



DREXEL UNIVERSITY

LeBow

College of Business

# CATALOG

2024-2025

**GRADUATE**

DREXEL INSTITUTE

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# LeBow College of Business

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## 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 degrees, including master of science (MS) degrees, the Master of Business Administration (MBA) and the Executive Master of Business Administration (EMBA), as well as two doctoral degrees: the PhD in Business Administration and the 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, including face-to-face or online, part-time or full-time and at a satellite campus in Malvern, Pennsylvania. Additionally, the Drexel LeBow MBA offers customization and specialization in areas including business analytics, finance, marketing, strategic technology and innovation management, and more — a number of which are STEM-designated.

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

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## Minors

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- Project Management (p. 111)
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## About the Curriculum

Graduate programs at Drexel University's LeBow College of Business provide a high-quality, real-world-focused 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 900 students representing diverse backgrounds; the College's MBA students have come from more than 65 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 — combining their strengths in teaching and research — as well as 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

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

## Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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 (<https://www.lebow.drexel.edu/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) to learn more about Gerri C. LeBow Hall.

# Accounting Analytics MBA

*Major: Accounting Analytics*

*Degree Awarded: Master of Business Administration (MBA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 49.0*

*Classification of Instructional Programs (CIP) code: 52.1399*

*Standard Occupational Classification (SOC) code: 11-1021*

## About the Program

The MBA with a STEM-designated concentration in accounting analytics can help you advance your career and develop a deeper understanding of the daily challenges accounting and finance professionals face in today's business world. The program's specialized training and flexible curriculum enable you to pursue advanced career opportunities and tackle greater difficulties in the workplace.

The recommended plan of study for Drexel LeBow's MBA degree with a concentration in accounting analytics prepares graduate students to combine the language of business with business intelligence and analytics tools to make insightful, strategic business decisions. Whether you are looking to start or advance a career in accounting and finance, LeBow's accounting analytics concentration will equip you with skills in financial statement analysis, performance management, financial planning and data-driven decision-making.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements web page (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application.

## Degree Requirements

### Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	2.0

### Experiential Requirement (Select one course from the following):

BUSN 615	Graduate Internship	3.0
BUSN T680	Special Topics in BUSN	
INDS T680	Special Topics in Interdisciplinary Business	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 690	Change Management Experiential Capstone	
MGMT 715	Business Consulting	
MKTG 630	Global Marketing	
MIS 652	Business Agility and IT	
MIS 653	Design Thinking for Digital Innovations	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
SMT 621	Leadership in Sport Management	
TAX 715	Tax Experiential Learning	

### Accounting Analytics Major Requirements

ACCT 655	Data Analytics & Technology in Accounting	3.0
ACCT 665	Financial Statement Analysis	3.0

Choose one of the following: 3.0

ACCT 635	Strategy & the Master Budgeting Process	
BSAN 605	Data Visualization for Managers	
TAX 660	Tax and Business Strategy	
Free Electives		11.0
Total Credits		49.0

## Sample Plan of Study

### Accelerated 18-Month Plan of Study

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 ACCT 665	3.0 ACCT 655	3.0 Experiential Elective *	3.0
MGMT 530	2.0 BLAW 510	2.0 ECON 601	3.0	
MKTG 510	2.0 BSAN 601	3.0 MGMT 520	2.0	
ORGB 511	3.0 FIN 601	3.0 Elective	2.0	
POM 510	2.0			
	11	11	10	3

#### Second Year

Fall	Credits Winter	Credits
Accounting Analytics	3.0 MGMT 770	2.0
Major Elective		
Elective	6.0 Elective	3.0
	9	5

Total Credits 49

\*

First Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

### Accelerated 15-Month Plan of Study

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 ACCT 665	3.0 ACCT 655	3.0 Elective	3.0
MGMT 530	2.0 BLAW 510	2.0 ECON 601	3.0 Experiential Elective	3.0
MKTG 510	2.0 BSAN 601	3.0 MGMT 520	2.0	
ORGB 511	3.0 FIN 601	3.0 Elective	2.0	
POM 510	2.0			
	11	11	10	6

#### Second Year

Fall	Credits
MGMT 770	2.0
Accounting Analytics	3.0
Major Elective	
Electives	6.0
	11

Total Credits 49

### Accelerated 12-Month Plan of Study

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 ACCT 665	3.0 ACCT 655	3.0 MGMT 770	2.0
MGMT 530	2.0 BLAW 510	2.0 ECON 601	3.0 Electives	6.0
MKTG 510	2.0 BSAN 601	3.0 MGMT 520	2.0 Experiential Elective	3.0
ORGB 511	3.0 FIN 601	3.0 Accounting Analytics Major Elective	3.0	
POM 510	2.0 Elective	3.0 Elective	2.0	
	11	14	13	11

Total Credits 49

## Part-Time MBA Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 BSAN 601	3.0 MGMT 520	2.0
MGMT 530	2.0 FIN 601	3.0 MKTG 510	2.0 Elective	2.0
ORGB 511	3.0		Experiential Elective	3.0
	7	5	5	7
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
POM 510	2.0 ACCT 665	3.0 ACCT 655	3.0 MGMT 770	2.0
Elective	3.0 ECON 601	3.0 Accounting Analytics Major Elective	3.0 Electives	6.0
	5	6	6	8
Total Credits 49				

## MBA Program Faculty

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

Daniel Albert, PhD (*University of St. Gallen*). Assistant Professor. Strategic Management; Strategic Change; Architectural Innovation; Organizational Design.

Murugan Anandarajan, PhD (*Drexel University*) Senior Associate Dean of Academic Programs and Faculty Affairs, Department of Decision Sciences and MIS. Professor. Cybercrime, 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*) Assistant Dean for Social Impact.. Professor. Global marketing, inter-organizational, marketing strategy, marketing.

Orakwue B. Arinze, PhD (*London School of Economics*) Department of Decision Sciences and MIS. 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*). Associate Professor. Investment banking; mergers and acquisitions; corporate finance; corporate governance.

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

Maneesh Chhabria, PhD, CFA (*Drexel University*). Assistant Clinical Professor. Investments; portfolio management; performance measurement.

Lawrence Cohen, JD (*Temple University*). Associate Clinical Professor. Sports and antitrust law; tickets & sales data analytics; sport sponsorship.

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*) Department of Decision Sciences and MIS. Associate Professor. Business value of information technology, eCommerce, economics of information technology, information system management.

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

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

Boryana Dimitrova, PhD (*Drexel University*). Associate Clinical Professor. Global marketing, inter-organizational, marketing strategy, marketing channels, marketing.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) Department of Marketing. Associate Professor. Marketing and entrepreneurship, marketing communications, marketing research, marketing strategy, technology and innovation, marketing analytics and big data, marketing.

Lawrence Duke, EdD (*Temple University*) Acting Department Head.. Clinical Professor. Global marketing, new markets in emerging countries, marketing strategy, digital marketing, marketing technology, marketing.

Elea Feit, PhD (*University of Michigan*) Associate Dean of Research. Associate Professor. Missing Data, advertising/Attribution, product design, Bayesian hierarchical models, advertising incrementality, Bayesian decision theory, data fusion, conjoint analysis, choice modeling.

Richard P. Freedman, JD, LL.M. (*Temple University*). Associate Professor. Taxation, corporate and business matters, real estate, estate planning, estate administration and elder law.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*) *Department of Decision Sciences and MIS*. Associate 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

Teresa Harrison, PhD (*University of Texas Austin*) *Academic Director of the Center for Nonprofit Governance*. Professor. Economics of nonprofits, empirical industrial organization, applied microeconometrics.

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Impact of health reform on the delivery of medical services, the business of health care, measuring clinical trial performance, assessing clinical trial quality.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, new technology in marketing, consumer welfare.

Daniel Korschun, PhD (*Boston University*) *Department Head and Stephen Cozen Research Scholar in Marketing*. Associate Professor. Brand and corporate reputation management, corporate political activism, corporate social responsibility, internal marketing, marketing strategy, marketing.

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*) *Department of Decision Sciences and MIS*. Professor. Inventory theory, scheduling, queueing theory, optimization.

Jeffrey Levine, JD, PhD (*Tulane University, University of Louisville*). Assistant Clinical Professor. Esports, Sport law, sport development and policy; non-profits in sport.

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

Yu-Chieh Lo, PhD (*University of Southern California*). Associate Professor. Categorization in markets; Organization theory; Technology innovation.

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.

Joel Maxcy, PhD (*Washington State University*) *Department Head Sport Business & General Business*. Professor. Economics of sport; labor economics & policy; economics of antitrust & regulation.

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

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

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

Gregory Nini, PhD (*University of Pennsylvania*). Professor. Capital structure; corporate finance; risk management; financial institution management

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences and MIS*. Professor. Manufacturing technology development, quality implementation, quality management, service management, Six-Sigma

Natalie Pedersen, JD (*Harvard University*) *Department Head 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*). 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*) *Department of Decision Sciences and MIS*. Clinical Professor. Outsourcing, business value of information technology, information system design, management, and leadership.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing strategy, sales promotions, bottom of the pyramid (BOP) markets, marketing.

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

George Tsetsekos, PhD (*University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Valuation and corporate restructuring; investment banking; securitization; emerging capital markets; multinational finance.

Daniel Tzabbar, PhD (*University of Toronto*). 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, consumer technology.

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

## Accounting MSA

*Major: Accounting*

*Degree Awarded: Master of Science (MS)*

*Calendar Type: Quarter*

*Minimum Required Credits: 45.0*

*Classification of Instructional Programs (CIP) code: 30.7104*

*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 Master of Science in Accounting degree prepares students for the CPA Exam and beyond. The program combines theory with practice, encouraging Master of Science in Accounting students to become well-connected to the dynamic accounting industry and share their expertise with the community through programs such as VITA (Volunteer Income Tax Assistance).

The selective, 45.0-credit Master of Science in Accounting is a full-time program delivered on campus and is designed for students who hold a bachelor's degree in the area of accounting from an AACSB-accredited (or equivalent) institution. Applicants must have earned a minimum grade of 3.0 on a 4-point scale in their junior- and senior-level accounting classes and an overall GPA of 3.0 (B) or above.

## Prerequisite Requirements

- 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 *Federal Income Taxes* 4.0
- BLAW 201 *Business Law 1* 4.0
- ECON 201 *Principles of Microeconomics* 4.0
- ECON 202 *Principles of Macroeconomics* 4.0
- FIN 301 *Introduction to Finance* 4.0
- MIS 200 *Management Information Systems* 4.0
- STAT 201 *Introduction to Business Statistics* 4.0
- STAT 202 *Business Statistics II* 4.0

Students with undergraduate degrees in accounting from non-U.S. schools are 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 Exam.

Students with undergraduate degrees in areas outside of accounting can be considered for admission to the program only after they acquire the prerequisite undergraduate accounting and business courses. These students should contact LeBow Graduate Student Services to determine what courses are needed to gain admission to the Master of Science in Accounting program.

## Accounting Licensure

Students enrolling in the Master of Science in Accounting degree may be interested in becoming a Certified Public Accountant (CPA) or Certified Management Accountant (CMA).

There are three broad elements required to become a licensed CPA — educational requirements; prerequisite requirements, including work experience; and the CPA Exam. Each state/jurisdiction has unique educational and prerequisite requirements that candidates must meet. For more information, please review the chosen state's public accountancy licensure requirements from the National Association of State Boards of Accountancy.

Licensing for the CMA certification is administered by the Institute of Management Accountants (IMA) and is not dependent on state/jurisdiction. Certification eligibility criteria consist of prerequisite requirements, including work experience, educational requirements and the CMA Exam. For more information, please review the IMA's CMA certification requirements.

## Additional Information

For more information, please contact LeBow's Graduate Student Services office at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements web page (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application.

## Degree Requirements

### Accountancy Core Courses

ACCT 600	Accounting Analysis & Theory	3.0
ACCT 605	Advanced Auditing	3.0
ACCT 606	Current Issues in the Accounting Profession	3.0
TAX 630	Corporate Taxation	3.0

### Analytics & Technology Core Courses

ACCT 655	Data Analytics & Technology in Accounting	3.0
BSAN 601	Business Analytics for Managers	3.0
MIS 642	Emerging Information Technologies in Business	3.0
Select one (1) of the following:		3.0
BSAN 605	Data Visualization for Managers	
MIS 630	Inter-Active Decision Support Systems	
STAT 632	Datamining for Managers	

### Business Acumen Core Courses

ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
ORGB 640	Negotiations for Leaders	3.0
PROJ 501	Introduction to Project Management	3.0
Select one (1) of the following:		3.0
ACCT T680	Special Topics in Accounting	
INDS T680	Special Topics in Interdisciplinary Business	
MGMT 715	Business Consulting	
TAX 715	Tax Experiential Learning	

### Students must choose one of the following concentrations:

9.0

#### Business Analysis, Reporting & Planning Concentration

Select three (3) of the following courses:

ACCT 608	Government and Not-for-Profit Accounting
ACCT 622	Advanced Financial Accounting
ACCT 635	Strategy & the Master Budgeting Process
ACCT 665	Financial Statement Analysis

#### Tax Analysis & Planning Concentration

Select all three of the following:

TAX 611	Tax Research
TAX 645	Flow Through Entity Taxation
TAX 660	Tax and Business Strategy

## Accounting Information Systems &amp; Controls Concentration

Select three (3) of the following

ACCT 653	Analytical Accounting and Systems
MIS 632	Database Analysis and Design for Business
CT 620	Security, Policy and Governance
ACCT T780	Special Topics in Accounting

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 ACCT 655	3.0 ACCT 606	3.0 ACCT 605	3.0
BSAN 601	3.0 MIS 642	3.0 PROJ 501	3.0 ORGB 640	3.0
ORGB 511	3.0 Business Acumen Elective	3.0 TAX 630	3.0 Concentration Course	3.0
Concentration Class	3.0 Analytics & Technology Elective	3.0 Concentration Course	3.0	
	12	12	12	9

Total Credits 45

## Program Level Outcomes

- Will have a comprehensive knowledge of financial, managerial, tax, auditing, and international accounting principles. (Accounting Principles)
- Will engage in critical thinking. (Critical Thinking)
- Will be able to technically evaluate business problems. (Technical Evaluation)
- Will communicate effectively in writing. (Writing)

## Accounting Faculty

Stephen B. Bates, CPA, DBA (*Wilmington University*). Assistant Clinical Professor. Financial reporting, financial analysis and managerial accounting.

Maureen Breen, PhD (*West Chester University*). Assistant Clinical Professor. Financial accounting, environmental accounting and reporting

Hsihui Chang, PhD (*University of Minnesota*) *KPMG Professor of Accounting*. Performance management, audit quality, and data analytics

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

Anthony P. Curatola, PhD (*Texas A&M University*) *Joseph F. Ford Professor of Accounting*. Professor. Federal and state income tax policy, employee benefits, individual and small business, and retirement income taxation.

Xin Dai, PhD (*University of Minnesota*). Associate Professor. ESG, corporate stakeholder, capital market empirical studies.

Dan Dai, PhD (*Yale University*). Assistant Professor. Financial reporting and disclosure, ESG and labor economics in capital markets.

Albert DeRitis, MBA (*St. Joseph's University*). Assistant Clinical Professor. Financial analysis, financial statement interpretation, managerial accounting, supply chain, healthcare industry.

Barbara Murray Grein, PhD (*University of North Carolina*). Associate Professor. Audits and financial reporting quality, critical audit matters, audit committees.

Curtis M. Hall, PhD (*University of Arizona*) *Department Head, Accounting and Tax*. Associate Professor. Strategic cost management, human resources, incentive compensation, banking, nonprofits.

Mary Howard, CPA (*Temple University*). Assistant Clinical Professor. Financial reporting and financial analysis, entrepreneurship.

Stacy Kline, MBA (*Temple University*). Clinical Professor. Individual and business taxation, financial and managerial accounting, taxation.

Jithu (JT) Thazathel, MBA (*Drexel University*). Assistant Clinical Professor. Managerial accounting, financial reporting, data analytics, data visualization, process automation, artificial intelligence

## Business Administration DBA

Major: Business Administration

*Degree Awarded: Doctor of Business Administration (DBA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 60.0*

*Classification of Instructional Programs (CIP) code: 52.1301*

*Standard Occupational Classification (SOC) code: 11-1021*

## About the Program

The Executive Doctorate in Business Administration (DBA) is a part-time doctoral program designed to equip executives and senior managers with the scientific methods to address complex industry and organizational challenges. The program integrates and leverages Drexel's more than 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's 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-master's
- Mentored dissertation model
- Integrated, cross-disciplinary coursework
- Drexel DBA faculty collaboration from accounting, biomedical engineering, decision science and MIS, design, economics, finance, management, marketing 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.

Please contact Mark Dierkes, Director of Executive Program Recruitment, at [med24@drexel.edu](mailto: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.

## 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 924	Analyzing Quantitative Data	4.0
BUSN 925	Survey Research	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
Optional Global Immersion Experience (Choose one of the following): *		0.0-3.0
ECON 621	Business, Government, and Global Macroeconomics	
FIN 648	International Financial Management	
INTB 790	International Business Seminar and Residency	

### Total Credits

60.0-71.0

\*

Students participating in the Optional Global Immersion Experience will need a minimum of 63.0 credits to graduate.

Students not participating in the Optional Global Immersion Experience will need a minimum of 60.0 credits to graduate.

## 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

### Non-Global Immersion Option

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 910	4.0 BUSN 911	4.0 BUSN 912	4.0 BUSN 913	4.0
BUSN 925	4.0 BUSN 921	4.0 BUSN 924	4.0 BUSN 923	4.0
	8	8	8	8

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 914	4.0 BUSN 942	4.0 BUSN 944	5.0 BUSN 945	5.0
BUSN 941	4.0 BUSN 943	4.0		
	8	8	5	5
Third Year				
Fall	Credits Winter	Credits		
BUSN 946*	1.0 BUSN 947*	1.0-9.0		
	1	1-9		
Total Credits 60-68				

\*  
3rd year terms are less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

Global Immersion Option

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 910	4.0 BUSN 911	4.0 BUSN 912	4.0 BUSN 913	4.0
BUSN 925	4.0 BUSN 921	4.0 BUSN 923	4.0 BUSN 924	4.0
	8	8	8	8
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 914	4.0 BUSN 942	4.0 BUSN 944	5.0 BUSN 945	5.0
BUSN 941	4.0 BUSN 943	4.0 Global Immersion Option (Choose one of the following):	3.0	
		ECON 621		
		FIN 648		
		INTB 790		
	8	8	8	5
Third Year				
Fall	Credits Winter	Credits		
BUSN 946*	1.0 BUSN 947*	1.0-9.0		
	1	1-9		
Total Credits 63-71				

\*  
3rd year terms are less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

Facilities

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University’s central quadrangle. The building’s tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College’s student activities to passersby.

The building’s organization unites the school’s various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building’s upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean’s suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building’s warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building’s high environmental aspirations.

Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium

- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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 (<https://www.lebow.drexel.edu/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) to learn more about Gerri C. LeBow Hall.

## Program Level Outcomes

- Employ an understanding of audience, purpose and context to communicate effectively in a range of situations using appropriate media.
- User divergent (e.g., generation of novel ideas, thinking out of the box, brainstorming) and convergent thinking (e.g., critical thinking, evaluation of ideas, quantitative and qualitative analysis, scientific reasoning) to generate novel and relevant ideas, strategies, approaches or products.
- Assess their own ethical values and the social context of ethical problems, recognize ethical issues in a variety of settings, think about how different ethical perspectives might be applied to an ethical problem, and consider the consequences of alternative actions.
- Possess the skills and knowledge to access, evaluate and use information effectively, competently, and creatively.
- Establish goals and monitor progress toward them by developing an awareness of the personal, environmental and task-specific factors that affect attainment of the goals.
- Make appropriate use of technologies to communicate, collaborate, solve problems, make decisions, and conduct research, as well as foster creativity and life-long learning.
- Engage in, reflect upon, and demonstrate open-mindedness toward all issues of diversity at the local, national and international level.
- Develop a vision, translate that vision into shared goals, and effectively work with others to achieve these goals.
- Apply knowledge and skills gained from a program of study to the achievement of goals in a work, clinical, or other professional setting.
- Make meaningful contributions in their chosen field, participating in use-inspired (e.g., inspired by and applied to real-world problems) research, scholarship or creative activity as an individual or in a collaborative effort.
- Create and sustain a healthy, engaged, public life.

## DBA Interdepartmental LeBow Faculty

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean of Academic Programs and Faculty Affairs, Department of Decision Sciences and MIS.* Professor. Cybercrime, 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*) *Assistant Dean for Social Impact.* Professor. Global marketing, inter-organizational, marketing strategy, marketing.

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. Neuroergonomics for Brain Health and Performance, Functional Neuroimaging, Biomedical Signal Processing, Biomedical Optics, Cognitive Neuroengineering, Brain Computer Interfaces, Neurotechnology, Clinical Neuroergonomics, Systems and Applied Neuroscience, Functional Near Infrared spectroscopy (fNIRS), Electroencephalogram (EEG), Brain Computer Interfaces (BCI), Mobile Brain/Body Imaging (MoBI)

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. Marketing and entrepreneurship, marketing communications, marketing research, marketing strategy, technology and innovation, marketing analytics and big data, marketing.

David Gefen, PhD (*Georgia State University*) *Provost Distinguished Research Professor, Department of Decision Sciences and MIS*. Strategic IT management, IT development and implementation management research methodology, managing the adoption of large IT systems, eCommerce, online auctions, outsourcing; technology adoption.

