

BUSINESS ADMINISTRATION (FLEXIBLE), MBA

The Flexible MBA is designed for people with full-time work experience in private sector, governmental, or public sector organizations. The program emphasizes the latest concepts, practices, and skills that professionals need to be effective managers and leaders in a wide variety of organizations.

Program Requirements

The Flexible MBA curriculum consists of Business Foundation courses and electives. Students may earn up to three Specializations but none are required. Students may take any combination of elective courses that meet the credit requirement, whether they count toward a Specialization or not. Specializations are simply a way to think about organizing elective courses and are optional.

Specializations include:

- Business Analytics & Risk Management (BARM) (p. 1)
- Digital Marketing (p. 1)
- Entrepreneurial Marketing (p. 2)
- Entrepreneurship, Innovation & Technology (p. 2)
- Financial Management (p. 2)
- Health Care Management, Innovation & Technology (HMIT) (p. 2)
- Investments (p. 2)
- Public & Private Sector Leadership (p. 3)

Students enrolled in the online Flexible MBA program will have the option to take sections of required and elective courses that contain a synchronous residency component. All residencies have the option to be completed onsite, either at the Harbor East campus in Baltimore, or at the Washington DC location. Some courses with residencies also have the option to be completed virtually through Zoom. No student is required to take sections with mandatory residencies, as these courses will also be offered in a synchronous online modality, which does require weekly, virtual class meetings, but does not have any residency component attached.

Course scheduling allows for the completion of the program in less than three years. Students must complete the required 54 graduate credits within six years. A waived course may be replaced with an equivalent number of credits in an additional elective course.

Curriculum

The curriculum for the Flexible MBA program includes the following courses. Course sequence and availability of specific electives may vary. All courses are 2 credits unless otherwise noted.

Business Foundations (20 credits)

Code	Title	Credits
BU.210.620	Accounting and Financial Reporting	2
BU.520.601	Business Analytics	2
BU.120.601	Business Communication ¹	2
BU.220.620	Business Microeconomics	2
BU.231.620	Corporate Finance	2

BU.142.601	Leadership and Organizational Behavior ¹	2
BU.410.620	Marketing Management	2
BU.680.620	Operations Management	2
BU.510.601	Statistical Analysis	2
BU.150.620	Strategic Management	2
Total Credits		20

¹ Designates course with a two-day residency option for online asynchronous sections

Electives (34 credits)

Students may fulfill this requirement with any Carey course for which they meet the prerequisites and enrollment criteria. Electives may be used to earn one, two, or three Specializations, but no student is required to earn a Specialization to fulfill program requirements. Courses may count toward multiple Specializations, but no student may earn more than three Specializations.

Specializations (Optional)

BUSINESS ANALYTICS & RISK MANAGEMENT

Code	Title	Credits
Required Courses		
BU.520.620	Advanced Business Analytics ²	2
BU.510.650	Data Analytics ²	2
Select three of the following:		6
BU.450.760	Customer Analytics ²	
BU.520.650	Data Visualization ²	
BU.230.730	Managing Financial Risk ²	
BU.450.740	Retail Analytics ²	
BU.450.765	Social Media Analytics ²	
BU.610.760	Supply Chain Analytics ²	
Total Credits		10

² Designates courses available in online asynchronous modality

DIGITAL MARKETING

Code	Title	Credits
Required Courses		
BU.420.710	Consumer Behavior ²	2
Select four of the following:		8
BU.450.760	Customer Analytics ²	
BU.420.720	Customer Relationship Management ²	
BU.460.700	Integrated Digital Marketing ²	
BU.410.601	Marketing Research ²	
BU.450.765	Social Media Analytics ²	
BU.450.750	Strategic Market Intelligence ²	
Total Credits		10

² Designates courses available in online asynchronous modality

ENTREPRENEURIAL MARKETING

Code	Title	Credits
Required Courses		
BU.420.710	Consumer Behavior ²	2
BU.410.601	Marketing Research ²	2
Select three of the following:		6
BU.420.730	Advanced Behavioral Marketing	
BU.430.710	Branding and Marketing Communications ²	
BU.460.710	Business-to-Business Marketing & Channel Strategy ²	
BU.121.610	Negotiation ²	
BU.460.730	New Product Development ²	
BU.430.720	Pricing Analysis	
Total Credits		10

² Designates courses available in online asynchronous modality**ENTREPRENEURSHIP, INNOVATION & TECHNOLOGY**

Code	Title	Credits
Required Courses		
BU.233.730	Entrepreneurial Finance ²	2
BU.152.710	Entrepreneurial Ventures ²	2
Select three of the following:		6
BU.152.740	CityLab Catalyst: Business Innovation for Social Impact ²	
BU.152.745	CityLab Practicum: Social Impact Project ^{2,3}	
BU.150.710 & BU.150.715	Discovery to Market I and Discovery to Market II ^{2,3}	
BU.410.601	Marketing Research ²	
BU.141.710	Effective Teaming ²	
BU.300.620	Managing Complex Projects ²	
BU.121.610	Negotiation ²	
BU.460.730	New Product Development ²	
Total Credits		10

