



DREXEL UNIVERSITY

LeBow

College of Business

# CATALOG

2022-2023

**GRADUATE**



[catalog.drexel.edu](http://catalog.drexel.edu)

# Table of Contents

---

---

LeBow College of Business .....	3
Graduate Programs .....	4
Accounting .....	4
MBA Programs .....	6
Executive MBA Program .....	14
Doctorate in Business Administration (DBA) .....	15
Business Administration (PhD) .....	21
Business Analytics .....	21
Business Information Technology MSBIT .....	23
Finance .....	27
Marketing .....	30
Project Management .....	32
Sport Business .....	33
Supply Chain Management and Logistics .....	35
Minors .....	
Graduate Minor in Accounting .....	39
Graduate Minor in Athletic Administration .....	39
Graduate Minor in Business .....	39
Graduate Minor in Business Analytics .....	40
Graduate Minor in Business Analytics Management .....	40
Graduate Minor in Change Leadership & Strategy .....	41
Graduate Minor in Digital Supply Chain Management .....	41
Graduate Minor in Finance .....	42
Graduate Minor in Leadership and Teams .....	42
Graduate Minor in Marketing .....	43
Graduate Minor in Operations Research .....	43
Graduate Minor in Project Management .....	43
Graduate Minor in Sport Management .....	44
Graduate Minor in Sustainable Operations Management .....	45
Graduate Minor in Taxation .....	45
Certificates .....	47
Certificate in Advanced Business .....	47
Certificate in Business Analytics .....	48
Post-Baccalaureate Certificate in Business Analytics Management .....	49
Post-Baccalaureate Certificate in Change Leadership & Strategy .....	50
Post-Baccalaureate Certificate in Data Management for Business Analytics .....	51
Post-Baccalaureate Certificate in Digital Transformation .....	51
Post-Baccalaureate Certificate in Information Systems Development .....	52
Post-Baccalaureate Certificate in Information Technology and Management .....	53

Post-Baccalaureate Certificate in Information Technology Strategy & Execution .....	53
Post-Baccalaureate Certificate in Organizational Security .....	54
Post-Baccalaureate Certificate in Predictive Business Analytics .....	55
Post-Baccalaureate Certificate in Project Management .....	55
Certificate in Strategic Financial Management .....	57
Post-Baccalaureate Certificate in Uncovering Insights with Business Analytics .....	58
Index .....	59

# LeBow College of Business

---

## 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 level degrees including the master of science (MS), master of business administration (MBA) and executive master of business administration (EMBA). LeBow also offers two doctoral degrees: a PhD in business and an executive doctorate in business administration (DBA). Additionally the School of Economics (<http://catalog.drexel.edu/graduate/schoolofeconomics/>) offers master's of science and doctoral degrees.

The MBA degree offers a variety of delivery formats, 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 such as finance, marketing, strategic technology innovation management and business analytics.

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

## Majors

- Accounting (MSA) (p. 4)
- Business Administration (MBA) (p. 6)
  - Executive Program (p. 14)
  - Concentrations (p. )
  - MBA/Public Health MPH (<http://catalog.drexel.edu/graduate/schoolofpublichealth/mphmba/>)
- Business Administration (DBA) (p. 15)
- Business Administration (PhD) (<http://catalog.drexel.edu/graduate/collegeofbusiness/business/>)
- Business Analytics (MSBSAN) (p. 21)
- Business Information Technology (MSBIT), in partnership with the College of Computing & Informatics (p. 23)
- Finance (MSF) (p. 27)
- Marketing (MSM) (p. 30)
- Project Management (MS) (p. 32)
- Sport Business (MS) (p. 33)
- Supply Chain Management and Logistics (MSSCML) (p. 35)

## Minors

- Accounting (p. 39)
- Athletic Administration (p. 39)
- Business (p. 39)
- Business Analytics (p. 40)
- Business Analytics Management (p. 40)
- Change Leadership & Strategy (p. 41)
- Digital Supply Chain Management (p. 41)
- Finance (p. 42)
- Leadership and Teams (p. 42)
- Marketing (p. 43)

- Operations Research (p. 43)
- Project Management (p. 43)
- Sport Management (p. 44)
- Sustainable Operations Management (p. 45)
- Taxation (p. 45)

## Certificates

- Advanced Business (p. 47)
- Business Analytics (p. 48)
- Business Analytics Management (p. 49)
- Change Leadership and Strategy (p. 50)
- Data Management for Business Analytics (p. 51)
- Digital Transformation, in partnership with the College of Computing & Informatics (p. 51)
- Information Systems Development, in partnership with the College of Computing & Informatics (p. 52)
- Information Technology and Management, in partnership with the College of Computing & Informatics (p. 53)
- Information Technology Strategy & Execution, in partnership with the College of Computing & Informatics (p. 53)
- Organizational Security, in partnership with the College of Computing & Informatics (p. 54)
- Predictive Business Analytics (p. 55)
- Project Management (p. 55)
- Strategic Financial Management (p. 57)
- Uncovering Insights with Business Analytics (p. 58)

## About the Curriculum

Graduate business programs at Drexel University's LeBow College of Business provide a high-quality 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 800 students representing diverse backgrounds. Drexel LeBow MBA students have come from more than 40 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. Drexel LeBow faculty combine strengths in teaching and research. They also enjoy 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

## Accounting

*Major: Accounting*

*Degree Awarded: Master of Science in Accounting (MSA)*

*Calendar Type: Quarter*

*Minimum Required Credits: 45.0*

*Classification of Instructional Programs (CIP) code: 52.0305*

*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 MS in Accounting degree prepares students for the CPA exam and beyond. The program combines theory with practice, encouraging MS in Accounting students to become well-connected to the dynamic accounting industry and share their expertise with their community through programs such as VITA (Volunteer Income Tax Assistance). Upon completion of the program, students will be eligible to be licensed in the state of Pennsylvania.

This 45.0 credit MS in Accounting program is delivered on campus, both full-time and part-time.

- Full-time can be completed in as little as 12 months.
- Part-time completion varies by student.

- 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 (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), 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.

This selective Master of Science in Accounting program is designed for students who hold a bachelor's degree preferably in the area of accounting from an AACSB- (or equivalent) accredited institution. Applicants must have earned a minimum grade of C in each of the following prerequisite courses and an overall GPA of 3.0 (B) or above.

#### Prerequisite Requirements

ACCT 115	Financial Accounting Foundations	4.0
ACCT 116	Managerial Accounting Foundations	4.0
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

Students with undergraduate degrees in accounting from non-US schools may be 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 examination.

Students with undergraduate degrees in areas outside of accounting can be considered for admission to the program only after they acquire the necessary prerequisite undergraduate accounting and/or business courses. These students should contact the LeBow Graduate Student Services (<http://www.lebow.drexel.edu/academics/graduate/resources/advising/>) to determine what courses are needed to gain admission to the MS in Accounting program.

## State CPA Requirements

Students planning to take the CPA exam should review the educational requirements established by the State Board of Accountancy in the state in which they plan to sit for the examination. Students are qualified to sit for the examination in Pennsylvania by meeting the degree requirements. Students planning to apply for a CPA license in Pennsylvania need to obtain 225.0 quarter credit hours—the equivalent to 150.0 semester hours. Students should contact the Accounting Department (<http://www.lebow.drexel.edu/faculty-and-research/disciplines/accounting/>) for additional information.

## Degree Requirements

#### Required Core Courses

ACCT 600	Accounting Analysis & Theory	3.0
ACCT 604	International Financial Reporting	3.0
ACCT 605	Advanced Auditing	3.0
ACCT 606	Current Issues in the Accounting Profession	3.0
BLAW 626	Fundamentals of Business Organizations Law	3.0
Select three of the following:		9.0
ACCT 603	Strategic Cost Management	
ACCT 607	Forensic Investigation	
ACCT 608	Government and Not-for-Profit Accounting	
ACCT 622	Advanced Financial Accounting	
ACCT 628	Accounting Valuation Issues	
ACCT 644	Internal Auditing	
ACCT 650	Accounting Information Systems	
ACCT 653	Analytical Accounting and Systems	
ACCT T680	Special Topics in ACCT	
STAT 610	Statistics for Business Analytics	
TAX 620	Individual Taxation	
TAX 630	Corporate Taxation	
TAX 645	Flow Through Entity Taxation	
TAX 710	Accounting for Income Taxes	
TAX 715	Tax Experiential Learning	
Co-Op/Internship or Consulting Course		
BUSN 615	Graduate Internship	
MGMT 715	Business Consulting	
TAX T680	Special Topics in TAX	

Students must choose one of the following Graduate Minors (or one approved by your Program Manager): Tax, Finance, Business Analytics, Business Analytics Management, Computational Data Science or Applied Data Science or Choose 4 courses from the Research Concentration list: **12.0**

Research Concentration	
ACCT 648	Introduction to Accounting Research
ECON 548	Mathematical Economics
ECON 550	Econometrics

ECON 610	Microeconomics			
STAT 628	Applied Regression Analysis			
STAT 630	Multivariate Analysis			
<b>Business Elective Courses</b>				<b>9.0</b>
Students take any three (3) business courses from within the LeBow College of Business. Students should consult with their program manager for the full list of approved electives available each term.				
<b>Total Credits</b>				<b>45.0</b>

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 BLAW 626	3.0 ACCT 605	3.0 Electives	9.0
ACCT 604	3.0 Electives	9.0 ACCT 606	3.0	
Electives	6.0	Electives	6.0	
	<b>12</b>	<b>12</b>	<b>12</b>	<b>9</b>
<b>Total Credits 45</b>				

## Accounting Faculty

Stephen B. Bates, DBA (*Wilmington University*). Assistant Clinical Professor.