Curtis M. Hall, PhD (*University of Arizona*) *Department Head, Accounting and Tax*. Associate Professor. Strategic cost management, human resources, incentive compensation, banking, nonprofits.

Teresa Harrison, PhD (*University of Texas Austin*) *Academic Director of the Center for Nonprofit Governance*. Professor. Economics of nonprofits, empirical industrial organization, applied microeconometrics.

Daniel Korschun, PhD (*Boston University*) *Department Head and Stephen Cozen Research Scholar in Marketing*. Associate Professor. Brand and corporate reputation management, corporate political activism, corporate social responsibility, internal marketing, marketing strategy, 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.

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

Gregory Nini, PhD (*University of Pennsylvania*). Professor. Capital structure; corporate finance; risk management; financial institution management

Mark Stehr, BS, PhD (*University of California at Berkeley*) *Director, School of Economics*. Professor. Department of Health Management and Policy. School of Economics in the LeBow College of Business. Health policy, health economics; data analysis methods.

Rajneesh Suri, PhD (*University of Illinois at Urbana-Champaign*) *Senior Vice Provost, Academic Industry Partnerships*. Professor. Consumer behavior, pricing and promotions, marketing.

George Tsetsekos, PhD (*University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Valuation and corporate restructuring; investment banking; securitization; emerging capital markets; multinational finance.

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

## Business Analytics MBA

*Major: Business Analytics*

*Degree Awarded: Master of Business Administration (MBA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 49.0*

*Classification of Instructional Programs (CIP) code: 52.1399*

*Standard Occupational Classification (SOC) code: 11-1021*

## About the Program

An MBA degree with a STEM-designated concentration in business analytics prepares you to make prudent business decisions with fact-based data analysis. Whether you're an experienced professional seeking career advancement or are looking to relaunch your career, Drexel LeBow's MBA with a business analytics concentration will provide you with an understanding of business performance from a systems view, using statistical and quantitative data as well as explanatory and predictive modeling.

Each course in the concentration will help you build key skills for the field, including:

- Data mining
- System simulation
- Predictive business analytics
- Business forecasting

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

## Degree Requirements

### Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	2.0

### Experiential Requirement-Select one course

3.0

BUSN 615	Graduate Internship
BUSN T680	Special Topics in BUSN
INDS T680	Special Topics in Interdisciplinary Business
INTB 790	International Business Seminar and Residency
MGMT 680	Leading for Innovation
MGMT 690	Change Management Experiential Capstone
MGMT 715	Business Consulting
MIS 652	Business Agility and IT
MIS 653	Design Thinking for Digital Innovations
MKTG 630	Global Marketing
ORGB 640	Negotiations for Leaders
ORGB 620	Leading Virtual Teams
SMT 621	Leadership in Sport Management
TAX 715	Tax Experiential Learning

### Business Analytics Major Requirements (Select three of the following):

9.0

MIS 612	Aligning Information Systems and Business Strategies
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
OPR 601	Managerial Decision Models and Simulation
POM 645	Supply Chain Analytics
STAT 610	Statistics for Business Analytics
STAT 632	Datamining for Managers
STAT 645	Time Series Forecasting
STAT T680	Special Topics in STAT

### Free Electives

11.0

### Total Credits

49.0

## Sample Plan of Study

### Accelerated 18-Month Plan of Study

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Experiential Elective *	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0	

MKTG 510	2.0 FIN 601	3.0 Business Analytics Major Elective	3.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	11	11	10	3
<b>Second Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits</b>		
Business Analytics	6.0 MGMT 770	2.0		
Major Electives				
Elective	3.0 Elective	3.0		
	9	5		
<b>Total Credits 49</b>				

\*

First Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

## Accelerated 15-Month Plan of Study

<b>First Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Elective	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Experiential Elective	3.0
MKTG 510	2.0 FIN 601	3.0 Business Analytics Major Electives	6.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	11	11	13	6
<b>Second Year</b>				
<b>Fall</b>	<b>Credits</b>			
MGMT 770	2.0			
Business Analytics	3.0			
Major Elective				
Free Elective	3.0			
	8			
<b>Total Credits 49</b>				

## Accelerated 12-Month Plan of Study

<b>First Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 MGMT 770	2.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Electives	6.0
MKTG 510	2.0 FIN 601	3.0 Elective	2.0 Experiential Elective	3.0
ORGB 511	3.0 Elective	3.0 Business Analytics Major Electives	6.0	
POM 510	2.0 Business Analytics Major Elective	3.0		
	11	14	13	11
<b>Total Credits 49</b>				

## Part-Time MBA Plan of Study

<b>First Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
ACCT 510	2.0 BLAW 510	2.0 BSAN 601	3.0 MGMT 520	2.0
MGMT 530	2.0 FIN 601	3.0 MKTG 510	2.0 Elective	2.0
ORGB 511	3.0		Experiential Elective	3.0
	7	5	5	7
<b>Second Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
POM 510	2.0 ECON 601	3.0 Business Analytics Major Electives	6.0 MGMT 770	2.0

Elective	3.0 Business Analytics Major Elective	3.0	Electives	6.0
	5	6	6	8
Total Credits 49				

## MBA Program Faculty

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

Daniel Albert, PhD (*University of St. Gallen*). Assistant Professor. Strategic Management; Strategic Change; Architectural Innovation; Organizational Design.

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean of Academic Programs and Faculty Affairs, Department of Decision Sciences and MIS*. Professor. Cybercrime, 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*) *Assistant Dean for Social Impact..* Professor. Global marketing, inter-organizational, marketing strategy, marketing.

Orakwue B. Arinze, PhD (*London School of Economics*) *Department of Decision Sciences and MIS*. 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*). Associate Professor. Investment banking; mergers and acquisitions; corporate finance; corporate governance.

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

Maneesh Chhabria, PhD, CFA (*Drexel University*). Assistant Clinical Professor. Investments; portfolio management; performance measurement.

Lawrence Cohen, JD (*Temple University*). Associate Clinical Professor. Sports and antitrust law; tickets & sales data analytics; sport sponsorship.

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*) *Department of Decision Sciences and MIS*. Associate Professor. Business value of information technology, eCommerce, economics of information technology, information system management.

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

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

Boryana Dimitrova, PhD (*Drexel University*). Associate Clinical Professor. Global marketing, inter-organizational, marketing strategy, marketing channels, marketing.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Marketing and entrepreneurship, marketing communications, marketing research, marketing strategy, technology and innovation, marketing analytics and big data, marketing.

Lawrence Duke, EdD (*Temple University*) *Acting Department Head..* Clinical Professor. Global marketing, new markets in emerging countries, marketing strategy, digital marketing, marketing technology, marketing.

Elea Feit, PhD (*University of Michigan*) *Associate Dean of Research*. Associate Professor. Missing Data, advertising/Attribution, product design, Bayesian hierarchical models, advertising incrementality, Bayesian decision theory, data fusion, conjoint analysis, choice modeling.

Richard P. Freedman, JD, LL.M. (*Temple University*). Associate Professor. Taxation, corporate and business matters, real estate, estate planning, estate administration and elder law.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*) *Department of Decision Sciences and MIS*. Associate 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

Teresa Harrison, PhD (*University of Texas Austin*) *Academic Director of the Center for Nonprofit Governance*. Professor. Economics of nonprofits, empirical industrial organization, applied microeconometrics.

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Impact of health reform on the delivery of medical services, the business of health care, measuring clinical trial performance, assessing clinical trial quality.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, new technology in marketing, consumer welfare.

Daniel Korschun, PhD (*Boston University*) *Department Head and Stephen Cozen Research Scholar in Marketing*. Associate Professor. Brand and corporate reputation management, corporate political activism, corporate social responsibility, internal marketing, marketing strategy, marketing.

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*) *Department of Decision Sciences and MIS*. Professor. Inventory theory, scheduling, queueing theory, optimization.

Jeffrey Levine, JD, PhD (*Tulane University, University of Louisville*). Assistant Clinical Professor. Esports, Sport law, sport development and policy; non-profits in sport.

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

Yu-Chieh Lo, PhD (*University of Southern California*). Associate Professor. Categorization in markets; Organization theory; Technology innovation.

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.

Joel Maxcy, PhD (*Washington State University*) *Department Head Sport Business & General Business*. Professor. Economics of sport; labor economics & policy; economics of antitrust & regulation.

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

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

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

Gregory Nini, PhD (*University of Pennsylvania*). Professor. Capital structure; corporate finance; risk management; financial institution management

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences and MIS*. Professor. Manufacturing technology development, quality implementation, quality management, service management, Six-Sigma

Natalie Pedersen, JD (*Harvard University*) *Department Head 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*). 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*) *Department of Decision Sciences and MIS*. Clinical Professor. Outsourcing, business value of information technology, information system design, management, and leadership.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing strategy, sales promotions, bottom of the pyramid (BOP) markets, marketing.

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

George Tsetsekos, PhD (*University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Valuation and corporate restructuring; investment banking; securitization; emerging capital markets; multinational finance.

Daniel Tzabbar, PhD (*University of Toronto*). 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, consumer technology.

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

## Business Analytics MSBSAN

*Major: Business Analytics*

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

*Calendar Type: Quarter*

*Minimum Required Credits: 45.0*

*Classification of Instructional Programs (CIP) code: 30.7102*

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

### About the Program

The STEM-designated 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 includes a capstone course in which students typically apply what they have learned in the curriculum to a real-world business problem.

The program draws upon three traditional areas of business intelligence, which are:

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

### Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

### Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements web page (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application.

### 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 642	Data Mining for Business Analytics	3.0
STAT 645	Time Series Forecasting	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 636	Python Programming for Business Applications	3.0

#### Interdisciplinary

BSAN 615	Data Visualization & Analytics	3.0
BSAN 710	Business Analytics Capstone Project	3.0

Students Select One Concentration*		9.0
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#### Information Systems Concentration

Select three of the following:

MIS 624	Systems Analysis & Design
MIS 630	Inter-Active Decision Support Systems
MIS 633	Predictive Business Analytics with Relational Database Data
MIS 634	Advanced Business Analytics with Relational Database Data
MIS 641	MIS Policy and Strategy
MIS 642	Emerging Information Technologies in Business
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

**Statistics Concentration**

Select three of the following:

ECON 550	Econometrics
ECON 560	Time Series Econometrics
ECON 639	Applied Industrial Analysis
MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
STAT 628	Applied Regression Analysis
STAT 630	Multivariate 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 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

### Full-Time:

**First Year**

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MIS 612	3.0 BSAN 615	3.0 MIS 632	3.0 Experiential Learning Requirement	3.0
OPR 601	3.0 MIS 636	3.0 STAT 645	3.0 Elective	3.0
STAT 610	3.0 STAT 642	3.0 Elective	3.0	
	9	9	9	6

**Second Year**

Fall	Credits Winter	Credits
BSAN 710	3.0 Electives	6.0

Elective	3.0	
	6	6

Total Credits 45

## Part-Time:

### First Year (Part-Time)

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MIS 612	3.0 MIS 636	3.0 MIS 632	3.0 OPR 601	3.0
STAT 610	3.0 STAT 642	3.0 STAT 645	3.0 Experiential Learning Requirement	3.0
	6	6	6	6

### Second Year (Part-Time)

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BSAN 710	3.0 BSAN 615	3.0 Electives	6.0 Elective *	3.0
Elective	3.0 Elective	3.0		
	6	6	6	3

Total Credits 45

\*

Note: This term is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

**Note: First Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.**

## Facilities

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

## Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space

- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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 (<https://www.lebow.drexel.edu/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) to learn more about Gerri C. LeBow Hall.

## Program Level Outcomes

- Will demonstrate the ability to use statistical skills to analyze business phenomena
- Will demonstrate the ability to build, manipulate and draw conclusions from analytical models of business systems
- Will demonstrate skills in big data management
- Will demonstrated the ability to make business decisions and to develop and present business strategy based on quantitative analysis

## Business Analytics Faculty

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean of Academic Programs and Faculty Affairs, Department of Decision Sciences and MIS*. Professor. Cybercrime, 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*) *Department of Decision Sciences and MIS*. 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 and MIS*. Clinical Professor. Lean Six Sigma, quality implementation, quality management, statistical quality control, supply chain management

Avijit Banerjee, PhD (*The Ohio State University*) *Department of Decision Sciences and MIS*. 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*) *Department of Decision Sciences and MIS*. Professor. Interior-point methods, large scale optimization, mathematical programming, nonlinear optimization, operations and supply chain optimization, optimization software, portfolio optimization

Qizhi Dai, PhD (*University of Minnesota*) *Department of Decision Sciences and MIS*. Associate Professor. Business value of information technology, eCommerce, economics of information technology, information system management.

Anna Devlin, PhD (*University of Maryland, College Park*). Clinical Professor. Department of Decision Sciences & MIS. Behavioral operations management, contracts and incentives.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Marketing and entrepreneurship, marketing communications, marketing research, marketing strategy, technology and innovation, marketing analytics and big data, marketing.

Elea Feit, PhD (*University of Michigan*) *Associate Dean of Research*. Associate Professor. Missing Data, advertising/Attribution, product design, Bayesian hierarchical models, advertising incrementality, Bayesian decision theory, data fusion, conjoint analysis, choice modeling.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*) *Department of Decision Sciences and MIS*. Associate Clinical Professor. Applied probability, decision theory, risk analysis

David Gefen, PhD (*Georgia State University*) *Provost Distinguished Research Professor, Department of Decision Sciences and MIS*. Strategic IT management, IT development and implementation management research methodology, managing the adoption of large IT systems, eCommerce, online auctions, outsourcing; technology adoption.

Jinwook Lee, PhD (*Rutgers University, New Brunswick*) *Department of Decision Sciences and MIS*. Assistant Professor. Decision models, mathematical programming, risk assessment stochastic optimization, stochastic processes.

Merrill W. Liechty, PhD (*Duke University*) *Department of Decision Sciences and MIS*. 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 learning environments, knowledge management

Oliver Schaer, PhD (*Lancaster University*) *Department of Decision Sciences and MIS*. Assistant Professor. Applied econometrics and time series analysis, predictive analytics, new product forecasting.

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

Samir Shah, DPS (*Pace University*) *Department of Decision Sciences and MIS*. Clinical Professor. Outsourcing, business value of information technology, information system design, management, and leadership.

Min Wang, PhD (*Columbia University*) *Department of Decision Sciences and MIS*. Associate Clinical Professor. Healthcare operations management, inventory control, production planning and control, service management, supply chain management

## Business Customized MBA

*Major: Business Customized*

*Degree Awarded: Master of Business Administration (MBA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 49.0*

*Classification of Instructional Programs (CIP) code: 52.0201*

*Standard Occupational Classification (SOC) code: 11-1021*

## About the Program

Students can self-customize a concentration in coordination with their program manager and faculty guidance.

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

## Degree Requirements

### Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	2.0

### Experiential Requirement (Select one course from the following):

**3.0**

BUSN 615	Graduate Internship
BUSN T680	Special Topics in BUSN
INDS T680	Special Topics in Interdisciplinary Business
INTB 790	International Business Seminar and Residency
MGMT 680	Leading for Innovation
MGMT 690	Change Management Experiential Capstone
MGMT 715	Business Consulting
MKTG 630	Global Marketing
MIS 652	Business Agility and IT
MIS 653	Design Thinking for Digital Innovations
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders
SMT 621	Leadership in Sport Management
TAX 715	Tax Experiential Learning

### Business Customized Major Requirements

**9.0**

Students can self customize a major with coordination between their program manager and with faculty guidance. Please see your Program Manager/Academic Advisor for further information. 9.0 MBA Graduate Credits include courses in Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX), with a course number range between 500-799 or other approved course at the graduate level.

<b>Free Electives</b>	<b>11.0</b>
<b>Total Credits</b>	<b>49.0</b>

## Sample Plan of Study

### Accelerated 18-Month Plan of Study

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Experiential Elective *	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0	
MKTG 510	2.0 FIN 601	3.0 Business Customized Major Elective	3.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	<b>11</b>	<b>11</b>	<b>10</b>	<b>3</b>

#### Second Year

Fall	Credits Winter	Credits
Elective	3.0 MGMT 770	2.0
Business Customized Major Elective	6.0 Elective	3.0
	<b>9</b>	<b>5</b>

**Total Credits 49**

\*

First Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

### Accelerated 15-Month Plan of Study

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Elective	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Experiential Elective	3.0
MKTG 510	2.0 FIN 601	3.0 Business Customized Major Electives	6.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	<b>11</b>	<b>11</b>	<b>13</b>	<b>6</b>

#### Second Year

Fall	Credits
MGMT 770	2.0
Business Customized Major Elective	3.0
Elective	3.0
	<b>8</b>

**Total Credits 49**

### Accelerated 12-Month Plan of Study

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 MGMT 770	2.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Electives	6.0
MKTG 510	2.0 FIN 601	3.0 Elective	2.0 Experiential Elective	3.0
ORGB 511	3.0 Business Customized Major Elective	3.0 Business Customized Major Electives	6.0	

POM 510	2.0 Elective	3.0		
	11	14	13	11
Total Credits 49				

## Part-Time MBA Plan of Study

### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 BSAN 601	3.0 MGMT 520	2.0
MGMT 530	2.0 FIN 601	3.0 MKTG 510	2.0 Elective	2.0
ORGB 511	3.0		Experiential Elective	3.0
	7	5	5	7

### Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
POM 510	2.0 ECON 601	3.0 Business Customized Major Electives	6.0 MGMT 770	2.0
Elective	3.0 Business Customized Major Elective	3.0	Electives	6.0
	5	6	6	8

Total Credits 49

## MBA Program Faculty

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

Daniel Albert, PhD (*University of St. Gallen*). Assistant Professor. Strategic Management; Strategic Change; Architectural Innovation; Organizational Design.

Murugan Anandarajan, PhD (*Drexel University*) Senior Associate Dean of Academic Programs and Faculty Affairs, Department of Decision Sciences and MIS. Professor. Cybercrime, 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*) Assistant Dean for Social Impact.. Professor. Global marketing, inter-organizational, marketing strategy, marketing.

Orakwue B. Arinze, PhD (*London School of Economics*) Department of Decision Sciences and MIS. 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*). Associate Professor. Investment banking; mergers and acquisitions; corporate finance; corporate governance.

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

Maneesh Chhabria, PhD, CFA (*Drexel University*). Assistant Clinical Professor. Investments; portfolio management; performance measurement.

Lawrence Cohen, JD (*Temple University*). Associate Clinical Professor. Sports and antitrust law; tickets & sales data analytics; sport sponsorship.

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*) Department of Decision Sciences and MIS. Associate Professor. Business value of information technology, eCommerce, economics of information technology, information system management.

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

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

Boryana Dimitrova, PhD (*Drexel University*). Associate Clinical Professor. Global marketing, inter-organizational, marketing strategy, marketing channels, marketing.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) Department of Marketing. Associate Professor. Marketing and entrepreneurship, marketing communications, marketing research, marketing strategy, technology and innovation, marketing analytics and big data, marketing.

Lawrence Duke, EdD (*Temple University*) *Acting Department Head*. Clinical Professor. Global marketing, new markets in emerging countries, marketing strategy, digital marketing, marketing technology, marketing.

Elea Feit, PhD (*University of Michigan*) *Associate Dean of Research*. Associate Professor. Missing Data, advertising/Attribution, product design, Bayesian hierarchical models, advertising incrementality, Bayesian decision theory, data fusion, conjoint analysis, choice modeling.

Richard P. Freedman, JD, LL.M. (*Temple University*). Associate Professor. Taxation, corporate and business matters, real estate, estate planning, estate administration and elder law.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*) *Department of Decision Sciences and MIS*. Associate 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

Teresa Harrison, PhD (*University of Texas Austin*) *Academic Director of the Center for Nonprofit Governance*. Professor. Economics of nonprofits, empirical industrial organization, applied microeconometrics.

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Impact of health reform on the delivery of medical services, the business of health care, measuring clinical trial performance, assessing clinical trial quality.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, new technology in marketing, consumer welfare.

Daniel Korschun, PhD (*Boston University*) *Department Head and Stephen Cozen Research Scholar in Marketing*. Associate Professor. Brand and corporate reputation management, corporate political activism, corporate social responsibility, internal marketing, marketing strategy, marketing.

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*) *Department of Decision Sciences and MIS*. Professor. Inventory theory, scheduling, queueing theory, optimization.

Jeffrey Levine, JD, PhD (*Tulane University, University of Louisville*). Assistant Clinical Professor. Esports, Sport law, sport development and policy; non-profits in sport.

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

Yu-Chieh Lo, PhD (*University of Southern California*). Associate Professor. Categorization in markets; Organization theory; Technology innovation.

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.

Joel Maxcy, PhD (*Washington State University*) *Department Head Sport Business & General Business*. Professor. Economics of sport; labor economics & policy; economics of antitrust & regulation.

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

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

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

Gregory Nini, PhD (*University of Pennsylvania*). Professor. Capital structure; corporate finance; risk management; financial institution management

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences and MIS*. Professor. Manufacturing technology development, quality implementation, quality management, service management, Six-Sigma

Natalie Pedersen, JD (*Harvard University*) *Department Head 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*). 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*) *Department of Decision Sciences and MIS*. Clinical Professor. Outsourcing, business value of information technology, information system design, management, and leadership.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing strategy, sales promotions, bottom of the pyramid (BOP) markets, marketing.

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

George Tsetsekos, PhD (*University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Valuation and corporate restructuring; investment banking; securitization; emerging capital markets; multinational finance.

Daniel Tzabbar, PhD (*University of Toronto*). 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, consumer technology.