² Designates courses available in online asynchronous modality³ These courses must be taken in sequence**FINANCIAL MANAGEMENT**

Code	Title	Credits
Required Courses		
BU.232.701	Investments ²	2
BU.230.620	Financial Modeling and Valuation ²	2
Select three of the following:		6
BU.231.790	Advanced Corporate Finance ²	
BU.232.750	Advanced Portfolio Management ²	
BU.520.710	AI Essentials for Business ²	
BU.231.720	Corporate Governance ²	
BU.210.680	Cost Measurement and Control ²	
BU.232.770	Cryptos and Blockchain	
BU.510.650	Data Analytics ²	
BU.232.710	Derivatives ²	
BU.232.725	Emerging Markets ²	

BU.233.730	Entrepreneurial Finance ²	
BU.230.750	Financial Crises and Contagion ²	
BU.231.710	Financial Institutions ²	
BU.210.650	Financial Statement Analysis ²	
BU.232.720	Fixed Income ²	
BU.230.730	Managing Financial Risk ²	
BU.231.740	Mergers and Acquisitions ²	
BU.220.610	The Firm and the Macroeconomy ²	
BU.232.730	Wealth Management ²	
Total Credits		10

² Designates courses available in online asynchronous modality**HEALTH CARE MANAGEMENT, INNOVATION & TECHNOLOGY**

Code	Title	Credits
Required Courses		
BU.881.702	Frameworks for Analyzing Health Care Markets ²	2
BU.883.702	Health Information Technology ²	2
or BU.881.706 Health Innovation and Evaluation		
Select three of the following:		6
BU.150.710 & BU.150.715	Discovery to Market I and Discovery to Market II ^{2,3}	
BU.881.701	Fundamentals of Health Care Systems ²	
BU.883.705	Health Care Financing and Financial Management ²	
BU.881.703	Health Care Law and Regulation ²	
BU.883.706	Health Care Organization and Management ²	
BU.890.713 & BU.890.714	Health Care Strategy Consulting Practicum I and Health Care Strategy Consulting Practicum II ^{2,3}	
BU.881.706	Health Innovation and Evaluation (may be used as elective if not used as second required course) ²	
BU.881.705	Health Marketing and Access	
BU.883.703	Medical Devices and Diagnostics ²	
BU.883.708	Negotiation in Health Care Settings ²	
BU.883.704	Pharmaceutical Strategy ²	
BU.881.704	Providers and Payers ²	
BU.550.620	The U.S. Health Care System: Past, Present, and Future ²	
BU.883.707	The Wire: Business Solutions for Community Health Improvement ²	
Total Credits		10

² Designates courses available in online asynchronous modality³ These courses must be taken in sequence**INVESTMENTS**

Code	Title	Credits
Required Courses		
BU.232.701	Investments ²	2
BU.232.710	Derivatives ²	2
Select three of the following:		6
BU.231.790	Advanced Corporate Finance ²	
BU.232.750	Advanced Portfolio Management ²	

BU.520.710	AI Essentials for Business ²	
BU.231.720	Corporate Governance ²	
BU.210.680	Cost Measurement and Control ²	
BU.232.770	Cryptos and Blockchain	
BU.510.650	Data Analytics ²	
BU.232.725	Emerging Markets ²	
BU.233.730	Entrepreneurial Finance ²	
BU.230.750	Financial Crises and Contagion ²	
BU.231.710	Financial Institutions ²	
BU.230.620	Financial Modeling and Valuation ²	
BU.210.650	Financial Statement Analysis ²	
BU.232.720	Fixed Income ²	
BU.230.730	Managing Financial Risk ²	
BU.231.740	Mergers and Acquisitions ²	
BU.220.610	The Firm and the Macroeconomy ²	
BU.232.730	Wealth Management ²	
Total Credits		10

² Designates courses available in online asynchronous modality

PUBLIC & PRIVATE SECTOR LEADERSHIP

Code	Title	Credits
Required Courses		
BU.141.710	Effective Teaming ²	2
BU.151.770	Power and Politics ²	2
	or BU.121.610 Negotiation	
Select three of the following:		6
BU.131.601	Business Leadership and Human Values ²	
BU.152.740	CityLab Catalyst: Business Innovation for Social Impact ²	
BU.152.745	CityLab Practicum: Social Impact Project ^{2,3}	
BU.151.720	Corporate Strategy ²	
BU.610.705	Crisis Management ²	
BU.003.903	Global Immersion: Business in Latin America—Chile	
BU.003.893	Leadership Development Expedition	
BU.300.620	Managing Complex Projects ²	
BU.142.720	Managing in a Diverse & Global World ²	
BU.121.610	Negotiation (may be used as elective if not used as second required course) ²	
BU.142.730	Strategic Human Capital ²	
BU.152.735	Strategy Consulting Practicum ²	
Total Credits		10

² Designates courses available in online asynchronous modality

³ These courses must be taken in sequence