

MBA SPECIALIZATIONS OVERVIEW

Students who want to focus in a specific area can combine their electives to qualify 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.



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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.

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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.