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

## Business Information Technology MSBIT

*Major: Business Information Technology*

*Degree Awarded: Master of Science in Business Information Technology (MSBIT)*

*Calendar Type: Quarter*

*Minimum Required Credits: 45.0*

*Classification of Instructional Programs (CIP) code: 11.0103*

*Standard Occupational Classification (SOC) code: 11-3031*

### About the Program

The STEM-designated Master of Science in Business Information Technology (MSBIT) prepares students for work related to applying information technology in organizations. Jointly offered by the College of Computing & Informatics (<https://drexel.edu/cc/academics/masters-programs/ms-business-information-technology/>) and the LeBow College of Business (<https://www.lebow.drexel.edu/academics/graduate/specialized-masters-programs/business-it/>), the program is thoroughly interdisciplinary. It connects business and information technology perspectives so that students understand information technology in an organizational context. Specifically, students completing the program will understand how information technology is managed in an organizational environment, how it helps to solve organizational problems and how it can be used to transform an organization.

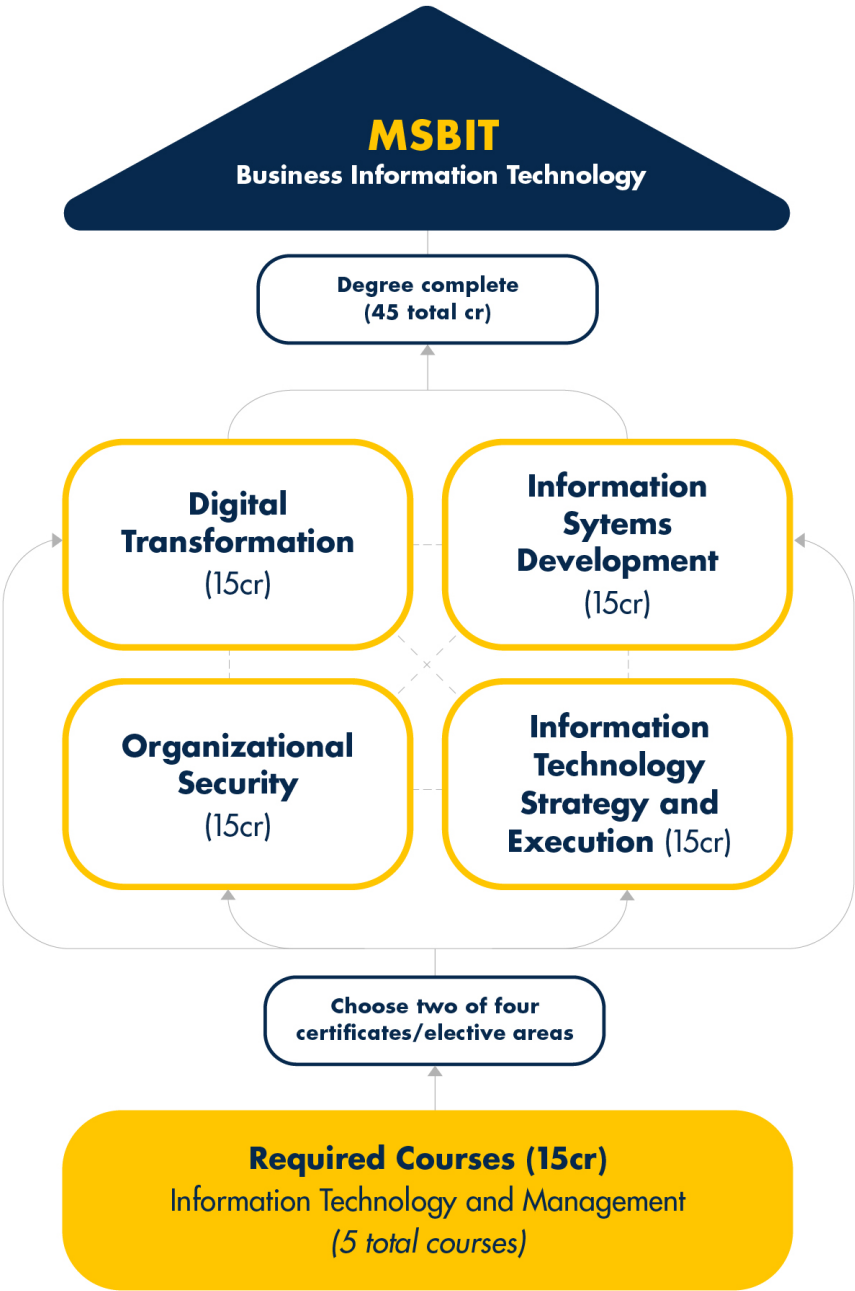
The program is designed for students who have relevant work experience and either a technical or a business background. Courses provide technology and business knowledge with a practical emphasis. To complement required foundations in information technology and management, students can choose to focus on two of the following areas: digital transformation, information systems development, information technology strategy and execution, or organizational security.

### Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu) or the College of Computing & Informatics at [cciinfo@drexel.edu](mailto:cciinfo@drexel.edu).

### Pathways to Completion

As the graphic below indicates, students have different pathways to earning the MSBIT.



Degree Requirements

Required Courses - Information Technology & Management		
CT 500	Introduction to the Digital Environment	3.0
CT 600	Cloud Technology	3.0
CT 610	Disaster Recovery, Continuity Planning and Digital Risk Assessment	3.0
MIS 615	Aligning Information Technologies and Operations	3.0
MIS 625	Management of Information Technology Operations	3.0
Choose 2 of the following elective areas		30.0
Organizational Security		
CT 605	Cloud Security and Virtual Environments	
CT 620	Security, Policy and Governance	

INFO 517	Principles of Cybersecurity
INFO 710	Information Forensics
INFO 712	Information Assurance
<b>Information Technology Strategy &amp; Execution</b>	
MIS 612	Aligning Information Systems and Business Strategies
MIS 641	MIS Policy and Strategy
ORGB 602	Leading and Executing Change
SE 630	Software Engineering Economics
SE 638	Software Project Management
<b>Information Systems Development</b>	
CT 630	Application Software Construction and Operation
INFO 540	Perspectives on Information Systems
INFO 605	Database Management Systems
MIS 624	Systems Analysis & Design
MIS 652	Business Agility and IT
<b>Digital Transformation</b>	
MGMT 602	Innovation Management
MGMT 603	Technology Strategy
MIS 642	Emerging Information Technologies in Business
MIS 643	Digital Platform Management
MIS 653	Design Thinking for Digital Innovations
<b>Total Credits</b>	

45.0

## Sample Plan of Study

### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
CT 500	3.0 CT 600	3.0 CT 610	3.0 MIS 615	3.0
Elective Area 1	3.0 Elective Area 2	3.0 Elective Area 1	3.0 Elective Area 2	3.0
	6	6	6	6

### Second Year

Fall	Credits Winter	Credits Spring	Credits
MIS 625	3.0 Elective Area 1	3.0 Elective Area 1	3.0
Elective Area 1	3.0 Elective Area 2	3.0 Elective Area 2	6.0
	6	6	9

Total Credits 45

## Corporate Sustainability and Social Impact MBA

*Major: Corporate Sustainability and Social Impact*

*Degree Awarded: Master of Business Administration (MBA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 49.0*

*Classification of Instructional Programs (CIP) code: 52.0201*

*Standard Occupational Classification (SOC) code: 11-1021*

## About the Program

For professionals who are focused on the future and looking to work where profit and purpose intersect, an MBA with a concentration in corporate sustainability and social impact may be ideal.

The program provides students with the knowledge and skills to develop strategies with real impact, especially as organizations focus increasingly on the financial, social and environmental issues to which investors, regulators, communities and employees are committed. This concentration will help students gain the skills that ESG-focused organizations prioritize, including minimizing risk, increasing resilience, enhancing competitiveness, unlocking new opportunities and enhancing their standings with investors.

A few of the skills this concentration focuses on include:

- Leading diversity, equity and inclusion
- Understanding legal implications
- Corporate governance
- Financial implications of social issues

- How sustainability and value creation intersect
- Brand and reputation management
- Ethics

The MBA concentration in corporate sustainability and social impact is offered in person or online.

## Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

## Degree Requirements

### Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	2.0

### Experiential Requirement (Select one course from the following):

**3.0**

BUSN 615	Graduate Internship
BUSN T680	Special Topics in BUSN
INDS T680	Special Topics in Interdisciplinary Business
INTB 790	International Business Seminar and Residency
MGMT 680	Leading for Innovation
MGMT 690	Change Management Experiential Capstone
MGMT 715	Business Consulting
MKTG 630	Global Marketing
MIS 652	Business Agility and IT
MIS 653	Design Thinking for Digital Innovations
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders
SMT 621	Leadership in Sport Management
TAX 715	Tax Experiential Learning

### Corporate Sustainability & Social Impact Major Requirements (Choose three of the following):

**9.0**

BLAW 620	Legal Aspects of Employment
ENTP 535	Social Entrepreneurship
ENTP 601	Social and Sustainable Innovation
FIN 610	Corporate Governance
FIN 615	Environmental and Social Issues in Finance
INDS 601	Corporate Sustainability for Managers
MGMT 670	Business Ethics
MGMT 676	Sustainability and Value Creation
MKTG 654	Corporate Brand & Reputation Management
ORGB T680	Special Topics in ORGB
POM 642	Sustainable Supply Chain Management and Logistics
SMT 606	Social Issues in Sport

Free Electives

11.0

**Total Credits**

**49.0**

## Sample Plan of Study

### Accelerated 18-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Experiential Elective	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Elective	3.0
MKTG 510	2.0 FIN 601	3.0 Elective	2.0	
ORGB 511	3.0	Corporate Sustainability & Social Impact Major Elective	3.0	
POM 510	2.0			
	11	8	10	6
Second Year				
Fall	Credits Winter	Credits		
Elective	3.0 MGMT 770	2.0		
Corporate Sustainability & Social Impact Major Elective	6.0 Elective	3.0		
	9	5		

Total Credits 49

### Accelerated 15-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Elective	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Experiential Elective	3.0
MKTG 510	2.0 FIN 601	3.0 Corporate Sustainability & Social Impact Major Elective	6.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	11	11	13	6
Second Year				
Fall	Credits			
MGMT 770	2.0			
Corporate Sustainability & Social Impact Major Elective	3.0			
Elective	3.0			
	8			

Total Credits 49

### Accelerated 12-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 MGMT 770	2.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Electives	6.0
MKTG 510	2.0 FIN 601	3.0 Corporate Sustainability & Social Impact Major Elective	6.0 Experiential Elective	3.0
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0 Corporate Sustainability & Social Impact Major Elective	3.0		
	11	14	13	11

Total Credits 49

## Part-Time MBA Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 BSAN 601	3.0 MGMT 520	2.0
MGMT 530	2.0 FIN 601	3.0 MKTG 510	2.0 Elective	2.0
ORGB 511	3.0		Experiential Elective	3.0
	7	5	5	7
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
POM 510	2.0 ECON 601	3.0 Corporate Sustainability & Social Impact Major Elective	6.0 MGMT 770	2.0
Elective	3.0 Corporate Sustainability & Social Impact Major Elective	3.0	Electives	6.0
	5	6	6	8
Total Credits 49				

## Program Level Outcomes

- Ethical reasoning
- Global competence
- Leadership
- Responsible Citizenship

## MBA Program Faculty

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

Daniel Albert, PhD (*University of St. Gallen*). Assistant Professor. Strategic Management; Strategic Change; Architectural Innovation; Organizational Design.

Murugan Anandarajan, PhD (*Drexel University*) Senior Associate Dean of Academic Programs and Faculty Affairs, Department of Decision Sciences and MIS. Professor. Cybercrime, 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*) Assistant Dean for Social Impact.. Professor. Global marketing, inter-organizational, marketing strategy, marketing.

Orakwue B. Arinze, PhD (*London School of Economics*) Department of Decision Sciences and MIS. 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*). Associate Professor. Investment banking; mergers and acquisitions; corporate finance; corporate governance.

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

Maneesh Chhabria, PhD, CFA (*Drexel University*). Assistant Clinical Professor. Investments; portfolio management; performance measurement.

Lawrence Cohen, JD (*Temple University*). Associate Clinical Professor. Sports and antitrust law; tickets & sales data analytics; sport sponsorship.

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*) Department of Decision Sciences and MIS. Associate Professor. Business value of information technology, eCommerce, economics of information technology, information system management.

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

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

Boryana Dimitrova, PhD (*Drexel University*). Associate Clinical Professor. Global marketing, inter-organizational, marketing strategy, marketing channels, marketing.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Marketing and entrepreneurship, marketing communications, marketing research, marketing strategy, technology and innovation, marketing analytics and big data, marketing.

Lawrence Duke, EdD (*Temple University*) *Acting Department Head*. Clinical Professor. Global marketing, new markets in emerging countries, marketing strategy, digital marketing, marketing technology, marketing.

Elea Feit, PhD (*University of Michigan*) *Associate Dean of Research*. Associate Professor. Missing Data, advertising/Attribution, product design, Bayesian hierarchical models, advertising incrementality, Bayesian decision theory, data fusion, conjoint analysis, choice modeling.

Richard P. Freedman, JD, LL.M. (*Temple University*). Associate Professor. Taxation, corporate and business matters, real estate, estate planning, estate administration and elder law.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*) *Department of Decision Sciences and MIS*. Associate 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

Teresa Harrison, PhD (*University of Texas Austin*) *Academic Director of the Center for Nonprofit Governance*. Professor. Economics of nonprofits, empirical industrial organization, applied microeconometrics.

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Impact of health reform on the delivery of medical services, the business of health care, measuring clinical trial performance, assessing clinical trial quality.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, new technology in marketing, consumer welfare.

Daniel Korschun, PhD (*Boston University*) *Department Head and Stephen Cozen Research Scholar in Marketing*. Associate Professor. Brand and corporate reputation management, corporate political activism, corporate social responsibility, internal marketing, marketing strategy, marketing.

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*) *Department of Decision Sciences and MIS*. Professor. Inventory theory, scheduling, queueing theory, optimization.

Jeffrey Levine, JD, PhD (*Tulane University, University of Louisville*). Assistant Clinical Professor. Esports, Sport law, sport development and policy; non-profits in sport.

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

Yu-Chieh Lo, PhD (*University of Southern California*). Associate Professor. Categorization in markets; Organization theory; Technology innovation.

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.

Joel Maxcy, PhD (*Washington State University*) *Department Head Sport Business & General Business*. Professor. Economics of sport; labor economics & policy; economics of antitrust & regulation.

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

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

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

Gregory Nini, PhD (*University of Pennsylvania*). Professor. Capital structure; corporate finance; risk management; financial institution management

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences and MIS*. Professor. Manufacturing technology development, quality implementation, quality management, service management, Six-Sigma

Natalie Pedersen, JD (*Harvard University*) *Department Head 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*). 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*) *Department of Decision Sciences and MIS*. Clinical Professor. Outsourcing, business value of information technology, information system design, management, and leadership.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing strategy, sales promotions, bottom of the pyramid (BOP) markets, marketing.

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

George Tsetsekos, PhD (*University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Valuation and corporate restructuring; investment banking; securitization; emerging capital markets; multinational finance.

Daniel Tzabbar, PhD (*University of Toronto*). 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, consumer technology.

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

## Digital Marketing Technology MSM

*Major: Digital Marketing Technology*

*Degree Awarded: Master of Science in Marketing (MSM)*

*Calendar Type: Quarter*

*Minimum Required Credits: 45.0*

*Classification of Instructional Programs (CIP) code: 52.1399*

*Standard Occupational Classification (SOC) code: 11-2021*

### About the Program

The STEM-designated Digital Marketing Technology major enhances the MS in Marketing degree, providing the history and theoretical framework behind new media, plus the hands-on skills to develop a strategic, integrated marketing approach. Courses within the major teach best practices in building campaigns and measuring results, as well as consumer and influencer behavior in the social realm. This major is ideal for pursuing positions such as social media analyst, media planner, manager of integrated media strategy and digital marketing strategist.

### Additional Information

For more information, please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

### Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements web page (<https://www.lebow.drexel.edu/admissions/graduate-admissions/graduate-application-requirements/>) before submitting your application.

### Degree Requirements

#### Required Core

BLAW 621	Legal Issues in Business	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0

#### Required Marketing Core

BSAN 601	Business Analytics for Managers	3.0
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MKTG 601	Marketing Strategy & Planning	3.0
MKTG 606	Customer Analytics	3.0
MKTG 622	Buyer Behavior Theory	3.0
MKTG 627	Digital Marketing	3.0
MKTG 652	Marketing Information Management and Research	3.0
<b>Select three (3) from the following Major courses:</b>		<b>9.0</b>
MIS 642	Emerging Information Technologies in Business	
MIS 643	Digital Platform Management	
MIS 653	Design Thinking for Digital Innovations	
MKTG 634	Integrated Marketing Communications Management	
<b>Electives (Select three (3) from the following)</b>		<b>9.0</b>
COM 586	Strategic International Communication	
COM 610	Theories of Communication and Persuasion	
DIGM 511	Research Methods for Digital Media	
FIN 601	Corporate Financial Management	
INFO 590	Foundations of Data and Information	
INFO 623	Social Network Analytics	
MKTG 630	Global Marketing	
MKTG 638	New Product Planning, Strategy, and Development	
MKTG 646	Services Marketing	
MKTG 654	Corporate Brand & Reputation Management	
MKTG T680	Special Topics in MKTG	
<b>Experiential Learning (Select one (1) of the following)</b>		<b>3.0</b>
BUSN 615	Graduate Internship	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
ORGB 640	Negotiations for Leaders	
<b>Total Credits</b>		<b>45.0</b>

## Sample Plan of Study

### Full-Time

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BLAW 621	3.0 MKTG 622	3.0 MKTG 606	3.0 MKTG 627	3.0
BSAN 601	3.0 ORGB 511	3.0 Major Course	3.0 Required Experiential Course	3.0
MKTG 601	3.0 Major Course	3.0 Elective Course	3.0 Elective Course	3.0
	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>

#### Second Year

Fall	Credits
MKTG 652	3.0
Major Course	3.0
Elective Course	3.0
	<b>9</b>

**Total Credits 45**

### Part-Time

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BLAW 621	3.0 MKTG 622	3.0 BSAN 601	3.0 MKTG 627	3.0
MKTG 601	3.0 ORGB 511	3.0 Major Course	3.0 Experiential Course	3.0
	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>

#### Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MKTG 652	3.0 Major Course	3.0 MKTG 606	3.0 Elective Course *	3.0
Major Course	3.0 Elective Course	3.0 Elective Course	3.0	
	<b>6</b>	<b>6</b>	<b>6</b>	<b>3</b>

**Total Credits 45**

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Note: Second Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

## Program Level Outcomes

Upon completion of the program, graduates will be prepared to:

- Plan and execute a digital marketing strategy through the effective use of digital platforms and design thinking.
- Explain the role of marketing technologies and apply the marketing technology assessment process to solving complex marketing problems and strategic challenges.
- Build solutions that would strategically address digital marketing problems.
- Communicate effectively to strengthen customer relationship management and marketing efforts.

## Marketing Faculty

Trina Larsen Andras, PhD (*University of Texas at Austin*) *Assistant Dean for Social Impact*.. Professor. Global marketing, inter-organizational, marketing strategy, marketing.

Boryana Dimitrova, PhD (*Drexel University*). Associate Clinical Professor. Global marketing, inter-organizational, marketing strategy, marketing channels, marketing.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Marketing and entrepreneurship, marketing communications, marketing research, marketing strategy, technology and innovation, marketing analytics and big data, marketing.

Lawrence Duke, EdD (*Temple University*) *Acting Department Head*.. Clinical Professor. Global marketing, new markets in emerging countries, marketing strategy, digital marketing, marketing technology, marketing.

Elea Feit, PhD (*University of Michigan*) *Associate Dean of Research*. Associate Professor. Missing Data, advertising/Attribution, product design, Bayesian hierarchical models, advertising incrementality, Bayesian decision theory, data fusion, conjoint analysis, choice modeling.

Jillian Hmurovic, PhD (*University of Pittsburgh*). Assistant Professor. Consumer behavior, social impact, decision-making, time and time architecture, marketing.

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Impact of health reform on the delivery of medical services, the business of health care, measuring clinical trial performance, assessing clinical trial quality.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, new technology in marketing, consumer welfare.

Daniel Korschun, PhD (*Boston University*) *Department Head and Stephen Cozen Research Scholar in Marketing*.. Associate Professor. Brand and corporate reputation management, corporate political activism, corporate social responsibility, internal marketing, marketing strategy, marketing.

Gil Peleg, PhD (*Ben-Gurion University Israel*). Clinical Assistant Professor. Marketing and society/ethics, marketing research, non-profit-marketing, marketing.

Rajneesh Suri, PhD (*University of Illinois at Urbana-Champaign*) *Senior Vice Provost, Academic Industry Partnerships*.. Professor. Consumer behavior, pricing and promotions, marketing.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing strategy, sales promotions, bottom of the pyramid (BOP) markets, marketing.

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

## 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.

# Economics MBA

*Major: Economics*

*Degree Awarded: Master of Business Administration (MBA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 49.0*

*Classification of Instructional Programs (CIP) code: 52.1399*

*Standard Occupational Classification (SOC) code: 11-1021*

## About the Program

Drexel LeBow's MBA with a STEM-designated concentration in economics equips students with a fundamental understanding of economic principles as they relate to business decisions. Building economics insights into their core MBA curriculum helps students understand how businesses are affected by changes in the economic environment, guide businesses through macroeconomic events and provide strategic leadership during times of market disruption.