Maureen Breen, PhD (*West Chester University*). Assistant Clinical Professor. Financial reporting, internal controls in corporate and not-for-profit sectors.

Hsihui Chang, PhD (*University of Minnesota*) *KPMG Professor of Accounting*.

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

Anthony P. Curatola, PhD (*Texas A&M University*) *Joseph F. Ford Professor of Accounting*. Professor. Federal and state income tax policy, retirement income taxation, fringe benefits taxation, educational savings and tax incentives, federal and state income tax research.

Xin Dai, PhD (*University of Minnesota*). Assistant Professor.

Albert DeRitis, MBA (*St. Joseph's University*). Assistant Clinical Professor. Accounting, finance, and supply chain in the healthcare industry.

Barbara Murray Grein, PhD (*University of North Carolina*) *Department Head, Accounting and Tax*. Associate Professor. Auditing, auditor selection, audit adjustments, audit fees, corporate governance, financial reporting.

Curtis M. Hall, PhD (*University of Arizona*). Associate Professor. Strategic cost management; corporate governance; capital markets research in accounting; human capital investment.

Mary Howard Assistant Clinical Professor.

Stacy Kline, MBA (*Temple University*). Clinical Professor. Individual, corporation; S corporation and partnership taxation.

Johnny Lee, PhD (*University of Utah*). Associate Clinical Professor. Accounting information systems; e-business; managerial accounting; supply chain management

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

## MBA Programs

*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 MBA

The Drexel LeBow MBA offers a customizable, cross-disciplinary plan of study that prepares students to solve complex business problems across industries. The rigorous, comprehensive degree program is designed to emphasize the broad perspective of business concepts through innovative coursework, experiential learning and career coaching.

Grounded by a strong academic foundation in business, the program offers several opportunities to specialize and align students' specific area of interest, including business concentrations and dual degree options. Graduate minors from schools throughout the University are also available, allowing students to tailor their plan of study to fit their specific career goals.

### **Learning Outcomes and Competencies**

#### ***Leadership Skills***

Leadership and Collaboration - Leads individuals, teams, and organizations to attain common business goals and manage change

Communication - Effectively communicates in writing and speaking in business settings

Professional Development and Advancement - Takes initiative and responsibility for one's professional development and career advancement

#### ***Business Acumen***

Financial Acumen - Integrates quantitative and qualitative analyses to recommend financial decisions that support financial and strategic goals

Marketing Strategy - Applies marketing theories and tools to make sound marketing decisions and recommendations

Global Mindset - Integrates global perspectives to function effectively in diverse business contexts

Strategic Analysis - Provides the ability to develop a fine-grained analysis of the overall business situation of the firm

Information Systems and Analytics - Collects, manages, and analyzes data, and uses insights gained to set and achieve business goals

Business Operations - Applies quantitative and qualitative tools and operations knowledge to dissect, find structure in, and optimize operations

Business Law - Analyzes and applies the law in decision-making

#### ***Solving Business Problems***

Identifying and Framing Relevant Complex Business Problems – Uses integrated problem solving and project management skills to identify, structure, and solve complex managerial problems

Structuring and Implementing Integrated Solutions - Integrates all business disciplines and uses decision-making tools to formulate an organization's strategic direction and implements solutions to emergent business problems

Students selecting a concentration can choose from the following options:

- Business Analytics
- Corporate Sustainability and Social Impact
- Finance
- Effective Leadership
- Strategic Technology & Innovation Management
- Marketing
- Supply Chain Management and Logistics
- Customized

### **Program Delivery**

The College offers one MBA degree delivered in the format that best suits a student's lifestyle; full-time or part-time, on campus or online. We offer flexible plans of study based upon a student's academic circumstances. It can be completed in 12 - 24 months but we advocate for you to work with an academic advisor to develop a plan of study that fits your needs. The MBA can be completed full time or part time, online or in person at Drexel's main campus in Philadelphia. Professionals seeking more flexibility in earning the MBA at their own pace can personalize their studies by combining on-campus and online classes.

Please contact Drexel LeBow's Graduate Admissions Office directly to discuss which MBA delivery option (<https://www.lebow.drexel.edu/academics/graduate/mba/>) is best suited for you.

## **Degree Requirements**

The Master of Business Administration (MBA) curriculum remains firmly grounded on the best features of the "traditional" MBA. Among these features is a broad overview of business, complemented by at least one area of concentration.

Students selecting a concentration can choose from the following options:



- Business Analytics
- Finance
- Strategic Technology & Innovation Management
- Marketing
- Corporate Sustainability and Social Impact
- Effective Leadership
- Supply Chain Management and Logistics
- Customized

**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</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	
MIS 652	Business Agility and IT	
ORGB 640	Negotiations for Leaders	
TAX 715	Tax Experiential Learning	
Concentration Requirements		9.0
Free Electives		11.0
<b>Total Credits</b>		<b>49.0</b>

Students selecting a concentration can choose from the following:

## Business Analytics Concentration

Select three of the following		9.0
MIS 612	Aligning Information Systems and Business Strategies	
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	
<b>Total Credits</b>		<b>9.0</b>

## Corporate Sustainability and Social Impact Concentration

Choose three from the following		9.0
BLAW 620	Legal Aspects of Employment	
FIN 610	Corporate Governance	
FIN 615	Environmental and Social Issues in Finance	
INDS T680	Special Topics in Interdisciplinary Business	
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	
<b>Total Credits</b>		<b>9.0</b>

## Finance Concentration

Select three of the following:		9.0
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 FIN	
<b>Total Credits</b>		<b>9.0</b>

## Effective Leadership Concentration

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	
<b>Total Credits</b>		<b>9.0</b>

## Marketing Concentration

Select three of the following, of which two MUST be from MKTG (any course with MKTG subject code and course number between 600-699) :		9.0
MKTG Course 600-699		
BLAW T680	Special Topics in BLAW	
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	
<b>Total Credits</b>		<b>9.0</b>

## Strategic Technology & Innovation Management Concentration

<b>Required Courses</b>		
MGMT 602	Innovation Management	3.0
MGMT 603	Technology Strategy	3.0
<b>Electives</b>		
Select 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

**Total Credits** 9.0

## Supply Chain Management & Logistics Concentration

Select three of the following: 9.0

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

**Total Credits** 9.0

## Customized Concentration

Students can self customize a concentration 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.

## 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 Concentration 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
Concentration Elective	6.0 MGMT 770	2.0
Elective	3.0 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 Concentration 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
Concentration Elective	6.0
	8
<b>Total Credits 49</b>	

**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 Concentration Elective	6.0	
POM 510	2.0 Concentration Elective	3.0		
	11	14	13	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 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 Concentration Electives	6.0 MGMT 770	2.0
Elective	3.0 Concentration Elective	3.0	Electives	6.0
	5	6	6	8
<b>Total Credits 49</b>				

**Note: First Year Summer (Accelerated 18-Month Plan of Study) 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 (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), 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.

## MBA Program Faculty

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

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean for Academic Affairs*. Professor. Cyber crime, 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*) *Head of the Department of Marketing; Academic Director, Center for Corporate Research Management*. Professor. International marketing, marketing channels management, cross-cultural communication.

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

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

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*). Associate Professor. Business Value of Information Technology, eCommerce, Economics of Information Technology, Information System Management.

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

Boryana Dimitrova, PhD (*Drexel University*). Assistant Clinical Professor. Global marketing, inter-organizational, marketing channels, retailing and retail management.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Advertising strategy, product assortment decisions, new product positioning, distribution channels. Marketing analytics and big data, marketing communications, marketing research, marketing strategy, technology and innovation.

Elea Feit, PhD (*University of Michigan*) *Department of Marketing*. Assistant Professor. Bayesian hierarchical models, interactive (eCommerce), marketing research, missing data.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*). Assistant 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

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Investments in dissatisfied customers, service recovery, health-care marketing, marketing of service organizations, financial consequences of marketing actions.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, health marketing, memory and learning.

Daniel Korschun, PhD (*Boston University*). Associate Professor. Brand and corporate reputation management, corporate social responsibility, internal marketing, marketing strategy, relationship marketing.

Rosalie S. Kreider, JD (*Villanova University*) *Head of Department of Legal Studies*. Clinical Professor. Business law, international business law, commercial transactions.

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*). Trustee Professor. Inventory Control, Mathematical Programming, Operations Planning and Scheduling.

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

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.

Bruce D. McCullough, PhD (*University of Texas Austin*). Professor. Applied Econometrics, Data Mining, Econometric Techniques, Reliability of Statistical and Econometric Software.

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 (*University of Pennsylvania-Wharton*) *Department Head*. Professor. Investments; corporate finance; real estate finance.

Gregory Nini, PhD (*The Wharton School, University of Pennsylvania*). Assistant Professor. Creditor control rights, corporate governance, and firm value; insurance economics.

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences*. Professor. Manufacturing Technology Development, Quality Implementation, Quality Management, Service Management, Six-Sigma

Natalie Pedersen, JD (*Harvard University*) *Department of 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*) *Department of Finance*. 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*). Clinical Professor. Drexel University's Provost Fellow India Partnerships

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing research and strategy, pricing and promotions, loyalty and satisfaction.

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

George Tsetsekos, PhD (*The University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Professor. Valuation and corporate restructuring, treasury and risk/hedging operations, investment banking, securitization, emerging capital markets, multinational finance, bank asset-liability management.

Daniel Tzabbar, PhD (*University of Toronto*). Associate 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.

