PROFESSIONAL MBA FOCUS AREAS (PMF)

PMF 611 Global Management (6 credits)
The Global Management focus area prepares participants with the essential tools and perspectives needed to thrive in today's interconnected global business environment. Emphasizing organizational sustainability, the curriculum integrates principles of ethical governance, social equity, and ecological consciousness. Through the development of a global mindset, this interdisciplinary course blends insights from business, politics, social and environmental science, global studies, and economics, empowering participants to navigate complex global management challenges. Participants will learn to tailor market entry strategies to the unique contexts of individual countries, enhance cultural awareness for better negotiation and relationship-building, and develop strategies that maximize the positive impact of multinational corporations on sustainable global development. This focus area addresses the key knowledge, skills, and perspectives necessary for effective international management.

Typically Offered: Fall

PMF 612 Data Analytics (6 credits)
This course equips students with essential data analytics tools and techniques to support informed decision-making in today's data-driven business environment. Topics include data wrangling, data visualization and storytelling, business statistics, statistical modeling and machine learning, and operations optimization. Students will develop the skills to identify, communicate, and lead with insights that span descriptive, predictive, and prescriptive analytics. An emphasis is placed on exploring real-world cases through discussions, collaborative projects, and reflections to bridge theory and business application.

Typically Offered: Fall

PMF 613 Financial Analytics (6 credits)
This course teaches statistical and quantitative tools used in financial analysis. Students will learn why such tools are necessary and relevant in analyzing financial markets and how they help in making informed decisions. The course touches on topics both in corporate finance and investments. Theoretical models in each topic will be introduced to students, then they will learn how to test those models using real financial data and various statistical methods. The course will start with classical methods such as Hypothesis testing, ANOVA, and regressions to test finance theories, including CAPM, multi-factor model, portfolio optimization, as well as forecasting returns. We will further study models for classification to handle selection and binary outcomes. Then, the course will introduce prediction techniques based on high-dimensional data using machine learning methods. Finally, the course will introduce the recent development, such as AI, large language models, and big data.

Typically Offered: Fall and Spring

PMF 614 Sustainable Organizations (6 credits)
The Sustainable Organizations focus area examines the behavior of purpose-driven, science-based, and society-oriented businesses. This course trains participants to utilize a transdisciplinary set of knowledge and skills to drive positive change. The curriculum covers how a clear sense of purpose and mission, coupled with systems thinking, drives the development of innovative products and services that meet all stakeholders' needs, including the environment and society. The course emphasizes ethical behavior and teaches a multistakeholder approach to manage risk effectively. When faced with ethical dilemmas, participants rely on stated missions and core values to guide decision-making processes. By balancing environmental, social, ethical, and economic responsibilities, participants will be prepared to lead organizations toward long-term success and positive contributions to the world.

Typically Offered: Spring

PMF 615 Strategic Leadership (6 credits)
Strategic leadership is dynamic and interdisciplinary, focusing on setting strategies and inspiring followers to achieve organizational goals. This approach prepares leaders with both hard and executive skills to navigate challenges and drive change. The program blends the art and science of leadership, emphasizing situational alignment and a well-rounded skillset, including industry expertise, cutting-edge research, and executive skills like cultural competence, emotional intelligence, and strategic communication. A strong technical foundation is essential due to dynamic conditions involving technology, stakeholders, and consumers.

PMF 616 Innovation Design (6 credits)
The Innovation Design focus area introduces essential innovation frameworks, methods, and tools through individual assignments and a team project that engages students in an applied design challenge. Primary course topics include design thinking, problem definition, creativity, ideation techniques, prototyping, design for sustainability, emerging technologies, design ethics, delivering effective pitches, and other timely special topics. Students critically evaluate the role of emerging technologies in innovation- and design-focused sustainability efforts, use design thinking and related methods to develop and test prototypes, and deliver a pitch for their proposed solutions. Along the way, students learn industry-standard software, practice co-facilitating design activities, and deliver a conference-style talk on an assigned topic. Workshops, lectures, readings, discussions, and guest lecturers expose students to a broad range of approaches to innovation design.

Typically Offered: Spring