MBA students who choose the economics concentration are especially well-positioned for careers focused on finance, consulting and investing or in roles that emphasize market or managerial analysis.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

## Degree Requirements

### Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	2.0

### Experiential Requirement (Select one course from the following):

**3.0**

BUSN 615	Graduate Internship
BUSN T680	Special Topics in BUSN
INDS T680	Special Topics in Interdisciplinary Business
INTB 790	International Business Seminar and Residency
MGMT 680	Leading for Innovation
MGMT 690	Change Management Experiential Capstone
MGMT 715	Business Consulting
MKTG 630	Global Marketing
MIS 652	Business Agility and IT
MIS 653	Design Thinking for Digital Innovations
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders
SMT 621	Leadership in Sport Management
TAX 715	Tax Experiential Learning

### Economics Major Requirements:

ECON 610	Microeconomics	3.0
Select two of the following:		6.0
ECON 540	Intro to Econometrics and Data Analysis	
ECON 548	Mathematical Economics	

ECON 550	Econometrics	
ECON 614	Macroeconomics	
ECON 650	Business & Economic Strategy: Game Theory & Applications	
Free Electives		11.0
Total Credits		49.0

Sample Plan of Study

Accelerated 18-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Experiential Elective *	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0	
MKTG 510	2.0 FIN 601	3.0 Elective	3.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	11	11	10	3
Second Year				
Fall	Credits Winter	Credits		
ECON 610	3.0 MGMT 770	2.0		
Economics Major Elective	3.0 Economics Major Elective	3.0		
Elective	3.0			
	9	5		
Total Credits 49				

\*

First Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

Accelerated 15-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Elective	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Experiential Elective	3.0
ORGB 511	3.0 FIN 601	3.0 MKTG 510	2.0	
POM 510	2.0 Economics Major Elective	3.0 Elective	5.0	
ECON 610	3.0			
	12	11	12	6
Second Year				
Fall	Credits			
MGMT 770	2.0			
Elective	3.0			
Economics Major Elective	3.0			
	8			
Total Credits 49				

Accelerated 12-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 MGMT 770	2.0
ECON 610	3.0 BSAN 601	3.0 MGMT 520	2.0 Electives	6.0
MGMT 530	2.0 FIN 601	3.0 MKTG 510	2.0 Experiential Elective	3.0
ORGB 511	3.0 Economics Major Elective	3.0 Elective	2.0	
POM 510	2.0 Elective	3.0		

Economics Major	3.0			
Elective				
	15	14	9	11
<b>Total Credits 49</b>				

## Part-Time MBA Plan of Study

### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 BSAN 601	3.0 ECON 601	3.0
MGMT 530	2.0 FIN 601	3.0 MKTG 510	2.0 MGMT 520	2.0
ORGB 511	3.0		Experiential Elective	3.0
	7	5	5	8

### Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ECON 610	3.0 Elective	2.0 Electives	6.0 MGMT 770	2.0
POM 510	2.0 Economics Major Elective	3.0	Elective	3.0
Economics Major Elective	3.0			
	8	5	6	5

**Total Credits 49**

## MBA Program Faculty

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

Daniel Albert, PhD (*University of St. Gallen*). Assistant Professor. Strategic Management; Strategic Change; Architectural Innovation; Organizational Design.

Murugan Anandarajan, PhD (*Drexel University*) Senior Associate Dean of Academic Programs and Faculty Affairs, Department of Decision Sciences and MIS. Professor. Cybercrime, 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.

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

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

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

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Daniel Tzabbar, PhD (*University of Toronto*). 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, consumer technology.

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

## Effective Leadership MBA

*Major: Effective Leadership*

*Degree Awarded: Master of Business Administration (MBA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 49.0*

*Classification of Instructional Programs (CIP) code: 52.0201*

*Standard Occupational Classification (SOC) code: 11-1021*

## About the Program

Being an effective leader is not simply having a title and the ability to delegate. It requires an understanding of the myriad dimensions of leadership, from the makeup of your team and remote team management to empowering your team to excel.

Focused on current leadership methods, this MBA concentration will help you develop into a well-rounded leader — whether you are in a leadership position for the first time, or you've been a long-term leader and are simply looking to refresh and enhance your leadership skills. You will take what you learn in class today and apply it at work tomorrow.

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

## Degree Requirements

### Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0

ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	2.0
Experiential Requirement (Select one course from the following):		3.0
BUSN 615	Graduate Internship	
BUSN T680	Special Topics in BUSN	
INDS T680	Special Topics in Interdisciplinary Business	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 690	Change Management Experiential Capstone	
MGMT 715	Business Consulting	
MKTG 630	Global Marketing	
MIS 652	Business Agility and IT	
MIS 653	Design Thinking for Digital Innovations	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
SMT 621	Leadership in Sport Management	
TAX 715	Tax Experiential Learning	
Effective Leadership Major Requirements (Choose three of the following):		9.0
MGMT 660	Leading the Digital Supply Chain	
MGMT 670	Business Ethics	
MGMT 676	Sustainability and Value Creation	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
Free Electives		11.0
Total Credits		49.0

Sample Plan of Study

Accelerated 18-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Experiential Elective *	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0	
MKTG 510	2.0 FIN 601	3.0 Effective Leadership Major Elective	3.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	11	11	10	3
Second Year				
Fall	Credits Winter	Credits		
Effective Leadership Major Electives	6.0 MGMT 770	2.0		
Elective	3.0 Elective	3.0		
	9	5		
Total Credits 49				

\*

First Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

Accelerated 15-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Elective	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Experiential Elective	3.0

MKTG 510	2.0 FIN 601	3.0 Effective Leadership Major Electives	6.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	11	11	13	6
<b>Second Year</b>				
<b>Fall</b>	<b>Credits</b>			
MGMT 770	2.0			
Effective Leadership Major Elective	3.0			
Elective	3.0			
	8			
<b>Total Credits 49</b>				

## Accelerated 12-Month Plan of Study

<b>First Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 MGMT 770	2.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Electives	6.0
MKTG 510	2.0 FIN 601	3.0 Elective	2.0 Experiential Elective	3.0
ORGB 511	3.0 Elective	3.0 Effective Leadership Major Electives	6.0	
POM 510	2.0 Effective Leadership Major Elective	3.0		
	11	14	13	11
<b>Total Credits 49</b>				

## Part-Time MBA Plan of Study

<b>First Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
ACCT 510	2.0 BLAW 510	2.0 BSAN 601	3.0 MGMT 520	2.0
MGMT 530	2.0 FIN 601	3.0 MKTG 510	2.0 Elective	2.0
ORGB 511	3.0		Experiential Elective	3.0
	7	5	5	7
<b>Second Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
POM 510	2.0 ECON 601	3.0 Effective Leadership Major Electives	6.0 MGMT 770	2.0
Elective	3.0 Effective Leadership Major Elective	3.0	Electives	6.0
	5	6	6	8
<b>Total Credits 49</b>				

## MBA Program Faculty

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## Executive MBA Program

*Major: Business Administration*

*Degree Awarded: Master of Business Administration (MBA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 49.0*

*Classification of Instructional Programs (CIP) code: 52.0201*

*Standard Occupational Classification (SOC) code: 11-1021*

## About the Program

The Executive MBA program is designed to equip driven and determined executives, entrepreneurs and professionals to be leaders and changemakers focused on real-world solutions. Students have an average of 15 years of professional experience (and a minimum of seven years), are currently in managerial or managerial-track positions and possess a demonstrated mastery of problem-solving and the ability to perform at a high level. Working within an intimate cohort with diverse experiences and backgrounds, Executive MBA students complete a robust, cross-disciplinary, hybrid plan of study with an emphasis on strategic leadership and business solutions. Throughout the program, 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

This accelerated — not abbreviated — program completes in 16 months. Courses are primarily delivered in multi-day live sessions — in person or remote — with accompanying online asynchronous elements. The program begins with a five-day campus residency, providing an opportunity for the cohort to get to know each other and our expert faculty, and ends with an executive capstone experience that aims to synthesize what students have learned throughout their experience. At the program's midpoint, students participate in an international residency abroad that provides them with a global perspective to the coursework and workplace experiences.

### Additional Information

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

## 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.

### Additional Information

For more information, please contact:

Mark Dierkes  
Director of Recruitment  
Executive MBA Program  
215-571-3272  
[med24@drexel.edu](mailto: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.

### Executive MBA Sample Curriculum

#### FIRST YEAR

##### Fall Quarter

<u>Course</u>	<u>Credits</u>
Special Topic in Finance	4.0
MKTG 510	2.0
MGMT 520	2.0

##### Winter Quarter

<u>Course</u>	<u>Credits</u>
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ORGB 640	3.0
ORGB 510	2.0
BSAN 601	3.0

**Spring Quarter**

<b>Course</b>	<b>Credits</b>
Executive Electives	2.0
Global Residency	3.0
FIN 601	3.0

**Summer Quarter**

<b>Course</b>	<b>Credits</b>
Executive Electives	3.0
ACCT 603	3.0
POM 510	2.0

**SECOND YEAR****Fall Quarter**

<b>Course</b>	<b>Credits</b>
Special Topic in Business	2.0
Special Topic in MIS	3.0
ECON 601	3.0

**Winter Quarter**

<b>Course</b>	<b>Credits</b>
Special Topic in Management	3.0
Executive Capstone	3.0
Experiential Elective	3.0

## Finance MBA

*Major: Finance*

*Degree Awarded: Master of Business Administration (MBA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 49.0*

*Classification of Instructional Programs (CIP) code: 52.1399*

*Standard Occupational Classification (SOC) code: 11-1021*

## About the Program

The MBA with a STEM-designated concentration in finance can help you advance your career and develop a deeper understanding of the daily challenges financial professionals face in today's business world. The program's specialized training and flexible curriculum enable you to pursue advanced career opportunities and tackle greater difficulties in the workplace.

The recommended plan of study for Drexel LeBow's MBA degree with a concentration in finance prepares graduate students to understand how to access, invest and allocate capital from the viewpoint of both the firm and the investor. Whether you are looking to launch a career in finance and investing or advance your career in business finance, LeBow's MBA finance concentration will equip you with skills in mathematics, economics, risk management and more.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

## Degree Requirements

**Required Courses**

ACCT 510	Essentials of Financial Reporting
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BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	2.0
<b>Experiential Requirement (Select one course from the following):</b>		<b>3.0</b>
BUSN 615	Graduate Internship	
BUSN T680	Special Topics in BUSN	
INDS T680	Special Topics in Interdisciplinary Business	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 690	Change Management Experiential Capstone	
MGMT 715	Business Consulting	
MKTG 630	Global Marketing	
MIS 652	Business Agility and IT	
MIS 653	Design Thinking for Digital Innovations	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
SMT 621	Leadership in Sport Management	
TAX 715	Tax Experiential Learning	
<b>Finance Major Requirements (Choose three of the following):</b>		<b>9.0</b>
FIN 602	Advanced Financial Management	
FIN 605	Business Valuation	
FIN 610	Corporate Governance	
FIN 615	Environmental and Social Issues in Finance	
FIN 622	Financial Institutions & Markets	
FIN 624	Risk Management	
FIN 626	Investment Management	
FIN 635	Entrepreneurial Finance	
FIN 639	FinTech	
FIN 645	Behavioral Finance	
FIN 648	International Financial Management	
FIN T680	Special Topics in Finance	
Free Electives		11.0
<b>Total Credits</b>		<b>49.0</b>

## Sample Plan of Study

### Accelerated 18-Month Plan of Study

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Experiential Elective	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0	
MKTG 510	2.0 FIN 601	3.0 Finance Major Elective	3.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	<b>11</b>	<b>11</b>	<b>10</b>	<b>3</b>

#### Second Year

Fall	Credits Winter	Credits
Elective	3.0 MGMT 770	2.0
Finance Major Electives	6.0 Elective	3.0
	<b>9</b>	<b>5</b>

**Total Credits 49**

## Accelerated 15-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Elective	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Experiential Elective	3.0
MKTG 510	2.0 FIN 601	3.0 Elective	2.0	
ORGB 511	3.0 Elective	3.0 Finance Major Electives	6.0	
POM 510	2.0			
	11	11	13	6
Second Year				
Fall	Credits			
MGMT 770	2.0			
Finance Major Elective	3.0			
Elective	3.0			
	8			
Total Credits 49				

## Accelerated 12-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 MGMT 770	2.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Electives	6.0
MKTG 510	2.0 FIN 601	3.0 Elective	2.0 Experiential Elective	3.0
ORGB 511	3.0 Finance Major Elective	3.0 Finance Major Electives	6.0	
POM 510	2.0 Elective	3.0		
	11	14	13	11
Total Credits 49				

## Part-Time MBA Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 BSAN 601	3.0 MGMT 520	2.0
MGMT 530	2.0 FIN 601	3.0 MKTG 510	2.0 Elective	2.0
ORGB 511	3.0		Experiential Elective	3.0
	7	5	5	7
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
POM 510	2.0 ECON 601	3.0 Finance Major Electives	6.0 MGMT 770	2.0
Elective	3.0 Finance Major Elective	3.0	Electives	6.0
	5	6	6	8
Total Credits 49				

## Program Level Outcomes

Upon completion of the program, graduates will be prepared to:

- Know how to identify profitable corporate projects with net present value and internal rate of return analysis.
- Know the pros and cons of financing alternatives and the key differences between debt and equity financing.
- Understand the relationship between risk and return, and the principle and diversification.

## MBA Program Faculty

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

Daniel Albert, PhD (*University of St. Gallen*). Assistant Professor. Strategic Management; Strategic Change; Architectural Innovation; Organizational Design.

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean of Academic Programs and Faculty Affairs, Department of Decision Sciences and MIS*. Professor. Cybercrime, 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*) *Assistant Dean for Social Impact*. Professor. Global marketing, inter-organizational, marketing strategy, marketing.

Orakwue B. Arinze, PhD (*London School of Economics*) *Department of Decision Sciences and MIS*. 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*). Associate Professor. Investment banking; mergers and acquisitions; corporate finance; corporate governance.

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Michael Howley, PhD (*Arizona State University*). Clinical Professor. Impact of health reform on the delivery of medical services, the business of health care, measuring clinical trial performance, assessing clinical trial quality.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, new technology in marketing, consumer welfare.

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

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Gregory Nini, PhD (*University of Pennsylvania*). Professor. Capital structure; corporate finance; risk management; financial institution management

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences and MIS*. Professor. Manufacturing technology development, quality implementation, quality management, service management, Six-Sigma

Natalie Pedersen, JD (*Harvard University*) *Department Head 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*). 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*) *Department of Decision Sciences and MIS*. Clinical Professor. Outsourcing, business value of information technology, information system design, management, and leadership.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing strategy, sales promotions, bottom of the pyramid (BOP) markets, marketing.

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

George Tsetsekos, PhD (*University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Valuation and corporate restructuring; investment banking; securitization; emerging capital markets; multinational finance.

Daniel Tzabbar, PhD (*University of Toronto*). 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, consumer technology.

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

# General Business MBA

*Major: General Business*

*Degree Awarded: Master of Business Administration (MBA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 49.0*

*Classification of Instructional Programs (CIP) code: 52.0201*

*Standard Occupational Classification (SOC) code: 11-1021*

## About the Program

The MBA degree with a concentration in general business equips students with a thorough understanding of theory and practice in the fundamental areas of business, such as accounting, economics, finance, management and marketing. This concentration is intended for business students who wish to gain breadth within their graduate studies. Students will develop the skills and competencies necessary for success across a diverse spectrum of business organizations.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

## Degree Requirements

### Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	2.0

### Experiential Requirement (Select one course from the following):

BUSN 615	Graduate Internship	3.0
BUSN T680	Special Topics in BUSN	
INDS T680	Special Topics in Interdisciplinary Business	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 690	Change Management Experiential Capstone	
MGMT 715	Business Consulting	
MKTG 630	Global Marketing	
MIS 652	Business Agility and IT	
MIS 653	Design Thinking for Digital Innovations	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
SMT 621	Leadership in Sport Management	
TAX 715	Tax Experiential Learning	

### General Business Major Requirements:

9.0

General Business Major requires three business courses with distinct subject codes and course number range 500-799. Allowable options for the subject codes are Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX).

Free Electives 11.0

**Total Credits**

**49.0**

## Sample Plan of Study

### Accelerated 18-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Experiential Elective**	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0	
MKTG 510	2.0 FIN 601	3.0 General Business Major Elective*	3.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	11	11	10	3
Second Year				
Fall	Credits Winter	Credits		
General Business Major Elective	6.0 MGMT 770	2.0		
Elective	3.0 Elective	3.0		
	9	5		
Total Credits 49				

\*

General Business Major credits require three business courses with distinct subject codes and course number range 500-799. Allowable options for the subject codes are Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX).

\*\*

First Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

### Accelerated 15-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Elective	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Experiential Elective	3.0
MKTG 510	2.0 FIN 601	3.0 General Business Major Electives*	6.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	11	11	13	6
Second Year				
Fall	Credits			
MGMT 770	2.0			
General Business Major Elective	3.0			
Elective	3.0			
	8			
Total Credits 49				

\*

General Business Major credits require three business courses with distinct subject codes and course number range 500-799. Allowable options for the subject codes are Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX).

### Accelerated 12-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 MGMT 770	2.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Electives	6.0

MKTG 510	2.0 FIN 601	3.0 Elective	2.0 Experiential Elective	3.0
ORGB 511	3.0 Elective	3.0 General Business Major Electives *	6.0	
POM 510	2.0 General Business Major Elective	3.0		
	11	14	13	11

**Total Credits 49**

\*

General Business Major credits require three business courses with distinct subject codes and course number range 500-799. Allowable options for the subject codes are Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX).

## Part-Time MBA Plan of Study

### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 BSAN 601	3.0 MGMT 520	2.0
MGMT 530	2.0 FIN 601	3.0 MKTG 510	2.0 Elective	2.0
ORGB 511	3.0		Experiential Elective	3.0
	7	5	5	7

### Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
POM 510	2.0 ECON 601	3.0 General Business Major Electives *	6.0 MGMT 770	2.0
Elective	3.0 General Business Major Elective	3.0	Electives	6.0
	5	6	6	8

**Total Credits 49**

\*

General Business Major credits require three business courses with distinct subject codes and course number range 500-799. Allowable options for the subject codes are Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), Interdisciplinary Business (INDS), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX).

## MBA Program Faculty

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

Daniel Albert, PhD (*University of St. Gallen*). Assistant Professor. Strategic Management; Strategic Change; Architectural Innovation; Organizational Design.

Murugan Anandarajan, PhD (*Drexel University*) Senior Associate Dean of Academic Programs and Faculty Affairs, Department of Decision Sciences and MIS. Professor. Cybercrime, 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.

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

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

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

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George Tsetsekos, PhD (*University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Valuation and corporate restructuring; investment banking; securitization; emerging capital markets; multinational finance.

Daniel Tzabbar, PhD (*University of Toronto*). 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, consumer technology.

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

## Marketing MBA

*Major: Marketing*

*Degree Awarded: Master of Business Administration (MBA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 49.0*

*Classification of Instructional Programs (CIP) code: 52.0201*

*Standard Occupational Classification (SOC) code: 11-1021*

## About the Program

Graduate students looking to advance their skills in marketing and communications for career advancement purposes can benefit from pursuing an MBA degree with a concentration in marketing at the Drexel LeBow College of Business (<https://www.lebow.drexel.edu/academics/graduate/>).

A marketing concentration as part of your MBA degree program will prepare you to research and identify audience trends to develop successful business strategies. You will learn to think like a customer and lead with distinction in the dynamic marketing field.

By combining these skills with the vast network of professionals you will connect with during your time in the MBA program, you will build your network and steer your career in the right direction.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

## Degree Requirements

### Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	2.0

### Experiential Requirement (Select one course from the following):

BUSN 615	Graduate Internship	3.0
BUSN T680	Special Topics in BUSN	
INDS T680	Special Topics in Interdisciplinary Business	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 690	Change Management Experiential Capstone	
MGMT 715	Business Consulting	
MKTG 630	Global Marketing	
MIS 652	Business Agility and IT	
MIS 653	Design Thinking for Digital Innovations	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
SMT 621	Leadership in Sport Management	
TAX 715	Tax Experiential Learning	

### Marketing Major Requirements (Select three of the following, of which two MUST have the MKTG subject code (any course number between 500-799))

BLAW T680	Special Topics in Legal Studies	9.0
ECON 540	Intro to Econometrics and Data Analysis	
ECON 610	Microeconomics	
INTB 620	International Business Management	
MGMT 655	Knowledge Management	
MIS 624	Systems Analysis & Design	
MIS 632	Database Analysis and Design for Business	
OPR 601	Managerial Decision Models and Simulation	
POM 610	Supply Chain Management I	
STAT 634	Quality & Six-Sigma	
STAT 645	Time Series Forecasting	
Any MKTG course numbered 500-799		

Free Electives

11.0

**Total Credits**

**49.0**

## Sample Plan of Study

### Accelerated 18-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Experiential Elective *	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0	
MKTG 510	2.0 FIN 601	3.0 Marketing Major Elective	3.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	11	11	10	3
Second Year				
Fall	Credits Winter	Credits		
Elective	3.0 MGMT 770	2.0		
Marketing Major Electives	6.0 Elective	3.0		
	9	5		
Total Credits 49				

\*

First Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

### Accelerated 15-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Elective	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Experiential Elective	3.0
MKTG 510	2.0 FIN 601	3.0 Marketing Major Electives	6.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	11	11	13	6
Second Year				
Fall	Credits			
MGMT 770	2.0			
Marketing Major Elective	3.0			
Elective	3.0			
	8			
Total Credits 49				

### Accelerated 12-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 MGMT 770	2.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Electives	6.0
MKTG 510	2.0 FIN 601	3.0 Elective	2.0 Experiential Elective	3.0
ORGB 511	3.0 Marketing Major Elective	3.0 Marketing Major Electives	6.0	
POM 510	2.0 Elective	3.0		
	11	14	13	11
Total Credits 49				

### Part-Time MBA Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 BSAN 601	3.0 MGMT 520	2.0
MGMT 530	2.0 FIN 601	3.0 MKTG 510	2.0 Elective	2.0

ORGB 511	3.0		Experiential Elective	3.0
	7	5	5	7
<b>Second Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
POM 510	2.0 ECON 601	3.0 Marketing Major Electives	6.0 MGMT 770	2.0
Elective	3.0 Marketing Major Elective	3.0	Electives	6.0
	5	6	6	8
<b>Total Credits 49</b>				

## MBA Program Faculty

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

Daniel Albert, PhD (*University of St. Gallen*). Assistant Professor. Strategic Management; Strategic Change; Architectural Innovation; Organizational Design.

