

## Concentration Information Packet

- A concentration is a set of courses that indicate specialization in a particular area of study. To achieve a concentration within the Penn State Smeal MBA program, you must meet the following general requirements:
  - Ten (10) credits (4-5 courses) in a focused area
    - i. Six (6) of those credits must be taken from a **primary list** of approved courses.
    - ii. Four (4) credits can be taken from either the **primary list or secondary list**.
- You do not need a concentration to graduate. You may have more than one concentration if you wish.
- Penn State Smeal MBA students have a choice of seven established concentrations\*. They are:
  - Entrepreneurship
  - Finance
  - Marketing
  - Strategic Leadership
  - Supply Chain Management
  - Sustainability and Social Innovation
  - Healthcare Systems
- If you wish to obtain a concentration in an area that is not listed above, you can design a “custom concentration.” To do so, you must first consult with the Director of Student Services and ultimately get approval from the MBA Faculty Director. Be prepared to provide the following information for a custom concentration proposal:
  - Name of Concentration (Ex: Sports Marketing, Health Policy Administration, etc.)
  - Description of the competencies you will obtain
  - Syllabi of proposed courses
- It is your responsibility to ensure you meet all requirements for your concentration(s). If you have questions about fulfilling these, schedule a degree audit with the Director of Student Services.

\*Information on the established concentrations are found on the following pages. Please note that not all courses are offered every year; consult the Penn State Schedule of Courses for actual offerings.

## Entrepreneurship

<b>Course number</b>	<b>Course title</b>	<b>List</b>
ENTR 500	Innovation and Entrepreneurship	Primary
ENTR 597C	Technology Commercialization	Primary
ENTR 597I	Business Model Innovation	Primary
ENTR 597E	Social Entrepreneurship	Primary
MGMT 551	Growth Innovation Strategy	Primary
ENTR 502	Starting and Growing a Business	Primary
ENTR 504	Business Planning	Primary
ENTR 571	Applying Entrepreneurship Across Corporate Boundaries	Primary
ENTR 503	Garber Venture Capital Practicum	Primary
ENTR 597F	Entrepreneurial Finance	Secondary
MGMT 531	Strategy Implementation and Organizational Change	Secondary
MKTG 542	New Product Development	Secondary
MGMT 521	Complex Negotiations	Secondary
BLAW 525	Business Law for Innovation and Competition	Secondary

## Finance

<b>Course number</b>	<b>Course title</b>	<b>List</b>
FIN 550	Financial Analysis and Valuation	Primary
FIN 571	Strategic Financial Management	Primary
FIN 581	Fundamentals of Financial Markets	Primary
FIN 577	Financial Engineering and Corporate Strategy	Primary
FIN 583	Modern Portfolio Management	Primary
FIN 570	Financial Modeling	Primary
FIN 555	Global Finance	Primary
BA 597G	Merger Finance and Economics	Primary
R EST 560	Real Estate Financial Analysis	Secondary
R EST 570	Institutional Real Estate Investment	Secondary
BA 545	Business, Government, and International Economics	Secondary
INS 575	Risk Management	Secondary
BLAW 525	Business Law for Innovation and Competition	Secondary

# Marketing

<b>Course number</b>	<b>Course title</b>	<b>List</b>
MKTG 521	Marketing Analysis and Planning	Primary
MKTG 533	B2B Marketing ( <b>Mktg 521 is a prerequisite</b> )	Primary
MKTG 541	Consumer Behavior	Primary
MKTG 532	Brand Management	Primary
MKTG 542	New Product Development	Primary
MKTG 534	Integrated Marketing Communications	Primary
MKTG 543	e-Marketing Strategy	Primary
MKTG 571	Marketing Strategy	Primary
MGMT 521	Complex Negotiations	Secondary
BA 597E	Business & the Environment	Secondary
MGMT 551	Growth & Innovation Strategy	Secondary

