success in today's business environment. Marketers require a higher level of technical capabilities to respond to today's dynamic marketing. At the same time, new tools such as neuroscience, analytics, and the proliferation of digital media empower marketers to better understand customers and respond to their needs and wants. These skills offer a higher level of training not typically available in graduate marketing education.

Additional Information

For more information about the program, contact the Department of Marketing (<https://www.lebow.drexel.edu/academics/graduate/master-of-science/ms-marketing/>). For more detailed information, please contact Lori Miceli, program manager for the Master of Science in Marketing, at lr398@drexel.edu or 215-895-0975.

Admission Requirements

The LeBow College of Business seeks applicants with exceptional ability and motivation. Students who hold a bachelor's degree, either in marketing or another discipline, may apply to the MS program. Students who lack some part of this preparation may be considered for admission conditional on their completing the appropriate undergraduate courses as non-matriculated students during the summer term before they begin the program in the fall.

In reviewing an applicant's credentials, the following factors will be considered:

- **Prior Academic Accomplishments:** All coursework taken prior to application will be examined, paying particular attention to the specific courses that have been completed. Applicants should have attained

a minimum grade point average (GPA) of 3.0 (on a 4.0) scale for all undergraduate coursework completed.

- **Graduate Record Examination (GRE) or Graduate Management Aptitude Test (GMAT):** Applicants are required to submit GRE or GMAT scores. Scores of more than five years old are not accepted.
- **Test of English as a Foreign Language (TOEFL):** Applicants whose native language is not English and who have not already received a degree from a U.S. university must also submit scores from the Test of English as a Foreign Language (TOEFL).
- **Personal Statement/Essay:** Each applicant must submit a personal statement. The personal statement should explain the applicant's educational and personal experiences that have influenced the decision to pursue an MS and should discuss the candidate's career plans and goals.
- **Letters of Recommendation:** Two letters of recommendation must be submitted in support of the application. Applicants are strongly encouraged to seek recommendations from academics or other professionals who can assess the applicant's likelihood of success in the MS program.

Degree Requirements

Required Courses		
MKTG 601	Marketing Strategy & Planning	3.0
MKTG 622	Buyer Behavior Theory	3.0
MKTG 630	Global Marketing	3.0
MKTG 652	Marketing Information Management and Research	3.0
STAT 610	Statistics for Business Analytics	3.0
Required Electives - Choose 7 of the following (2 must be from MKTG)		21.0
BLAW 605	Legal Options in Decision Making	
BUSN 501	Measuring and Maximizing Financial Performance	
CCM 555	Ethnography of Communication	
CCM 745	Digital Subjectivities	
CCM 777	Communication Network Analysis	
COM 535	Digital Publishing	
COM 586	Strategic International Communication	
COM 610	Theories of Communication and Persuasion	
FIN 601	Corporate Financial Management	
MGMT 601	Managing the Total Enterprise	
MKTG T580	Special Topics in MKTG	
MKTG T680	Special Topics in MKTG	
MKTG T780	Special Topics in MKTG	
MKTG T880	Special Topics in MKTG	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
MKTG 627	Digital Marketing	
MKTG 634	Integrated Marketing Communications Management	
MKTG 638	New Product Planning, Strategy, and Development	
MKTG 646	Services Marketing	
MKTG 654	Corporate Brand & Reputation Management	
ORGB 625	Leadership and Professional Development	
PSY 512	Cognitive Psychology	
PSY 611	Computer-Based Research Methods for Psychological Research	
PSY 615	Judgment & Decision-making	
PSY 811	Multilevel Regression	
PSY 812	Cognitive Neuroscience	
Experiential Learning		9.0
BUSN 603	Market Policies and Practices	
BUSN 615	Graduate Internship	
INTB 790	International Business Seminar and Residency	

MGMT 715 Business Consulting	
Total Credits	45.0

* Students unable to complete 9.0 credits of Experiential Learning should complete additional electives.

Sample Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MKTG 601	3.0 MKTG 622	3.0 Required Marketing Elective	3.0 BUSN 603, 615, MGMT 715, or INTB 790	3.0
MKTG 652	3.0 MKTG 630	3.0 Electives	6.0	
STAT 610	3.0 Required Marketing Elective	3.0		
Elective	3.0 Elective	3.0		
	12	12	9	3
Second Year				
Fall	Credits			
Electives	9.0			
	9			
Total Credits 45				

Marketing Faculty

Trina Larsen Andras, PhD (*University of Texas at Austin*) *Head of the Department of Marketing; Academic Director, Center for Corporate Research Management*. Professor. International marketing, marketing channels management, cross-cultural communication.

Boryana Dimitrova, PhD (*Drexel University*). Assistant Clinical Professor. Global marketing, inter-organizational, marketing channels, retailing and retail management.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Advertising strategy, product assortment decisions, new product positioning, distribution channels. Marketing analytics and big data, marketing communications, marketing research, marketing strategy, technology and innovation.

Lawrence Duke, MBA (*Harvard Business School*). Associate Clinical Professor. International marketing and strategy, new product development, business-to-business marketing, marketing of financial services.

Elea Feit, PhD (*University of Michigan*) *Department of Marketing*. Assistant Professor. Bayesian hierarchical models, interactive (eCommerce), marketing research, missing data.

William Halvena, PhD (*Columbia University*). Associate Clinical Professor. Quantitative Marketing, Marketing Research, Consumer Behavior

Jillian Hmurovic Assistant Professor. Decision-making, time architecture, social impact.

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Investments in dissatisfied customers, service recovery, health-care marketing, marketing of service organizations, financial consequences of marketing actions.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, health marketing, memory and learning.

Daniel Korschun, PhD (*Boston University*). Associate Professor. Brand and corporate reputation management, corporate social responsibility, internal marketing, marketing strategy, relationship marketing.

Rajneesh Suri, PhD (*University of Illinois at Urbana-Champaign*) *Associate Dean for Research, Marketing Department*. Professor. Pricing, promotions and branding.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing research and strategy, pricing and promotions, loyalty and satisfaction.

Chen Wang, PhD (*University of British Columbia*). Associate Professor. Consumer curiosity, self-regulation and goals, sensory perception.

Emeritus Faculty

Rolph E. Anderson, PhD (*University of Florida*) *Royal H. Gibson Sr. Professor of Marketing*. Professor Emeritus. Personal selling and sales management; multivariate data analysis; customer relationship management (CRM); customer satisfaction and customer loyalty.

Bert Rosenbloom, PhD (*Temple University*) *Rauth Chair of Electronic Commerce*. Professor Emeritus. Marketing channels and distribution systems, electronic commerce, inter-organizational marketing management, wholesale and retail distribution, marketing strategy and planning.