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

## 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: 52.0101*

*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) who are currently in a managerial or managerial-track position, 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>
ORGB 640	3.0
ORGB 510	2.0
BSAN 601	3.0

##### Spring Quarter

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

##### Summer Quarter

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

#### SECOND YEAR

##### Fall Quarter

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

##### Winter Quarter

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

## Doctorate in 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: 52.0201*

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

### About the Program

The Doctorate in Business Administration (DBA) is a part-time executive doctoral program designed to equip executives and senior managers with scientific methods to address complex industry and organizational challenges. The program integrates and leverages Drexel's 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 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-Masters
- Mentored Dissertation Model
- Integrated, Cross-Disciplinary Course Work
- Drexel DBA Faculty Collaboration from Management, Marketing, Decision Sciences and MIS, Accounting, Economics, Finance, Design, Biomedical Engineering, 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.

## 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](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.

## 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 925	Survey Research	4.0
BUSN 924	Analyzing Quantitative Data	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
<b>Total Credits</b>		<b>60.0-68.0</b>

## 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

### First Year

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

### Second Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 913	4.0 BUSN 914	4.0 BUSN 942	4.0 BUSN 944	5.0
BUSN 923	4.0 BUSN 941	4.0 BUSN 943	4.0	
	8	8	8	5

### Third Year

Fall	Credits Winter	Credits Spring	Credits
BUSN 945	5.0 BUSN 946	1.0 BUSN 947	1.0-9.0
	5	1	1-9

Total Credits 60-68

## Course Descriptions

### BUSN 910 Applied Organizational and Consumer Behavior 4.0 Credits

The course provides an interdisciplinary and integrative understanding of various theoretical perspective on how to organize effectively. Theories, research and practice from the areas of strategic management, organizational behavior, human resource, management, MIS and marketing will be explored for ways to leverage both internal and external data to compete in the 21st century economy and build business strategy and translate that into organizational knowledge strategy.

**College/Department:** LeBow College of Business

**Repeat Status:** Not repeatable for credit

### BUSN 911 Opportunities of Data Driven Economy 4.0 Credits

This course explores the growing role of data in Business. It examines the critical skills and capabilities an organization needs for success, including leadership, culture, methods and tools for becoming data driven, while also balancing human judgment. Lectures, readings, cases, and guest speakers consider the impact and challenges of gathering, storing, analyzing and providing access to data to facilitate effective decision making.

**College/Department:** LeBow College of Business

**Repeat Status:** Not repeatable for credit

**Prerequisites:** BUSN 910 [Min Grade: B]

**BUSN 912 Corporate Growth and Risk Strategies 4.0 Credits**

This course will discuss competitive advantage aspects as they relate to organizational growth and risk management including in contexts related to intercompany relationships. Theories, research and practice from the areas of strategic management, organizational behavior, human resource, management, MIS and marketing will be explored to learn theories frameworks on corporate development and growth and risk management studies associated with such development and growth.

**College/Department:** LeBow College of Business

**Repeat Status:** Not repeatable for credit

**Prerequisites:** BUSN 910 [Min Grade: B] and BUSN 911 [Min Grade: B]

**BUSN 913 Driving Innovation and Design 4.0 Credits**

This course explores the latest thinking on competitive strategies for innovation, innovation culture, product design & design thinking, creative insights and stimulating creativity behavior and such measurements using an interdisciplinary approach.

**College/Department:** LeBow College of Business

**Repeat Status:** Not repeatable for credit

**Prerequisites:** BUSN 912 [Min Grade: B]

**BUSN 914 Navigating the Changing Business 4.0 Credits**

This course provides the foundation to apply current economic, consumer behavior and HR capital trends guided by scholarly based findings and analysis to apply to business issues in the new digital and global economy.

**College/Department:** LeBow College of Business

**Repeat Status:** Not repeatable for credit

**Prerequisites:** BUSN 913 [Min Grade: B]

**BUSN 921 Applied Behavioral Research 4.0 Credits**

This course introduces behavioral research thinking. The course will provide an overview of applied behavioral research methodologies, including experimental, quasi-experimental, and survey research techniques. Students will learn the advantages of each methodology and when to apply it. Students will also be introduced to measurement theory, validity, reliability, and how to conduct research ethically. There will be detailed discussions on the data and how it was collected as well as hands-on demonstrations of the statistical methodologies that were applied. Students will learn what the statistical assumptions are, what the parameters mean, and how to practically interpret the results.

**College/Department:** LeBow College of Business

**Repeat Status:** Not repeatable for credit

**BUSN 923 Qualitative Inquiry Methods 4.0 Credits**

This course introduces students to approaches in social science and humanistic research known as qualitative inquiry. These approaches include ethnography, grounded theory, phenomenology, case study, and narrative research, and employ methods of interviewing, discourse/content analysis, and participation observation. Students will explicate studies that employ these approaches; discuss assumptions of qualitative inquiry; discuss standards of sampling, ethics, and validity, and design a qualitative research proposal.

**College/Department:** LeBow College of Business

**Repeat Status:** Not repeatable for credit

**Prerequisites:** BUSN 921 [Min Grade: B]

**BUSN 924 Analyzing Quantitative Data 4.0 Credits**

In this course, students will learn to test hypotheses and assess theory in business and behavioral contexts as those relate to analyzing survey data, archival data, and experimental data. Through hands-on exercises that revisit and reconstruct published research, students will learn commonly used statistical methods that test hypotheses and learn how to interpret results, as well as look for problems as revealed through the statistical testing that might lend support to alternative models. Methods discussed include linear regression, dimension reduction, analysis of variance and GLM, and logistic regression models.

**College/Department:** LeBow College of Business

**Repeat Status:** Not repeatable for credit

**Prerequisites:** BUSN 922 [Min Grade: B] or BUSN 925 [Min Grade: B]

**BUSN 925 Survey Research 4.0 Credits**

This course will introduce students to the art and craft of survey research. Students will become familiar with the theoretical underpinnings of survey research and at the same time get hands-on experience designing, deploying, and analyzing surveys. The course will cover all aspects of conducting survey research: selecting a sample, formulating individual questions, measurement scales, designing a questionnaire, and analyzing the collected data.

**College/Department:** LeBow College of Business

**Repeat Status:** Not repeatable for credit

**Prerequisites:** BUSN 921 [Min Grade: B]

**BUSN 941 Dissertation Research, Applied Methodology Workshop 4.0 Credits**

This applied methodology workshop focuses candidates on development of well-defined research questions, appropriate methodology approaches, outline of the Hypotheses, and elucidation about the Importance of the research topics.

**College/Department:** LeBow College of Business

**Repeat Status:** Not repeatable for credit

**BUSN 942 Dissertation Research, Data Collection Strategy 4.0 Credits**

This applied dissertation research course focuses candidates on the development of well-defined data collection strategy. This may include, but is not limited to, analyzing archival data, designing the survey to be used, or determining how to use existing organizational changes in a quasi-experimental design to assess phenomena. This will include IRB permission as necessary.

**College/Department:** LeBow College of Business

**Repeat Status:** Not repeatable for credit

**Prerequisites:** BUSN 941 [Min Grade: B]

**BUSN 943 Dissertation Research, Literature Review and Proposal Defense 4.0 Credits**

This applied dissertation research course focuses candidates on the development of the literature review section that will be included in the dissertation. The literature review should present the theoretical background of the dissertation and support the propositions and hypotheses.

**College/Department:** LeBow College of Business

**Repeat Status:** Not repeatable for credit

**Prerequisites:** BUSN 942 [Min Grade: B]

**BUSN 944 Dissertation Research, Data Collection Process 5.0 Credits**

This applied dissertation research course focuses candidates on the development of the data collection process for the dissertation. The data can be collected through surveys, quasi-experimental designs, panel data, or any other source approved by the dissertation chair and committee.

**College/Department:** LeBow College of Business

**Repeat Status:** Not repeatable for credit

**Prerequisites:** BUSN 943 [Min Grade: B]

**BUSN 945 Dissertation Research, Data Analysis 5.0 Credits**

This applied dissertation research course focuses candidates on completing the data analysis for the dissertation. It is expected that the student will consult with the Dissertation Chair and professors on the appropriate analyses methods that should be applied.

**College/Department:** LeBow College of Business

**Repeat Status:** Not repeatable for credit

**Prerequisites:** BUSN 944 [Min Grade: B]

**BUSN 946 Dissertation Research, Discussion and Contribution Chapter 1.0 Credits**

This applied dissertation research course focuses candidates on completing the Discussion and Contribution chapter of the dissertation.

**College/Department:** LeBow College of Business

**Repeat Status:** Not repeatable for credit

**Prerequisites:** BUSN 945 [Min Grade: B]

**BUSN 947 Dissertation Research, Final Defense 1.0 Credits**

This applied dissertation research course focuses candidates on completing the Dissertation and after consultation and approval by the Dissertation Chair to submit it for Final Defense before the Committee.

**College/Department:** LeBow College of Business

**Repeat Status:** Repeatable for credit

## 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 (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), 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.

## DBA Interdepartmental LeBow Faculty

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean for Academic Affairs*. Professor. Cyber crime, 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*) *Head of the Department of Marketing; Academic Director, Center for Corporate Research Management*. Professor. International marketing, marketing channels management, cross-cultural communication.

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. Advertising strategy, product assortment decisions, new product positioning, distribution channels. Marketing analytics and big data, marketing communications, marketing research, marketing strategy, technology and innovation.

David Gefen, PhD (*Georgia State University*) *Provost Distinguished Research Professor*. Professor. Strategic IT management; IT development and implementation management; research methodology; managing the adoption of large IT systems, such as MRP II, ERP, and expert systems; research methodology, eCommerce; Online Auctions; Outsourcing; SAS; Technology Adoption.

