

# Business Administration, MBA—Full-Time

Northeastern University's D'Amore-McKim School of Business has reinvented the Full-Time MBA ([https://damore-mckim.northeastern.edu/programs/full-time-mba/?utm\\_source=internal-referral&utm\\_medium=nu-catalog&utm\\_campaign=ftmba](https://damore-mckim.northeastern.edu/programs/full-time-mba/?utm_source=internal-referral&utm_medium=nu-catalog&utm_campaign=ftmba)) for today's rapidly changing world. Our Full-Time MBA program integrates business knowledge with a deep understanding of technology, preparing students to stay ahead of change and become the leaders that today's business world demands. Students will choose from a wide-ranging list of in-demand electives and concentrations—including our signature MBA x concentrations—allowing them to develop a unique nonbusiness skill set.

## Integrate Classroom and Professional Experiences

Learning by doing is a hallmark of a Northeastern MBA. Students apply their knowledge to actual business challenges through experience-fueled electives and class projects. Through a corporate residency, students translate ideas to action for three, six, or up to 12 months. Far removed from the typical internship, students work full-time at a leading firm or startup in their field and have significant responsibilities as they work to deliver on organizational goals.

## Select Two Concentrations

Students will specialize their degree by selecting two in-demand business concentrations. Or, they could choose to add expertise in another professional area by choosing an interdisciplinary MBA x concentration in a highly relevant field offered through partnerships with other Northeastern colleges.

## Build an Interdisciplinary Skill Set

Students will select six interdisciplinary (non-business) semester hours of their choice. They can mix and match the content that interests them from a diverse list of eligible graduate courses across Northeastern colleges.

## Program Requirements

### Core Requirements

Code	Title	Hours
<b>Marketing</b>		
MKTG 6318	Customer Value and the Enterprise	2
<b>Strategic Decision Making</b>		
ACCT 6318	Analyzing Accounting Data for Strategic Decision Making	2
STRT 6318	Strategic Planning for the Future	2
<b>Management</b>		
FINA 6318	Financial Management	2
HRMG 6318	Managing the Organization	2
SCHM 6318	Managing Operations and the Supply Chain	2
<b>Innovation and Social Impact</b>		
BUSN 6363	Social Impact of Business	2
INNO 6318	Innovation Driven Strategy	2
<b>Career Management</b>		
BUSN 6200	Career Management	0
BUSN 6950	MBA Skills Workshop	0
<b>Corporate Residency</b>		
BUSN 6954	Co-op Work Experience - Half-Time	0
BUSN 6964	Co-op Work Experience	0
BUSN 6970	Professional Projects	0
Three-month, six-month, or up to two six-month corporate residency options		

## Concentration Options

Complete two of the following concentrations:

- Analytics (p. 3)
- Brand Management (p. 4)
- Business Management for Healthcare (p. )
- Corporate Finance (p. 4)
- Corporate Innovation (p. 5)
- Entrepreneurship (p. 5)

- International Business (p. 5)
- Investments (p. 6)
- Leading People and Organizations (p. 6)
- Marketing (p. 6)
- Marketing Analytics (p. 7)
- Operations and Supply Chain Management (p. 7)
- Sustainability and Business (p. 7)
- MBA x Artificial Intelligence (p. 7)
- MBA x Bioinformatics (p. 7)
- MBA x Biotechnology Industry (p. 7)
- MBA x Cybersecurity (p. 8)
- MBA x Data Science (p. 8)
- MBA x Data Visualization (p. 8)
- MBA x Experience Design (p. 8)
- MBA x Game Design and Analytics (p. 8)
- MBA x Information Ethics (p. 8)
- MBA x Media Innovation and Advocacy (p. 9)
- MBA x Public Health (p. 9)
- MBA x Software Development (p. 9)