Quantitative Finance

Major: Quantitative Finance

Degree Awarded: Master of Science in Quantitative Finance (MSQF)

Calendar Type: Quarter

Total Credit Hours: 45.0

Classification of Instructional Programs (CIP) code: 52.1399

Standard Occupational Classification (SOC) code: 11-3031

About the Program

The STEM-designated master's in Quantitative Finance will empower you to make important strategic financial decisions using data-driven insights. The program is designed to prepare you for a wide range of careers including business valuation, risk management, credit analysis, and investment management. Course content is also aligned with sections of the Chartered Financial Analyst (CFA®) and Financial Risk Manager (FRM®) exams.

Admission Requirements

The following items are required for admissions consideration:

- GMAT or GRE score (GMAT preferred)
- Official transcripts from all colleges/universities attended
- Two letters of recommendation
- Personal statement
- Resume
- TOEFL or IELTS score (for international students)

GMAT or GRE is acceptable for consideration to graduate programs. GMAT is preferred. Our admissions committee prefers a minimum GMAT

test score of 570 or above or a combined GRE score of 310 or above; however, admissions decisions are based on the entire application package.

International Applicants:

TOEFL or IELTS is required for applicants who did not earn an undergraduate or graduate degree in the United States. For admission consideration, we look for an overall minimum TOEFL score of 90 (with a 22 or higher in Speaking and Listening).; alternatively, an overall minimum IELTS score of 6.5 (with a minimum score of 6.5 in Speaking and Listening).

The admission committee will evaluate your candidacy based on test scores and undergraduate GPA with some consideration given for work experience. Work experience is preferred and will enhance the composite admission score but is not mandatory. There is no specific minimum score requirement for GMAT and/or TOEFL as admission is based on a composite score.

Additional Information

Please contact Drexel LeBow's Graduate Admissions Office (<http://www.lebow.drexel.edu/academics/graduate/resources/admissions/admissions-standards/>) directly with any questions concerning required entrance exams (such as the GMAT), evaluation of undergraduate or graduate records (grades, scores, total years and subjects studied, etc.), and any other issues regarding application to the College.

Degree Requirements

ECON 540	Intro to Econometrics and Data Analysis	3.0
ECON 550	Econometrics	3.0
STAT 610	Statistics for Business Analytics	3.0

Required Finance Courses

FIN 601	Corporate Financial Management	3.0
FIN 602	Advanced Financial Management	3.0
FIN 622	Financial Institutions & Markets	3.0
FIN 624	Risk Management	3.0
FIN 626	Investment Management	3.0
FIN 642	Business Conditions and Forecasting	3.0
FIN 650	Derivative Securities	3.0
FIN 790	Seminar in Finance	3.0
or FIN 794	Seminar in Investments	

Elective Graduate Courses *

Select three (3) of which no more than 1 from FIN 9.0

ECON 610	Microeconomics	
ECON 614	Macroeconomics	
ECON 630	International Economics	
ECON 631	International Macroeconomics	
ECON 639	Applied Industrial Analysis	
ECON 644	Trade Policy: Theory and Evidence	
ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 610	Corporate Governance	
FIN 635	Entrepreneurial Finance	
FIN 640	Mergers and Acquisitions	
FIN 648	International Financial Management	
FIN 649	Comparative Financial Analysis	
FIN 660	Advanced Portfolio Management	
FIN 670	Applied Portfolio Management	
MIS 630	Inter-Active Decision Support Systems	
MIS 632	Database Analysis and Design for Business	
MIS 633	Predictive Business Analytics with Relational Database Data	

MIS 661	Managing with Enterprise Application Software using SAP - Logistics	
MIS 662	Managing with Enterprise Application Software using SAP- Accounting & Analytics	
OPR 601	Managerial Decision Models and Simulation	
OPR 620	Operations Research I	
POM 601	Operations Management	
STAT 628	Applied Regression Analysis	
STAT 630	Multivariate Analysis	
STAT 632	Datamining for Managers	
STAT 642	Data Mining for Business Analytics	
Experiential Learning Requirement		3.0
BUSN 615	Graduate Internship	
INTB 790	International Business Seminar and Residency	
MIS 652	Business Agility and IT	
MGMT 530	Managing and Leading the Total Enterprise	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
ORGB 640	Negotiations for Leaders	
TAX 715	Tax Experiential Learning	
Total Credits		45.0

* Select three (3) electives; no more than one (1) can be a finance course, 2 courses must be from the approved STEM list (see advisor). Courses other than those listed are acceptable with approval of the Finance Department Head or the MS Finance Advisor.

Additional specialization can be achieved by concentrating the electives in one of the following fields: banking, investments, or systems management.

Sample Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 601	3.0 ECON 540	3.0 ECON 550	3.0 Experiential Learning Requirement	3.0
STAT 610	3.0 FIN 602	3.0 FIN 626	3.0	
Elective	3.0 Elective	3.0 Elective	3.0	
		9	9	3

Second Year

Fall	Credits Winter	Credits
FIN 622	3.0 FIN 650	3.0
FIN 624	3.0 FIN 794 or 790	3.0
FIN 642	3.0	
		9
		6

Total Credits 45

Finance Faculty

David A. Becher, PhD (*Pennsylvania State University*) *Department of Finance*. Professor. Mergers and acquisitions, corporate governance, financial institutions.

Jie Cai, PhD (*University of Iowa*) *Department of Finance*. Associate Professor. Investment banking, mergers and acquisitions, corporate finance and corporate governance.

Naveen Daniel, PhD (*Arizona State University*). Associate Professor. Corporate governance, mutual funds, hedge funds.

Daniel Dorn, PhD (*Columbia University*) *Department of Finance*. Associate Professor. Capital markets and investments; behavioral finance.

Eliezer M. Fich, PhD (*New York University*) *Department of Finance*. Professor. Empirical topics in corporate finance.

Joseph Kalmenovitz, PhD (*New York University*). Assistant Professor. Financial regulation; corporate finance; law and economics; labor.

Michelle Lowry, PhD (*University of Rochester*) *TD Bank Endowed Professor*. Professor. Empirical corporate finance, including initial public offerings, mergers, and corporate governance

Edward Nelling, PhD, CFA (*University of Pennsylvania-Wharton*) *Department Head*. Professor. Investments; corporate finance; real estate finance.

Gregory Nini, PhD (*The Wharton School, University of Pennsylvania*). Assistant Professor. Creditor control rights, corporate governance, and firm value; insurance economics.

Patricia Robak, PhD (*Lehigh University*) *Department of Finance*. Clinical Professor. Investments, money and banking, international finance.

Diana Sandberg, MS (*Drexel University*). Associate Clinical Professor. Portfolio management, derivatives, investment management.

Bradford Sodowick, MBA, MD (*University of Pennsylvania*). Assistant Clinical Professor. Corporate finance, healthcare finance.

Samuel H. Szewczyk, PhD (*Pennsylvania State University*). Associate Professor. Corporate governance, mergers and acquisitions, financial engineering, investment banking, financial institutions.

Martin Thomas, PhD, CFA (*Pennsylvania State University*). Associate Clinical Professor. Data science; mutual fund performance; valuation methods.