Curtis M. Hall, PhD (*University of Arizona*). Associate Professor. Strategic cost management; corporate governance; capital markets research in accounting; human capital investment.

Teresa Harrison, PhD (*University of Texas Austin*) *Academic Director of the Center for Nonprofit Governance*. Professor. Econometrics, public finance, industrial organization, empirical microeconomics including health and nonprofit organizations.

Daniel Korschun, PhD (*Boston University*). Associate Professor. Brand and corporate reputation management, corporate social responsibility, internal marketing, marketing strategy, relationship 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.

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

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

V. K. Narayanan, PhD (*University of Pittsburgh*). Delloitte Touche Jones Stubbs Professor. Cognition and Strategy; Corporate Entrepreneurship; Organization design

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

Rajneesh Suri, PhD (*University of Illinois at Urbana-Champaign*) *Associate Dean for Research, Marketing Department*. Professor. Pricing, promotions and branding.

George Tsetsekos, PhD (*The University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Professor. Valuation and corporate restructuring, treasury and risk/hedging operations, investment banking, securitization, emerging capital markets, multinational finance, bank asset-liability management.

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

Wendy van Ginkel, PhD (*Eramus University Rotterdam*) *Management Department*. Associate Professor. Team dynamics; Knowledge sharing; Diversity; Team cognition.

Daan van Knippenberg, PhD (*Leiden University*) *Joseph F. Rocereto Professor, Academic Director of the Institute of Strategic Leadership*. Professor. Leadership; Diversity; Teams; Team Innovation.

## Business Analytics

*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: 52.1302*

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

### About the Program

The 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 where

students apply what they have learned in the curriculum, typically to a real-world business problem.

The program draws upon three traditional areas of business intelligence:

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

### Additional Information

For more information about the program, students should contact the Department of Decision Sciences and MIS (<https://www.lebow.drexel.edu/faculty-and-research/disciplines/decision-sciences-and-mis/>).

### Degree Requirements

#### Operations Research

OPR 601	Managerial Decision Models and Simulation	3.0
---------	---	-----

#### Statistics

STAT 610	Statistics for Business Analytics	3.0
STAT 630	Multivariate Analysis	3.0

STAT 642	Data Mining for Business Analytics	3.0
<b>Management Information Systems</b>		
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
<b>Interdisciplinary</b>		
BSAN 615	Data Visualization & Analytics	3.0
BSAN 710	Business Analytics Capstone Project	3.0
Students Select One Concentration*		9.0
<b>Information Systems Concentration</b>		
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 650	Management of Health Care Info Systems	
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	
MIS 662	Managing with Enterprise Application Software using SAP- Accounting & Analytics	
<b>Statistics Concentration</b>		
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 634	Quality & Six-Sigma	
STAT 636	Experimental Design	
STAT 638	Advanced Statistical Quality Control	
STAT 645	Time Series Forecasting	
<b>Modeling Concentration</b>		
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 640	Decision Models for the Public Sector	
OPR 660	OR Models in Finance	
POM 645	Supply Chain Analytics	
<b>Functional Area of Business Concentration</b>		
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	
<b>Total Credits</b>		<b>45.0</b>

\* Courses outside LeBow can be substituted with permission from your Program Manager.

## Sample Plan of Study

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 630	3.0	
STAT 610	3.0 STAT 642	3.0 Elective	3.0	
		<b>9</b>	<b>9</b>	<b>3</b>
Second Year				
Fall	Credits Winter	Credits		
BSAN 710	3.0 Electives	6.0		
Electives	6.0			
		<b>9</b>	<b>6</b>	
<b>Total Credits 45</b>				

**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 (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), 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.

## Business Analytics Faculty

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean for Academic Affairs*. Professor. Cyber crime, 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*). 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*. Clinical Professor. Quality implementation and management, supply chain, statistical quality control, six sigma.

Avijit Banerjee, PhD (*The Ohio State University*) *Department of Decision Sciences*. 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*). Professor. Interior-point methods, Large Scale Optimization, Mathematical Programming, Nonlinear Optimization, Operations and Supply Chain Optimization, Optimization Software, Portfolio Optimization

## Business Information Technology MSBIT

*Major: Business Information Technology*

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

Muge Capan, PhD (*North Carolina State University*). Associate Clinical Professor. Department of Decision Sciences & MIS. Data science, industrial engineering, predictive analytics in health care systems.

Qizhi Dai, PhD (*University of Minnesota*). Associate Professor. Business Value of Information Technology, eCommerce, Economics of Information Technology, Information System Management.

Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Advertising strategy, product assortment decisions, new product positioning, distribution channels. Marketing analytics and big data, marketing communications, marketing research, marketing strategy, technology and innovation.

Elea Feit, PhD (*University of Michigan*) *Department of Marketing*. Assistant Professor. Bayesian hierarchical models, interactive (eCommerce), marketing research, missing data.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*). Assistant Clinical Professor. Applied Probability, Decision Theory, Risk Analysis

David Gefen, PhD (*Georgia State University*) *Provost Distinguished Research Professor*. Professor. Strategic IT management; IT development and implementation management; research methodology; managing the adoption of large IT systems, such as MRP II, ERP, and expert systems; research methodology, eCommerce; Online Auctions; Outsourcing; SAS; Technology Adoption.

Chelsey Hill, PhD (*Georgia State University*). Assistant Clinical Professor. Department of Decision Sciences & MIS. Structural topic modeling, data quilting, knowledge diffusion.

Jinwook Lee, PhD (*Rutgers University, New Brunswick*). Assistant Professor. Decision Models, Mathematical Programming, Risk Assessment Stochastic Optimization, Stochastic Processes.

Merrill W. Liechty, PhD (*Duke University*). 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

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

Samir Shah, DPS (*Pace University*). Clinical Professor. Drexel University's Provost Fellow India Partnerships

Min Wang, PhD (*Columbia University*) *Department of Decision Sciences*. Associate Clinical Professor. Healthcare Operations Management, Inventory Control, Production Planning and Control, Service Management, Supply Chain Management



*Calendar Type: Quarter*

*Minimum Required Credits: 45.0*

*Classification of Instructional Programs (CIP) code: 52.0305*

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

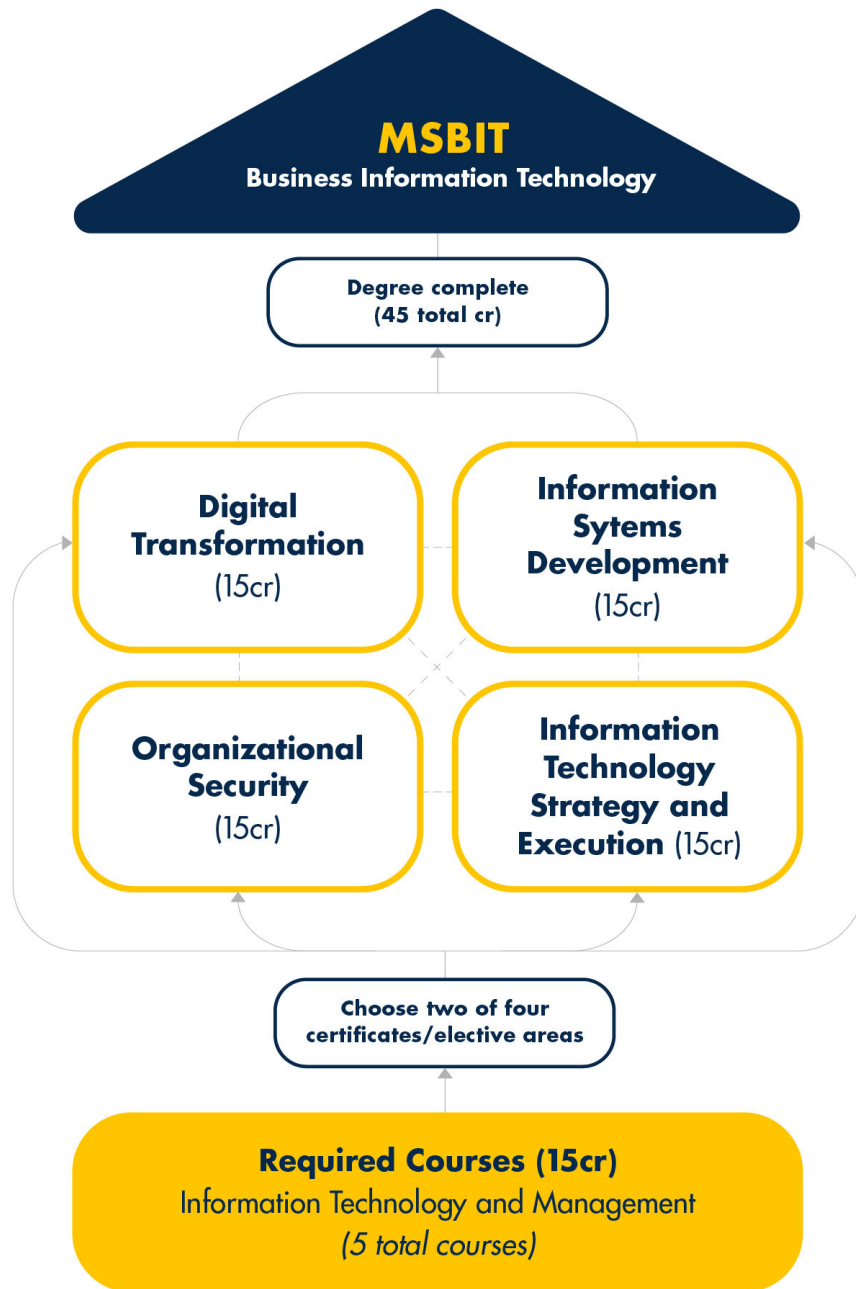
## **About the Program**

The 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 and the LeBow College of Business, 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: organizational security, information technology and execution, information systems development, or digital transformation.