# Strategic Leadership

<b>Course number</b>	<b>Course title</b>	<b>List</b>
MGMT 531	Strategy Implementation and Organizational Change	Primary
MGMT 520	Team Facilitation	Primary
MGMT 597B	Team Facilitation Team Labs	Primary
MGMT 521	Complex Negotiations	Primary
MGMT 565	Power and Influence	Primary
MGMT 551	Growth and Innovation Strategy	Primary
BA 565	Strategic Leadership Seminar	Primary
MGMT 561	Global Strategy and Organization	Primary
BA 597I	Leadership Immersion	Primary (1 credit)
ENTR 504	Business Planning	Secondary
BA 597E	Business & the Environment	Secondary
BA 523	IT Strategy	Secondary
ENTR 597E	Social Entrepreneurship	Secondary

## Supply Chain Management

<b>Course number</b>	<b>Course title</b>	<b>List</b>
SCM 566	Demand Fulfillment	Primary
SCM 556	Manufacturing Strategy	Primary
SCM 546	Strategic Procurement	Primary
SCM 570	Supply Chain Modeling	Primary
SCM 540	Transportation in Supply Chains	Primary
SCM 597A	Six Sigma Statistics	Secondary
SCM 597B	Six Sigma Management	Secondary
INS 575	Risk Management	Secondary
MKTG 533	B2B Marketing	Secondary
MKTG 542	New Product Development	Secondary

## Sustainability and Social Innovation

<b>Course number</b>	<b>Course title</b>	<b>List</b>
BA 597E	Sustainable Business Strategies	Primary (2 cr)
ENTR 597E	Social Entrepreneurship	Primary (2 cr)
EME 807	Technologies for Sustainability Systems	Primary (3 cr)
EME 504	Sustainability Systems	Primary (3 cr)
EME 802	Renewable and Sustainable Energy Systems	Primary (3 cr)
EME 805	Renewable Energy and Nonmarket Enterprise	Primary (3 cr)
BIOET 533	Ethical Dimensions of Renewable Energy and Sustainability Systems	Secondary (3 cr)
ENTR 597C	Technology Commercialization	Secondary (2 cr)
MKTG 542	New Product Development	Secondary (2 cr)

# Healthcare Systems

<b>Course number</b>	<b>Course title</b>	<b>List</b>
HPA 503	Health Services Organizational Behavior	Primary (3 cr)
HPA 520	Introduction to Health Services Organizations	Primary (3 cr)
HPA 524	Management of Health Services Organizations	Primary (3 cr)
HPA 545	Introduction to Health Economics	Primary (3 cr)
HPA 551	Quality Improvement in Healthcare	Primary (3 cr)
HPA 836	Health Law	Primary (3 cr)
SCM 597B	Six Sigma	Secondary (2 cr)
MKTG 533	B2B Marketing	Secondary (2 cr)
INS 575	Risk Management	Secondary (2 cr)
SCM 546	Strategic Procurement	Secondary (2 cr)
MGMT 531	Strategy Implementation and Organizational Change	Secondary (2 cr)

## MBA DEGREE REQUIREMENTS

### CORE COURSES CREDITS

**36 CREDITS**

- Core credits are those which everyone is required to take
- Thirty-one (31) credits are completed in first-year of program
- Five (5) credits are completed in second-year of program
  - 1 credit in fall immersion – BA 505
  - 4 credits in capstone business case – APEX – BA575

### ELECTIVE CREDITS

**24 CREDITS (minimum)**

- Concentration and Elective Courses**

The balance of the required credits (24) for graduation will consist of courses in the concentration(s) or with electives. The majority of these courses will be taken in your second-year; however, you will take one (or two) two-credit elective in your first-year during Module III and/or IV
- As a general rule, concentrations will consist of six (6) credits from a prescribed primary list and four (4) credits to be selected from a secondary list. Thus, a concentration will be ten (10) credits.
- Students must meet a **breadth requirement**, which involves ensuring that 10 of the 22 elective credits are outside the concentration designation (i.e., Finance, Marketing, Supply Chain, Entrepreneurship, or Management.). In other words, all 22 of your elective course credits cannot start with the designation; FIN, SCM, etc. Given the nature of the courses within concentrations and course offerings; it is unlikely that all of your courses would have the same designation. For example a student doing a primary concentration in Finance and a secondary in Supply Chain would meet breadth requirements through the courses in Supply Chain.

### MINIMUM CREDITS REQUIRED FOR GRADUATION

**60 CREDITS**