George Tsetsekos, PhD (*The University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Professor. Valuation and corporate restructuring, treasury and risk/hedging operations, investment banking, securitization, emerging capital markets, multinational finance, bank asset-liability management.

Emeritus Faculty

Thomas Chi-Nan Chiang, PhD (*The Pennsylvania State University*) *Marshall M. Austin Professor of Finance*. Professor. International finance; time series analysis of financial data; econometric modeling & forecasting; financial markets; international risk management; monetary theory; macroeconomics; emerging markets; and global country funds.

Michael Gombola, PhD (*University of South Carolina*) *Department Chair, Finance*. Professor. Stock offerings and repurchases, mergers, acquisitions, and restructuring; working capital management, time series analysis; options and derivatives, financial statement analysis.

Ralph Walkling, PhD (*University of Maryland*) *Stratakis Professor of Corporate Governance, Department of Finance*. Professor Emeritus. Corporate governance, mergers and acquisitions.

Sport Business

Major: Sport Business

Degree Awarded: Master of Science (MS)

Calendar Type: Quarter

Total Credit Hours: 45.0

Classification of Instructional Programs (CIP) code: 52.0299

Standard Occupational Classification (SOC) code: 11-1021

About the Program

The program is designed for individuals working in the sports industry and for those who are and looking to make a career change into the industry. Graduates of the MS program in Sport Business are familiarized with management skills suitable to the broad spectrum of organizations falling within the sport industry. These organizations include professional sports teams and leagues, intercollegiate athletics, sport governing bodies, sport agencies, sport marketing and promotions firms, and other corporate sport enterprises.

This program was developed to meet the needs of professionals working in the sport management field who want to develop the broader skill set needed to advance, as well as for those looking to shift into the field of sport business. It is ideal for those interested in the business side of sport, as well as athletic administrators and those who have an interest in sport business research.

To learn more about the MS in Sport Business visit the Sport Business page (<http://catalog.drexel.edu/academics/graduate/degree-programs/ms-sport-business/>) at the LeBow College of Business.

Admission Requirements

Prior Academic Accomplishments: All course work taken prior to application will be examined, paying particular attention to the specific courses that have been completed. Applicants should have attained a minimum grade point average (GPA) of 3.0 (on a 4.0) scale for all undergraduate course work completed.

Test of English as a Foreign Language (TOEFL): Applicants whose native language is not English and who have not already received a degree from a U.S. university must also submit scores from the Test of English as a Foreign Language (TOEFL).

Personal Statement/Essay: Each applicant must submit a personal statement. The personal statement should explain the applicant's educational and personal experiences that have influenced the decision to pursue an MS and should discuss the candidate's career plans and goals.

Letters of Recommendation: Two letters of recommendation must be submitted in support of the application. Applicants are strongly encouraged to seek recommendations from academics or other professionals who can assess the applicant's likelihood of success in the MS program.

Degree Requirements

Business Core

BUSN 501	Measuring and Maximizing Financial Performance	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
STAT 601	Business Statistics	3.0

Sport Business Core

SMT 601	Sports Industry Management	3.0
SMT 602	Sport Law	3.0
SMT 603	Sports Marketing	3.0
SMT 605	Sports Economics	3.0
SMT 606	Social Issues in Sport	3.0
SMT 608	Sport Media & Public Relations	3.0

Experiential Component 3.0

Choose from one of the following:

BUSN 615	Graduate Internship
BUSN 715	Business Consulting Projects
INTB 790	International Business Seminar and Residency
MGMT 680	Leading for Innovation
MIS 652	Business Agility and IT
ORGB 640	Negotiations for Leaders
SMT 621	Leadership in Sport Management
SMT 630	Sports Industry Practicum

Electives or Graduate Minor * 15.0

BLAW 646	Legal Issues in New Ventures
ECON 650	Business & Economic Strategy: Game Theory & Applications
FIN 601	Corporate Financial Management
FIN 642	Business Conditions and Forecasting
FIN 648	International Financial Management
MKTG 601	Marketing Strategy & Planning
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
MKTG 622	Buyer Behavior Theory
MKTG 630	Global Marketing
MKTG 654	Corporate Brand & Reputation Management
OPR 601	Managerial Decision Models and Simulation
POM 610	Supply Chain Management I
SMT 609	Sports Ticket Sales & Strategies
SMT 611	Corporate Sponsorship Sales & Strategies in Sport
SMT 612	Development & Fundraising Strategies in Sport
SMT 615	Introduction to the College Sport Industry
SMT 618	NCAA Compliance
SMT 622	Labor Relations & Collective Bargaining in Sport
SMT 625	Sports Promotion and Sales
SMT 626	Globalization of Sport
SMT 627	Sports Tournaments & Events
SMT 629	Managing Coaches & Teams
SMT 635	Sport Facilities & Event Management
SMT 640	Consumer Behavior in Sport
SMT 645	Gridiron Glory
SMT 648	Gender Equity in High School & College Sports
SMT 650	Sports Contracts
SMT 655	March Madness: The Economics, History, & Social Impact of the NCAA Basketball Tournaments
SMT T680	Special topics in SMT
STAT 610	Statistics for Business Analytics
STAT 632	Datamining for Managers
STAT 634	Quality & Six-Sigma

Total Credits 45.0

* Additional Elective Options are available, please see your academic advisor.

Sample Plan of Study

First Year (Part-Time)

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 501	3.0 SMT 603	3.0 SMT 602	3.0 Experiential Learning Requirement	3.0
SMT 601	3.0 SMT 605	3.0 STAT 601	3.0 Elective	3.0
	6	6	6	6

Second Year (Part-Time)

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
SMT 608	3.0 SMT 606	3.0 ORGB 511	3.0 Elective	3.0

Elective	3.0 Elective	3.0 Elective	3.0	
	6	6	6	3

Total Credits 45

Sport Business Faculty

Lawrence Cohen, JD (*Temple University*). Associate Clinical Professor. Sports and antitrust law; tickets & sales data analytics; sport sponsorship.Jeffrey Levine, JD, PhD (*Tulane University*). Assistant Clinical Professor. Esports, Sport law, sport development and policy; non-profits in sport.Joel Maxcy, PhD (*Washington State University*) *Department Head Sport Management & General Business*. Professor. Economics of sport; labor economics & policy; economics of antitrust & regulation.

Supply Chain Management and Logistics

*Major: Supply Chain Management and Logistics**Degree Awarded: Master of Science in Supply Chain Management and Logistics (MSSCML)**Calendar Type: Quarter**Total Credit Hours: 45.0**Classification of Instructional Programs (CIP) code: 52.0203**Standard Occupational Classification (SOC) code: 11-3071*

About the Program

Today, companies worldwide are competing in very different ways and very different environments than they were in the past because of technological advances. Operations, supply chain management, and logistics are key functions through which companies can gain strategic advantage, and companies are hiring graduates to drive innovations for their new economic surroundings.