## **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>	
<b>45.0</b>	

## 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
	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>

### 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
	<b>6</b>	<b>6</b>	<b>9</b>

**Total Credits 45**

## Business Information Technology Faculty

Murugan Anandarajan, PhD (*Drexel University*) *Senior Associate Dean for Academic Affairs*. Professor. Cyber crime, 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*). Professor. Client/Server computing; Enterprise Application Software (EAS)/Enterprise Resource Planning Software (ERP); knowledge-based and decision support applications in operations management.

Christopher Carroll, MS (*Drexel University*) *BSCST Program Director*. Associate Teaching Professor. Information technology within healthcare companies, computer networking and design, IT infrastructure, server technology, information security, virtualization and cloud computing.

Michael Chu, MSE (*University of Pennsylvania*). Associate Teaching Professor. System, server, computer networking and design; IT infrastructure; information technology management and security; Web system programming; database and mobile application development.

Qizhi Dai, PhD (*University of Minnesota*). Associate Professor. Business Value of Information Technology, eCommerce, Economics of Information Technology, Information System Management.

David Gefen, PhD (*Georgia State University*) *Provost Distinguished Research Professor*. Professor. Strategic IT management; IT development and implementation management; research methodology; managing the adoption of large IT systems, such as MRP II, ERP, and expert systems; research methodology, eCommerce; Online Auctions; Outsourcing; SAS; Technology Adoption.

Peter Grillo, PhD (*Temple University*) *Associate Department Head for Undergraduate Affairs, Information Science*. Teaching Professor. Software economics, Project management, Strategic applications of technology within organizations.

Thomas Heverin, PhD (*Drexel University*). Associate Teaching Professor. Computer security, ethical hacking, computer forensics, network forensics, cloud security and cybersecurity.

David Kurz, EdD (*University of Pennsylvania*). Associate Clinical Professor. Business Education; Groups/Teams; Leadership; Supply Chain Leadership.

V. K. Narayanan, PhD (*University of Pittsburgh*). Delloitte Touche Jones Stubbs Professor. Cognition and Strategy; Corporate Entrepreneurship; Organization design

Arjan Raven, PhD (*University of Southern California*). Associate Clinical Professor. Department of Decision Sciences & MIS. Neuro-Information-Systems, task-technology fit, web-based

Samir Shah, DPS (*Pace University*). Clinical Professor. Drexel University's Provost Fellow India Partnerships

## Finance MS

*Major: Finance*

*Degree Awarded: Master of Science in Finance (MS)*

*Calendar Type: Quarter*

*Minimum Required Credits: 45.0*

*Classification of Instructional Programs (CIP) code: 52.0304*

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

**Please note: This program is temporarily not accepting new students.**

## About the Program

The Master of Science in Finance is designed to develop skills to make important strategic financial decisions using data-driven insights. The program offers the option of pursuing a specialization in Strategic Finance and Risk, Corporate Finance, Investments, or FinTech. It is designed to prepare you for a wide range of careers, including those in business valuation, portfolio management, credit analysis, and the financial services industry. Course content is also aligned with sections of the Chartered Financial Analyst (CFA®) and Financial Risk Manager (FRM®) exams.

## Additional Information

For more information about the program, please contact the Department of Finance (<https://www.lebow.drexel.edu/academics/graduate/degree-programs/ms-finance/>).

## Degree Requirements

### Required Courses

BUSN 501	Measuring and Maximizing Financial Performance	3.0
or ACCT 510	Essentials of Financial Reporting	
FIN 601	Corporate Financial Management	3.0

**Students may choose (1) one of the following Specializations** **15.0**

### Strategic Finance and Risk

FIN 649	Comparative Financial Analysis
Select (4) four of the following:	
FIN 602	Advanced Financial Management
FIN 605	Business Valuation
FIN 624	Risk Management
FIN 626	Investment Management
FIN 610	Corporate Governance
FIN 640	Mergers and Acquisitions
FIN 790	Seminar in Finance
MGMT 676	Sustainability and Value Creation
ORGB 640	Negotiations for Leaders

### Corporate Finance

FIN 602	Advanced Financial Management
Select (4) four of the following:	
ACCT 601	Managerial Accounting
FIN 610	Corporate Governance
FIN 615	Environmental and Social Issues in Finance
FIN 635	Entrepreneurial Finance
FIN 640	Mergers and Acquisitions
FIN 648	International Financial Management

FIN 649	Comparative Financial Analysis
FIN 790	Seminar in Finance
<b>Investments</b>	
FIN 626	Investment Management
Select (4) four of the following:	
FIN 622	Financial Institutions & Markets
FIN 624	Risk Management
FIN 639	FinTech
FIN 645	Behavioral Finance
FIN 648	International Financial Management
FIN 649	Comparative Financial Analysis
FIN 650	Derivative Securities
FIN 794	Seminar in Investments
STAT 610	Statistics for Business Analytics
<b>FinTech</b>	
FIN 639	FinTech
Select (4) four of the following:	
FIN 602	Advanced Financial Management
FIN 622	Financial Institutions & Markets
FIN 635	Entrepreneurial Finance
FIN 642	Business Conditions and Forecasting
FIN 649	Comparative Financial Analysis
MIS 636	Python Programming for Business Applications
STAT 632	Datamining for Managers
<b>Non-Specialization</b>	
Students who do not choose a Specialization can complete 39 credits in the following subject codes: Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations management (OPM), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX), with course number range between 600-799, and a maximum of fifteen (15) credits can be from outside the area of Finance (FIN)	

<b>Required Elective Courses</b>	<b>24.0</b>
Students who selected a Specialization will select 24 credits in the following subject codes: Accounting (ACCT), Statistics (STAT), Economics (ECON), Finance (FIN), General Business (BUSN), International Business (INTB), Legal Studies (BLAW), Management (MGMT), Management Information Systems (MIS), Marketing (MKTG), Operations management (OPM), Operations Research (OPR), Organizational Behavior (ORGB), Production Operations Management (POM), Sport Management (SMT) or Taxation (TAX), with course number range between 600-799, and a maximum of fifteen (15) credits can be from outside the area of Finance (FIN)	

**Total Credits** **45.0**

## Sample Plan of Study

### Sample Full-Time

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 501 or ACCT 510	3.0 FIN 648	3.0 FIN 622	3.0 VACATION	
FIN 601	3.0 FIN 649	3.0 FIN 626	3.0	
Elective Course	3.0 Elective Course	3.0 Elective Course	3.0	
	<b>9</b>	<b>9</b>	<b>9</b>	<b>0</b>

#### Second Year

Fall	Credits Winter	Credits
FIN 602	3.0 FIN 650	3.0
FIN 624	3.0 FIN 794	3.0
Elective Course	3.0 Elective Course	3.0
	<b>9</b>	<b>9</b>

**Total Credits 45**

### Sample Part-Time

#### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
BUSN 501 or ACCT 510	3.0 FIN 648	3.0 FIN 622	3.0 VACATION	
FIN 601	3.0 FIN 649	3.0 FIN 626	3.0	
	<b>6</b>	<b>6</b>	<b>6</b>	<b>0</b>

Second Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
FIN 602	3.0 FIN 650	3.0 Electives	6.0 VACATION	
FIN 624	3.0 FIN 794	3.0		
	6	6	6	0
Third Year				
Fall	Credits Winter	Credits		
Electives	6.0 Elective	3.0		
	6	3		

Total Credits 45

**Note: Third Year Winter (Part-Time Plan of Study) 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.**

## Finance Faculty

David A. Becher, PhD (*Pennsylvania State University*) *Department of Finance*. Professor. Mergers and acquisitions, corporate governance, financial institutions.

Jie Cai, PhD (*University of Iowa*) *Department of Finance*. Associate Professor. Investment banking, mergers and acquisitions, corporate finance and corporate governance.

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

Daniel Dorn, PhD (*Columbia University*) *Department of Finance*. Associate Professor. Capital markets and investments; behavioral finance.

Eliezer M. Fich, PhD (*New York University*) *Department of Finance*. Professor. Empirical topics in corporate finance.

Joseph Kalmenovitz, PhD (*New York University*). Assistant Professor. Financial regulation; corporate finance; law and economics; labor.

Michelle Lowry, PhD (*University of Rochester*) *TD Bank Endowed Professor*. Professor. Empirical corporate finance, including initial public offerings, mergers, and corporate governance

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

Gregory Nini, PhD (*The Wharton School, University of Pennsylvania*). Assistant Professor. Creditor control rights, corporate governance, and firm value; insurance economics.

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

Diana Sandberg, MS (*Drexel University*). Associate Clinical Professor. Portfolio management, derivatives, investment management.

Bradford Sadowick, MBA, MD (*University of Pennsylvania*). Assistant Clinical Professor. Corporate finance, healthcare finance.

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

Martin Thomas, PhD, CFA (*Pennsylvania State University*). Associate Clinical Professor. Data science; mutual fund performance; valuation methods.

George Tsetsekos, PhD (*The University of Tennessee*) *Dean Emeritus, LeBow College of Business; Francis Professor of Finance*. Professor. Valuation and corporate restructuring, treasury and risk/hedging operations, investment banking, securitization, emerging capital markets, multinational finance, bank asset-liability management.

## Emeritus Faculty

Thomas Chi-Nan Chiang, PhD (*The Pennsylvania State University*) *Marshall M. Austin Professor of Finance*. Professor. International finance; time series analysis of financial data; econometric modeling & forecasting; financial markets; international risk management; monetary theory; macroeconomics; emerging markets; and global country funds.