**ELECTIVE**

Code	Title	Hours
<b>Experiential Requirement</b>		
In consultation with advisor, complete 3 semester hours from the following:		3
BUSN 6351	Experiential Education	
BUSN 6945	Washington Campus Seminar	
ENTR 5000	New Venture Development	
INTB 6230	Global Field Study	
INTB 6238	Global Project	
FINA 6360	Fund Management for Analysts	
FINA 6361	Fund Management for Managers	
MKTG 6606	Digital, Analytics, Technology, and Automation Advanced Research Practicum	
<b>Open Electives</b>		
In consultation with advisor, complete 6 graduate-level semester hours from the following for which prerequisites have been met:		6
ACCT, BUSN, ENTR, FINA, HRMG, INNO, INTB, MECN, MGMT, MKTG, SCHM, and STRT		
<b>Interdisciplinary Requirement</b>		
In consultation with advisor, complete 6 graduate-level semester hours, for which requirements have been met, offered in partnership with other Northeastern University colleges:		6
AACE 6000	Arts and Culture Organizational Leadership	
ARTG 5150	Information Visualization Principles and Practices	
ARTG 5151	Information Design Critique Seminar	
ARTG 5330	Visualization Technologies 1: Fundamentals	
ARTG 5600	Experience Design Studio 1: Principles	
ARTG 5610	Design Systems	
ARTG 5620	Notational Systems for Experience	
ARTG 5640	Prototyping for Experience Design	
ARTG 6110	Information Design Theory and Critical Thinking	
ARTG 6310	Design for Behavior and Experience	
ARTG 6330	Information Design Mapping Strategies	
BINF 6200	Bioinformatics Programming	
BINF 6308	Bioinformatics Computational Methods 1	
BINF 6309	Bioinformatics Computational Methods 2	
BIOT 5120	Foundations in Biotechnology	
BIOT 5219	The Biotechnology Enterprise	

BIOT 5400	Scientific Information Management for Biotechnology Managers
BIOT 5631	Cell Culture Processes for Biopharmaceutical Production
BIOT 6214	Experimental Design and Biostatistics
CS 5100	Foundations of Artificial Intelligence
CS 5200	Database Management Systems
CY 5240	Cyberlaw: Privacy, Ethics, and Digital Rights
DS 5110	Introduction to Data Management and Processing
ECON 5140	Applied Econometrics
GE 5030	Iterative Product Prototyping for Engineers
GE 5100	Product Development for Engineers
GSND 5110	Game Design and Analysis
GSND 6320	Psychology of Play
GSND 6340	Biometrics for Design
GSND 6350	Data-Driven Player Modeling
HINF 5101	Introduction to Health Informatics and Health Information Systems
HINF 5105	The American Healthcare System
HINF 6202	Business of Healthcare Informatics
HINF 6205	Creation and Application of Medical Knowledge
IE 5617	Lean Concepts and Applications
IE 5640	Data Mining for Engineering Applications
IE 6200	Engineering Probability and Statistics
IE 6600	Computation and Visualization for Analytics
IE 7280	Statistical Methods in Engineering
IE 7285	Statistical Quality Control
IE 7374	Special Topics in Industrial Engineering
INSH 5301	Introduction to Computational Statistics
INSH 5302	Information Design and Visual Analytics
JRNL 5311	Design for Storytelling
JRNL 5400	Media and Advocacy in Theory and Practice
JRNL 6305	Topics
JRNL 6340	Fundamentals of Digital Journalism
JRNL 6341	Telling Your Story with Data
ME 5645	Environmental Issues in Manufacturing and Product Use
PHIL 5001	Global Justice
PHIL 5005	Information Ethics
PHIL 5010	AI Ethics
PHTH 5232	Evaluating Healthcare Quality
PHTH 5234	Economic Perspectives on Health Policy

### Program Credit/GPA Requirements

55 total semester hours required

Minimum 3.000 GPA required

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#### CONCENTRATION IN ANALYTICS