The MS in Supply Chain Management and Logistics is delivered in two tracks:

- For students in the **Industry Professional Track**, we are committed to increasing their supply chain competencies and leadership abilities. We work with organizations and leaders from around the world to help shape strategies that inspire competitive advantage and business success.
- For students in the **Research Track**, we leverage industry relationships to inform the development of theory and models that advance the field. Research seminars led by our top-notch faculty prepare our MS students to enter PhD programs and become academic leaders.

Additional Information

Please contact Drexel LeBow's Graduate Admissions Office (<https://www.lebow.drexel.edu/admissions/graduate/application-requirements-and-deadlines/>) directly with any questions concerning required entrance exams (such as the GMAT), evaluation of undergraduate or graduate records (grades, scores, total years and subjects studied, etc.), and any other issues regarding application to the College.

Degree Requirements

All students will be required to take a series of foundation courses in the management of operations and the quantitative methods that support analysis and decision-making for supply chain management and logistics.

After the common core, the students will choose one of the following tracks:

(1) *Industry Professional Track*: This track covers a range of topics for practical management decisions over multiple horizons for different types of supply chains, and prepares the students for effective leadership in an increasingly complex, dynamic, global business environment.

(2) *Research Track*: This track goes deeper into the theoretical foundations of decision-making in supply chains and prepares students for doctoral studies in the area.

Program Requirements

Core Courses

POM 610	Supply Chain Management I	3.0
POM 615	Supply Chain Management II	3.0
POM 624	Management of Service Firms	3.0
POM 628	Advanced Supply Chain Management	3.0
POM 630	Transportation & Logistics Management	3.0

Quantitative Methods

OPR 601	Managerial Decision Models and Simulation	3.0
STAT 610	Statistics for Business Analytics	3.0
Select one of the following MIS courses		3.0

MIS 630	Inter-Active Decision Support Systems	
MIS 632	Database Analysis and Design for Business	
MIS 633	Predictive Business Analytics with Relational Database Data	
MIS T680	Special Topics in MIS	

Select one of the following tracks **21.0**

Industry Professional Track

POM 770	Supply Chain Management and Logistics Capstone Project	
Select six* of the following		
BUSN 502	Essentials of Economics	
ECON 610	Microeconomics	
ECON 630	International Economics	
ECON 650	Business & Economic Strategy: Game Theory & Applications	
MIS 651	Information Systems Outsourcing Management	
MIS 661	Managing with Enterprise Application Software using SAP - Logistics	
MIS 662	Managing with Enterprise Application Software using SAP - Accounting & Analytics	
OPR 640	Decision Models for the Public Sector	
ORGB 625	Leadership and Professional Development	
or ORGB 631	Leading Effective Organizations	
ORGB 640	Negotiations for Leaders	
POM 642	Sustainable Supply Chain Management and Logistics	
POM 643	Managing Queues for Service Operations	
POM 644	Revenue Management	
STAT 634	Quality & Six-Sigma	
STAT 638	Advanced Statistical Quality Control	

Research Track**

OPR 922	Operations Research Methods I	
POM 771	Supply Chain Management and Logistics Master's Thesis	
POM 900	Decision Processes in Operations Management	
POM 922	Inventory Models Seminar	
POM 925	Supply Chain Management Seminar	
POM 930	Scheduling Theory	

Total Credits 45.0

* Courses from a graduate minor can be substituted for courses on the list of approved electives. Other substitutions must be approved by academic advisor and department.

** The Master's Thesis (POM 771) typically entails 6 or more credits of coursework. A student on the Research Track who completes a thesis for less than 6 credits must take one or more elective courses to reach the graduation requirement of 45 credits.

Sample Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
OPR 601	3.0 POM 615	3.0 POM 624	3.0 Track Elective (optionally, Experiential Learning)	3.0
POM 610	3.0 Track Electives	6.0 POM 628	3.0	
STAT 610	3.0	Track Elective	3.0	
	9	9	9	3

Second Year

Fall	Credits Winter	Credits
POM 770	3.0 Track Electives	6.0
POM 630	3.0	
Track Elective	3.0	
	9	6

Total Credits 45

Facilities

LeBow College of Business opened its 12-story, 177,500-square-foot home, Gerri C. LeBow Hall in September 2013. Located in the heart of Drexel University campus, it forms a gateway to Drexel and serves as a backdrop to the historic statue of A.J. Drexel (Moses Ezekiel, 1904).

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by 15 classrooms of varying sizes and configurations, including a finance trading lab. The atrium is immediately accessible from main entrances at the three corners of the building. An open stair within the atrium leads to a 300-seat auditorium, 100-seat lecture hall, and a behavioral studies lab one floor below. Other amenities consist of 19 collaboration rooms, 3,500 square feet of student lounges and quiet study areas, a bank of four elevators and full ADA accessibility, and an event space with catering capacity. The building's upper floors contain faculty and staff offices interspersed with seminar and conference rooms.

Gerri C. LeBow Hall brings together faculty, students, and staff in a state-of-the-art building on the University City campus. Please visit the LeBow College of Business webpage (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>), and the SAP Next-Gen webpage (<https://www.lebow.drexel.edu/about/campuses/location/next-gen-lab/>) to learn more about Gerri C. LeBow Hall.

Supply Chain Management Faculty

Orakwue B. Arinze, PhD (*London School of Economics*). Professor. Client/Server computing; Enterprise Application Software (EAS)

Enterprise Resource Planning Software (ERP); knowledge-based and decision support applications in operations management.

Edward Arnheiter, PhD (*University of Massachusetts, Amherst*) *Department of Decision Sciences*. Clinical Professor. Quality implementation and management, supply chain, statistical quality control, six sigma.

Avijit Banerjee, PhD (*The Ohio State University*) *Department of Decision Sciences*. Professor. Interface with Marketing, Pricing Revenue Management, Inventory Control, Operations Planning and Scheduling, Production Planning and Control, Supply Chain Management

Hande Benson, PhD (*Princeton University*). Professor. Interior-point methods, Large Scale Optimization, Mathematical Programming, Nonlinear Optimization, Operations and Supply Chain Optimization, Optimization Software, Portfolio Optimization

Anna Devlin, PhD (*University of Maryland, College Park*). Associate Clinical Professor. Department of Decision Sciences & MIS. Behavioral operations management, revenue management, sustainable operations management.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*). Assistant Clinical Professor. Applied Probability, Decision Theory, Risk Analysis

Seung-Lae Kim, PhD (*Penn State University*) *Department of Decision Sciences*. Professor. Inventory control, Production Planning and Control, Quality Management, Six-Sigma, Supply Chain Management

Jinwook Lee, PhD (*Rutgers University, New Brunswick*). Assistant Professor. Decision Models, Mathematical Programming, Risk Assessment Stochastic Optimization, Stochastic Processes.

