General Business (MBA)

for more information, contact mbainfo@uoregon.edu.

The Oregon MBA degree embodies the college's emphasis on interdisciplinary study, experiential learning, research excellence, and a supportive learning environment. No other program inspires individual distinction and deep and practical experience like the Oregon MBA. Earn an MBA with a specialization in one of four select areas: finance and securities analysis, innovation and entrepreneurship, sports business, and sustainable business practices. The four specializations of the MBA curriculum are aligned with the college's centers of excellence—the Lundquist Center for Entrepreneurship, the Cameron Center for Finance and Securities Analysis, the Center for Sustainable Business Practices, and the James H. Warsaw Sports Marketing Center. The centers promote research collaboration among faculty members from different departments, facilitate student interactions with industry professionals, and provide practical, real-world learning opportunities.

Strong faculty involvement and the state-of-the art facilities of the Lillis Business Complex create an ideal learning environment. An emphasis on group work ensures that students get to know one another and their instructors well. In addition, a strong cohort model aids in developing solid working relationships and strong friendships. Finally, students enhance their education by participating in global and domestic experiential learning trips and co-curricular opportunities offered through the college's Professional Edge Program.

Two years of full-time study are needed to earn the minimum of 76 credits required for the degree. See the website (https://business.uoregon.edu/programs/mba/) for more information and admission requirements.

Accelerated Program

The accelerated master's degree program is intensive, allowing outstanding undergraduate majors in business from an accredited institution to earn an MBA degree in nine or 15 months by taking a minimum of 49 credits over three or four terms. Applicants should have a strong overall academic record and significant full-time work experience. Students choose one of the four specializations listed above. See the website (https://business.uoregon.edu/mba/degree-programs/accelerated/) for more information.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Make sound business decisions by using fundamental business concepts in analyzing and synthesizing information.
- Be guided by ethical precepts in making business decisions.
- Think strategically in a global business context.
- Develop and communicate solutions to real world problems and/or opportunities.

Code	Title	Credits
Core Courses		
ACTG 612	Financial Accounting (Core Courses)	3
BA 661	Oregon Advanced Strategy	3
or FIN 671	Corporate Finance and Valuation	
BA 680	Data Visualization and Communication in Business	3
BA 721	Business Writing	1
BE 625	Business Law and Ethics	3
FIN 612	Fundamentals of Finance	3
FIN 613	Managerial Economics	3
MGMT 612	Managing Individuals and Organizations	3
MGMT 614	Strategic Management	3
MGMT 615	Leadership	3
MGMT 623	Negotiation	3
MGMT 640	Sustainable Business Development	3
MKTG 612	Marketing Management	3
OBA 612	Quantitative Methods for Managers	3
OBA 613	Operations Management	3
Specialization and General Electives		33
Total Credits		**76**

Program Requirements

- Students are required to complete one of four center-affiliated specializations: Innovation & Entrepreneurship, Finance & Securities Analysis, Sports Business, or Sustainable Business Practices; Advanced Strategy and Leadership may be added as a second specialization.
- Students are required to complete a series of modules on facilitation skills designed to help them work more effectively in teams during their first year of the program.
- Students are required to complete a professional development plan during their first year of the program.
- Students are required to participate in a center-based series of modules on specialization-specific topics led by external presenters.

- Finance and Securities Analysis (p. 2)
- Innovation and Entrepreneurship (p. 2)
- Sports Business (p. 2)
- Sustainable Business Practices (p. 3)
- Advanced Strategy and Leadership (p. 1) *(Advanced Strategy and Leadership may only be added as a secondary specialization.)*

Advanced Strategy and Leadership Specialization Requirements

Code	Title	Credits
Required Courses:		
BA 661	Oregon Advanced Strategy	3
MGMT 615	Leadership	3
MGMT 623	Negotiation	3
One course of the following for the Finance Requirement:		**3**
ACTG 580	Accounting Data Analytics I	
ACTG 618	Taxes and Business Strategy	
ACTG 631	Financial Statement Analysis and Valuation	
ACTG 662	Strategic Cost Management	
FIN 671	Corporate Finance and Valuation	
FIN 673	Advanced Topics in Corporate Finance	
FIN 685	Alternative Investments	
One course of the following for the Sustainable Business Requirement:		**3**