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean of Academic Programs and Faculty Affairs, Department of Decision Sciences and MIS*. Professor. Cybercrime, 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*) *Assistant Dean for Social Impact*. Professor. Global marketing, inter-organizational, marketing strategy, marketing.

Orakwue B. Arinze, PhD (*London School of Economics*) *Department of Decision Sciences and MIS*. 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*). Associate Professor. Investment banking; mergers and acquisitions; corporate finance; corporate governance.

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

Maneesh Chhabria, PhD, CFA (*Drexel University*). Assistant Clinical Professor. Investments; portfolio management; performance measurement.

Lawrence Cohen, JD (*Temple University*). Associate Clinical Professor. Sports and antitrust law; tickets & sales data analytics; sport sponsorship.

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*) *Department of Decision Sciences and MIS*. Associate Professor. Business value of information technology, eCommerce, economics of information technology, information system management.

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

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

Boryana Dimitrova, PhD (*Drexel University*). Associate Clinical Professor. Global marketing, inter-organizational, marketing strategy, marketing channels, marketing.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Marketing and entrepreneurship, marketing communications, marketing research, marketing strategy, technology and innovation, marketing analytics and big data, marketing.

Lawrence Duke, EdD (*Temple University*) *Acting Department Head*. Clinical Professor. Global marketing, new markets in emerging countries, marketing strategy, digital marketing, marketing technology, marketing.

Elea Feit, PhD (*University of Michigan*) *Associate Dean of Research*. Associate Professor. Missing Data, advertising/Attribution, product design, Bayesian hierarchical models, advertising incrementality, Bayesian decision theory, data fusion, conjoint analysis, choice modeling.

Richard P. Freedman, JD, LL.M. (*Temple University*). Associate Professor. Taxation, corporate and business matters, real estate, estate planning, estate administration and elder law.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*) *Department of Decision Sciences and MIS*. Associate 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

Teresa Harrison, PhD (*University of Texas Austin*) *Academic Director of the Center for Nonprofit Governance*. Professor. Economics of nonprofits, empirical industrial organization, applied microeconometrics.

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Impact of health reform on the delivery of medical services, the business of health care, measuring clinical trial performance, assessing clinical trial quality.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, new technology in marketing, consumer welfare.

Daniel Korschun, PhD (*Boston University*) *Department Head and Stephen Cozen Research Scholar in Marketing*.. Associate Professor. Brand and corporate reputation management, corporate political activism, corporate social responsibility, internal marketing, marketing strategy, marketing.

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*) *Department of Decision Sciences and MIS*. Professor. Inventory theory, scheduling, queueing theory, optimization.

Jeffrey Levine, JD, PhD (*Tulane University, University of Louisville*). Assistant Clinical Professor. Esports, Sport law, sport development and policy; non-profits in sport.

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

Yu-Chieh Lo, PhD (*University of Southern California*). Associate Professor. Categorization in markets; Organization theory; Technology innovation.

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.

Joel Maxcy, PhD (*Washington State University*) *Department Head Sport Business & General Business*. Professor. Economics of sport; labor economics & policy; economics of antitrust & regulation.

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

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

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

Gregory Nini, PhD (*University of Pennsylvania*). Professor. Capital structure; corporate finance; risk management; financial institution management

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences and MIS*. Professor. Manufacturing technology development, quality implementation, quality management, service management, Six-Sigma

Natalie Pedersen, JD (*Harvard University*) *Department Head 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*). 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*) *Department of Decision Sciences and MIS*. Clinical Professor. Outsourcing, business value of information technology, information system design, management, and leadership.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing strategy, sales promotions, bottom of the pyramid (BOP) markets, marketing.

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

George Tsetsekos, PhD (*University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Valuation and corporate restructuring; investment banking; securitization; emerging capital markets; multinational finance.

Daniel Tzabbar, PhD (*University of Toronto*). 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, consumer technology.

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

## Marketing Leadership MSM

*Major: Marketing Leadership*

*Degree Awarded: Master of Science in Marketing (MSM)*

*Calendar Type: Quarter*

*Minimum Required Credits: 45.0*

*Classification of Instructional Programs (CIP) code: 52.1401*

*Standard Occupational Classification (SOC) code: 11-2021*

## About the Program

Students who pursue the Marketing Leadership major become nimble leaders ready for success in today's evolving and disruption-prone markets. They enhance their interpersonal skills and learn to optimize team performance — both crucial assets in the trend toward flatter, matrix-style and virtual business structures. Courses teach how to build competitive value with brand and reputation marketing and understand the unique demands of service organizations. This major is excellent preparation for positions such as account executive, brand manager, advertising/promotion manager and marketing manager.

## Additional Information

For more information, please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements web page (<https://www.lebow.drexel.edu/admissions/graduate-admissions/graduate-application-requirements/>) before submitting your application.

## Degree Requirements

### Required Core

BLAW 621	Legal Issues in Business	3.0
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0

### Required Marketing Core

BSAN 601	Business Analytics for Managers	3.0
MKTG 601	Marketing Strategy & Planning	3.0
MKTG 606	Customer Analytics	3.0
MKTG 622	Buyer Behavior Theory	3.0
MKTG 627	Digital Marketing	3.0
MKTG 652	Marketing Information Management and Research	3.0

### Select three (3) from the following Major courses:

**9.0**

MGMT 676	Sustainability and Value Creation	
MKTG 646	Services Marketing	
MKTG 654	Corporate Brand & Reputation Management	

ORGB 620	Leading Virtual Teams	
<b>Electives (Select three (3) from the following)</b>		<b>9.0</b>
COM 586	Strategic International Communication	
COM 610	Theories of Communication and Persuasion	
DIGM 511	Research Methods for Digital Media	
FIN 601	Corporate Financial Management	
INFO 590	Foundations of Data and Information	
INFO 623	Social Network Analytics	
MKTG 630	Global Marketing	
MKTG 638	New Product Planning, Strategy, and Development	
MKTG 646	Services Marketing	
MKTG 654	Corporate Brand & Reputation Management	
MKTG T680	Special Topics in MKTG	
<b>Experiential Learning (Select one (1) of the following)</b>		<b>3.0</b>
BUSN 615	Graduate Internship	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
ORGB 640	Negotiations for Leaders	
<b>Total Credits</b>		<b>45.0</b>

## Sample Plan of Study

### Full-Time

<b>First Year</b>				
<b>Fall</b>	<b>Credits</b>	<b>Winter</b>	<b>Credits</b>	<b>Spring</b>
BLAW 621	3.0	MKTG 622	3.0	MKTG 606
BSAN 601	3.0	ORGB 511	3.0	Major Course
MKTG 601	3.0	Major Course	3.0	Elective Course
	9		9	
<b>Second Year</b>				
<b>Fall</b>	<b>Credits</b>			
MKTG 652	3.0			
Major Course	3.0			
Elective Course	3.0			
	9			
<b>Total Credits 45</b>				

### Part-Time

<b>First Year</b>				
<b>Fall</b>	<b>Credits</b>	<b>Winter</b>	<b>Credits</b>	<b>Spring</b>
BLAW 621	3.0	MKTG 622	3.0	BSAN 601
MKTG 601	3.0	ORGB 511	3.0	Major Course
	6		6	
<b>Second Year</b>				
<b>Fall</b>	<b>Credits</b>	<b>Winter</b>	<b>Credits</b>	<b>Spring</b>
MKTG 652	3.0	Major Course	3.0	MKTG 606
Major Course	3.0	Elective Course	3.0	Elective Course
	6		6	
<b>Total Credits 45</b>				

\*

Note: This term is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

## Program Level Outcomes

Upon completion of the program, graduates will be prepared to:

- Develop and cultivate leadership skills essential for managing marketing teams, fostering innovation, and driving organizational change in marketing practices.

- Develop expertise in making informed and strategic marketing decisions that deliver value to customers and society based on market analysis, consumer behavior insights, and industry trends.
- Emphasize ethical decision-making, sustainability, and social responsibility within marketing leadership, understanding the impact of marketing decisions on stakeholders, communities, and society.
- Hone communication skills necessary for effective leadership, including persuasive communication, negotiation, and the ability to convey complex marketing strategies to various stakeholders,

## Marketing Faculty

Trina Larsen Andras, PhD (*University of Texas at Austin*) *Assistant Dean for Social Impact*.. Professor. Global marketing, inter-organizational, marketing strategy, marketing.

Boryana Dimitrova, PhD (*Drexel University*). Associate Clinical Professor. Global marketing, inter-organizational, marketing strategy, marketing channels, marketing.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Marketing and entrepreneurship, marketing communications, marketing research, marketing strategy, technology and innovation, marketing analytics and big data, marketing.

Lawrence Duke, EdD (*Temple University*) *Acting Department Head*.. Clinical Professor. Global marketing, new markets in emerging countries, marketing strategy, digital marketing, marketing technology, marketing.

Elea Feit, PhD (*University of Michigan*) *Associate Dean of Research*. Associate Professor. Missing Data, advertising/Attribution, product design, Bayesian hierarchical models, advertising incrementality, Bayesian decision theory, data fusion, conjoint analysis, choice modeling.

Jillian Hmurovic, PhD (*University of Pittsburgh*). Assistant Professor. Consumer behavior, social impact, decision-making, time and time architecture, marketing.

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Impact of health reform on the delivery of medical services, the business of health care, measuring clinical trial performance, assessing clinical trial quality.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, new technology in marketing, consumer welfare.

Daniel Korschun, PhD (*Boston University*) *Department Head and Stephen Cozen Research Scholar in Marketing*.. Associate Professor. Brand and corporate reputation management, corporate political activism, corporate social responsibility, internal marketing, marketing strategy, marketing.

Gil Peleg, PhD (*Ben-Gurion University Israel*). Clinical Assistant Professor. Marketing and society/ethics, marketing research, non-profit-marketing, marketing.

Rajneesh Suri, PhD (*University of Illinois at Urbana-Champaign*) *Senior Vice Provost, Academic Industry Partnerships*.. Professor. Consumer behavior, pricing and promotions, marketing.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing strategy, sales promotions, bottom of the pyramid (BOP) markets, marketing.

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

## 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.

## Marketing Technology and Analytics MBA

*Major: Marketing Technology and Analytics*

*Degree Awarded: Master of Business Administration (MBA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 49.0*

*Classification of Instructional Programs (CIP) code: 52.1399*

*Standard Occupational Classification (SOC) code: 11-1021; 13-1161*

## About the Program

Drexel LeBow's MBA with a STEM-designated concentration in marketing technology and analytics prepares you for a marketing career in technology-driven and data-rich environments. You will develop skills in marketing new technologies and learn to produce insight by employing many of today's most advanced analytical techniques. In short, the program will expose you to the science of marketing.

By combining these skills with the vast network of professionals you will connect with during your time in the MBA program, you will build your network and be ready to tackle trends at the forefront of marketing.

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

## Degree Requirements

### Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	2.0

### Experiential Requirement (Select one course from the following): 3.0

BUSN 615	Graduate Internship
BUSN T680	Special Topics in BUSN
INDS T680	Special Topics in Interdisciplinary Business
INTB 790	International Business Seminar and Residency
MGMT 680	Leading for Innovation
MGMT 690	Change Management Experiential Capstone
MGMT 715	Business Consulting
MKTG 630	Global Marketing
MIS 652	Business Agility and IT
MIS 653	Design Thinking for Digital Innovations
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders
SMT 621	Leadership in Sport Management
TAX 715	Tax Experiential Learning

### Marketing Technology & Analytics Major Requirements (Choose three of the following): 9.0

MKTG 606	Customer Analytics
MKTG 607	Marketing Experiments
MKTG 622	Buyer Behavior Theory
MKTG 627	Digital Marketing
MKTG 652	Marketing Information Management and Research
MKTG 634	Integrated Marketing Communications Management

### Free Electives 11.0

### Total Credits 49.0

## Sample Plan of Study

### Accelerated 18-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Experiential Elective *	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0	
MKTG 510	2.0 FIN 601	3.0 Marketing Technology & Analytics Major Elective	3.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	11	11	10	3
Second Year				
Fall	Credits Winter	Credits		
Marketing Technology & Analytics Major Electives	6.0 MGMT 770	2.0		
Elective	3.0 Elective	3.0		
	9	5		
Total Credits 49				

\*

First Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

### Accelerated 15-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Elective	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Experiential Elective	3.0
MKTG 510	2.0 FIN 601	3.0 Marketing Technology & Analytics Major Electives	6.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	11	11	13	6
Second Year				
Fall	Credits			
MGMT 770	2.0			
Marketing Technology & Analytics Major Elective	3.0			
Elective	3.0			
	8			
Total Credits 49				

### Accelerated 12-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 MGMT 770	2.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Electives	6.0
MKTG 510	2.0 FIN 601	3.0 Elective	2.0 Experiential Elective	3.0
ORGB 511	3.0 Elective	3.0 Marketing Technology & Analytics Major Electives	6.0	
POM 510	2.0 Marketing Technology & Analytics Major Elective	3.0		
	11	14	13	11
Total Credits 49				

## Part-Time MBA Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 BSAN 601	3.0 MGMT 520	2.0
MGMT 530	2.0 FIN 601	3.0 MKTG 510	2.0 Elective	2.0
ORGB 511	3.0		Experiential Elective	3.0
	7	5	5	7
Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
POM 510	2.0 ECON 601	3.0 Marketing Technology & Analytics Major Electives	6.0 MGMT 770	2.0
Elective	3.0 Marketing Technology & Analytics Major Elective	3.0	Electives	6.0
	5	6	6	8
Total Credits 49				

## Program Level Outcomes

Upon completion of the program, graduates will be prepared to:

- make appropriate use of new technologies to better respond to the needs of customers and other stakeholders.
- employ quantitative analysis and scientific reasoning in order to generate novel and relevant ideas, strategies, approp

## MBA Program Faculty

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

Daniel Albert, PhD (*University of St. Gallen*). Assistant Professor. Strategic Management; Strategic Change; Architectural Innovation; Organizational Design.

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean of Academic Programs and Faculty Affairs, Department of Decision Sciences and MIS*. Professor. Cybercrime, 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*) *Assistant Dean for Social Impact*.. Professor. Global marketing, inter-organizational, marketing strategy, marketing.

Orakwue B. Arinze, PhD (*London School of Economics*) *Department of Decision Sciences and MIS*. 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*). Associate Professor. Investment banking; mergers and acquisitions; corporate finance; corporate governance.

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

Maneesh Chhabria, PhD, CFA (*Drexel University*). Assistant Clinical Professor. Investments; portfolio management; performance measurement.

Lawrence Cohen, JD (*Temple University*). Associate Clinical Professor. Sports and antitrust law; tickets & sales data analytics; sport sponsorship.

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*) *Department of Decision Sciences and MIS*. Associate Professor. Business value of information technology, eCommerce, economics of information technology, information system management.

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

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

Boryana Dimitrova, PhD (*Drexel University*). Associate Clinical Professor. Global marketing, inter-organizational, marketing strategy, marketing channels, marketing.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Marketing and entrepreneurship, marketing communications, marketing research, marketing strategy, technology and innovation, marketing analytics and big data, marketing.

Lawrence Duke, EdD (*Temple University*) *Acting Department Head*. Clinical Professor. Global marketing, new markets in emerging countries, marketing strategy, digital marketing, marketing technology, marketing.

Elea Feit, PhD (*University of Michigan*) *Associate Dean of Research*. Associate Professor. Missing Data, advertising/Attribution, product design, Bayesian hierarchical models, advertising incrementality, Bayesian decision theory, data fusion, conjoint analysis, choice modeling.

Richard P. Freedman, JD, LL.M. (*Temple University*). Associate Professor. Taxation, corporate and business matters, real estate, estate planning, estate administration and elder law.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*) *Department of Decision Sciences and MIS*. Associate 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

Teresa Harrison, PhD (*University of Texas Austin*) *Academic Director of the Center for Nonprofit Governance*. Professor. Economics of nonprofits, empirical industrial organization, applied microeconometrics.

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Impact of health reform on the delivery of medical services, the business of health care, measuring clinical trial performance, assessing clinical trial quality.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, new technology in marketing, consumer welfare.

Daniel Korschun, PhD (*Boston University*) *Department Head and Stephen Cozen Research Scholar in Marketing*. Associate Professor. Brand and corporate reputation management, corporate political activism, corporate social responsibility, internal marketing, marketing strategy, marketing.

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*) *Department of Decision Sciences and MIS*. Professor. Inventory theory, scheduling, queueing theory, optimization.

Jeffrey Levine, JD, PhD (*Tulane University, University of Louisville*). Assistant Clinical Professor. Esports, Sport law, sport development and policy; non-profits in sport.

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

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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.

Joel Maxcy, PhD (*Washington State University*) *Department Head Sport Business & General Business*. Professor. Economics of sport; labor economics & policy; economics of antitrust & regulation.

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

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

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

Gregory Nini, PhD (*University of Pennsylvania*). Professor. Capital structure; corporate finance; risk management; financial institution management

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences and MIS*. Professor. Manufacturing technology development, quality implementation, quality management, service management, Six-Sigma

Natalie Pedersen, JD (*Harvard University*) *Department Head 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*). 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*) *Department of Decision Sciences and MIS*. Clinical Professor. Outsourcing, business value of information technology, information system design, management, and leadership.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing strategy, sales promotions, bottom of the pyramid (BOP) markets, marketing.

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

George Tsetsekos, PhD (*University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Valuation and corporate restructuring; investment banking; securitization; emerging capital markets; multinational finance.

Daniel Tzabbar, PhD (*University of Toronto*). 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, consumer technology.

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

## Marketing Technology and Analytics MSM

*Major: Marketing Technology and Analytics*

*Degree Awarded: Master of Science in Marketing (MSM)*

*Calendar Type: Quarter*

*Minimum Required Credits: 45.0*

*Classification of Instructional Programs (CIP) code: 52.1399*

*Standard Occupational Classification (SOC) code: 13-1161*

### About the Program

The STEM-designated Marketing Technology and Analytics major teaches students how to use cutting-edge tools to turn big data into actionable insights. They learn how to deepen their statistical prowess by working with large business datasets, and they differentiate themselves in the new, data-driven environment by understanding experimental design and analysis.

The curriculum focuses on honing communication skills when presenting data findings and recommendations to leadership. This major positions graduates for jobs such as marketing analytics manager, digital marketing analyst, marketing research analyst, manager of strategy and insights, and paid search manager.

### Additional Information

For more information, please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

### Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements web page (<https://www.lebow.drexel.edu/admissions/graduate-admissions/graduate-application-requirements/>) before submitting your application.

### Degree Requirements

#### Required Core

BLAW 621

Legal Issues in Business

3.0

ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	3.0
<b>Required Marketing Core</b>		
BSAN 601	Business Analytics for Managers	3.0
MKTG 601	Marketing Strategy & Planning	3.0
MKTG 606	Customer Analytics	3.0
MKTG 622	Buyer Behavior Theory	3.0
MKTG 627	Digital Marketing	3.0
MKTG 652	Marketing Information Management and Research	3.0
<b>Select three (3) from the following Major courses:</b>		<b>9.0</b>
BSAN 615	Data Visualization & Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
STAT 632	Datamining for Managers	
<b>Electives (Select three (3) from the following)</b>		<b>9.0</b>
COM 586	Strategic International Communication	
COM 610	Theories of Communication and Persuasion	
DIGM 511	Research Methods for Digital Media	
FIN 601	Corporate Financial Management	
INFO 590	Foundations of Data and Information	
INFO 623	Social Network Analytics	
MKTG 630	Global Marketing	
MKTG 638	New Product Planning, Strategy, and Development	
MKTG 646	Services Marketing	
MKTG 654	Corporate Brand & Reputation Management	
MKTG T680	Special Topics in MKTG	
<b>Experiential Learning (Select one (1) of the following)</b>		<b>3.0</b>
BUSN 615	Graduate Internship	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
ORGB 640	Negotiations for Leaders	
<b>Total Credits</b>		<b>45.0</b>

## Sample Plan of Study

### Full-Time

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BLAW 621	3.0 MKTG 622	3.0 MKTG 606	3.0 MKTG 627	3.0
BSAN 601	3.0 ORGB 511	3.0 Major Course	3.0 Required Experiential Course	3.0
MKTG 601	3.0 Major Course	3.0 Elective Course	3.0 Elective Course	3.0
	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>

#### Second Year

Fall	Credits
MKTG 652	3.0
Major Course	3.0
Elective Course	3.0
	<b>9</b>

**Total Credits 45**

### Part-Time

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BLAW 621	3.0 MKTG 622	3.0 BSAN 601	3.0 MKTG 627	3.0
MKTG 601	3.0 ORGB 511	3.0 Major Course	3.0 Experiential Course	3.0
	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>

#### Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MKTG 652	3.0 Major Course	3.0 MKTG 606	3.0 Elective Course	3.0

Major Course	3.0 Elective Course	3.0 Elective Course	3.0	
	6	6	6	3

**Total Credits 45**

\*

Note: This term is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

## Program Level Outcomes

Upon completion of the program, graduates will be prepared to:

- Develop advanced quantitative and analytical skills essential for interpreting and analyzing marketing data, including statistical analysis, data mining, marketing experiments, and predictive modeling techniques.
- Acquire proficiency in interpreting marketing data and presenting insights effectively through data visualization tools and techniques, aiding in decision-making processes.
- Understand and apply key marketing metrics and performance indicators to measure and evaluate the effectiveness of marketing strategies, campaigns, and initiatives.
- Apply marketing analytics concepts and techniques in practical scenarios through case studies, projects, or internships, demonstrating the ability to derive actionable insights from data.
- Effectively communicate complex marketing analytics findings and recommendations to diverse stakeholders, including non-technical audiences, aiding in informed decision-making.