Michael Gombola, PhD (*University of South Carolina*) *Department Chair, Finance*. Professor. Stock offerings and repurchases, mergers, acquisitions, and restructuring; working capital management, time series analysis; options and derivatives, financial statement analysis.

Ralph Walkling, PhD (*University of Maryland*) *Stratakis Professor of Corporate Governance, Department of Finance*. Professor Emeritus. Corporate governance, mergers and acquisitions.

# Marketing

Major: Marketing

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

The Master of Science in Marketing provides students with a focused training in marketing science and it develops the technical skills necessary for success in today's business environment. Marketers require a higher level of technical capabilities to respond to today's dynamic marketing. At the same time, new tools such as neuroscience, analytics, and the proliferation of digital media empower marketers to better understand customers and respond to their needs and wants. These skills offer a higher level of training not typically available in graduate marketing education.

## Additional Information

For more information about the program, contact the Department of Marketing (<https://www.lebow.drexel.edu/academics/graduate/master-of-science/ms-marketing/>). For more detailed information, please contact Graduate Enrollment Management at [lebowgradenroll@drexel.edu](mailto:lebowgradenroll@drexel.edu) or 215-895-2115.

## Admission Requirements

The LeBow College of Business seeks applicants with exceptional ability and motivation. Students who hold a bachelor's degree, either in marketing or another discipline, may apply to the MS program. Students who lack some part of this preparation may be considered for admission conditional on their completing the appropriate undergraduate courses as non-matriculated students during the summer term before they begin the program in the fall.

In reviewing an applicant's credentials, the following factors will be considered:

- **Prior Academic Accomplishments:** All coursework taken prior to application will be examined, paying particular attention to the specific courses that have been completed. Applicants should have attained a minimum grade point average (GPA) of 3.0 (on a 4.0) scale for all undergraduate coursework completed.
- **Graduate Record Examination (GRE) or Graduate Management Aptitude Test (GMAT):** Applicants are required to submit GRE or GMAT scores. Scores of more than five years old are not accepted.
- **Test of English as a Foreign Language (TOEFL):** Applicants whose native language is not English and who have not already received a degree from a U.S. university must also submit scores from the Test of English as a Foreign Language (TOEFL).
- **Personal Statement/Essay:** Each applicant must submit a personal statement. The personal statement should explain the applicant's educational and personal experiences that have influenced the decision to pursue an MS and should discuss the candidate's career plans and goals.
- **Letters of Recommendation:** Two letters of recommendation must be submitted in support of the application. Applicants are strongly encouraged to seek recommendations from academics or other professionals who can assess the applicant's likelihood of success in the MS program.

## Degree Requirements

### Required Courses

MKTG 601	Marketing Strategy & Planning	3.0
MKTG 622	Buyer Behavior Theory	3.0
MKTG 630	Global Marketing	3.0
MKTG 652	Marketing Information Management and Research	3.0
STAT 610	Statistics for Business Analytics	3.0
or STAT 601	Business Statistics	
<b>Please chose one of the following Tracks *</b>		<b>12.0</b>

### Marketing Leadership

MKTG 654	Corporate Brand & Reputation Management
MKTG 646	Services Marketing
ORGB 511	Leading in Dynamic Environments: A Personal, Relational, and Strategic Approach
ORGB 620	Leading Virtual Teams

### Digital Marketing Track

COM 535	Digital Publishing
DIGM 501	New Media: History, Theory and Methods
MKTG 627	Digital Marketing
MKTG 634	Integrated Marketing Communications Management
or TVMN 625	Media Sales

### Marketing Analytics Track

INFO 633	Information Visualization	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
STAT 632	Datamining for Managers	
<b>Customizable Marketing Track</b>		
Select Four (4) 600-level courses from either: Marketing (MKTG), Finance (FIN), Management (MGMT), Economics (ECON), Business Analytics (BSAN), or other subject approved by advisor		
<b>Required Electives</b>		<b>15.0</b>
Select Five (5) from the following list:		
COM 586	Strategic International Communication	
COM 610	Theories of Communication and Persuasion	
FIN 601	Corporate Financial Management	
INFO 590	Foundations of Data and Information	
INFO 623	Social Network Analytics	
MKTG T680	Special Topics in MKTG	
MKTG 638	New Product Planning, Strategy, and Development	
MKTG 646	Services Marketing	
MKTG 654	Corporate Brand & Reputation Management	
PSY 512	Cognitive Psychology	
PSY 615	Judgment & Decision-making	
PSY 812	Cognitive Neuroscience	
<b>Experiential Learning</b>		<b>3.0</b>
Select one (1) of the following:		
BUSN 615	Graduate Internship	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
MGMT 715	Business Consulting	
MKTG T780	Special Topics in MKTG	
ORGB 640	Negotiations for Leaders	
<b>Total Credits</b>		<b>45.0</b>

\* Students can chose an approved Graduate Minor in place of a Marketing Track. Please see your Academic Advisor for guidance.

## Sample Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MKTG 601	3.0 MKTG 622	3.0 Required Marketing Track Course	3.0 Experiential Elective Course	3.0
MKTG 652	3.0 MKTG 630	3.0 Electives	6.0	
STAT 610 or 601	3.0 Required Marketing Track Course	3.0		
Elective	3.0 Elective	3.0		
	<b>12</b>	<b>12</b>	<b>9</b>	<b>3</b>
Second Year				
Fall	Credits			
Electives	3.0			
Required Marketing Track Course	6.0			
	<b>9</b>			
<b>Total Credits</b>	<b>45</b>			

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.**

## Marketing Faculty

Trina Larsen Andras, PhD (*University of Texas at Austin*) Head of the Department of Marketing; Academic Director, Center for Corporate Research Management. Professor. International marketing, marketing channels management, cross-cultural communication.

Boryana Dimitrova, PhD (*Drexel University*). Assistant Clinical Professor. Global marketing, inter-organizational, marketing channels, retailing and retail management.



Michaela Draganska, PhD (*Kellogg School of Management, Northwestern University*) *Department of Marketing*. Associate Professor. Advertising strategy, product assortment decisions, new product positioning, distribution channels. Marketing analytics and big data, marketing communications, marketing research, marketing strategy, technology and innovation.

Lawrence Duke, MBA (*Harvard Business School*). Associate Clinical Professor. International marketing and strategy, new product development, business-to-business marketing, marketing of financial services.

Elea Feit, PhD (*University of Michigan*) *Department of Marketing*. Assistant Professor. Bayesian hierarchical models, interactive (eCommerce), marketing research, missing data.

William Halvena, PhD (*Columbia University*). Associate Clinical Professor. Quantitative Marketing, Marketing Research, Consumer Behavior

Jillian Hmurovic, PhD (*University of Pittsburgh*). Assistant Professor. Decision-making, time architecture, social impact.

Michael Howley, PhD (*Arizona State University*). Clinical Professor. Investments in dissatisfied customers, service recovery, health-care marketing, marketing of service organizations, financial consequences of marketing actions.

Yanliu Huang, PhD (*The Wharton School, University of Pennsylvania*). Associate Professor. Consumer n-store decision making, consumer planning, health marketing, memory and learning.

Daniel Korschun, PhD (*Boston University*). Associate Professor. Brand and corporate reputation management, corporate social responsibility, internal marketing, marketing strategy, relationship marketing.

Rajneesh Suri, PhD (*University of Illinois at Urbana-Champaign*) *Associate Dean for Research, Marketing Department*. Professor. Pricing, promotions and branding.

Srinivasan Swaminathan, PhD (*University of Texas-Austin*). Professor. Marketing research and strategy, pricing and promotions, loyalty and satisfaction.

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

## 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

*Major: Project Management*

*Degree Awarded: Master of Science (MS)*

*Calendar Type: Quarter*

*Minimum Required Credits: 45.0*

*Co-op Option: None*

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

*Standard Occupational Classification (SOC) code: 11-9199*

## About the Program

***Please note: This program is no longer accepting new students.***

Modern project management is a field that began in the 1950s in the defense industry. In the 1980s, the field gained critical mass in a broad range of industries including, but not limited to, building/construction, IT/systems development, defense, engineering, film and video, financial services, healthcare, and government contracting. Organizations are using project management concepts, tools, and techniques to achieve their objectives and gain a competitive advantage.

The Master of Science (MS) in Project Management, a part-time online program, is designed to equip professionals with the knowledge and skills expected of project managers in any field. The course content is mapped to the internationally recognized Project Management Institute's (PMI)<sup>®</sup> *A Guide to the Project Management Body of Knowledge (PMBOK<sup>®</sup> Guide)*. The MS in Project Management equips students with the following demonstrable skills:

### ***Project Life Cycle***

Strategically manage projects to achieve organizational goals throughout the different project phases from selection and initiation to completion

### ***Technical Project Management***

Utilize appropriate project management tools and technology to effectively and efficiently manage the project scope, schedule, quality, risk, cost, and knowledge

### **Leadership**

Foster inclusive teams with positive leadership through communication, support, and engagement to encourage innovation and inspiration throughout the project life cycle

### **Community & Professionalism**

Consistently model high ethics and professionalism to enhance the community where the project is being performed, including the representative stakeholders, while upholding the reputation of the project management profession

## **Degree Requirements**

The Master of Science in Project Management requires completion of 45.0 credit hours (quarter) of study. The curriculum includes a core of 11 required courses (30.0 credits), a culminating capstone project experience (PROJ 695 (<http://catalog.drexel.edu/coursedescriptions/quarter/grad/proj/>)) integrating the knowledge and skills acquired during the program (3.0 credits), and 12.0 credits of electives.

