GLOBAL MASTER OF BUSINESS ADMINISTRATION

The Global MBA, a full-time, two-year, cohort program, encompasses all aspects of business knowledge and skills in an innovative, interdisciplinary curriculum. The program is designed for people from diverse academic and professional backgrounds who possess strong analytical and quantitative aptitude.

The key tenets of the Global MBA program are:

**Experiential.** Students in the MBA will have the opportunity to learn by doing. While key business fundamentals are taught in a more traditional classroom environment, the project work at the core of the program helps students bridge theory with reality and get a sense of how complex issues are solved in the real world.

**Entrepreneurial.** Innovation and creativity are hallmarks of the program. There is great emphasis on creating new approaches and solutions to critical business and social issues.

**International.** The program recognizes that nearly all business is now international business and brings together students from around the world to think about, discuss, and work on some of the world’s major issues.

**Interdisciplinary.** The program takes advantage of the many outstanding departments and divisions within Johns Hopkins University to create a learning environment that brings together scholars, teachers and researchers from many different disciplines. This interdisciplinary approach provides insights and perspectives that are not possible otherwise.

Program Requirements

This unique program consists of a curriculum that is interdisciplinary, as well as two experiential learning projects, including Innovation for Humanity, an international consulting project, as well as a Flexible Experiential Learning course. Second-year elective courses offer students the opportunity to specialize in an industry vertical, such as Health Care Management and/or an academic discipline such as Marketing. The program requires 54 credits and is completed in two years, which cannot be accelerated. Course waivers are not granted in this program.

Curriculum

All courses are 2 credits unless otherwise noted.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU.910.610</td>
<td>Accounting Foundations</td>
<td>2</td>
</tr>
<tr>
<td>BU.913.610</td>
<td>Business Analytics</td>
<td>2</td>
</tr>
<tr>
<td>BU.930.633</td>
<td>Business Microeconomics</td>
<td>2</td>
</tr>
<tr>
<td>BU.914.610</td>
<td>Business Statistics</td>
<td>2</td>
</tr>
<tr>
<td>BU.912.610</td>
<td>Competitive Strategy</td>
<td>2</td>
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<tr>
<td>BU.910.611</td>
<td>Corporate Finance</td>
<td>2</td>
</tr>
<tr>
<td>BU.930.610</td>
<td>Effective Communication</td>
<td>1</td>
</tr>
<tr>
<td>BU.932.610</td>
<td>Ethical Leadership</td>
<td>2</td>
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<tr>
<td>BU.930.631</td>
<td>Experiences in Leadership</td>
<td>2</td>
</tr>
<tr>
<td>BU.930.634</td>
<td>Financial Valuation</td>
<td>2</td>
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</tbody>
</table>

Flexible Experiential Learning

Students are required to choose a second-year experiential course

Concentrations and Professional Specializations

Select one of the following concentrations: 12
- Entrepreneurship concentration (p. 1)
- Financial Businesses concentration (p. 2)
- Health Care Management concentration (p. 2)
- Marketing concentration (p. 2)
- Real Estate and Infrastructure concentration (p. 2)

Non-Concentration Business Electives

Students may choose general electives to complete the remaining credits for the 54 total credits needed for degree completion.

Concentrations and Professional Specializations

GMBA students are required to complete a 12 credit concentration or two 8 credit specializations. A concentration requires a minimum of 12 credits, and a specialization requires a minimum of 8 credits.

In the event that a student declares two concentrations and there are shared courses between the two concentrations, only one course to will count twice for concentration requirements.

Detailed course offerings for each concentration and specialization are as follows:

**Entrepreneurship Concentration**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>BU.233.730</td>
<td>Entrepreneurial Finance</td>
<td>2</td>
</tr>
<tr>
<td>BU.152.710</td>
<td>Entrepreneurial Ventures</td>
<td>2</td>
</tr>
<tr>
<td>BU.460.730</td>
<td>New Product Development</td>
<td>2</td>
</tr>
</tbody>
</table>

Concentrations and Professional Specializations Courses

Select one of the following for specialization or three of the following for concentration:
- BU.152.740 
- BU.450.730
- BU.450.630
- BU.150.710
- BU.141.710
- BU.300.620
- BU.121.610
- BU.151.770

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU.152.740</td>
<td>CityLab Toolkit: Business Innovation for Social Impact and City Lab Practicum: Social Impact Project</td>
<td>2-6</td>
</tr>
<tr>
<td>BU.450.730</td>
<td>Design Leadership</td>
<td></td>
</tr>
<tr>
<td>BU.450.630</td>
<td>Designing Experiments</td>
<td></td>
</tr>
<tr>
<td>BU.150.710</td>
<td>Discovery to Market I</td>
<td></td>
</tr>
<tr>
<td>BU.141.710</td>
<td>Effective Teaming</td>
<td></td>
</tr>
<tr>
<td>BU.300.620</td>
<td>Managing Complex Projects</td>
<td></td>
</tr>
<tr>
<td>BU.121.610</td>
<td>Negotiation</td>
<td></td>
</tr>
<tr>
<td>BU.151.770</td>
<td>Power and Politics</td>
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Total Credits: 8-12
## Financial Businesses Concentration

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>BU.231.790</td>
<td>Advanced Corporate Finance</td>
<td>2</td>
</tr>
<tr>
<td>BU.232.701</td>
<td>Investments</td>
<td>2</td>
</tr>
</tbody>
</table>