## Marketing Faculty

Trina Larsen Andras, PhD (*University of Texas at Austin*) *Assistant Dean for Social Impact..* Professor. Global marketing, inter-organizational, marketing strategy, marketing.

Boryana Dimitrova, PhD (*Drexel University*). Associate Clinical Professor. Global marketing, inter-organizational, marketing strategy, marketing channels, marketing.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing.* Associate Professor. Marketing and entrepreneurship, marketing communications, marketing research, marketing strategy, technology and innovation, marketing analytics and big data, marketing.

Lawrence Duke, EdD (*Temple University*) *Acting Department Head..* Clinical Professor. Global marketing, new markets in emerging countries, marketing strategy, digital marketing, marketing technology, marketing.

Elea Feit, PhD (*University of Michigan*) *Associate Dean of Research.* Associate Professor. Missing Data, advertising/Attribution, product design, Bayesian hierarchical models, advertising incrementality, Bayesian decision theory, data fusion, conjoint analysis, choice modeling.

Jillian Hmurovic, PhD (*University of Pittsburgh*). Assistant Professor. Consumer behavior, social impact, decision-making, time and time architecture, marketing.

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Impact of health reform on the delivery of medical services, the business of health care, measuring clinical trial performance, assessing clinical trial quality.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, new technology in marketing, consumer welfare.

Daniel Korschun, PhD (*Boston University*) *Department Head and Stephen Cozen Research Scholar in Marketing..* Associate Professor. Brand and corporate reputation management, corporate political activism, corporate social responsibility, internal marketing, marketing strategy, marketing.

Gil Peleg, PhD (*Ben-Gurion University Israel*). Clinical Assistant Professor. Marketing and society/ethics, marketing research, non-profit-marketing, marketing.

Rajneesh Suri, PhD (*University of Illinois at Urbana-Champaign*) *Senior Vice Provost, Academic Industry Partnerships..* Professor. Consumer behavior, pricing and promotions, marketing.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing strategy, sales promotions, bottom of the pyramid (BOP) markets, marketing.

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

## 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.

## Project Management MBA

*Major: Project Management*

*Degree Awarded: Master of Business Administration (MBA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 49.0*

*Classification of Instructional Programs (CIP) code: 52.0211*

*Standard Occupational Classification (SOC) code: 11-1021*

## About the Program

Project management focuses on managing teams of people and other resources in the planning, design, execution and implementation of various aspects of projects in practically every industry.

The MBA concentration in project management gives students the opportunity to add a solid foundation in this area as part of their degree program. In addition to direct enhancement of students' career readiness, the concentration can prepare interested students to pursue the Certified Associate in Project Management (CAPM)<sup>®</sup> or Project Management Professional (PMP)<sup>®</sup> credentials from the Project Management Institute (PMI)<sup>®</sup>.

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

## Degree Requirements

### Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	2.0

### Experiential Requirement (Select one course from the following):

**3.0**

BUSN 615	Graduate Internship
BUSN T680	Special Topics in BUSN
INDS T680	Special Topics in Interdisciplinary Business
INTB 790	International Business Seminar and Residency
MGMT 680	Leading for Innovation
MGMT 690	Change Management Experiential Capstone
MGMT 715	Business Consulting
MKTG 630	Global Marketing
MIS 652	Business Agility and IT
MIS 653	Design Thinking for Digital Innovations
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders
SMT 621	Leadership in Sport Management
TAX 715	Tax Experiential Learning

Project Management Major Requirements			
PROJ 501	Introduction to Project Management		3.0
PROJ 502	Project Planning & Scheduling		3.0
Choose one of the following:			3.0
PROJ 510	Project Quality Management		
PROJ 515	Project Estimation & Cost Management		
PROJ 520	Project Risk Assessment & Management		
Free Electives			11.0
Total Credits			49.0

Sample Plan of Study

Accelerated 18-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Experiential Elective *	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0	
MKTG 510	2.0 FIN 601	3.0 PROJ 501	3.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	11	11	10	3
Second Year				
Fall	Credits Winter	Credits		
Project Management	3.0 MGMT 770	2.0		
Major Elective				
Elective	6.0 PROJ 502	3.0		
	9	5		
Total Credits 49				

\*

First Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

Accelerated 15-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 PROJ 502	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Experiential Elective	3.0
MKTG 510	2.0 FIN 601	3.0 PROJ 501	3.0	
ORGB 511	3.0 Elective	3.0 Elective	5.0	
POM 510	2.0			
	11	11	13	6
Second Year				
Fall	Credits			
MGMT 770	2.0			
Project Management	3.0			
Major Elective				
Elective	3.0			
	8			
Total Credits 49				

Accelerated 12-Month Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 MGMT 770	2.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 PROJ 502	3.0
MKTG 510	2.0 FIN 601	3.0 PROJ 501	3.0 Project Management Major Elective	3.0
ORGB 511	3.0 Elective	3.0 Elective	5.0 Experiential Elective	3.0

POM 510	2.0 Elective	3.0		
	11	14	13	11
Total Credits 49				

## Part-Time MBA Plan of Study

### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 BSAN 601	3.0 MGMT 520	2.0
MGMT 530	2.0 FIN 601	3.0 MKTG 510	2.0 Elective	2.0
ORGB 511	3.0		Experiential Elective	3.0
	7	5	5	7

### Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
POM 510	2.0 ECON 601	3.0 Elective	3.0 MGMT 770	2.0
PROJ 501	3.0 PROJ 502	3.0 Project Management Major Elective	3.0 Electives	6.0
	5	6	6	8

Total Credits 49

## Program Level Outcomes

- Show prudence in project selection and initiation.
- Show competence and structure in project planning.
- Close a project by meeting scope, time, quality and other parameters.
- Consistently model high ethics and professional responsibility.

## MBA Program Faculty

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

Daniel Albert, PhD (*University of St. Gallen*). Assistant Professor. Strategic Management; Strategic Change; Architectural Innovation; Organizational Design.

Murugan Anandarajan, PhD (*Drexel University*) Senior Associate Dean of Academic Programs and Faculty Affairs, Department of Decision Sciences and MIS. Professor. Cybercrime, 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.

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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

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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.

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

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

Samir Shah, DPS (*Pace University*) *Department of Decision Sciences and MIS*. Clinical Professor. Outsourcing, business value of information technology, information system design, management, and leadership.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing strategy, sales promotions, bottom of the pyramid (BOP) markets, marketing.

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

George Tsetsekos, PhD (*University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Valuation and corporate restructuring; investment banking; securitization; emerging capital markets; multinational finance.

Daniel Tzabbar, PhD (*University of Toronto*). 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, consumer technology.

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

## Sport Business MS

*Major: Sport Business*

*Degree Awarded: Master of Science (MS)*

*Calendar Type: Quarter*

*Minimum Required Credits: 45.0*

*Classification of Instructional Programs (CIP) code: 52.0299*

*Standard Occupational Classification (SOC) code: 11-1021*

## About the Program

The MS in Sport Business is designed for individuals working in the sport industry and for those who are looking to make a career change to the industry. Graduates of the program 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 and for those looking to shift to the field of sport business. The degree is ideal for those interested in the business side of sport as well as for athletic administrators and those who have an interest in sport business research.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on

our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

## 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
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
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 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 626	Globalization of Sport
SMT 627	Sports Tournaments & Events
SMT 629	Managing Coaches & Teams
SMT 635	Sport Facilities & Event Management
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 Sport Management
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

\*

Note: Second Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

**Note: Second Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.**

## 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, University of Louisville*). Assistant Clinical Professor. Esports, Sport law, sport development and policy; non-profits in sport.

Joel Maxcy, PhD (*Washington State University*) *Department Head Sport Business & General Business*. Professor. Economics of sport; labor economics & policy; economics of antitrust & regulation.

Sarah Napoli, MS (*Drexel University*). Assistant Clinical Professor. Sport and society; Sport media.

## Strategic Technology & Innovation Management MBA

*Major: Strategic Technology and Innovation Management*

*Degree Awarded: Master of Business Administration (MBA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 49.0*

*Classification of Instructional Programs (CIP) code: 52.0201*

*Standard Occupational Classification (SOC) code: 11-1021*

## About the Program

The MBA with a concentration in strategic technology and innovation management (STIM) provides you with the skills necessary to build competitive strategic intelligence in technology and innovation across a broad swath of businesses. Graduates with the MBA in STIM will possess the skills for not only technology-focused companies and startups, but also for consulting firms and employers in established industries that seek to take advantage of new technologies or are facing massive technological disruption.

A key strength of this concentration is that it offers students — regardless of their technological backgrounds — the capability to understand and lead through management of innovation and technology in present-day organizations. The primary goal of the MBA in STIM is to provide pathways for students to become champions and leaders of organizational and technological innovation in their respective professions.

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

## Degree Requirements

### Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	2.0

### Experiential Requirement (Select one course from the following):

3.0

BUSN 615	Graduate Internship
BUSN T680	Special Topics in BUSN
INDS T680	Special Topics in Interdisciplinary Business
INTB 790	International Business Seminar and Residency
MGMT 680	Leading for Innovation
MGMT 690	Change Management Experiential Capstone
MGMT 715	Business Consulting
MKTG 630	Global Marketing
MIS 652	Business Agility and IT
MIS 653	Design Thinking for Digital Innovations
ORGB 620	Leading Virtual Teams
ORGB 640	Negotiations for Leaders
SMT 621	Leadership in Sport Management
TAX 715	Tax Experiential Learning

### Strategic Technology & Innovation Management Major Requirements:

MGMT 602	Innovation Management	3.0
MGMT 603	Technology Strategy	3.0

Choose one of the following:

3.0

ECON 650	Business & Economic Strategy: Game Theory & Applications
MGMT 600	Introduction to Change Management: An Integration of Macro and Micro Perspectives
MGMT 604	Strategic Change Management
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
OPR 601	Managerial Decision Models and Simulation
ORGB 602	Leading and Executing Change
ORGB 640	Negotiations for Leaders
STAT 645	Time Series Forecasting

Free Electives

11.0

Total Credits

49.0

## Sample Plan of Study

### Accelerated 18-Month Plan of Study

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Experiential Elective *	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0	
MKTG 510	2.0 FIN 601	3.0 MGMT 602	3.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	

POM 510	2.0			
	11	11	10	3
<b>Second Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits</b>		
MGMT 603	3.0 MGMT 770	2.0		
Strategic Technology & Innovation Management Elective	3.0 Elective	3.0		
Elective	3.0			
	9	5		
<b>Total Credits 49</b>				

\*

First Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

## Accelerated 15-Month Plan of Study

<b>First Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Elective	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Experiential Elective	3.0
MKTG 510	2.0 FIN 601	3.0 MGMT 602	3.0	
ORGB 511	3.0 Elective	3.0 Strategic Technology & Innovation Management Elective	3.0	
POM 510	2.0	Elective	2.0	
	11	11	13	6
<b>Second Year</b>				
<b>Fall</b>	<b>Credits</b>			
MGMT 603	3.0			
MGMT 770	2.0			
Elective	3.0			
	8			
<b>Total Credits 49</b>				

## Accelerated 12-Month Plan of Study

<b>First Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 MGMT 770	2.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Electives	6.0
MKTG 510	2.0 FIN 601	3.0 MGMT 602	3.0 Experiential Elective	3.0
ORGB 511	3.0 Elective	3.0 MGMT 603	3.0	
POM 510	2.0 Strategic Technology & Innovation Management Elective	3.0 Elective	2.0	
	11	14	13	11
<b>Total Credits 49</b>				

## Part-Time MBA Plan of Study

<b>First Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
ACCT 510	2.0 BLAW 510	2.0 BSAN 601	3.0 MGMT 520	2.0
MGMT 530	2.0 FIN 601	3.0 MKTG 510	2.0 Elective	2.0
ORGB 511	3.0		Experiential Elective	3.0
	7	5	5	7
<b>Second Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
POM 510	2.0 ECON 601	3.0 MGMT 602	3.0 MGMT 770	2.0

Elective	3.0 Strategic Technology & Innovation Management Elective	3.0 MGMT 603	3.0 Electives	6.0
	5	6	6	8

Total Credits 49

## Program Level Outcomes

- Technology Use
- Creative and Critical Thinking
- Leadership

## MBA Program Faculty

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

Daniel Albert, PhD (*University of St. Gallen*). Assistant Professor. Strategic Management; Strategic Change; Architectural Innovation; Organizational Design.

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean of Academic Programs and Faculty Affairs, Department of Decision Sciences and MIS*. Professor. Cybercrime, 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*) *Assistant Dean for Social Impact*. Professor. Global marketing, inter-organizational, marketing strategy, marketing.

Orakwue B. Arinze, PhD (*London School of Economics*) *Department of Decision Sciences and MIS*. 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*). Associate Professor. Investment banking; mergers and acquisitions; corporate finance; corporate governance.

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

Maneesh Chhabria, PhD, CFA (*Drexel University*). Assistant Clinical Professor. Investments; portfolio management; performance measurement.

Lawrence Cohen, JD (*Temple University*). Associate Clinical Professor. Sports and antitrust law; tickets & sales data analytics; sport sponsorship.

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*) *Department of Decision Sciences and MIS*. Associate Professor. Business value of information technology, eCommerce, economics of information technology, information system management.

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

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

Boryana Dimitrova, PhD (*Drexel University*). Associate Clinical Professor. Global marketing, inter-organizational, marketing strategy, marketing channels, marketing.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Marketing and entrepreneurship, marketing communications, marketing research, marketing strategy, technology and innovation, marketing analytics and big data, marketing.

Lawrence Duke, EdD (*Temple University*) *Acting Department Head*. Clinical Professor. Global marketing, new markets in emerging countries, marketing strategy, digital marketing, marketing technology, marketing.

Elea Feit, PhD (*University of Michigan*) *Associate Dean of Research*. Associate Professor. Missing Data, advertising/Attribution, product design, Bayesian hierarchical models, advertising incrementality, Bayesian decision theory, data fusion, conjoint analysis, choice modeling.

Richard P. Freedman, JD, LL.M. (*Temple University*). Associate Professor. Taxation, corporate and business matters, real estate, estate planning, estate administration and elder law.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*) *Department of Decision Sciences and MIS*. Associate 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

Teresa Harrison, PhD (*University of Texas Austin*) *Academic Director of the Center for Nonprofit Governance*. Professor. Economics of nonprofits, empirical industrial organization, applied microeconometrics.

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Impact of health reform on the delivery of medical services, the business of health care, measuring clinical trial performance, assessing clinical trial quality.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, new technology in marketing, consumer welfare.

Daniel Korschun, PhD (*Boston University*) *Department Head and Stephen Cozen Research Scholar in Marketing*.. Associate Professor. Brand and corporate reputation management, corporate political activism, corporate social responsibility, internal marketing, marketing strategy, marketing.

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*) *Department of Decision Sciences and MIS*. Professor. Inventory theory, scheduling, queueing theory, optimization.

Jeffrey Levine, JD, PhD (*Tulane University, University of Louisville*). Assistant Clinical Professor. Esports, Sport law, sport development and policy; non-profits in sport.

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

Yu-Chieh Lo, PhD (*University of Southern California*). Associate Professor. Categorization in markets; Organization theory; Technology innovation.

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.

Joel Maxcy, PhD (*Washington State University*) *Department Head Sport Business & General Business*. Professor. Economics of sport; labor economics & policy; economics of antitrust & regulation.

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

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

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

Gregory Nini, PhD (*University of Pennsylvania*). Professor. Capital structure; corporate finance; risk management; financial institution management

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences and MIS*. Professor. Manufacturing technology development, quality implementation, quality management, service management, Six-Sigma

Natalie Pedersen, JD (*Harvard University*) *Department Head 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*). 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*) *Department of Decision Sciences and MIS*. Clinical Professor. Outsourcing, business value of information technology, information system design, management, and leadership.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing strategy, sales promotions, bottom of the pyramid (BOP) markets, marketing.

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

George Tsetsekos, PhD (*University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Valuation and corporate restructuring; investment banking; securitization; emerging capital markets; multinational finance.

Daniel Tzabbar, PhD (*University of Toronto*). 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, consumer technology.

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

## Supply Chain Management & Logistics MBA

*Major: Supply Chain Management and Logistics*

*Degree Awarded: Master of Business Administration (MBA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 49.0*

*Classification of Instructional Programs (CIP) code: 52.1399*

*Standard Occupational Classification (SOC) code: 11-1021*

## About the Program

For professionals who are looking to make an impact by finding new and innovative ways to improve productivity and efficiency in the business and manufacturing world, an MBA with a STEM-designated concentration in supply chain management and logistics may be ideal.

Focused on developing the skills to monitor and assess company data, finances and other factors, this degree program will help you foster a keen understanding of accounting, logistics, management and organizational structures to make an impact in the business world.

The MBA concentration in supply chain management and logistics is STEM-designated. Students with an F-1 visa can apply for a 24-month OPT extension (beyond the standard 12 months) if they meet noted criteria.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Admission Requirements

Graduate admission is based on a holistic review process, which takes into consideration prior academic history, demonstration of professional experience and adequate preparation for graduate study. Please review the admission requirements for both domestic and international applicants on our Graduate Application Requirements webpage (<https://www.lebow.drexel.edu/admissions/graduate-admissions/application-requirements/>) before submitting your application

## Degree Requirements

### Required Courses

ACCT 510	Essentials of Financial Reporting	2.0
BLAW 510	Analyzing Legal Options in Decision-Making	2.0
BSAN 601	Business Analytics for Managers	3.0
ECON 601	Managerial Economics	3.0
FIN 601	Corporate Financial Management	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
POM 510	Operations and Supply Chain Management	2.0

<b>Experiential Requirement (Select one course from the following):</b>		<b>3.0</b>
BUSN 615	Graduate Internship	
BUSN T680	Special Topics in BUSN	
INDS T680	Special Topics in Interdisciplinary Business	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 690	Change Management Experiential Capstone	
MGMT 715	Business Consulting	
MKTG 630	Global Marketing	
MIS 652	Business Agility and IT	
MIS 653	Design Thinking for Digital Innovations	
ORGB 620	Leading Virtual Teams	
ORGB 640	Negotiations for Leaders	
SMT 621	Leadership in Sport Management	
TAX 715	Tax Experiential Learning	
<b>Supply Chain Management &amp; Logistics Major Requirements (Select three of the following):</b>		<b>9.0</b>
MGMT 660	Leading the Digital Supply Chain	
MIS 624	Systems Analysis & Design	
OPR 601	Managerial Decision Models and Simulation	
POM 610	Supply Chain Management I	
POM 615	Supply Chain Management II	
POM 624	Management of Service Firms	
POM 630	Transportation & Logistics Management	
POM 642	Sustainable Supply Chain Management and Logistics	
POM 644	Revenue Management	
POM 645	Supply Chain Analytics	
POM T680	Special Topics in POM	
STAT 634	Quality & Six-Sigma	
STAT 645	Time Series Forecasting	
<b>Free Electives</b>		<b>11.0</b>
<b>Total Credits</b>		<b>49.0</b>

## Sample Plan of Study

### Accelerated 18-Month Plan of Study

<b>First Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Experiential Elective *	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0	
MKTG 510	2.0 FIN 601	3.0 Supply Chain Management & Logistics Major Elective	3.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	<b>11</b>	<b>11</b>	<b>10</b>	<b>3</b>
<b>Second Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits</b>		
Elective	3.0 MGMT 770	2.0		
Supply Chain Management & Logistics Major Electives	6.0 Elective	3.0		
	<b>9</b>	<b>5</b>		
<b>Total Credits 49</b>				

\*

First Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

## Accelerated 15-Month Plan of Study

### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 Elective	3.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Experiential Elective	3.0
MKTG 510	2.0 FIN 601	3.0 Supply Chain Management & Logistics Major Elective	6.0	
ORGB 511	3.0 Elective	3.0 Elective	2.0	
POM 510	2.0			
	11	11	13	6

### Second Year

Fall	Credits
MGMT 770	2.0
Supply Chain Management & Logistics Major Electives	3.0
Elective	3.0
	8

Total Credits 49

## Accelerated 12-Month Plan of Study

### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 ECON 601	3.0 MGMT 770	2.0
MGMT 530	2.0 BSAN 601	3.0 MGMT 520	2.0 Electives	6.0
MKTG 510	2.0 FIN 601	3.0 Elective	2.0 Experiential Elective	3.0
ORGB 511	3.0 Supply Chain Management & Logistics Major Elective	3.0 Supply Chain Management & Logistics Major Electives	6.0	
POM 510	2.0 Elective	3.0		
	11	14	13	11

Total Credits 49

## Part-Time MBA Plan of Study

### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 BLAW 510	2.0 BSAN 601	3.0 MGMT 520	2.0
MGMT 530	2.0 FIN 601	3.0 MKTG 510	2.0 Elective	2.0
ORGB 511	3.0		Experiential Elective	3.0
	7	5	5	7

### Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
POM 510	2.0 ECON 601	3.0 Supply Chain Management & Logistics Major Electives	6.0 MGMT 770	2.0
Elective	3.0 Supply Chain Management & Logistics Major Elective	3.0	Electives	6.0
	5	6	6	8

Total Credits 49

## MBA Program Faculty

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

Daniel Albert, PhD (*University of St. Gallen*). Assistant Professor. Strategic Management; Strategic Change; Architectural Innovation; Organizational Design.

