

# Graduate And Professional Programs Schedule Preview

## Summer 2024, Fall 2024, Winter 2024, Spring 2025



**Tippie College of Business**

Summer 24 registration: March 4  
Fall 24 registration: June 3  
Winter 24 + Spring 25 registration: Nov 11

Final Schedules with nights of the week and instrutors available at least 1 month prior to registration dates.

	Summer 8 weeks May 20 - July 19, 2024	Fall 1 8 weeks Aug 26 - Oct 18, 2024	Fall 2 8 weeks Oct 21 - Dec 20 2024	Winter 3-4 weeks Dec 23-Jan 17, 2025	Spring 1 8 weeks Jan 21 - March 14, 2025	Spring 2 8 weeks March 24 - May 16, 2025	Additional notes
<b>MBA Core</b>							
MBA-8110 Marketing Management	O O	O O	O O DM		O O	O O O	
MBA-8120 Management in Orgs	O O	O O O	O O O		O O DM	O O O	
MBA-8140 Corporate Financial Reporting	O O DM	O O	O O O		O O	O O	
MBA-8150 Data and Decisions	O O	O O DM	O O		O O	O O O	MBA-8150 is the same course as BAIS-9100, which is available in 11 week format (see listing below)
MBA-8160 Managerial Economics	O O	O O O	O O DM		O O	O O	
MBA-8180 Managerial Finance	O O	O O DM	O O		O O O	O O	
MBA-8240 Operations and Supply Chain	O O	O O	O O		O O DM	O O O	
MBA-8300 Foundations in Strategy	O O	O O O	O O		O O O	O DM	
MBA-8310 Business Integration	O	O			O		Only open to MBA students
MBA-8320 Strategic Business Growth	O		O O			O <i>Iowa City Destination</i>	Only open to MBA students. More information on the Iowa City spring destination course and an early application will be available in fall. Online with one in-person class session in Iowa City on a Friday during business hours (date TBD).
MBA-9300 Strategy in Action	O	<i>Iowa City Destination</i>	O			O	Only open to MBA students. More information on the Iowa City destination course and an early application will be available in mid-spring. Online with one in-person class session in Iowa City on October 11.
<b>MBA Electives</b>							
ACCT-9020 Strategic Cost Analysis			O			O	
ACCT-9040 Financial Statement Analysis & Forecasting		tentative				O	
BAIS-6240 Value Creation Using AI (NEW)						O	Analytics elective for MSBA students  Comprehensive understanding of how artificial intelligence (AI) can be harnessed to create value in various business sectors including AI fundamentals; frameworks for value creation; competitive strategies using AI; critical success factors for AI-based projects; and the identification of impactful use cases for a given industry. Ethical considerations, privacy, trust, and security issues related to AI will also be addressed.
BAIS-9140 Agile Project Management	O		O			O	Analytics elective for MSBA students
BAIS-9300 Innovations in Technology: Virtual Reality		O (updated 2/15/24)					Business elective for MSBA students
<b>For additional Business Analytics electives, please see listings below for MSBA 11-week courses.</b>							
ECON-9100 Digital Economics (NEW)					Tenative		The digital economy is a new branch of economics that studies digital goods and services. This area of the economy is driven by billions of daily interactions that occur online between individuals, businesses, devices, data and processes. The foundation of the digital economy is hyperconnectivity – highly interconnected people and organizations – through the use of the Internet, mobile technologies, and the internet of things.  Technology tends to advance quickly, while workers’ skills, firms and governments tend to move at a slower pace. The gap between rapidly evolving technology and slower-moving human development will widen in future decades as exponential advances in artificial intelligence, robots, networks, analytics, and digitization have an increasing impact on society and the economy. This course will focus on three problems in moving toward a fully digitized and economy: •The speed of adapting evolving technologies by individuals, firms, and organizations. •Regulation by governments and international organizations. •The “digital divide” and inclusive growth This course will use a combination of modeling, empirical evidence and case studies to analyze these issues.
ENTR-9100 Entrepreneurship & Innovation		O		O		O	
ENTR-9200 Entrepreneurial Finance				O		O	
ENTR-9450 Strategic Management of Technology & Innovation	O			O		O	
ENTR-9300 Design Thinking			O		O		
FIN-9130 Corporate Risk Management and Insurance						O	
FIN-9140 Enterprise Risk Management (formerly Corporate Financial Risk Management)		O					
FIN-9150 Financial Modeling & Firm Valuation			O			O	
FIN-9200 Portfolio Management			O				
FIN-9230 Real Estate Finance & Investments	O	O					
FIN-9300 Corporate Investment & Finance Decisions		O				O	
FIN-9310 Corporate Financial Strategy						O	
FIN-9350 Wealth Management	O		O	O			
MBA-8130 Business Communication		O				O	
MBA-9130 Leadership Communication & Story	O		<i>DM Destination</i>	O		O	Fall: More information on the Des Moines destination course and an early application will be available in spring. Online with one in-person class session in Des Moines on a Friday during business hours (date TBD).
MBA-8430 Communication with AI & Business Tech		O		O			
MBA-8500 Seminar in International Business (GLO)				O TRAVEL (Vietnam )		O TRAVEL (Greece)	January GLO will take place during Winter session to Vietnam. May GLO has class time and travel during Spring 2. No additional enrollments during session with GLO travel is allowed.