### **Electives**

Students should use electives to increase project management, creativity, communication, or leadership skills or to develop areas of specialization. Any appropriate graduate course offered in the University can serve as an elective if the student has sufficient background to take the course.

## **Program Requirements**

### **Curriculum**

#### **Core Courses**

PROJ 501	Introduction to Project Management	3.0
PROJ 502	Project Planning & Scheduling	3.0
PROJ 510	Project Quality Management	3.0
PROJ 515	Project Estimation & Cost Management	3.0
PROJ 520	Project Risk Assessment & Management	3.0
PROJ 530	Managing Multiple Projects	3.0
PROJ 535	International Project Management	3.0
PROJ 540	Project Procurement Management	3.0
PROJ 601	Project Leadership	1.5
PROJ 602	Project Teamwork	1.5
PROJ 645	Project Management Tools	3.0

#### **Free Electives**

**12.0**

#### **Capstone Project**

PROJ 695	Capstone Project in Project Management	3.0
----------	--	-----

#### **Total Credits**

**45.0**

## **Sample Plan of Study**

### **First Year**

<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
PROJ 501	3.0 PROJ 502	3.0 PROJ 515	3.0 PROJ 540	3.0
PROJ 601	1.5 PROJ 510	3.0 PROJ 535	3.0 Elective	3.0
	<b>4.5</b>	<b>6</b>	<b>6</b>	<b>6</b>

### **Second Year**

<b>Fall</b>	<b>Credits Winter</b>	<b>Credits Spring</b>	<b>Credits Summer</b>	<b>Credits</b>
PROJ 520	3.0 PROJ 530	3.0 PROJ 525 or 645	3.0 Elective	3.0
Elective	3.0 PROJ 602	1.5 PROJ 695	3.0 Elective	3.0
	<b>6</b>	<b>4.5</b>	<b>6</b>	<b>6</b>

#### **Total Credits 45**

## **Sport Business**

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

## Additional Information

To learn more about the MS in Sport Business, please visit the Sport Business webpage (<https://www.lebow.drexel.edu/academics/graduate/degree-programs/ms-sport-business/>) at the LeBow College of Business.

## Admission Requirements

**Prior Academic Accomplishments:** All course work taken prior to application will be examined, paying particular attention to the specific courses that have been completed. Applicants should have attained a minimum grade point average (GPA) of 3.0 (on a 4.0) scale for all undergraduate course work completed.

**Test of English as a Foreign Language (TOEFL):** Applicants whose native language is not English and who have not already received a degree from a U.S. university must also submit scores from the Test of English as a Foreign Language (TOEFL).

**Personal Statement/Essay:** Each applicant must submit a personal statement. The personal statement should explain the applicant's educational and personal experiences that have influenced the decision to pursue an MS and should discuss the candidate's career plans and goals.

**Letters of Recommendation:** Two letters of recommendation must be submitted in support of the application. Applicants are strongly encouraged to seek recommendations from academics or other professionals who can assess the applicant's likelihood of success in the MS program.

## 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

Choose from one of the following:

BUSN 615	Graduate Internship	
BUSN 715	Business Consulting Projects	
INTB 790	International Business Seminar and Residency	
MGMT 680	Leading for Innovation	
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 611	Corporate Sponsorship Sales & Strategies in Sport
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 625	Sports Promotion and Sales
SMT 626	Globalization of Sport
SMT 627	Sports Tournaments & Events
SMT 629	Managing Coaches & Teams
SMT 635	Sport Facilities & Event Management
SMT 640	Consumer Behavior in Sport
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 SMT
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
	<b>6</b>	<b>6</b>	<b>6</b>	<b>6</b>

### 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	
	<b>6</b>	<b>6</b>	<b>6</b>	<b>3</b>

**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.**

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

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

Sarah Napoli, MS (*Drexel University*). Assistant Clinical Professor.

## Supply Chain Management and Logistics

*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: Effective Fall 2021, 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

Please contact Drexel LeBow's Graduate Admissions Office (<https://www.lebow.drexel.edu/admissions/graduate/application-requirements-and-deadlines/>) 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

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 624	Management of Service Firms	3.0
POM 628	Advanced Supply Chain Management	3.0
POM 630	Transportation & Logistics Management	3.0

### Quantitative Methods

OPR 601	Managerial Decision Models and Simulation	3.0
STAT 610	Statistics for Business Analytics	3.0

### Capstone Project

POM 770	Supply Chain Management and Logistics Capstone Project	3.0
Select six (6) of the following* courses. One (1) course must be in MIS.		18.0

BUSN 502	Essentials of Economics	
ECON 610	Microeconomics	
ECON 630	International Economics	
ECON 650	Business & Economic Strategy: Game Theory & Applications	
MIS 630	Inter-Active Decision Support Systems	
MIS 632	Database Analysis and Design for Business	
MIS 633	Predictive Business Analytics with Relational Database Data	
MIS 651	Information Systems Outsourcing Management	
MIS 661	Managing with Enterprise Application Software using SAP - Logistics	
MIS T680	Special Topics in MIS	
MIS 662	Managing with Enterprise Application Software using SAP-Accounting & Analytics	
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 642	Sustainable Supply Chain Management and Logistics	
POM 643	Managing Queues for Service Operations	
POM 644	Revenue Management	
POM 645	Supply Chain Analytics	

STAT 634	Quality & Six-Sigma	
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>

\* Courses from a graduate minor can be substituted for courses on the list of approved electives. Also, 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 624	3.0 Experiential Learning Requirement	3.0
POM 610	3.0 Electives	6.0 POM 628	3.0	
STAT 610	3.0	Elective	3.0	
<b>9</b>		<b>9</b>	<b>9</b>	<b>3</b>

### Second Year

Fall	Credits Winter	Credits
POM 770	3.0 Electives	6.0
POM 630	3.0	
Elective	3.0	
<b>9</b>		<b>6</b>

Total Credits 45

**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 (<http://www.lebow.drexel.edu/about/campuses/philadelphia/location/gerri-c-lebow-hall/>), 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.

## Supply Chain Management Faculty

Orakwue B. Arinze, PhD (*London School of Economics*). 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*. Clinical Professor. Quality implementation and management, supply chain, statistical quality control, six sigma.

Avijit Banerjee, PhD (*The Ohio State University*) *Department of Decision Sciences*. 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*). 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*). Associate Clinical Professor. Department of Decision Sciences & MIS. Behavioral operations management, revenue management, sustainable operations management.

Christopher Gaffney, PhD (*Rutgers University, New Brunswick*). Assistant Clinical Professor. Applied Probability, Decision Theory, Risk Analysis

Seung-Lae Kim, PhD (*Penn State University*) *Department of Decision Sciences*. Professor. Inventory control, Production Planning and Control, Quality Management, Six-Sigma, Supply Chain Management

Jinwook Lee, PhD (*Rutgers University, New Brunswick*). Assistant Professor. Decision Models, Mathematical Programming, Risk Assessment Stochastic Optimization, Stochastic Processes.

Benjamin Lev, PhD (*Case Western Reserve University*). Trustee Professor. Inventory Control, Mathematical Programming, Operations Planning and Scheduling.

Fariborz Y. Partovi, PhD (*The Wharton School, University of Pennsylvania*) *Department of Decision Sciences*. Professor. Manufacturing Technology Development, Quality Implementation, Quality Management, Service Management, Six-Sigma

Matthew Reindorp, PhD (*University of Maryland College Park*) *Interim Department Head, Decision Sciences & MIS*. Associate Clinical Professor. Real Options, Simulation, Stochastic Processes, Supply Chain Finance, Supply Chain Management

Wenjng Shen, PhD (*University of Michigan*) *Department of Decision Sciences*. Associate Professor. The interface of operations management and marketing; inventory management; supply chain management.

Min Wang, PhD (*Columbia University*) *Department of Decision Sciences*. 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.

### Program Requirements

ACCT 510	Essentials of Financial Reporting	2.0
ACCT 601	Managerial Accounting	3.0
TAX 660	Tax and Business Strategy	3.0
Please choose two (2) from the following list:		6.0
ACCT 604	International Financial Reporting	
ACCT 607	Forensic Investigation	
ACCT 628	Accounting Valuation Issues	
ACCT 631	Advanced Strategic Cost Management	
ACCT 644	Internal Auditing	
ACCT 650	Accounting Information Systems	
ACCT 653	Analytical Accounting and Systems	
<b>Total Credits</b>		<b>14.0</b>

## Graduate Minor in Athletic Administration

### About the Graduate Minor

The graduate minor in Athletic Administration is designed to introduce students to the business aspects of the sports industry through the lens of high school and college sports. Students will be exposed to a variety of perspectives within the field of athletics.

**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.**

### Program Requirements

#### Required Courses

SMT 615	Introduction to the College Sport Industry	3.0
SMT 618	NCAA Compliance	3.0
SMT 648	Gender Equity in High School & College Sports	3.0
<b>Choose one of the following</b>		<b>3.0</b>
SMT 630	Sports Industry Practicum	
SMT 645	Gridiron Glory	
SMT 655	March Madness: The Economics, History, & Social Impact of the NCAA Basketball Tournaments	
<b>Total Credits</b>		<b>12.0</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.