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean of Academic Programs and Faculty Affairs, Department of Decision Sciences and MIS*. Professor. Cybercrime, 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*) *Assistant Dean for Social Impact*. Professor. Global marketing, inter-organizational, marketing strategy, marketing.

Orakwue B. Arinze, PhD (*London School of Economics*) *Department of Decision Sciences and MIS*. 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*). Associate Professor. Investment banking; mergers and acquisitions; corporate finance; corporate governance.

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

Maneesh Chhabria, PhD, CFA (*Drexel University*). Assistant Clinical Professor. Investments; portfolio management; performance measurement.

Lawrence Cohen, JD (*Temple University*). Associate Clinical Professor. Sports and antitrust law; tickets & sales data analytics; sport sponsorship.

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*) *Department of Decision Sciences and MIS*. Associate Professor. Business value of information technology, eCommerce, economics of information technology, information system management.

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

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

Boryana Dimitrova, PhD (*Drexel University*). Associate Clinical Professor. Global marketing, inter-organizational, marketing strategy, marketing channels, marketing.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Marketing and entrepreneurship, marketing communications, marketing research, marketing strategy, technology and innovation, marketing analytics and big data, marketing.

Lawrence Duke, EdD (*Temple University*) *Acting Department Head*. Clinical Professor. Global marketing, new markets in emerging countries, marketing strategy, digital marketing, marketing technology, marketing.

Elea Feit, PhD (*University of Michigan*) *Associate Dean of Research*. Associate Professor. Missing Data, advertising/Attribution, product design, Bayesian hierarchical models, advertising incrementality, Bayesian decision theory, data fusion, conjoint analysis, choice modeling.

Richard P. Freedman, JD, LL.M. (*Temple University*). Associate Professor. Taxation, corporate and business matters, real estate, estate planning, estate administration and elder law.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*) *Department of Decision Sciences and MIS*. Associate 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

Teresa Harrison, PhD (*University of Texas Austin*) *Academic Director of the Center for Nonprofit Governance*. Professor. Economics of nonprofits, empirical industrial organization, applied microeconometrics.

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Impact of health reform on the delivery of medical services, the business of health care, measuring clinical trial performance, assessing clinical trial quality.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, new technology in marketing, consumer welfare.

Daniel Korschun, PhD (*Boston University*) *Department Head and Stephen Cozen Research Scholar in Marketing*. Associate Professor. Brand and corporate reputation management, corporate political activism, corporate social responsibility, internal marketing, marketing strategy, marketing.

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*) *Department of Decision Sciences and MIS*. Professor. Inventory theory, scheduling, queueing theory, optimization.

Jeffrey Levine, JD, PhD (*Tulane University, University of Louisville*). Assistant Clinical Professor. Esports, Sport law, sport development and policy; non-profits in sport.

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

Yu-Chieh Lo, PhD (*University of Southern California*). Associate Professor. Categorization in markets; Organization theory; Technology innovation.

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.

Joel Maxcy, PhD (*Washington State University*) *Department Head Sport Business & General Business*. Professor. Economics of sport; labor economics & policy; economics of antitrust & regulation.

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

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

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

Gregory Nini, PhD (*University of Pennsylvania*). Professor. Capital structure; corporate finance; risk management; financial institution management

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences and MIS*. Professor. Manufacturing technology development, quality implementation, quality management, service management, Six-Sigma

Natalie Pedersen, JD (*Harvard University*) *Department Head 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*). 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*) *Department of Decision Sciences and MIS*. Clinical Professor. Outsourcing, business value of information technology, information system design, management, and leadership.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing strategy, sales promotions, bottom of the pyramid (BOP) markets, marketing.

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

George Tsetsekos, PhD (*University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Valuation and corporate restructuring; investment banking; securitization; emerging capital markets; multinational finance.

Daniel Tzabbar, PhD (*University of Toronto*). 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, consumer technology.

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

# Supply Chain Management and Logistics MSSCML

*Major: Supply Chain Management and Logistics*

*Degree Awarded: Master of Science in Supply Chain Management and Logistics (MSSCML)*

*Calendar Type: Quarter*

*Minimum Required Credits: 45.0*

*Classification of Instructional Programs (CIP) code: 52.1301*

*Standard Occupational Classification (SOC) code: 11-3071*

**Note: Students are no longer being accepted into this program.**

## 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 at Drexel LeBow is designed to enable students to manage and lead contemporary supply chains. We work with organizations and leaders from around the world to help shape strategies that inspire competitive advantage and drive business success.

All students have the opportunity to use program electives to complete a graduate minor (<http://catalog.drexel.edu/graduateminors/>) for their degree. Students with appropriate preparation and interest for research can take courses from the LeBow doctoral program in Operations & Business Analytics (<https://www.lebow.drexel.edu/academics/doctorate/phd-programs/areas-of-study/operations-and-business-analytics/>).

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## 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.

### Core Courses

POM 610	Supply Chain Management I	3.0
POM 615	Supply Chain Management II	3.0
POM 642	Sustainable Supply Chain Management and Logistics	3.0
POM 645	Supply Chain Analytics	3.0

### Quantitative Methods

OPR 601	Managerial Decision Models and Simulation	3.0
STAT 610	Statistics for Business Analytics	3.0
STAT 634	Quality & Six-Sigma	3.0

### Business Technology and Analytics

Select two (2) of the following courses. 6.0

BSAN 615	Data Visualization & Analytics	
MGMT 660	Leading the Digital Supply Chain	
MIS 636	Python Programming for Business Applications	
MIS 642	Emerging Information Technologies in Business	

### Capstone Project

POM 770	Supply Chain Management and Logistics Capstone Project	3.0
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### Elective courses or graduate minor

Select four (4) of the following\* courses or a graduate minor program 12.0

BUSN 502	Essentials of Economics	
ECON 610	Microeconomics	
ECON 630	International Economics	
ECON 650	Business & Economic Strategy: Game Theory & Applications	
MIS 632	Database Analysis and Design for Business	
MIS 651	Information Systems Outsourcing Management	

MIS 661	Managing with Enterprise Application Software using SAP - Logistics	
MIS T680	Special Topics in MIS	
OPR 640	Decision Models for the Public Sector	
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach	
or ORGB 631	Leading Effective Organizations	
POM 624	Management of Service Firms	
POM 628	Advanced Supply Chain Management	
POM 630	Transportation & Logistics Management	
POM 644	Revenue Management	
STAT 638	Advanced Statistical Quality Control	
<b>Experiential Learning Requirement</b>		<b>3.0</b>
BUSN 615	Graduate Internship	
MGMT 715	Business Consulting	
ORGB 640	Negotiations for Leaders	
<b>Total Credits</b>		<b>45.0</b>

\*

Students with interest for research can substitute courses from the LeBow doctoral program in Operations & Business Analytics. Other substitutions must be approved by academic advisor and department.

## Sample Plan of Study

### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
OPR 601	3.0 POM 615	3.0 POM 645	3.0 Experiential Learning Requirement*	3.0
POM 610	3.0 Business Technology & Analytics Elective	3.0 STAT 634	3.0	
STAT 610	3.0 Elective	3.0 Business Technology & Analytics Elective	3.0	
	<b>9</b>	<b>9</b>	<b>9</b>	<b>3</b>

### Second Year

Fall	Credits Winter	Credits
POM 642	3.0 Electives	6.0
POM 770	3.0	
Elective	3.0	
	<b>9</b>	<b>6</b>

**Total Credits 45**

\*

Note: Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.

**Note: First Year Summer is less than the 4.5-credit minimum required (considered half-time status) of graduate programs to be considered financial aid eligible. As a result, aid will not be disbursed to students this term.**

## Facilities

The 12-story, 177,500-square-foot home for LeBow College of Business is located at the heart of the Drexel University campus, at the intersection of Woodland Walk and Market Street, where it forms a gateway to Drexel and a backdrop to the historic statue of A. J. Drexel (Moses Ezekiel, 1904). The diagonal massing of the lower floors follows Woodland Walk and combines with the new Papadakis Integrated Sciences Building (Diamond & Schmitt, 2011) to energize the University's central quadrangle. The building's tower will mark the LeBow College and Drexel campus from all directions while the open, glassy Market Street façade will showcase the College's student activities to passersby.

The building's organization unites the school's various constituencies around a five-story-high atrium ringed by classrooms, student lounges, events spaces, and offices. 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 and 100-seat lecture hall one floor below and to a divisible multipurpose room and additional classrooms above. The building's upper floors contain faculty offices interspersed with seminar rooms and group study rooms. The top floor houses the Dean's suite and a boardroom and conference suite that opens to east- and west-facing terraces.

The building's warm masonry and glass exterior reflects the emerging vocabulary of the next generation of Drexel buildings. Sophisticated solar shading devices allow maximum transparency between the inside and outside while supporting the building's high environmental aspirations.

## Key Building Features

- Five-story atrium
- Finance trading lab with Bloomberg Terminal Room
- 300-seat auditorium
- 160-seat event space
- 100-seat lecture hall
- 45-seat seminar rooms
- 44-seat computer classrooms
- 60-seat classrooms
- Executive MBA (<https://www.lebow.drexel.edu/academics/programs/mba/executive-mba/>) classroom
- 24-seat classrooms
- Special areas for experiential learning simulations and business consulting
- Videoconferencing capabilities
- Integrated teaching technology in all classrooms
- Recording studio to support LeBow College's online programs
- Extensive areas for students to gather socially and for collaborative study, including student collaboration rooms (<https://www.lebow.drexel.edu/about/campuses/philadelphia/gerri-c-lebow-hall/collaboration-rooms/>), two quiet study areas, and 3,500 square feet of student social space
- EMBA Alumni Lounge for the exclusive use of EMBA alumni
- Behavioral Studies Lab
- Starbucks
- Green Globe certifiable, meeting worldwide sustainability standards

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 (<https://www.lebow.drexel.edu/>), the Behavioral Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/behavioral-lab/>), and the Finance Trading Lab webpage (<https://www.lebow.drexel.edu/about/campuses/location/finance-trading-lab-and-bloomberg-terminal-room/>) to learn more about Gerri C. LeBow Hall.

## Program Level Outcomes

- A comprehensive knowledge of the principles that underlie design, direction, and control of modern supply chains. (Supply Chain Principles)
- Ability to apply quantitative optimization methods to design and control problems that are typical for supply chain management. (Optimization)
- Competence in data analysis at the level needed for supply chain management. (Data Analysis)
- Ability to apply a structured approach to solving problems in supply chain management (Problem Solving)

## Supply Chain Management Faculty

Edward Arnheiter, PhD (*University of Massachusetts, Amherst*) *Department of Decision Sciences and MIS*. Clinical Professor. Lean Six Sigma, quality implementation, quality management, statistical quality control, supply chain management

Avijit Banerjee, PhD (*The Ohio State University*) *Department of Decision Sciences and MIS*. 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*) *Department of Decision Sciences and MIS*. 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*). Clinical Professor. Department of Decision Sciences & MIS. Behavioral operations management, contracts and incentives.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*) *Department of Decision Sciences and MIS*. Associate Clinical Professor. Applied probability, decision theory, risk analysis

Seung-Lae Kim, PhD (*Penn State University*) *Department of Decision Sciences and MIS*. Professor. Lean production systems, production capacity and flexibility, theory/philosophy of Operations Management.

Jinwook Lee, PhD (*Rutgers University, New Brunswick*) *Department of Decision Sciences and MIS*. Assistant Professor. Decision models, mathematical programming, risk assessment stochastic optimization, stochastic processes.

Benjamin Lev, PhD (*Case Western Reserve University*) *Department of Decision Sciences and MIS*. Professor. Inventory theory, scheduling, queueing theory, optimization.

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences and MIS*. Professor. Manufacturing technology development, quality implementation, quality management, service management, Six-Sigma

Matthew Reindorp, PhD (*University of Maryland College Park*) *Department of Decision Sciences and MIS*. Associate Clinical Professor. Real options, simulation, stochastic processes, simulation.

Wenjing Shen, PhD (*University of Michigan*) *Department of Decision Sciences and MIS*. Associate Professor. Supply chain management, interface marketing, pricing and revenue management.

Min Wang, PhD (*Columbia University*) *Department of Decision Sciences and MIS*. 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 financial data. Whether you are an artist, pro athlete, restaurateur, or CEO of a nonprofit or fortune 100 company, having a basic understanding of accounting will equip you to make sound business decisions. 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.

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Program Requirements

ACCT 510	Essentials of Financial Reporting	2.0
ACCT 601	Managerial Accounting	3.0
or ACCT 603	Strategic Cost Management	
TAX 660	Tax and Business Strategy	3.0
Please choose two (2) from the following list:		6.0
ACCT 606	Current Issues in the Accounting Profession	
ACCT 608	Government and Not-for-Profit Accounting	
ACCT 635	Strategy & the Master Budgeting Process	
ACCT 655	Data Analytics & Technology in Accounting	
ACCT 665	Financial Statement Analysis	
TAX 630	Corporate Taxation	
<b>Total Credits</b>		<b>14.0</b>

# 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.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Program Requirements

<b>Required Courses</b>		
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
<b>Pick 1 of the Following:</b>		<b>2.0</b>
MKTG 510	Marketing Strategy	
STAT 510	Introduction to Statistics for Business Analytics	
<b>Pick 1 of the Following:</b>		<b>3.0</b>
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	
<b>Choose 1 Elective from the Following:</b>		<b>3.0</b>

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
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.

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

### 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 courses		3.0
BSAN 605	Data Visualization for Managers	
or BSAN 615	Data Visualization & Analytics	
ECON 550	Econometrics	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
STAT 630	Multivariate Analysis	
STAT 645	Time Series Forecasting	

**Total Credits****12.0**

## 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.

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

### Program Requirements

MIS 612	Aligning Information Systems and Business Strategies	3.0
Choose three (3) of the following courses		9.0
MIS 652	Business Agility and IT	
MIS 653	Design Thinking for Digital Innovations	
MGMT 602	Innovation Management	
MGMT 603	Technology Strategy	

## Graduate Minor in Change Leadership & Strategy

### About the Graduate Minor

The Change Leadership and Strategy graduate minor will enable students to develop knowledge and skills in order to drive change in a variety of organizational and team based settings. The minor builds from courses to enable an understanding of both change generation as well as change execution. Students will learn applicable skills that cover both strategic management such as strategic thinking, managing innovation, and forecasting technological change as well as organizational behavior such as vision, communication, and motivation. This knowledge will engender a breadth and depth of practical skills that are directly relevant for leading change in a variety of organizations.

### Admission Requirements

Open to any student enrolled in a graduate degree program.

### Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

### 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

## 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.

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

### 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 the ability to make strategic financial decisions and will enhance the skillset of students majoring in business analytics, economics, engineering, and entrepreneurship.

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

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Program Requirements

FIN 601	Corporate Financial Management	3.0
Select 3 from the following list		9.0
FIN 602	Advanced Financial Management	
FIN 605	Business Valuation	
FIN 610	Corporate Governance	
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 650	Derivative Securities	
FIN 790	Seminar in Finance	
FIN 794	Seminar in Investments	
FIN T680	Special Topics in Finance	
<b>Total Credits</b>		<b>12.0</b>

## 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.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## 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
MGMT 640	Strategic Human Resource Management	
MGMT 670	Business Ethics	
ORGB 640	Negotiations for Leaders	
Pick 1 - Experiential Course:		3.0
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
<b>Total Credits</b>		<b>12.0</b>

## Graduate Minor in Marketing

### About the Graduate Minor

Graduate minors highlight Drexel's collaborative and interdisciplinary spirit by allowing students to take interrelated graduate-level courses outside of their major graduate program. This offers students the opportunity to enrich their chosen graduate field of study with supplemental knowledge and skills from the field of business and provide additional professional expertise.

## Admission Requirements

Open to current Drexel graduate students.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## 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	
<b>Total Credits</b>		<b>12.0</b>

# 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.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## 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	
<b>Total Credits</b>		<b>12.0</b>

# Graduate Minor in Project Management

## About the Program

Project management focuses on the management of teams of people and other resources in the planning, design, execution, and implementation of various aspects of projects in practically every industry.

The Graduate Minor in Project Management (PMGM) is designed to support the growing need for project management graduate education. It provides students with the skills necessary for successful professional and leadership careers in the rapidly expanding field of project management.

The graduate minor in Project Management will provide a foundation for graduate education in project management and prepare interested students to pursue the Certified Associate in Project Management (CAPM)® or Project Management Professional (PMP)® credentials from the Project Management Institute (PMI)®.

All courses in the PMGM are offered online, twice each academic year, in alternating terms, except PROJ 501 - *Introduction to Project Management*, which is currently offered in the Fall, Winter, and Spring terms. The PMGM is open to Drexel graduate students in any discipline.

## Additional Information

For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.

## Admission Requirements

Applicants to the PMGM must:

- Currently be a Drexel student enrolled in a graduate-level program
- Be in good academic standing
- Have a cumulative graduate GPA of at least 3.00
- Submit the appropriate documentation signed off by the primary advisor
- A minimum grade of "B" (3.0) must be earned in each course in this minor for the course to be counted.

## Program Requirements

<b>Required Courses</b>		<b>6.0</b>
PROJ 501	Introduction to Project Management	
PROJ 502	Project Planning & Scheduling	
<b>Elective Courses</b>		<b>6.0</b>
Six credit hours among the following courses		
PROJ 510	Project Quality Management	
PROJ 515	Project Estimation & Cost Management	
PROJ 520	Project Risk Assessment & Management	
PROJ 530	Managing Multiple Projects	
PROJ 535	International Project Management	
PROJ 540	Project Procurement Management	
PROJ 601	Project Leadership	
PROJ 602	Project Teamwork	
<b>Total Credits</b>		<b>12.0</b>

## 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.**

### Additional Information

**For more information please contact our Graduate Student Services department at lebowgradenroll@drexel.edu.**

### Program Requirements

<b>Required Courses</b>		
SMT 601	Sports Industry Management	3.0
SMT 602	Sport Law	3.0
SMT 605	Sports Economics	3.0
<b>Choose one of the following</b>		<b>3.0</b>
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 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 626	Globalization of Sport	
SMT 627	Sports Tournaments & Events	
SMT 629	Managing Coaches & Teams	
SMT 635	Sport Facilities & Event Management	
SMT 650	Sports Contracts	
<b>Total Credits</b>		<b>12.0</b>

## 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.

### Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

### Program Requirements

<b>Required Courses</b>		
POM 610	Supply Chain Management I	3.0
POM 615	Supply Chain Management II	3.0
<b>Elective courses</b>		<b>6.0</b>
Section A: Select one or two of the following courses.		
ET 635	Engineering Quality Methods	
ET 730	Lean Manufacturing Principles	
MGMT 676	Sustainability and Value Creation	
POM 642	Sustainable Supply Chain Management and Logistics	
STAT 634	Quality & Six-Sigma	
Section B: Select one of the following courses if only one course from Section A.		
ECES 811	Optimization Methods for Engineering Design	
EGMT 573	Operations Research	
MATH 670	Methods of Optimization I	
OPR 601	Managerial Decision Models and Simulation	
<b>Total Credits</b>		<b>12.0</b>

## 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.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Program Requirements

TAX 611	Tax Research	3.0
TAX 645	Flow Through Entity Taxation	3.0
TAX 660	Tax and Business Strategy	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	
<b>Total Credits</b>		<b>12.0</b>

# Post-Master's 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

**Note - This program is not accepting applications for the 2024-25 Academic year.**

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
<b>Sample Leadership sequence:</b>		
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
<b>Sample Marketing sequence:</b>		
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 more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

# Post-Baccalaureate Certificate in Business Analytics

*Certificate Level: Post-graduate*

*Admission Requirements: Bachelor's degree or higher*

*Certificate Type: Post-Baccalaureate 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

**Please note: This program is no longer accepting new students.**

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 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

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

### Managing Data Sequence

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

### Predictive Analytics Sequence

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

### Uncovering Insights Sequence

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

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

# Post-Baccalaureate Certificate in Business Analytics Management

*Certificate Level: Graduate*

*Admission Requirements: Bachelor's degree or higher*

*Certificate Type: Post-Baccalaureate*

*Number of Credits to Completion: 12.0*

*Instructional Delivery: Online; Campus*

*Calendar Type: Quarter*

*Expected Time To Completion: 1 year*

*Financial Aid Eligibility: Not aid eligible*

*Classification of Instructional Program (CIP) Code: 30.7102*

*Standard Occupational Classification (SOC) Code: 13-1161*

## About the Program

This certificate enables students to understand how Business Analytics can support a firm's strategic objectives and value-creating processes. Students learn the importance of aligning analytics with business challenges and the key management frameworks that can be used to achieve such alignment.