Code	Title	Hours
<b>Required</b>		
BUSN 6365	Business Analytics	3
<b>Electives</b>		
In consultation with advisor, complete 9 graduate-level semester hours for which prerequisites have been met:		
CS 5100	Foundations of Artificial Intelligence	
CS 5200	Database Management Systems	
ECON 5140	Applied Econometrics	
IE 6600	Computation and Visualization for Analytics	
INSH 5302	Information Design and Visual Analytics	

MISM 6205	Data Wrangling for Business
MISM 6210	Information Visuals and Dashboards for Business
MISM 6212	Data Mining and Machine Learning for Business
MISM 6213	Business Information Design, Quality, and Strategy
MKTG 6230	Driving Marketing Performance: Measure, Analyze, Profit
MKTG 6234	Marketing Analytics
SCHM 6215	Supply Chain Analytics
STRT 6210	Workforce Metrics and Analytics

**CONCENTRATION IN BRAND MANAGEMENT**

Code	Title	Hours
<b>Required</b>		
MKTG 6223	Brand and Advertising Management	3
MKTG 6320	Advanced Marketing Management	3
<b>Electives</b>		
In consultation with advisor, complete 6 graduate-level semester hours for which prerequisites have been met:		6
MKTG 6120	Graduate Research Practicum in Marketing	
MKTG 6210	Marketing Research	
MKTG 6214	New Product Development	
MKTG 6218	Managing Customer Engagement in a Service World	
MKTG 6226	Consumer Behavior	
MKTG 6230	Driving Marketing Performance: Measure, Analyze, Profit	

**CONCENTRATION IN BUSINESS MANAGEMENT FOR HEALTHCARE**

Code	Title	Hours
<b>Required</b>		
FINA 6220	Healthcare Finance	3
or SCHM 6223	Managing Healthcare Supply Chain Operations	
HINF 5105	The American Healthcare System	3
HRMG 6220	Health Organization Management	3
STRT 6220	Strategic Management for Healthcare Organizations	3
<b>Optional Electives</b>		
Note: Electives are not required; the following course(s) are suggested beyond the concentration:		3-9
ENTR 6214	Social Enterprise	
FINA 6220	Healthcare Finance	
HINF 5101	Introduction to Health Informatics and Health Information Systems	
HINF 6202	Business of Healthcare Informatics	
HINF 6205	Creation and Application of Medical Knowledge	
MGMT 6214	Negotiations	
MKTG 6218	Managing Customer Engagement in a Service World	
MKTG 6226	Consumer Behavior	
PHTH 5232	Evaluating Healthcare Quality	
PHTH 5234	Economic Perspectives on Health Policy	
SCHM 6223	Managing Healthcare Supply Chain Operations	

**CONCENTRATION IN CORPORATE FINANCE**

Code	Title	Hours
<b>Required</b>		
FINA 6320	Advanced Financial Management	3
In consultation with advisor, complete 3 graduate-level semester hours for which prerequisites have been met:		3
FINA 6203	Investment Analysis	
FINA 6216	Valuation and Value Creation	
FINA 6260	Entrepreneurial Finance and Venture Capital	
<b>Electives</b>		
In consultation with advisor, complete 6 graduate-level semester hours for which prerequisites have been met:		6

FINA 6203	Investment Analysis
FINA 6204	International Financial Management
FINA 6205	Financial Strategy
FINA 6207	Financial Modeling
FINA 6211	Financial Risk Management
FINA 6213	Investment Banking
FINA 6214	Mergers and Acquisitions
FINA 6215	Business Turnarounds
FINA 6216	Valuation and Value Creation
FINA 6217	Real Estate Finance and Investment
FINA 6260	Entrepreneurial Finance and Venture Capital
MECN 6200	Global Competition and Market Dominance