Benjamin Lev, PhD (*Case Western Reserve University*). Trustee Professor. Inventory Control, Mathematical Programming, Operations Planning and Scheduling.

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences*. Professor. Manufacturing Technology Development, Quality Implementation, Quality Management, Service Management, Six-Sigma

Matthew Reindorp, PhD (*University of Maryland College Park*) *Interim Department Head, Decision Sciences & MIS*. Associate Clinical Professor. Real Options, Simulation, Stochastic Processes, Supply Chain Finance, Supply Chain Management

Wenjing Shen, PhD (*University of Michigan*) *Department of Decision Sciences*. Associate Professor. The interface of operations management and marketing; inventory management; supply chain management.

Min Wang, PhD (*Columbia University*) *Department of Decision Sciences*. Associate Clinical Professor. Healthcare Operations Management, Inventory Control, Production Planning and Control, Service Management, Supply Chain Management

Graduate Minor in Accounting

About the Graduate Minor

Accounting is the language of business and so much more. The program provides students a strong foundation in financial and managerial accounting as well as taxation. Students develop skills and tools related to how economic events are captured in financial reports, use of financial

information for decision-making, measuring and monitoring performance for strategic and operational planning, and how taxes impact decisions. The minor is intended for individuals who work in interdisciplinary teams and for those who need an understanding of accounting for their careers.

Admission Requirements

Open to current Drexel graduate students.

Program Requirements

ACCT 510	Essentials of Financial Reporting	2.0
ACCT 601	Managerial Accounting	3.0
TAX 660	Tax Basis for Decision Making	3.0
Please choose two (2) from the following list:		6.0
ACCT 604	International Financial Reporting	
ACCT 607	Forensic Investigation	
ACCT 628	Accounting Valuation Issues	
ACCT 631	Advanced Strategic Cost Management	
ACCT 644	Internal Auditing	
ACCT 650	Accounting Information Systems	
ACCT 653	Analytical Accounting and Systems	
Total Credits		14.0

Graduate Minor in Athletic Administration

About the Graduate Minor

The graduate minor in Athletic Administration is designed to introduce students to the business aspects of the sports industry through the lens of high school and college sports. Students will be exposed to a variety of perspectives within the field of athletics.

The minor is open to all matriculated graduate students in any college at the University. This minor is not available to students pursuing an MS in Sport Management.

Program Requirements

Required Courses		
SMT 615	Introduction to the College Sport Industry	3.0
SMT 618	NCAA Compliance	3.0
SMT 648	Gender Equity in High School & College Sports	3.0
Choose one of the following		3.0
SMT 630	Sports Industry Practicum	
SMT 645	Gridiron Glory	
SMT 655	March Madness: The Economics, History, & Social Impact of the NCAA Basketball Tournaments	
Total Credits		12.0

Graduate Minor in Business

About the Graduate Minor

The Business minor is designed for students who seek to apply essential business concepts in their chosen industry and/or occupation. This program draws from the existing courses in Drexel University's innovative, high-quality MBA program, which is recognized for its excellence and for its preparation of students for successful professional careers. The

program is designed to emphasize the broad perspective of business concepts through innovative coursework and experiential learning.

Admission Requirements

Student must be a matriculated graduate student. Student may not be enrolled in the LeBow MBA Program.

Program Requirements

Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
MGMT 510	Business Problem Solving	3.0
MGMT 530	Managing and Leading the Total Enterprise	2.0

Pick 1 of the Following:

MKTG 510	Marketing Strategy	
STAT 510	Introduction to Statistics for Business Analytics	

Pick 1 of the Following:

ACCT 601	Managerial Accounting	
ECON 601	Managerial Economics	
FIN 601	Corporate Financial Management	
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	
ORGB 640	Negotiations for Leaders	
POM 601	Operations Management	

Choose 1 Elective from the Following:

ECON 650	Business & Economic Strategy: Game Theory & Applications	
FIN 602	Advanced Financial Management	
INTB 620	International Business Management	
MGMT 715	Business Consulting	
MIS 632	Database Analysis and Design for Business	
MKTG 654	Corporate Brand & Reputation Management	
POM 625	Supply Chain Management	
STAT 632	Datamining for Managers	

Total Credits 15.0

Graduate Minor in Business Analytics

About the Graduate Minor

The graduate minor in Business Analytics provides students with techniques including descriptive, predictive, and prescriptive analytics. These quantitative techniques can be applied to a variety of fields including engineering, finance, healthcare, marketing, and sports. The minor consists of four courses for a total of 12.0 credits.

Admission Requirements

The minor is open to all matriculated graduate students in any college at the university. This minor is not available to students pursuing an MS in Business Analytics.

Program Requirements

MIS 612	Aligning Information Systems and Business Strategies	3.0
MIS 632	Database Analysis and Design for Business	3.0
STAT 632	Datamining for Managers	3.0

or STAT 642 Data Mining for Business Analytics

Choose one of the following:

ECON 550	Econometrics	
FIN 642	Business Conditions and Forecasting	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	

OPR 601 Managerial Decision Models and Simulation

STAT 630 Multivariate Analysis

Total Credits 12.0

Additional Information

For more information, contact Lori Miceli at lr398@drexel.edu or at 215-895-0975.

Graduate Minor in Business Analytics Management

About the Minor

The graduate minor in Business Analytics provides students with a solid foundation in the management of business analytics techniques including, but not limited to, project management and decision-making. These management techniques can be applied to a wide variety of fields including engineering, public health, medicine, and finance. The minor consists of taking four courses that provide training in framing analytics problems, managing analytics projects, and effective communication of the results.

This minor is open to all matriculated graduate students in any college at the university. This minor is not available to students pursuing an MS in Business Analytics.

Program Requirements

MGMT 686	Strategy Implementation	3.0
MIS 612	Aligning Information Systems and Business Strategies	3.0
MIS 624	Systems Analysis & Design	3.0
MIS 630	Inter-Active Decision Support Systems	3.0

Total Credits 12.0

Graduate Minor in Digital Supply Chain Management

About the Graduate Minor

Firms and their supply chains are being reshaped by innovative business models, emerging technologies, big data, and analytics. The graduate minor in Digital Supply Chain Management offers a unique combination of technically oriented managerial insights and training for the organizational challenges faced by the tomorrow's business leaders.

Admission Requirements

This minor is open to all matriculated graduate students in any college at the University. The graduate minor is not available to students pursuing the MS degree in Supply Chain Management & Logistics.

Program Requirements

MGMT 660	Leading the Digital Supply Chain	3.0
POM 610	Supply Chain Management I	3.0

Choose two of the following courses 6.0

MIS 642	Emerging Information Technologies in Business	
MIS 653	Design Thinking for Digital Innovations	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
POM 630	Transportation & Logistics Management	

POM 645 Supply Chain Analytics

Total Credits: 12.0

Graduate Minor in Finance

About the Graduate Minor

A minor in Finance develops students' ability to make strategic financial decisions and will enhance the skillset of students majoring in business analytics, engineering, and entrepreneurship.