### Required Courses
- BU.231.790 Advanced Corporate Finance
- BU.232.701 Investments

### Concentrations and Professional Specializations Courses
Select two of the following for specialization or four of the following for concentration:
- BU.210.650 Advanced Financial Accounting
- BU.232.790 Advanced Hedge Fund Strategies
- BU.232.750 Advanced Portfolio Management
- BU.520.710 Big Data Machine Learning
- BU.232.650 Continuous Time Finance
- BU.231.720 Corporate Governance
- BU.210.680 Cost Measurement and Control
- BU.232.770 Cryptos and Blockchain
- BU.510.650 Data Analytics
- BU.232.710 Derivatives
- BU.233.730 Entrepreneurial Finance
- BU.232.725 Emerging Markets
- BU.230.750 Financial Crimes and Contagion
- BU.220.720 Financial Econometrics
- BU.231.710 Financial Institutions
- BU.230.620 Financial Modeling and Valuation
- BU.232.715 Financial Stability
- BU.232.720 Fixed Income
- BU.230.730 Managing Financial Risk
- BU.231.740 Mergers and Acquisitions
- BU.230.710 Quantitative Financial Analysis
- BU.232.730 Wealth Management

### Total Credits
- 8-12

## Health Care Management Concentration

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<thead>
<tr>
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<th>Title</th>
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<tbody>
<tr>
<td>BU.881.702</td>
<td>Frameworks for Analyzing Health Care Markets</td>
<td>2</td>
</tr>
<tr>
<td>BU.881.703</td>
<td>Health Care Law and Regulation</td>
<td>2</td>
</tr>
</tbody>
</table>

### Required Courses
- BU.881.702 Frameworks for Analyzing Health Care Markets
- BU.881.703 Health Care Law and Regulation

### Concentrations and Professional Specializations Courses
Select two of the following for specialization or four of the following for concentration:
- BU.881.707 Accounting for Decision Making in Health Care
- BU.883.711 Analysis of Health Care Operations
- BU.555.710 Applied and Behavioral Economics in Health Care
- BU.883.704 Pharmaceutical Strategy
- BU.510.650 Data Analytics
- BU.450.630 Designing Experiments
- BU.883.702 Emerging Frontiers in Health Technologies and Strategies
- BU.881.701 Fundamentals of Health Care Systems
- BU.883.705 Health Care Financing and Financial Management
- BU.883.706 Health Care Organization and Management
- BU.881.705 Health Marketing and Access
- BU.890.715 Health Services Improvement I
- & BU.890.716 Health Services Improvement II
- BU.883.703 Medical Devices and Diagnostics
- BU.883.708 Negotiation in Health Care Settings
- BU.881.704 Providers and Payers
- BU.881.711 Research and Policy Seminars in Health
- BU.550.620 The U.S. Health Care System: Past, Present, and Future
- BU.883.707 The Wire: Business Solutions for Community Health Improvement

### Total Credits
- 8-12

## Marketing Concentration

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>BU.420.710</td>
<td>Consumer Behavior</td>
<td>2</td>
</tr>
<tr>
<td>BU.410.601</td>
<td>Marketing Research</td>
<td>2</td>
</tr>
<tr>
<td>BU.450.710</td>
<td>Marketing Strategy</td>
<td>2</td>
</tr>
</tbody>
</table>

### Required Courses
- BU.420.710 Consumer Behavior
- BU.410.601 Marketing Research
- BU.450.710 Marketing Strategy

### Concentrations and Professional Specializations Courses
Select one of the following for specialization or three of the following for concentration:
- BU.420.730 Advanced Behavioral Marketing
- BU.430.710 Branding and Marketing Communications
- BU.460.710 Business-to-Business Marketing & Channel Strategy
- BU.450.760 Customer Analytics
- BU.420.720 Customer Relationship Management
- BU.450.630 Designing Experiments
- BU.460.700 Integrated Digital Marketing
- BU.460.730 New Product Development
- BU.430.720 Pricing Analysis
- BU.450.740 Retail Analytics
- BU.430.740 Sales Force Management
- BU.450.750 Strategic Market Intelligence

### Total Credits
- 8-12

## Real Estate and Infrastructure Concentration

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BU.234.610</td>
<td>Real Estate and Infrastructure Finance</td>
<td>2</td>
</tr>
<tr>
<td>BU.241.610</td>
<td>Real Estate Investment and Development</td>
<td>2</td>
</tr>
</tbody>
</table>

### Required Courses
- BU.234.610 Real Estate and Infrastructure Finance
- BU.241.610 Real Estate Investment and Development

### Concentrations and Professional Specializations Courses
Select two of the following for specialization or four of the following for concentration:
- BU.241.750 Advanced Valuation and Investment Analysis
- BU.241.620 Design and Construction Feasibility
- BU.230.640 Development Modeling and Risk Analysis
- BU.450.630 Designing Experiments
- BU.241.725 Global Perspectives in Real Estate
- BU.241.735 Infrastructure Development for Sustainable Cities
- BU.241.740 Project Finance and Public-Private Infrastructure Delivery
- BU.242.720 Real Estate Capital Market Analysis
- BU.152.725 Real Estate Entrepreneurship
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BU.242.710</td>
<td>Real Estate Funds and Portfolio Management</td>
</tr>
<tr>
<td>BU.242.715</td>
<td>Real Estate and Infrastructure Valuation</td>
</tr>
<tr>
<td>BU.242.701</td>
<td>Real Estate Investment Trusts: Analysis and Structuring</td>
</tr>
<tr>
<td>BU.132.615</td>
<td>Real Estate Legal Environment</td>
</tr>
<tr>
<td>BU.242.601</td>
<td>Real Estate Market Feasibility Study</td>
</tr>
<tr>
<td>BU.241.760</td>
<td>Strategic Commercial Leasing</td>
</tr>
</tbody>
</table>

Total Credits: 8-12

1 Required for concentration and taken at the beginning of concentration coursework