**CONCENTRATION IN CORPORATE INNOVATION**

Code	Title	Hours
In consultation with advisor, complete 12 graduate-level semester hours for which prerequisites have been met:		12
ARTG 5610	Design Systems	
GE 5100	Product Development for Engineers	
HRMG 6212	Creating an Innovative Organization	
HRMG 6280	The Human Side of Innovation	
INNO 6217	Lean Innovation	
INNO 6222	Competing in Dynamic, Innovation-Driven Markets	
INNO 6225	Acquisitions, Alliances, and Growth	
INNO 6230	Platform Innovation	
MGMT 6280	Innovation for Next-Generation Products and Systems	
MGSC 6281	Service Innovation and Management	

**CONCENTRATION IN ENTREPRENEURSHIP**

Code	Title	Hours
In consultation with advisor, complete 12 graduate-level semester hours for which prerequisites have been met:		12
ENTR 6210	Managing Operations in Early Stage Ventures	
ENTR 6212	Business Planning for New Ventures	
ENTR 6214	Social Enterprise	
ENTR 6218	Business Model Design and Innovation	
ENTR 6219	Financing Ventures from Early Stage to Exit	
ENTR 6240	Emerging and Disruptive Technologies	
ENTR 6241	Entrepreneurial Marketing and Selling	
ENTR 6250	Lean Design and Development	
ENTR 6300	Managing a Technology-Based Business	
ENTR 6340	The Technical Entrepreneur as Leader	
FINA 6260	Entrepreneurial Finance and Venture Capital	
GE 5030	Iterative Product Prototyping for Engineers	
INNO 6230	Platform Innovation	
MKTG 6214	New Product Development	

**CONCENTRATION IN INTERNATIONAL BUSINESS**

Code	Title	Hours
<b>Required</b>		
INTB 6200	Managing the Global Enterprise	3
<b>Electives</b>		
In consultation with advisor, complete 9 graduate-level semester hours for which prerequisites have been met:		9
FINA 6204	International Financial Management	
INTB 6212	Cultural Aspects of International Business	
INTB 6224	Competing to Win in Emerging Markets	
INTB 6226	Becoming a Global Leader	

INTB 6230	Global Field Study
INTB 6238	Global Project
MKTG 6212	International Marketing

**CONCENTRATION IN INVESTMENTS**

Code	Title	Hours
<b>Required</b>		
FINA 6203	Investment Analysis	3
FINA 6320	Advanced Financial Management	3
<b>Electives</b>		
In consultation with advisor, complete 6 graduate-level semester hours for which prerequisites have been met:		6
FINA 6204	International Financial Management	
FINA 6207	Financial Modeling	
FINA 6211	Financial Risk Management	
FINA 6212	Fixed Income Securities and Risk	
FINA 6213	Investment Banking	
FINA 6214	Mergers and Acquisitions	
FINA 6216	Valuation and Value Creation	
FINA 6217	Real Estate Finance and Investment	
FINA 6219	Portfolio Management	
FINA 6260	Entrepreneurial Finance and Venture Capital	
FINA 6360	Fund Management for Analysts	
FINA 6361	Fund Management for Managers	
MECN 6200	Global Competition and Market Dominance	

**CONCENTRATION IN LEADING PEOPLE AND ORGANIZATIONS**

Code	Title	Hours
In consultation with advisor, complete 12 graduate-level semester hours for which prerequisites have been met:		12
HRMG 6212	Creating an Innovative Organization	
HRMG 6218	Great Companies	
HRMG 6221	Power and Influence	
HRMG 6223	Global Talent Management	
HRMG 6230	Leading a Diverse and Inclusive Organization	
HRMG 6280	The Human Side of Innovation	
INTB 6226	Becoming a Global Leader	
MGMT 6214	Negotiations	
STRT 6210	Workforce Metrics and Analytics	

Note: Only one course outside HRMG and MGMT may be taken to fulfill the concentration.