This minor is open to all graduate students in any college in the university. Students pursuing an MS in Quantitative Finance cannot pursue a minor in Finance.

Program Requirements

FIN 601	Corporate Financial Management	3.0
FIN 602	Advanced Financial Management	3.0
FIN 622	Financial Institutions & Markets	3.0
FIN 626	Investment Management	3.0
Total Credits		12.0

Additional Information

Please visit the LeBow College of Business Graduate Finance Minor (<http://www.lebow.drexel.edu/academics/graduate/current-students/graduate-minors/finance/>) page.

For more information, please contact Lori Miceli at lr398@drexel.edu or at 215-895-0975.

Graduate Minor in Leadership and Teams

About the Graduate Minor

The Leadership and Teams graduate minor will enable students to develop a deeper knowledge in organizational behavior and develop skills that they can put into practice as a leader and team member in a variety of settings and situations. Supplementing core technical knowledge, the minor will enable students' abilities to effectively lead and influence others as well as effectively function in a team. These skills are applicable to a variety of context and situations and are fundamental for success.

Admission Requirements

Open to any student enrolled in a graduate degree program.

Program Requirements

Required:

ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
Pick 2 - Supplemental Organizational Management Courses:		6.0
ORGB 640	Negotiations for Leaders	
MGMT 640	Strategic Human Resource Management	
MGMT 670	Business Ethics	
Pick 1 - Experiential Course:		3.0
MGMT 680	Leading for Innovation	
MGMT 635	Advanced Strategy Business Simulation	
MGMT 715	Business Consulting	
Total Credits		12.0

Graduate Minor in Marketing

About the Graduate Minor

This minor has been developed to provide graduate students at Drexel University, regardless of program/college, the opportunity to gain knowledge of and experience with implementing marketing theories, strategies, and tactics to further their academic and career goals.

Admission Requirements

Open to current Drexel graduate students.

Program Requirements

MKTG 601	Marketing Strategy & Planning	3.0
Choose Any 3 from the following list		9.0
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
MKTG 622	Buyer Behavior Theory	
MKTG 624	Channels of Distribution Management	
MKTG 627	Digital Marketing	
MKTG 630	Global Marketing	
MKTG 634	Integrated Marketing Communications Management	
MKTG 638	New Product Planning, Strategy, and Development	
MKTG 650	Marketing Management Cases and Problems	
MKTG 652	Marketing Information Management and Research	
MKTG 654	Corporate Brand & Reputation Management	
Total Credits		12.0

Graduate Minor in Operations Research

About the Graduate Minor

Operations research is a discipline that develops and uses advanced quantitative methods for decision-making in business and engineering. Students in this minor will complete in-depth courses in stochastic modeling, optimization, and simulation, including theory, algorithms, and applications.

This minor is open to all matriculated graduate students in any college in the university.

Program Requirements

Required Courses

OPR 620	Operations Research I	3.0
OPR 622	Operations Research II	3.0
Complete 6.0 additional credits from the following:		6.0
ECES 811	Optimization Methods for Engineering Design	
ECES 812	Mathematical Program Engineering Design	
EGMT 573	Operations Research	
MATH 613	Stochastic Processes I	
MATH 614	Stochastic Processes II	
MATH 615	Topics in Stochastic Processes	
MATH 672	Methods of Optimization III	
OPR 601	Managerial Decision Models and Simulation	
OPR 624	Advanced Mathematical Program	
OPR 640	Decision Models for the Public Sector	
OPR 660	OR Models in Finance	
Total Credits		12.0

Graduate Minor in Sport Management

About the Graduate Minor

The graduate minor in Sport Management provides insight into foundational concepts and emerging trends within the sport business industry. The course content provides an educational experience directed toward developing the ability to apply knowledge and skills to the planning, design, implementation, and evaluation of sport programs, and to offer solutions to practical problems in the sport management field.

The minor is open to all matriculated graduate students in any college at the University. This minor is not available to students pursuing an MS in Sport Management.

Program Requirements

Required Courses		
SMT 601	Sports Industry Management	3.0
SMT 602	Sport Law	3.0
SMT 605	Sports Economics	3.0
Choose one of the following		3.0
SMT 603	Sports Marketing	
SMT 604	Sport Media & Technology	
SMT 606	Social Issues in Sport	
SMT 607	Sport Budgets & Fiscal Practices	
SMT 608	Sport Media & Public Relations	
SMT 609	Sports Ticket Sales & Strategies	
SMT 611	Corporate Sponsorship Sales & Strategies in Sport	
SMT 612	Development & Fundraising Strategies in Sport	
SMT 615	Introduction to the College Sport Industry	
SMT 618	NCAA Compliance	
SMT 621	Leadership in Sport Management	
SMT 622	Labor Relations & Collective Bargaining in Sport	
SMT 623	Sports Facility Management	
SMT 625	Sports Promotion and Sales	
SMT 626	Globalization of Sport	
SMT 627	Sports Tournaments & Events	
SMT 629	Managing Coaches & Teams	
SMT 633	Sport Tourism Strategies	
SMT 635	Sport Facilities & Event Management	
SMT 640	Consumer Behavior in Sport	
SMT 650	Sports Contracts	
Total Credits		12.0

Sample Plan of Study

First Year				
Term 1	Credits Term 2	Credits Term 3	Credits Term 4	Credits
SMT 601	3.0 SMT 605	3.0 SMT 602	3.0 Elective	3.0
	3	3	3	3
Total Credits				12

Graduate Minor in Sustainable Operations Management

About the Graduate Minor

Sustainable Operations Management involves the design, analysis, and operations of waste-free manufacturing system. Students in this minor will develop a thorough understanding of decision-making within a manufacturing firm and a supply chain as a whole while learning the principles of six sigma through hands-on applications.

This minor is open to all matriculated graduate students in any college in the university.

Program Requirements

Required Courses		
POM 620	Management of Manufacturing Firms	3.0
POM 625	Supply Chain Management	3.0
Select one of the following:		3.0
STAT 634	Quality & Six-Sigma	
ET 635	Engineering Quality Methods	
ET 730	Lean Manufacturing Principles	
Select one of the following:		3.0
ECES 811	Optimization Methods for Engineering Design	
EGMT 573	Operations Research	
MATH 670	Methods of Optimization I	
OPR 601	Managerial Decision Models and Simulation	
Total Credits		12.0

Graduate Minor in Taxation

About the Graduate Minor

Tax planning and consulting are essential for individuals and a wide variety of business entities. The minor in Taxation provides a strong foundation on the impact of taxes on personal and business decision-making, planning strategies to reduce tax burdens, implications for flow through entities (e.g., joint ventures, partnerships, LLCs and S Corporations), and the use of statutory, legislative, and judicial authority. The minor is intended for students who are looking for a better understanding of one of largest impacts on individuals' and businesses' cash flow and expenses.