## Program Requirements

### Required Courses

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	
<b>Total Credits</b>		<b>15.0</b>

## 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.

### 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	
<b>Choose one of the following:</b>		<b>3.0</b>
ECON 550	Econometrics	
FIN 642	Business Conditions and Forecasting	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
OPR 601	Managerial Decision Models and Simulation	
STAT 630	Multivariate Analysis	
<b>Total Credits</b>		<b>12.0</b>

## 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.

## Program Requirements

MGMT 686	Strategy Implementation	3.0
MIS 612	Aligning Information Systems and Business Strategies	3.0
MIS 624	Systems Analysis & Design	3.0
MIS 630	Inter-Active Decision Support Systems	3.0
<b>Total Credits</b>		<b>12.0</b>

## 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.

### 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>

## 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.

### 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	
<b>Total Credits:</b>		<b>12.0</b>

## 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. For additional information about this Minor please visit the Department of Finance (<https://www.lebow.drexel.edu/academics/graduate/current-students/graduate-minors/finance/>).

### 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 649	Comparative Financial Analysis	
FIN 650	Derivative Securities	
FIN 660	Advanced Portfolio Management	
FIN 670	Applied Portfolio Management	
FIN 790	Seminar in Finance	
FIN 794	Seminar in Investments	
FIN T680	Special Topics in FIN	
<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.

### 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
ORGB 640	Negotiations for Leaders	
MGMT 640	Strategic Human Resource Management	
MGMT 670	Business Ethics	
Pick 1 - Experiential Course:		3.0
MGMT 680	Leading for Innovation	
MGMT 635	Advanced Strategy Business Simulation	
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.

### 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.

### 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)<sup>®</sup> or Project Management Professional (PMP)<sup>®</sup> credentials from the Project Management Institute (PMI)<sup>®</sup>.

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. Students in BS/MS programs may also apply.

## 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>9.0</b>
PROJ 501	Introduction to Project Management (Required Courses)	
PROJ 502	Project Planning & Scheduling	
PROJ 515	Project Estimation & Cost Management	
<b>Elective Courses</b>		<b>3.0</b>
Select 1 of the following:		
PROJ 510	Project Quality 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	
Other graduate-level courses (must be 5XX or higher) with approval of student's academic advisor and the Project Management program.		

**Total Credits**

**12.0**

# 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.**

## 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 611	Corporate Sponsorship Sales & Strategies in Sport	

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 625	Sports Promotion and Sales	
SMT 626	Globalization of Sport	
SMT 627	Sports Tournaments & Events	
SMT 629	Managing Coaches & Teams	
SMT 633	Sport Tourism Strategies	
SMT 635	Sport Facilities & Event Management	
SMT 640	Consumer Behavior in Sport	
SMT 650	Sports Contracts	

Total Credits

12.0

## 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.

### Program Requirements

#### Required Courses

POM 610	Supply Chain Management I	3.0
POM 615	Supply Chain Management II	3.0

#### Elective courses

6.0

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	

Total Credits

12.0

## 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.

### 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

---

**Total Credits**

**12.0**

# 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

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



Sample Leadership sequence:		
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
Sample Marketing sequence:		
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 further information, including how to apply to the program, contact the Krall Center for Corporate and Executive Education at 215.895.1611 or email [executive@drexel.edu](mailto:executive@drexel.edu). ([executive@drexel.edu](mailto:executive@drexel.edu))

# Certificate in Business Analytics

*Certificate Level: Post-graduate*

*Admission Requirements: Bachelor's degree or higher*

*Certificate Type: Post-Bachelor's 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

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MGMT 510	3.0 MIS 624	3.0 MIS 612	3.0 STAT 610	3.0
	3	3	3	3

Total Credits 12

### Managing Data Sequence

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MIS 632	3.0 MIS 635	3.0 STAT 610	3.0 STAT 632	3.0
	3	3	3	3

Total Credits 12

### Predictive Analytics Sequence

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
OPR 601	3.0 MGMT 715	3.0 STAT 610	3.0 STAT 642	3.0
	3	3	3	3

Total Credits 12

Uncovering Insights Sequence

First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
MIS 630	3.0 MKTG 606	3.0 MKTG 607	3.0 STAT 610	3.0
	3	3	3	3

Total Credits 12

## Additional Information

For more information, contact the Krall Center for Corporate and Executive Education (<https://www.lebow.drexel.edu/corporate-services/corporate-relations-and-executive-education/>) at 215-895-1406 or [executive@drexel.edu](mailto:executive@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.

## Program Requirements

Required Course

MIS 612	Aligning Information Systems and Business Strategies	3.0
---------	--	-----

Electives - select three courses		9.0
----------------------------------	--	-----

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
---------------	--	------

## 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
	<b>6</b>	<b>6</b>

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

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.

## 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
---------------	--	------

## 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.

### 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	

**Total Credits 12.0**

## 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.

## 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.

## 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.

## 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.

## 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
	<b>6</b>	<b>9</b>
<b>Total Credits 15</b>		

## 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.

## 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.

## 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
	<b>6</b>	<b>9</b>
<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.

## 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

## 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>

**Total Credits 15**

# 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.

## 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/cci/academics/graduate-programs/business-information-technology/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>

Total Credits 15

## 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.

## 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
<b>Total Credits</b>		<b>12.0</b>

\* 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
		<b>6</b>	<b>6</b>

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: 16.5*

*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

**Please note: This program is temporarily not accepting new students.**

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.

## Program Requirements

### Required Courses

PROJ 501	Introduction to Project Management	3.0
PROJ 502	Project Planning & Scheduling	3.0
PROJ 510	Project Quality Management	3.0
PROJ 515	Project Estimation & Cost Management	3.0
PROJ 601	Project Leadership	1.5
or PROJ 602	Project Teamwork	

### Elective courses

3.0

Select 1 of the following:

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 645	Project Management Tools
PROJ 650	Project Stakeholder Management
PROJ 665	Managing Project Knowledge
Other graduate-level courses, with approval of student's Academic Advisor and the Project Management program (must be 5XX or higher)	

Total Credits

16.5

## Sample Plan of Study

### First Year

Fall	Credits Winter	Credits Spring	Credits Summer	Credits
PROJ 501	3.0 PROJ 502	3.0 PROJ 515	3.0	
PROJ 601 or 602	1.5 PROJ 510	3.0 Elective*	3.0	
	4.5	6	6	0

Total Credits 16.5

\* 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.

## 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

## Program Requirements

ACCT 510	Essentials of Financial Reporting	2.0
ACCT 665	Financial Statement Analysis	3.0
FIN 601	Corporate Financial Management	3.0
<b>Select one (1) of the following</b>		<b>3.0</b>
ACCT 600	Accounting Analysis & Theory	
FIN 602	Advanced Financial Management	
TAX 660	Tax and Business Strategy	

Total Credits

11.0

## Sample Plan of Study

First Year				
Fall	Credits Winter	Credits Spring	Credits Summer	Credits
ACCT 510	2.0 FIN 601	3.0 ACCT 665	3.0 Elective	3.0
	2	3	3	3
<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.

## Program Requirements

### Required Courses

STAT 610	Statistics for Business Analytics	3.0
MIS 630	Inter-Active Decision Support Systems	3.0
Electives - select two courses *		6.0
MKTG 601	Marketing Strategy & Planning	
MKTG 606	Customer Analytics	
MKTG 607	Marketing Experiments	
<b>Total Credits</b>		<b>12.0</b>

\* Select 3 courses if STAT 610 has already been completed

## Sample Plan of Study

First Year			
Fall		Credits Winter	Credits
STAT 610		3.0 MIS 630	3.0
MKTG 601		3.0 MKTG 606	3.0
		6	6
<b>Total Credits 12</b>			

# Index

---

## A

Accounting ..... 4

## B

Business Administration (PhD) ..... 21

Business Analytics ..... 21

Business Information Technology MSBIT ..... 23

## C

Certificate in Advanced Business ..... 47

Certificate in Business Analytics ..... 48

Certificate in Strategic Financial Management ..... 57

Certificates ..... 47

## D

Doctorate in Business Administration (DBA) ..... 15

## E

Executive MBA Program ..... 14

## F

Finance ..... 27

## G

Graduate Minor in Accounting ..... 39

Graduate Minor in Athletic Administration ..... 39

Graduate Minor in Business ..... 39

Graduate Minor in Business Analytics ..... 40

Graduate Minor in Business Analytics Management ..... 40

Graduate Minor in Change Leadership & Strategy ..... 41

Graduate Minor in Digital Supply Chain Management ..... 41

Graduate Minor in Finance ..... 42

Graduate Minor in Leadership and Teams ..... 42

Graduate Minor in Marketing ..... 43

Graduate Minor in Operations Research ..... 43

Graduate Minor in Project Management ..... 43

Graduate Minor in Sport Management ..... 44

Graduate Minor in Sustainable Operations Management ..... 45

Graduate Minor in Taxation ..... 45

Graduate Programs ..... 4

## L

LeBow College of Business ..... 3

## M

Marketing ..... 30

MBA Programs ..... 6

## P

Post-Baccalaureate Certificate in Business Analytics Management ..... 49

Post-Baccalaureate Certificate in Change Leadership & Strategy ..... 50

Post-Baccalaureate Certificate in Data Management for Business Analytics ..... 51

Post-Baccalaureate Certificate in Digital Transformation ..... 51

Post-Baccalaureate Certificate in Information Systems Development ... 52

Post-Baccalaureate Certificate in Information Technology and Management ..... 53

Post-Baccalaureate Certificate in Information Technology Strategy & Execution ..... 53

Post-Baccalaureate Certificate in Organizational Security ..... 54

Post-Baccalaureate Certificate in Predictive Business Analytics ..... 55

Post-Baccalaureate Certificate in Project Management ..... 55

Post-Baccalaureate Certificate in Uncovering Insights with Business Analytics ..... 58

Project Management ..... 32

## S

Sport Business ..... 33

Supply Chain Management and Logistics ..... 35