**CONCENTRATION IN MARKETING**

Code	Title	Hours
<b>Required</b>		
MKTG 6320	Advanced Marketing Management (Advanced Marketing Management)	3
<b>Electives</b>		
In consultation with advisor, complete 9 graduate-level semester hours for which prerequisites have been met:		9
MKTG 6120	Graduate Research Practicum in Marketing	
MKTG 6210	Marketing Research	
MKTG 6212	International Marketing	
MKTG 6214	New Product Development	
MKTG 6216	Market Focused Strategy	
MKTG 6218	Managing Customer Engagement in a Service World	
MKTG 6222	Digital Marketing	
MKTG 6223	Brand and Advertising Management	
MKTG 6224	B2B and Strategic Sales	
MKTG 6226	Consumer Behavior	

MKTG 6230	Driving Marketing Performance: Measure, Analyze, Profit	
MKTG 6234	Marketing Analytics	

**CONCENTRATION IN MARKETING ANALYTICS**

Code	Title	Hours
<b>Required</b>		
MKTG 6320	Advanced Marketing Management (Advanced Marketing Management)	3
MKTG 6234	Marketing Analytics	3
<b>Electives</b>		
In consultation with advisor, complete 6 graduate-level semester hours for which prerequisites have been met:		6
MKTG 6120	Graduate Research Practicum in Marketing	
MKTG 6210	Marketing Research	
MKTG 6216	Market Focused Strategy	
MKTG 6222	Digital Marketing	
MKTG 6230	Driving Marketing Performance: Measure, Analyze, Profit	

**CONCENTRATION IN OPERATIONS AND SUPPLY CHAIN MANAGEMENT**

Code	Title	Hours
<b>Required</b>		
SCHM 6213	Global Supply Chain Strategy	3
<b>Electives</b>		
In consultation with advisor, complete 9 graduate-level semester hours for which prerequisites have been met:		9
SCHM 6211	Logistics and Transportation Management	
SCHM 6214	Sourcing and Procurement	
SCHM 6215	Supply Chain Analytics	
SCHM 6221	Sustainability and Supply Chain Management	
SCHM 6223	Managing Healthcare Supply Chain Operations	
SCHM 6224	Demand Planning and Forecasting	

**CONCENTRATION IN SUSTAINABILITY AND BUSINESS**

Code	Title	Hours
In consultation with advisor, complete 12 graduate-level semester hours for which prerequisites have been met:		12
ENTR 6214	Social Enterprise	
ENTR 6216	Global Social Entrepreneurship and Innovation	
INTB 6217	Creating Sustainable Competitive Advantage through Global Innovation	
MECN 6200	Global Competition and Market Dominance	
MECN 6205	Sustainability and the Economics of Markets	
MGMT 6225	Sustainability and Leadership	
MGMT 6226	Sustainability and the Business Environment	
SCHM 6221	Sustainability and Supply Chain Management	

**CONCENTRATION IN MBA X ARTIFICIAL INTELLIGENCE**

Code	Title	Hours
CS 5100	Foundations of Artificial Intelligence	4
CS 5170	Artificial Intelligence for Human-Computer Interaction	4
CS 6140	Machine Learning	4

**CONCENTRATION IN MBA X BIOINFORMATICS**

Code	Title	Hours
BINF 6200	Bioinformatics Programming	4
BINF 6308	Bioinformatics Computational Methods 1	4
BINF 6309	Bioinformatics Computational Methods 2	4

**CONCENTRATION IN MBA X BIOTECHNOLOGY INDUSTRY**

Code	Title	Hours
BIOT 5120	Foundations in Biotechnology	3
BIOT 5400	Scientific Information Management for Biotechnology Managers	3

BIOT 5631	Cell Culture Processes for Biopharmaceutical Production	3
BIOT 6214	Experimental Design and Biostatistics	2
In consultation with advisor, complete 1 graduate-level semester hour of BUSN courses for which prerequisites have been met.		1