MGMT 543	Life Cycle Assessment	
MGMT 641	Industrial Ecology	
OBA 566	Project and Operations Management Models	
OBA 577	Supply-Chain Operations and Information	
One course of the following for the Marketing Requirement:		**3**
OBA 555	Data Driven Predictive Modeling	
MKTG 660	Marketing Research	
MKTG 665	Marketing Strategy	
One course of the following for the Innovation and Entrepreneurship Requirement:		**3**
MGMT 510	Experimental Course: [Topic]	
MGMT 620	Managing Global Business	
MGMT 625	New Venture Planning	
MGMT 635	Opportunity Recognition	

Finance and Securities Analysis Specialization

Code	Title	Credits
Required Courses:		
ACTG 631	Financial Statement Analysis and Valuation	4
FIN 671	Corporate Finance and Valuation	3
FIN 606	Practicum: [Topic] (Masters Investment Group)	6
FIN 683	Concepts of Investments	3
Financial Markets Elective (minimum of 3 credits)		**3**
FIN 562	Derivative Markets and Financial Institutions	
FIN 675	Fixed Income Securities	
Specialization Electives (minimum of 6 credits) [1]		**6**
ACTG 617	Taxation of Business	
ACTG 618	Taxes and Business Strategy	
ACTG 619	Taxation of Pass Through Entities	
FIN 564	Commercial Banking	
FIN 610	Experimental Course: [Topic]	
FIN 673	Advanced Topics in Corporate Finance	
FIN 687	Hedge Funds	
Total Credits		**25**

[1] If Finance 671 used to satisfy MBA core requirement then minimum of 9 specialization elective credits required.

Innovation and Entrepreneurship Specialization

Code	Title	Credits
MGMT 635	Opportunity Recognition	3
MGMT 625	New Venture Planning	3
MGMT 645	New Venture Scaling	3
MGMT 655	New Venture Execution	4
Electives: [1]		**3**
BE 625	Business Law and Ethics	
BIOE 610	Experimental Course: [Topic]	
FIN 671	Corporate Finance and Valuation	
FIN 685	Alternative Investments	
J 548	Advertising Campaigns	
J 624	Strategic Communication: [Topic]	
LAW 610	Experimental Course: [Topic]	
LAW 633	Business Planning	
LAW 673	Patent Law and Policy	
MGMT 510	Experimental Course: [Topic]	
MGMT 615	Leadership	
MGMT 620	Managing Global Business	
MGMT 623	Negotiation	
MGMT 640	Sustainable Business Development	
MKTG 660	Marketing Research	
OBA 510	Experimental Course: [Topic]	
OBA 544	Business Database Management Systems	
OBA 555	Data Driven Predictive Modeling	
PPPM 581	Fundraising for Nonprofit Organizations	
PPPM 685	Social Enterprise	
SBUS 645	Sports Product	
SPD 650	Sports Product Materials and Manufacturing	
Total Credits		**16**

* Law classes run on a semester basis. Semester credits are worth 1.5 times more than quarter credits. Thus, a 2-credit law class is worth 3 quarter credits. The credits listed here are quarter-credit equivalents. Students who wish to take a law class need to complete a non-law student enrollment request form.

[1] BE 625, MGMT 615, MGMT 623, MGMT 640 may not count toward both MBA core requirement and specialization elective requirement.

Sports Business Specialization

Code	Title	Credits
Required Courses:		
SBUS 650	Marketing Sports Properties	3
SBUS 652	Sports Sponsorship Alliances	3
SBUS 655	Economic Aspects of Sports	3
SBUS 645	Sports Product	3
SBUS 653	Legal Aspects of Sports Business	3
SBUS 606	Practicum: [Topic] (Strategic Planning Project)	6
SBUS Specialization Electives (Minimum of 9 credits required)		**9**
OBA 510	Experimental Course: [Topic]	
MKTG 515	Marketing Analytics	
MKTG 660	Marketing Research	

J 560	Brand Development: [Topic] (Sports Brand Strategy)	
Total Credits		**30**

[1] SBUS 653 will substitute for BE 625 MBA core requirement for students in SBUS specialization.

Sustainable Business Practices Specialization

Code	Title	Credits
Required Courses		
MGMT 641	Industrial Ecology	3
MGMT 543	Life Cycle Assessment	4
MGMT 606	Practicum: [Topic] (Strategic Planning Project)	6
SUST electives (Minimum of 9 credits required)		**9**
MGMT 608	Workshop: [Topic] (Clean Energy Finance)	
MGMT 610	Experimental Course: [Topic]	
OBA 544	Business Database Management Systems	
OBA 566	Project and Operations Management Models	
OBA 577	Supply-Chain Operations and Information	
Total Credits		**22**