Admission Requirements

Open to all current Drexel graduate students.

Program Requirements

TAX 611	Tax Research	3.0
TAX 645	Joint Venture Taxation	3.0
TAX 660	Tax Basis for Decision Making	3.0
Please choose one (1) from below list:		3.0
TAX 631	Advanced Corporate Taxation	
TAX 675	Taxation of Multi-national Corporations	
TAX 710	Accounting for Income Taxes	
TAX 715	Tax Experiential Learning	
TAX 790	Tax Policy Seminar	
Total Credits		12.0

Post-Baccalaureate Certificate in Accounting Technology & Analytics

Certificate Level: Graduate

Admission Requirements: Bachelor's degree or higher

Certificate Type: Post-Bachelor's Certificate

Number of Credits to Completion: 12.0

Instructional Delivery: Campus, Online, Hybrid

Calendar Type: Quarter

Expected Time To Completion: 1 year

Financial Aid Eligibility: Aid eligible as of Fall 2020 term

Classification of Instructional Program (CIP) Code: 52.0305

Standard Occupational Classification (SOC) Codes: 11-3030; 13-2010

About the Program

The certificate in Accounting Technology & Analytics (ATA) consists of four classes. The certificate will prime you to become a financial thought leader, providing value-added analysis through enhanced fact-based analytics. Designed for accounting and finance professionals with at least three years of experience, the ATA certificate will help you cultivate a mindset of innovation and collaboration while mastering the skills necessary to lead others into the future.

Admission Requirements

Bachelor's degree or higher

Program Requirements

ACCT 650	Accounting Information Systems	3.0
ACCT 655	Data Analytics & Technology in Accounting	3.0
STAT 601	Business Statistics	3.0
or STAT 610	Statistics for Business Analytics	
Select one (1) of the following		3.0
ACCT 653	Analytical Accounting and Systems	
MIS 630	Inter-Active Decision Support Systems	
MIS 642	Emerging Information Technologies in Business	
Total Credits		12.0

Sample Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
STAT 601	3.0 ACCT 650	3.0 ACCT 655	3.0 Elective	3.0
	3	3	3	3
Total Credits				12

Certificate in Advanced Business

Certificate Level: Post-graduate

Admission Requirements: Master's degree or higher

Certificate Type: Post-Master's Certificate

Number of Credits to Completion: 12.0

Instructional Delivery: Campus, Online, Hybrid

Calendar Type: Quarter

Expected Time To Completion: 3 years

Financial Aid Eligibility: Not aid eligible

Classification of Instructional Program (CIP) Code: 52.0201

Standard Occupational Classification (SOC) Codes: 11-1021, 13-0000

About the Program

The Drexel LeBow Advanced Business Certificate (ABC) program is available to applicants possessing an earned master's degree or doctoral degree from a fully accredited university or college. The program is designed to permit qualified candidates the opportunity to update their skills in a professional field of specialization in which they have had previous academic experience, or to acquire competence in a new business discipline.

The post-master's ABC program requires completion of a four-course sequence and may include the following specialization areas:

- Business analytics
- Finance
- Leadership
- Marketing
- Or a customized certificate option

The Advanced Business certificate program is administered by the Krall Center for Corporate and Executive Education (<http://www.lebow.drexel.edu/corporate-services/corporate-and-executive-education/>), Drexel LeBow College of Business. Participants in this part-time certificate program have a three-year maximum timeframe within which to complete the certificate requirements. ABC students are enrolled in courses in Drexel LeBow MBA sections pending availability.

Upon acceptance to the ABC program, students will meet with an advisor to review program/course prerequisites (if applicable), and create a plan of study within one of the programs specializations. Sample course sequences in the specialization areas are listed below.

The ABC program leads to a post-master's certificate. The credits earned in the certificate are not applicable to any current or future degree program offered by Drexel University unless all applicable entrance criteria for the anticipated program are met.

Certificate Requirements

After completing the four-course series and receiving at least a 3.0 GPA for the certificate courses, students will receive a post-master's certificate. Continuing Education Units (CEU) credits and/or Continuing Professional Educational (CPE) credits may be applicable.

Sample Sequences

All sample sequences are subject to change based on availability and individual student academic and professional background.

12.0 quarter credits

Sample Business Analytics sequence:

FIN 642	Business Conditions and Forecasting	3.0
MIS 632	Database Analysis and Design for Business	3.0
STAT 601	Business Statistics	3.0
STAT 632	Datamining for Managers	3.0

Sample Innovation sequence:

FIN 635	Entrepreneurial Finance	3.0
MGMT 650	Corporate Venturing	3.0
MGMT 652	New Venture Planning	3.0
MKTG 654	Corporate Brand & Reputation Management	3.0

Sample Finance sequence:

FIN 601	Corporate Financial Management	3.0
FIN 602	Advanced Financial Management	3.0

FIN 622	Financial Institutions & Markets	3.0
FIN 642	Business Conditions and Forecasting	3.0
Sample Leadership sequence:		
BUSN T680	Special Topics in BUSN	3.0
MGMT 510	Business Problem Solving	3.0
MGMT 655	Knowledge Management	3.0
ORGB 625	Leadership and Professional Development	3.0
ORGB 631	Leading Effective Organizations	3.0
Sample Marketing sequence:		
MKTG 601	Marketing Strategy & Planning	3.0
MKTG 622	Buyer Behavior Theory	3.0
MKTG 634	Integrated Marketing Communications Management	3.0
MKTG 638	New Product Planning, Strategy, and Development	3.0

Additional Information

For further information, including how to apply to the program, contact the Krall Center for Corporate and Executive Education at 215.895.1611 or email executive@drexel.edu. (executive@drexel.edu)

Certificate in Business Analytics

Certificate Level: Post-graduate

Admission Requirements: Bachelor's degree or higher

Certificate Type: Post-Bachelor's Certificate

Number of Credits to Completion: 12.0

Instructional Delivery: Campus, Online, Hybrid

Calendar Type: Quarter

Expected Time To Completion: Up to 3 years

Financial Aid Eligibility: Not aid eligible

Classification of Instructional Program (CIP) Code: 52.1399

Standard Occupational Classification (SOC) Codes: 13-1110

About the Program

The Drexel LeBow certificate in Business Analytics is designed to provide students with the ability to analyze and interpret data in order to help make strategic business decisions, solve complex issues, and enhance organizational operations and efficiencies. Through a series of specialized units, students will learn the skills needed to effectively extract and manage data, as well as the framework to analyze trends and uncover insights within an organization's internal and external environments. The courses utilize a variety of analytical tools and software designed to help students discover the effectiveness of analytics and technology to make sound and informed decisions. Classes are delivered either in-person or online in an asynchronous format.