**CONCENTRATION IN MBA X CYBERSECURITY**

Code	Title	Hours
CY 5001	Cyberspace Technology and Applications	4
CY 5250	Decision Making for Critical Infrastructure	4
CY 6760	Wireless and Mobile Systems Security	4

**CONCENTRATION IN MBA X DATA SCIENCE**

Code	Title	Hours
DS 5110	Introduction to Data Management and Processing	4
DS 5220	Supervised Machine Learning and Learning Theory	4
DS 5230	Unsupervised Machine Learning and Data Mining	4

**CONCENTRATION IN MBA X DATA VISUALIZATION**

Code	Title	Hours
<b>Required</b>		
ARTG 5150	Information Visualization Principles and Practices	3
ARTG 5151	Information Design Critique Seminar	1
ARTG 5330	Visualization Technologies 1: Fundamentals	4
<b>Elective</b>		
In consultation with advisor, complete 4 graduate-level semester hours for which prerequisites have been met:		4
ARTG 5310	Visual Cognition	
ARTG 6110	Information Design Theory and Critical Thinking	
ARTG 6330	Information Design Mapping Strategies	

**CONCENTRATION IN MBA X EXPERIENCE DESIGN**

Code	Title	Hours
<b>Required</b>		
ARTG 5610	Design Systems	4
ARTG 6310	Design for Behavior and Experience	4
<b>Elective</b>		
In consultation with advisor, complete 4 graduate-level semester hours for which prerequisites have been met:		4
ARTG 5600	Experience Design Studio 1: Principles	
ARTG 5620	Notational Systems for Experience	
ARTG 5640	Prototyping for Experience Design	

**CONCENTRATION IN MBA X GAME DESIGN AND ANALYTICS**

Code	Title	Hours
<b>Required</b>		
GSND 5110	Game Design and Analysis	4
GSND 6350	Data-Driven Player Modeling	4
<b>Elective</b>		
In consultation with advisor, complete 4 graduate-level semester hours for which prerequisites have been met:		4
GSND 6320	Psychology of Play	
GSND 6330	Player Experience	
GSND 6340	Biometrics for Design	
GSND 6350	Data-Driven Player Modeling	

**CONCENTRATION IN MBA X INFORMATION ETHICS**

Code	Title	Hours
In consultation with advisor, complete 8 graduate-level semester hours for which prerequisites have been met:		8
CY 5240	Cyberlaw: Privacy, Ethics, and Digital Rights	
PHIL 5005	Information Ethics	
PHIL 5010	AI Ethics	



In consultation with advisor, complete 4 graduate-level semester hours for which prerequisites have been met: 4

PHIL 5001	Global Justice	
PHIL 5005	Information Ethics	
PHIL 5010	AI Ethics	

### CONCENTRATION IN MBA X MEDIA INNOVATION AND ADVOCACY

Code	Title	Hours
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#### Required

JRNL 5400	Media and Advocacy in Theory and Practice	4
JRNL 6340	Fundamentals of Digital Journalism	4

#### Elective

In consultation with advisor, complete 4 graduate-level semester hours for which prerequisites have been met: 4

ARTG 5150 and ARTG 5151	Information Visualization Principles and Practices and Information Design Critique Seminar	
JRNL 5311	Design for Storytelling	
JRNL 6305	Topics	
JRNL 6341	Telling Your Story with Data	

### CONCENTRATION IN MBA X PUBLIC HEALTH

Code	Title	Hours
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PHTH 5120	Race, Ethnicity, and Health in the United States	3
PHTH 5212	Public Health Administration and Policy	3
PHTH 5214	Environmental Health	3
PHTH 6208	Urban Community Health Assessment	3

### CONCENTRATION IN MBA X SOFTWARE DEVELOPMENT

Code	Title	Hours
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CS 5500	Foundations of Software Engineering	4
CS 5520	Mobile Application Development	4
CS 5610	Web Development	4