MGMT-9091 Corporate Social Responsibility & Sustainability					O		
MGMT-9110 Dynamics of Negotiations	O			O	O		
MGMT-9120 Leadership & Personal Development	O	OO	OO	O	OO		One online section in Fall 1 will be focused on students with 10+ years of experience. One online section in Spring 1 will have a healthcare focus.
MGMT-9130 Strategic Management of Change	O	Iowa City Destination		O	O		More information on the Iowa City destination course and an early application will be available in mid-spring. Online with one in-person class session in Iowa City on October 11.
MGMT-9185 Project Management	O		O	O		O	
MGMT-9210 Law & Ethics		O				O	
MGMT-9220 Maximizing Team Performance	O	O				O	DM hybrid
MGMT-9230 Managing & Preventing Conflict	O		O				Course is synchronous as of Spring 24.
MGMT-9240 Inclusive Leadership		O					
MGMT-9250 Managing Employee Performance			O	O			
MKTG-9015 Social Media Marketing						O	
MKTG-9155 Digital Marketing Insights, Strategies, and Applications			O				
MKTG-9310 Marketing Analytics			O			O	Analytics elective for MSBA students
MKTG-9320 Strategic Brand Positioning						O	
MKTG-9330 Product & Portfolio Strategy		O					
MKTG-9350 Marketing Communication & Promotions	O						
MKTG-9370 Customer Experience (NEW)						O	Fundamentals of customer experience (CX) management leveraging principles of behavioral science and design thinking; value creation through journey mapping; experience prototyping; creating a customer-centric culture; CX technology and trends, including AI, AR/VR, IoT, and personalization; multisensory product and service design; measuring and evaluating CX initiatives.

	Summer 11 weeks May 20 - Aug 2, 2024	Fall 11 weeks Aug 26-Nov 15, 2024	Winter 3-4 weeks Dec 23 - Jan 17, 2025	Spring 11 weeks Jan 21 - April 18, 2025	Additional notes
<b>Business Analytics</b>					
<b>Business Analytics Core</b>					
BAIS-9100 Data and Decisions		O		O	11-week version is recommended for Business Analytics students, but MBA:8150 is the same course and could be taken instead.
BAIS-6050 Data Management	OO	O		O	In Fall 2024, BAIS:6050 Data Management and Visual Analytics will become BAIS:6050 Data Management and the current three weeks of visual analytics content will be removed. Additional content related to data extraction, transformation, loading (ETL), and data warehouses will be added.
BAIS-6140 Visual Analytics (required for those admitted to MS Fall 24 or later)				O	Do not take this course if you previously took BAIS:6140 Information Visualization.
BAIS-6040 Data Programming in Python	O	OO		OO	
BAIS-9110 Advanced Analytics	O	OO		O	
BAIS-6070 Data Science	O	O		OO	Beginning Spring 2025, this course will require BAIS:6040 Python as a pre-req.
BAIS-6120 Analytics Experience	O	O		O	Only open to MSBA students. For students admitted to the MSBA Program in Fall 2024 and after, BAIS:6140 Visual Analytics along with the other five required core business analytics courses will be required prior to taking this course. For students admitted before Fall 2024, the 5 BA Core and one elective is required.
<b>Business Analytics Electives (11 weeks)</b>					
BAIS-6060 Data Analysis with R		O			
BAIS-6100 Text Analytics		O			
BAIS-6105 Social Analytics		O			
BAIS-6140 Visual Analytics (elective for those admitted to MS prior to Fall 24)				O	Previous course title: Information Visualization. Do not take if you have taken Info Viz
BAIS-6210 Data Leadership and Management	O		O		
BAIS-6280 Cybersecurity				O	
<b>Business Analytics Electives (8 weeks)</b>					
BAIS-9140 Agile Project Management	O	2nd 8 weeks		2nd 8 weeks	
BAIS-6240 Value Creation Using AI (NEW)				2nd 8 weeks	Comprehensive understanding of how artificial intelligence (AI) can be harnessed to create value in various business sectors including AI fundamentals; frameworks for value creation; competitive strategies using AI; critical success factors for AI-based projects; and the identification of impactful use cases for a given industry. Ethical considerations, privacy, trust, and security issues related to AI will also be addressed.
MKTG-9310 Marketing Analytics		2nd 8 weeks		2nd 8 weeks	

For additional Business electives, please see MBA 8-week listings. MSBA students may take up to 6 s.h. of business electives.

All courses require attendance at live sessions on a specific night of the week unless otherwise noted:

Online courses EXN, EXO, EXP, EXT, EXR, EXV, EXW, EXO) require attendance via the web (generally Zoom) for the live sessions in addition to required online course content (asynchronous).

In-person courses are taught in a hybrid format, utilizing both in-person and online elements, unless otherwise noted. Hybrid courses require in-person attendance at a physical site (Des Moines: EXD, Iowa City: EXI) for the live sessions in addition to required online course content (asynchronous).

Asynchronous courses do not have any live session meetings and the only course offered in this format is MKTG:9350 Marketing Communication & Promotions.

Destination courses are primarily online with one in-person class session that meets in Iowa City or Des Moines (as outlined above) on a Friday during business hours. Additional social activities may be offered in addition to the in-person class session.