The Drexel LeBow Business Analytics certificate (BAC) program is available to applicants possessing an earned *Bachelor's degree* from a fully accredited university or college. The program is designed to permit qualified candidates the opportunity to update their skills in a professional field of specialization in which they have had previous academic experience, or to acquire competence an area of business analytics.

The Business Analytics certificate program requires completion of a four-course sequence and may include the following specialization areas:

- **Leveraging Analytics:** In this certificate we underscore the importance of aligning analytics with business challenges and the importance of about understanding the relationship between strategies and value. The role of which analytics within this relationship is examined.

- **Managing Data:** With the explosion of disparate data sources, organizations must build a solid data foundation to achieve value from their data. This certificate is about extracting, transforming and storing disparate data into a format which can efficiently utilized for analytics.
- **Predictive Analytics:** Predictive analytics is predominant in many aspects of today's organization. It will become more and more ubiquitous as the volume of data becomes larger. This certificate is about unlocking patterns and trends from your data
- **Uncovering Insights:** This certificate covers frameworks, tools and techniques which can help the organization extract insights and value from its data. Topics include, visualization, story telling and mapping.
- Customized certificate option

Each unit is comprised of four three-credit courses. At the completion of each unit, the student is awarded with a certificate in that specialized area.

Program Requirements

Choose One Sequence		12.0
Leveraging Analytics Sequence		
MGMT 510	Business Problem Solving	
MIS 624	Systems Analysis & Design	
MIS 612	Aligning Information Systems and Business Strategies	
STAT 610	Statistics for Business Analytics	
Managing Data Sequence		
MIS 632	Database Analysis and Design for Business	
MIS 635	Introduction to Hadoop and MapReduce	
STAT 610	Statistics for Business Analytics	
STAT 632	Datamining for Managers	
Predictive Analytics Sequence		
OPR 601	Managerial Decision Models and Simulation	
MGMT 715	Business Consulting	
STAT 610	Statistics for Business Analytics	
STAT 642	Data Mining for Business Analytics	
Uncovering Insights Sequence		
MIS 630	Inter-Active Decision Support Systems	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
STAT 610	Statistics for Business Analytics	
Total Credits		12.0

Sample Plan of Study

Leveraging Analytics Sequence

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 510	3.0 MIS 624	3.0 MIS 612	3.0 STAT 610	3.0
	3	3	3	3
Total Credits				12

Managing Data Sequence

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MIS 632	3.0 MIS 635	3.0 STAT 610	3.0 STAT 632	3.0
	3	3	3	3
Total Credits				12

Predictive Analytics Sequence

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
OPR 601	3.0 MGMT 715	3.0 STAT 610	3.0 STAT 642	3.0
	3	3	3	3
Total Credits 12				

Uncovering Insights Sequence

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MIS 630	3.0 MKTG 606	3.0 MKTG 607	3.0 STAT 610	3.0
	3	3	3	3
Total Credits 12				

Additional Information

For more information, contact the Krall Center for Corporate and Executive Education (<https://www.lebow.drexel.edu/corporate-services/corporate-relations-and-executive-education/>) at 215-895-1406 or executive@drexel.edu.

Post-Baccalaureate Certificate in Change Leadership and Strategy

Certificate Level: Graduate

Admission Requirements: Bachelor's degree or higher

Certificate Type: Post-Bachelor's Certificate

Number of Credits to Completion: 12.0

Instructional Delivery: Campus, Online, Hybrid

Calendar Type: Quarter

Expected Time To Completion: 1 year

Financial Aid Eligibility: Not aid eligible

Classification of Instructional Program (CIP) Code: 52.0305

Standard Occupational Classification (SOC) Codes: 11-3030; 13-2010

Now Accepting Students for Spring 2020

About the Program

The Certificate in Change Leadership and Strategy integrates academic strengths in leadership and innovation for practical solutions while providing tools for individuals to address a fundamental challenge and need in organizations.

Program Requirements

MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives	3.0
MGMT 604	Strategic Change Management	3.0
MGMT 690	Change Management Experiential Capstone	3.0
ORGB 602	Leading and Executing Change	3.0
Total Credits		12.0

Post-Baccalaureate Certificate in Financial Planning & Analysis

Certificate Level: Graduate

Admission Requirements: Bachelor's degree or higher

Certificate Type: Post-Bachelor's Certificate

Number of Credits to Completion: 12.0

Instructional Delivery: Campus, Online, Hybrid

Calendar Type: Quarter

Expected Time To Completion: 1 year

Financial Aid Eligibility: Aid eligible as of Fall 2020 term

Classification of Instructional Program (CIP) Code: 52.0305

Standard Occupational Classification (SOC) Codes: 11-3030; 13-2010

About the Program

The certificate in Financial Planning & Analysis (FP&A) consists of four classes. Designed for accounting and finance professionals in any industry with at least three years of work experience, the certificate will prime you to become a strategic business partner, providing value-added financial analysis including measuring and monitoring performance for strategic and operational planning. The FP&A certificate will help you cultivate a mindset of innovation and collaboration while mastering the skills necessary to lead others into the future.

Admission Requirements

Bachelor's degree or higher

Program Requirements

ACCT 631	Advanced Strategic Cost Management	3.0
ACCT 635	Strategy & the Master Budgeting Process	3.0
Select two (2) of the following		6.0
FIN 642	Business Conditions and Forecasting	
MGMT 630	Corporate Strategy	
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	
STAT 601	Business Statistics	
	or STAT 610 Statistics for Business Analytics	
Total Credits		12.0

Sample Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 631	3.0 ACCT 635	3.0 Elective	3.0 Elective	3.0
	3	3	3	3
Total Credits 12				

Certificate in Strategic Financial Management

Certificate Level: Graduate

Admission Requirements: Bachelor's degree

Certificate Type: Post-Baccalaureate

Number of Credits to Completion: 12.0

Instructional Delivery: Face-to-Face; Online

Calendar Type: Quarter

Expected Time to Completion: 1 year

Financial Aid Eligibility: Aid eligible as of Fall 2020 term

Classification of Instructional Program (CIP) Code: 52.0305

Standard Occupational Classification (SOC) Code: 11-3030

About the Program

The certificate in Strategic Financial Management (SFM) consists of four classes. Designed for professionals in any industry with at least three years of work experience, the certificate will prime you to be a strategic contributor through a focus on financial analysis, critical thinking, data analytics, decision making, innovation, and more.

Admission Requirements

Bachelor's degree or higher

Program Requirements

BUSN 501	Measuring and Maximizing Financial Performance	3.0
ACCT 665	Financial Statement Analysis	3.0
FIN 601	Corporate Financial Management	3.0
Select one (1) of the following		3.0
ACCT 600	Accounting Analysis & Theory	
FIN 602	Advanced Financial Management	
TAX 660	Tax Basis for Decision Making	
Total Credits		12.0

Sample Plan of Study

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 501	3.0 FIN 601	3.0 ACCT 665	3.0 Elective	3.0
	3	3	3	3
Total Credits				12

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