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Program Requirements

### Required Course

MIS 612	Aligning Information Systems and Business Strategies	3.0
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Electives - select three courses		9.0
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MIS 652	Business Agility and IT	
MIS 653	Design Thinking for Digital Innovations	
MGMT 602	Innovation Management	
MGMT 603	Technology Strategy	
MGMT 686	Strategy Implementation	

Total Credits		12.0
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## Sample Plan of Study

### First Year

Fall	Credits	Winter	Credits
MIS 612		3.0 MIS 652	3.0
MGMT 602		3.0 MGMT 686	3.0
		6	6

Total Credits 12

## Post-Baccalaureate Certificate in Change Leadership & Strategy

*Certificate Level: Graduate*

*Admission Requirements: Bachelor's degree or higher*

*Certificate Type: Post-Baccalaureate*

*Number of Credits to Completion: 12.0*

*Instructional Delivery: Online; Campus*

*Calendar Type: Quarter*

*Expected Time To Completion: 1 year*

*Financial Aid Eligibility: Not aid eligible*

*Classification of Instructional Program (CIP) Code: 52.0213*

*Standard Occupational Classification (SOC) Code: 11-1021*

## About the Program

**Note - This program is not accepting applications for the 2024-25 Academic year.**

The Change Leadership and Strategy Certificate will enable students to develop knowledge and skills in order to drive change in a variety of organizational and team based settings. The certificate builds from courses to enable an understanding of both change generation as well as change execution. Students will learn applicable skills that cover both strategic management such as strategic thinking, managing innovation, and forecasting technological change as well as organizational behavior such as vision, communication, and motivation. This knowledge will engender a breadth and depth of practical skills that are directly relevant for leading change in a variety of organizations.

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## 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
<b>Total Credits</b>		<b>12.0</b>

## Sample Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 600	3.0 ORGB 602	3.0 MGMT 604	3.0 MGMT 690	3.0
	3	3	3	3
<b>Total Credits 12</b>				

# Post-Baccalaureate Certificate in Data Management for Business Analytics

*Certificate Level: Graduate*

*Admission Requirements: Bachelor's degree or higher*

*Certificate Type: Post-Baccalaureate*

*Number of Credits to Completion: 12.0*

*Instructional Delivery: Online; Campus*

*Calendar Type: Quarter*

*Expected Time To Completion: 1 year*

*Financial Aid Eligibility: Not aid eligible*

*Classification of Instructional Program (CIP) Code: 30.7102*

*Standard Occupational Classification (SOC) Code: 13-1111; 13-1161; 15-0241; 15-2041*

## About the Program

Faced with enormous proliferation in sources and volumes of data, organizations must build a solid foundation for data management in order to guarantee their ability to create value. Through this certificate, students can master contemporary techniques for extracting, transforming and storing data as needed for efficient analytics.

**For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).**

## Program Requirements

Required Course		
MIS 632	Database Analysis and Design for Business	3.0
Electives - select three courses		9.0
CT 620	Security, Policy and Governance	
INFO 590	Foundations of Data and Information	
MIS 624	Systems Analysis & Design	
MIS 635	Introduction to Hadoop and MapReduce	
<b>Total Credits</b>		<b>12.0</b>

## Sample Plan of Study

First Year			
Fall	Credits Winter		Credits
MIS 624	3.0 CT 620		3.0
MIS 632	3.0 MIS 635		3.0
	6		6
<b>Total Credits 12</b>			

# Post-Baccalaureate Certificate in Digital Transformation

*Certificate Level: Graduate*

*Admission Requirements: Bachelor's degree*

*Certificate Type: Post-Baccalaureate*

*Number of Credits to Completion: 15.0*

*Instructional Delivery: Online; Campus*

*Calendar Type: Quarter*

*Expected Time to Completion: 1 year*

*Financial Aid Eligibility: Not aid eligible*

*Classification of Instructional Program (CIP) Code: 52.0216*

*Standard Occupational Classification (SOC) Code: 11-9199*

## About the Program

The interdisciplinary post-baccalaureate certificate program in Digital Transformation, jointly offered by the LeBow College of Business and College of Computing & Informatics, prepares students to understand and work with technologies that are reshaping the way contemporary businesses operate and compete. Courses provide fundamental knowledge of the technological landscape, business applications, management, and strategic considerations.

This certificate can be combined with other certificates to create the Master of Science in Business Information Technology (MSBIT). Please see the College of Computing & Informatics' website (<https://drexel.edu/cc/academics/certificate-programs/graduate-certificate-digital-transformation/>) for more information.

## Admission Requirements

The program is designed for students who have either a technical or business bachelor's degree from an accredited university with relevant work experience.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu) or the College of Computing & Informatics at [cciinfo@drexel.edu](mailto:cciinfo@drexel.edu).

## Program Requirements

MGMT 602	Innovation Management	3.0
MGMT 603	Technology Strategy	3.0
MIS 642	Emerging Information Technologies in Business	3.0
MIS 643	Digital Platform Management	3.0
MIS 653	Design Thinking for Digital Innovations	3.0
<b>Total Credits</b>		<b>15.0</b>

## Sample Plan of Study

### First Year

Fall	Credits Winter	Credits
MIS 642	3.0 MIS 643	3.0
MGMT 602	3.0 MIS 653	3.0
	MGMT 603	3.0
	<b>6</b>	<b>9</b>

**Total Credits 15**

## Post-Baccalaureate Certificate in Information Systems Development

*Certificate Level: Graduate*

*Admission Requirements: Bachelor's degree*

*Certificate Type: Post-Baccalaureate*

*Number of Credits to Completion: 15.0*

*Instructional Delivery: Online; Campus*

*Calendar Type: Quarter*

*Expected Time to Completion: 1 year*

*Financial Aid Eligibility: Not Aid eligible*

*Classification of Instructional Program (CIP) Code: 52.1206*

*Standard Occupational Classification (SOC) Code: 25-1021*

## About the Program

The interdisciplinary post-baccalaureate certificate program in Information Systems Development, jointly offered by the LeBow College of Business and College of Computing & Informatics, enables students to analyze, design, and deploy information systems to meet world-class standards and align with contemporary business goals. Courses cover business agility, database management, and the latest approaches to development of information systems and application software. Courses provide both practical technical and business knowledge.

This certificate can be combined with other certificates to create the Master of Science in Business Information Technology (MSBIT). Please see the College of Computing & Informatics' website (<https://drexel.edu/cc/academics/certificate-programs/graduate-certificate-information-systems-development/>) for more information.

## Admission Requirements

The program is designed for students who have either a technical or business bachelor's degree from an accredited university with relevant work experience.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu) or the College of Computing & Informatics at [cciinfo@drexel.edu](mailto:cciinfo@drexel.edu).

## Program Requirements

CT 630	Application Software Construction and Operation	3.0
INFO 540	Perspectives on Information Systems	3.0
INFO 605	Database Management Systems	3.0
MIS 624	Systems Analysis & Design	3.0
MIS 652	Business Agility and IT	3.0

## Sample Plan of Study

First Year			
Fall		Credits Winter	Credits
INFO 540		3.0 CT 630	3.0
MIS 624		3.0 INFO 605	3.0
		MIS 652	3.0
		6	9

Total Credits 15

# Post-Baccalaureate Certificate in Information Technology and Management

*Certificate Level: Graduate*

*Admission Requirements: Bachelor's degree*

*Certificate Type: Post-Baccalaureate*

*Number of Credits to Completion: 15.0*

*Instructional Delivery: Online; Campus*

*Calendar Type: Quarter*

*Expected Time to Completion: 1 year*

*Financial Aid Eligibility: Not aid eligible*

*Classification of Instructional Program (CIP) Code: 52.1206*

*Standard Occupational Classification (SOC) Code: 25-1021*

## About the Program

The interdisciplinary post-baccalaureate certificate program in Information Technology and Management, jointly offered by the LeBow College of Business and College of Computing & Informatics, provides a comprehensive understanding of the business applications and management of information technology. Students gain expertise in the contemporary digital environment, cloud technology, alignment of operations, risk assessment, and continuity planning.

This certificate can be combined with other certificates to create the Master of Science in Business Information Technology (MSBIT). Please see the College of Computing & Informatics website (<https://drexel.edu/cc/academics/certificate-programs/graduate-certificate-information-technology-management/>) for more information.

## Admission Requirements

The program is designed for students who have either a technical or business bachelor's degree from an accredited university with relevant work experience.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu) or the College of Computing & Informatics at [cciinfo@drexel.edu](mailto:cciinfo@drexel.edu).

## Program Requirements

CT 500	Introduction to the Digital Environment	3.0
CT 600	Cloud Technology	3.0
CT 610	Disaster Recovery, Continuity Planning and Digital Risk Assessment	3.0
MIS 615	Aligning Information Technologies and Operations	3.0
MIS 625	Management of Information Technology Operations	3.0
<b>Total Credits</b>		<b>15.0</b>

## Sample Plan of Study

First Year			
Fall	Credits Winter		Credits
CT 500	3.0	CT 600	3.0
MIS 615	3.0	CT 610	3.0
		MIS 625	3.0
	6		9
<b>Total Credits 15</b>			

# Post-Baccalaureate Certificate in Information Technology Strategy & Execution

*Certificate Level: Graduate*

*Admission Requirements: Bachelor's degree*

*Certificate Type: Post-Baccalaureate*

*Number of Credits to Completion: 15.0*

*Instructional Delivery: Online; Campus*

*Calendar Type: Quarter*

*Expected Time to Completion: 1 year*

*Financial Aid Eligibility: Not aid eligible*

*Classification of Instructional Program (CIP) Code: 52.1206*

*Standard Occupational Classification (SOC) Code: 25-1021*

## About the Program

The interdisciplinary post-baccalaureate certificate program in Information Technology Strategy & Execution, jointly offered by the LeBow College of Business and College of Computing & Informatics, is designed to train the next generation of digital strategists. Students learn to evaluate and manage technology projects, lead change, and ensure alignment between a firm's technology and business strategy.

This certificate can be combined with other certificates to create the Master of Science in Business Information Technology (MSBIT). Please see the College of Computing & Informatics website (<https://drexel.edu/cci/academics/certificate-programs/graduate-certificate-information-technology-strategy-execution/>) for more information.

## Admission Requirements

The program is designed for students who have either a technical or business bachelor's degree from an accredited university with relevant work experience

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu) or the College of Computing & Informatics at [cciinfo@drexel.edu](mailto:cciinfo@drexel.edu).

## Program Requirements

MIS 612	Aligning Information Systems and Business Strategies	3.0
MIS 641	MIS Policy and Strategy	3.0
ORGB 602	Leading and Executing Change	3.0
SE 630	Software Engineering Economics	3.0

SE 638	Software Project Management	3.0
<b>Total Credits</b>		<b>15.0</b>

## Sample Plan of Study

First Year			
Fall		Credits Winter	Credits
MIS 612		3.0 MIS 641	3.0
SE 630		3.0 ORGB 602	3.0
		SE 638	3.0
		<b>6</b>	<b>9</b>
<b>Total Credits 15</b>			

# Post-Baccalaureate Certificate in Organizational Security

*Certificate Level: Graduate*

*Admission Requirements: Bachelor's degree*

*Certificate Type: Post-Baccalaureate*

*Number of Credits to Completion: 15.0*

*Instructional Delivery: Online; Campus*

*Calendar Type: Quarter*

*Expected Time to Completion: 1 year*

*Financial Aid Eligibility: Not aid eligible*

*Classification of Instructional Program (CIP) Code: 11.0103*

*Standard Occupational Classification (SOC) Code: 15-1121;15-1122*

## About the Program

The post-baccalaureate certificate in Organizational Security provides broad knowledge on securing the business information infrastructure, cloud security, security policy, assurance, and forensics. Courses provide both practical technical and business knowledge.

This certificate can be combined with other certificates to create the Master of Science in Business Information Technology (MSBIT). Please see the College of Computing & Informatics website (<https://drexel.edu/cc/academics/certificate-programs/graduate-certificate-organizational-security/>) for more information.

## Admission Requirements

The program is designed for students who have either a technical or business bachelor's degree from an accredited university with relevant work experience.

## Additional Information

For more information about this program, visit the College of Computing & Informatics website. (<https://drexel.edu/cc/academics/certificate-programs/graduate-certificate-organizational-security/>)

## Program Requirements

CT 605	Cloud Security and Virtual Environments	3.0
CT 620	Security, Policy and Governance	3.0
INFO 517	Principles of Cybersecurity	3.0
INFO 710	Information Forensics	3.0
INFO 712	Information Assurance	3.0
<b>Total Credits</b>		<b>15.0</b>

## Sample Plan of Study

First Year			
Fall		Credits Winter	Credits
CT 620		3.0 CT 605	3.0
INFO 517		3.0 INFO 710	3.0
		INFO 712	3.0
		<b>6</b>	<b>9</b>
<b>Total Credits 15</b>			

# Post-Baccalaureate Certificate in Predictive Business Analytics

*Certificate Level: Graduate*

*Admission Requirements: Bachelor's degree or higher*

*Certificate Type: Post-Baccalaureate*

*Number of Credits to Completion: 12.0*

*Instructional Delivery: Online; Campus*

*Calendar Type: Quarter*

*Expected Time To Completion: 1 year*

*Financial Aid Eligibility: Not aid eligible*

*Classification of Instructional Program (CIP) Code: 30.7102*

*Standard Occupational Classification (SOC) Code: 13-1111; 13-1161; 15-2041; 15-2051*

## About the Program

Predictive analytics provides the tools that contemporary organizations need to create value from their vast collections of data. This certificate provides students with knowledge of programming, decision models, and the statistical techniques that are essential for unlocking patterns and trends from data.

## Admission Requirements

This certificate is available to applicants possessing an earned Bachelor's degree from a fully accredited university or college. The program is designed to give qualified candidates the opportunity to enhance skills obtained from prior academic experience, or to acquire competence in predictive analytics.

## Additional Information

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Program Requirements

### Required Courses

MIS 636	Python Programming for Business Applications	3.0
OPR 601	Managerial Decision Models and Simulation	3.0
STAT 610	Statistics for Business Analytics *	3.0
STAT 642	Data Mining for Business Analytics	3.0
Total Credits		12.0

\* Substitute courses if STAT 610 completed previously. Students can take either STAT 628 or STAT 630

## Sample Plan of Study

### First Year

Fall	Credits Winter	Credits
OPR 601	3.0 MIS 636	3.0
STAT 610	3.0 STAT 642	3.0
	6	6

Total Credits 12

# Post-Baccalaureate Certificate in Project Management

*Certificate Level: Graduate*

*Admission Requirements: Bachelor's degree*

*Certificate Type: Post-Baccalaureate*

*Number of Credits to Completion: 12.0*

*Instructional Delivery: Online*

*Calendar Type: Quarter*

*Expected Time To Completion: 1 year*

*Financial Aid Eligibility: Aid eligible*

*Classification of Instructional Program (CIP) Code: 52.0211*

*Standard Occupational Classification (SOC) Code: 11-9199*

## About the Program

While project management has been around since the 1950s, the field has experienced an explosion of growth, both in the number of project managers being employed and in the expectations of the industry. Not only is work becoming more "projectized," but also more organizations are using project

management to achieve business results. This requires a solid foundation in business fundamentals, communication, and leadership, as well as skills in program management and portfolio management.

The graduate certificate in Project Management is designed to support the growing need for project management graduate education. It provides students with the skills necessary for successful professional and leadership careers in the rapidly expanding field of project management and will prepare students to pursue their Certified Associate in Project Management (CAPM®) or Project Management Professional (PMP®) credential from the Project Management Institute (PMI®).

## Admission Requirements

- Bachelor's degree from a regionally-accredited institution with a cumulative GPA of 3.0 or higher (graduate degree GPAs will be considered along with the undergraduate GPA). Applicants with a cumulative GPA below 3.0 may be considered.
- Official transcripts from all universities or colleges and other post-secondary educational institutions (including trade schools) attended. Instead of hard copy transcripts, you may email official electronic transcripts issued by a post-secondary institution directly to Drexel University Online. All transcripts must be supplied, regardless of the number of credits earned or the type of school attended. If all post-secondary institutions are not listed on the application, and then listed on transcripts received from other institutions, application processing will be delayed until the remaining transcripts are submitted. Use Drexel's Transcript Lookup Tool to assist you in contacting your previous institutions.
- Two letters of recommendation, professional or academic. Drexel University Online now accepts electronic letters of recommendation. If a recommender prefers to submit an original, hard copy letter of recommendation, please remind the recommender that it must be signed and submitted in a sealed envelope signed across the flap by the recommender.
- Personal Essay, of between 750-1000 words, describing your interest in the program. Specifically, discuss the following:
  - How the program relates to your previous educational activities
  - If changing course, why are you moving in a new direction with your educational goals
  - How the program relates to your current line of work
  - How you plan to apply the program to your future goals
- Resume
- International Students must submit a TOEFL score of 550 or higher. For more information regarding international applicant requirements, view the International Students Admissions Information page.
- An interview may be requested.

The Graduate Certificate in Project Management is also open to Drexel graduate students in any discipline who have a cumulative GPA of at least 3.0.

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Program Requirements

### Required Courses

PROJ 501	Introduction to Project Management	3.0
PROJ 502	Project Planning & Scheduling	3.0

### Elective courses **6.0**

Six credit hours among the following courses

PROJ 510	Project Quality Management
PROJ 515	Project Estimation & Cost Management
PROJ 520	Project Risk Assessment & Management
PROJ 525	E-Tools for Project Management
PROJ 530	Managing Multiple Projects
PROJ 535	International Project Management
PROJ 540	Project Procurement Management
PROJ 601	Project Leadership
PROJ 602	Project Teamwork
PROJ 665	Managing Project Knowledge

Other graduate-level courses, with approval of student's Academic Advisor and the Project Management program (must be a course number range of 501-799)

**Total Credits** **12.0**

## Sample Plan of Study

### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
PROJ 501	3.0 PROJ 502	3.0 Elective *	3.0 Elective	3.0
	3	3	3	3

**Total Credits 12**

\*

Other graduate-level courses may be taken with the approval of the student's Academic Advisor and the Project Management program. Courses must be 5XX or higher.

## Post-Baccalaureate Certificate in Strategic Financial Management

*Certificate Level: Graduate*

*Admission Requirements: Bachelor's degree*

*Certificate Type: Post-Baccalaureate*

*Number of Credits to Completion: 11.0*

*Instructional Delivery: Face-to-Face; Online*

*Calendar Type: Quarter*

*Expected Time to Completion: 1 year*

*Financial Aid Eligibility: Aid eligible\**

*Classification of Instructional Program (CIP) Code: 52.0305*

*Standard Occupational Classification (SOC) Code: 11-3030*

**\*The current plan of study for this program would not allow for federal financial aid (including Federal Direct Student Loans) since Department of Education requires a minimum of 4.5 credits per term for graduate courses and 6.0 credits per term for undergraduate courses.**

### About the Program

The certificate in Strategic Financial Management (SFM) consists of four classes. 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. Designed for professionals in any industry with at least three years of work experience, the certificate will prime you to be a strategic contributor.

### Admission Requirements

Bachelor's degree or higher

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

### Program Requirements

ACCT 510	Essentials of Financial Reporting	2.0
FIN 601	Corporate Financial Management	3.0
<b>Select two (2) of the following</b>		<b>6.0</b>
ACCT 635	Strategy & the Master Budgeting Process	
ACCT 665	Financial Statement Analysis	
FIN 602	Advanced Financial Management	
TAX 660	Tax and Business Strategy	
<b>Total Credits</b>		<b>11.0</b>

### Sample Plan of Study

<b>First Year</b>				
<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
ACCT 510	2.0 FIN 601	3.0 Elective	3.0 Elective	3.0
	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>Total Credits 11</b>				

## Post-Baccalaureate Certificate in Uncovering Insights with Business Analytics

*Certificate Level: Graduate*

*Admissions Requirements: Bachelor's degree*

*Certificate Type: Post-Baccalaureate*

*Number of Credits to Completion: 12.0*

*Instructional Delivery: Online; Campus*

*Calendar Type: Quarter*

*Expected Time to Completion: 1 year*

*Financial Aid Eligibility: Not aid eligible*

*Classification of Instructional Program (CIP) Code: 30.7102*

*Standard Occupational Classification (SOC) Code: 13-1111; 13-1161; 15-2041*

## About the Program

In this certificate, students learn how to frame and present insights from analytics to the broader organization. The benefit of analytics is realized when it is integrated with organizational culture, and techniques such as visualization, story telling and mapping are used to communicate findings cogently and clearly to decision makers.

## Admission Requirements

This certificate is available to applicants possessing an earned Bachelor's degree from a fully accredited university or college. The program is designed to give qualified candidates the opportunity to enhance skills obtained from prior academic experience, or to acquire the ability to uncover insights with business analytics.

For more information please contact our Graduate Student Services department at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu).

## Program Requirements

### Required Courses

BSAN 615	Data Visualization & Analytics	3.0
STAT 610	Statistics for Business Analytics	3.0
Electives - select two courses *		6.0
MKTG 601	Marketing Strategy & Planning	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	

### Total Credits

12.0

## Sample Plan of Study

### First Year

Fall	Credits Winter	Credits
STAT 610	3.0 BSAN 615	3.0
Elective	3.0 Elective	3.0
	6	6

### Total Credits 12

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