# MBA SPECIALIZATIONS OVERVIEW

Students who want to focus in a specific area can an combine their electives to qualtify for a specialization in one of five areas. At least six semester hours of credit toward a specialization must be earned at LFGSM. **The Global Focus course can be applied to any Specialization.** Students should contact the Registrar's office at Registrar@lfgsm.edu to declare a Specialization and request assistance with scheduling courses.

## FINANCE (choose any three courses below)

FIN 5826 Mergers and Acquisitions

FIN 5827 Investments

FIN 5828 Entrepreneurial Finance

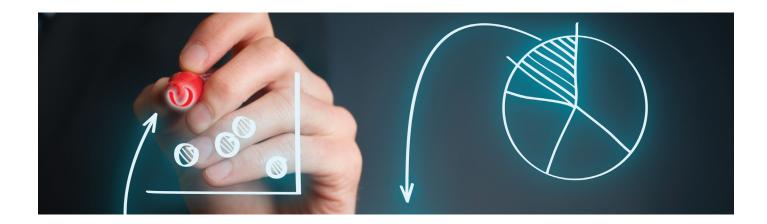
FIN 5832 Advanced Topics in Healthcare Finance

FIN 5848 Global Finance

FIN 5843 Global Focus

At the completion of the **Finance Specialization**, students will be able to:

- Analyze portfolio strategies focusing on common investment types and calculate yield and total return expectations for investment.
- **Understand and apply** various financing options that reflect the particular risk profile and potential return to investors required by the enterprise.
- **Evaluate** the global financial and macroeconomic environment to manage exchange risk and market imperfections while maximizing organizational financial performance.





## MBA SPECIALIZATIONS OVERVIEW

## **GLOBAL BUSINESS** (choose any three courses below)

**BUS 5843 Global Focus** 

FIN 5848 Global Finance

MKT 5849 Global Marketing



At the completion of the Global Business Specialization, students will be able to:

- **Evaluate** personal assumption and build an increased awareness, sensitivity and exposure to cross-cultural differences and the global business environment.
- **Demonstrate** the ability to address a real-world business situation in a global organization integrating and applying concepts learned in other courses.
- **Evaluate** business, cultural, social, political, economic, and legal differences through an analysis of key trade blocks and their current impact on regional and global trade.
- **Develop** awareness, skills and practice in assessing an international opportunity.

#### **HEALTHCARE** (choose any three courses below)

**BUS 5831** The Healthcare Landscape

FIN 5832 Advanced Topics in Healthcare Finance

MGT 5833 Healthcare Business Operations

BUS 5843 Global Focus



At the completion of the **Healthcare Specialization**, students will be able to:

- **Evaluate** the healthcare landscape and the diversity of the stakeholders, and identify contemporary issues framing the healthcare agenda.
- **Understand** the healthcare financial environment and recognize industry- specific analytical tools to support short and long-term planning.
- Evaluate, explain and defend ethical issues associated with healthcare finance.
- **Formulate and implement** change in the highly complex organizational environments typical of the healthcare industry.



# MBA SPECIALIZATIONS OVERVIEW

### MARKETING (choose any three courses below)

MKT 5849 Global Marketing

MKT 5850 **Digital Marketing** 

MKT 5851 Business and Marketing Intelligence

**BUS 5843 Global Focus** 



At the completion of the **Marketing Specialization**, students will be able to:

- **Construct** an effective and integrated global marketing and product launch strategy that includes global and regional product sourcing options and staffing resources.
- Apply contemporary digital marketing principles and create a tool set to assess, build, and sustain a successful, comprehensive integrated digital marketing program.
- **Understand and apply** the basics of the sales process and territory management; create forecasts and the structure to support and deploy the sales force to achieve them.

#### **ORGANIZATIONAL BEHAVIOR** (choose any three courses below)

BUS 5802 Negotiations and Conflict Management

HRM 5806 Team and Employee Effectiveness

LDR 5807 Ethical Leadership and Decision Making

HRM 5810 Strategic Talent Management

**BUS 5843 Global Focus** 



At the completion of the **Organizational Behavior Specialization**, students will be able to:

- **Create** an environment that fosters personal growth, professional engagement, and productive conflict resolution.
- **Build** productive functional teams that give and receive constructive feedback.
- Recognize how values shape ethical behavior and influence leadership and decision-making.
- Apply effective negotiation strategies that rely on perceptual, analytical, and interpersonal skills.

