

Berry College Fast Track MBA

The Fast Track MBA program curriculum consists of a combination of core courses, one study abroad experience, and two distinctive opportunities to complete an academic internship, a detailed work project, or a focused directed study with a faculty member. Students attend on a fulltime basis during the fall and spring semesters and part-time in two summers allowing completion of the program in four semesters or 15 months.

Sample Sequence of Classes*

Summer 1	Fall	Spring	Summer 2
FIN 601 Corporate Finance	MKT 621 Strategic Marketing	BUS 685 Strategy of World Class Organizations	MGT 668 International Management
ACC 611 Accounting for Decision-Making	MGT 665 Value Chain Management	MGT 655 Leadership and Change Management	Pick one (BUS 697): <ul style="list-style-type: none"> • Academic internship • Work project • Directed study
	Pick one (BUS 697): <ul style="list-style-type: none"> • Academic internship • Work project • Directed study 	BUS 657 Strategic Use of Information Technology	

Core Courses

FIN 601. Corporate Finance 3-0-3 Analyzes the major financial-policy decisions of the corporation. Emphasizes the domestic and global impact of the investment, financing and dividend decisions of the firm on its value and stock price. Significant team case analysis required. PR: FIN 510 or equivalent preparation.

ACC 611. Accounting for Decision Making 3-0-3 This course familiarizes students with the use of accounting information for business decision-making. Topics covered include cost behavior, profitability analysis, short-term decision making, budgeting and performance measurement. PR: ACC 520 or equivalent.

MKT 621. Strategic Marketing 3-0-3 Provides a broad survey of the field of marketing. Emphasizes developing and applying strategic principles to marketing planning including customer analysis, market segmentation, product development, forecasting, pricing, distribution, promotion and marketing strategy. Utilizes the case-analysis method. PR: MKT 510 or equivalent preparation.

**Actual classes may vary*

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Core Courses

MGT 665. Value Chain Management 3-0-3 Management of productive resources for strategic growth and competitiveness. Focus on the design, control and improvement of systems that use raw material, human resources, equipment and facilities to create products or services. PR: BUS 520 or equivalent preparation.

MGT 655. Leadership and Change Management 3-0-3 Encourages competitive advantage through leadership or organizational change. Compares theoretical leadership processes developing effective, ethical, multicultural, global and local teams with personal development of practical leadership skills. Includes participation in the Berry Outdoor Leadership (BOLD) program and analysis of written cases as well as oral, written and virtual presentation of actual case studies to local business leaders. PR: MGT 530 or equivalent preparation.

BUS 657. Strategic Use of Information Technology 3-0-3 Studies emerging information technologies and their impact on firm strategy, organizational structure, operations and decision-making. Emphasizes electronic commerce and its role in developing competitive advantage through extensive use of case studies.

BUS 685. Strategies of World-Class Organizations 3-0-3 Reviews the strategic operations of several global organizations during the last five years, and assesses their performance. Integrates the use of financial markets, managerial leadership, communications and computer skills to make decisions designed to achieve world-class performance. Uses teams and case simulations. PR: ACC 611; FIN 601; MGT 664 or 665; and MKT 621.

Electives

MGT 668. International Management 3-0-3 Introduces challenges of managing multinational corporations (MNCs). Includes present and future environmental, strategic, organizational and competitive challenges of the global economy; strategic collaboration and alliances between MNCs; and challenges for managers employed by MNCs. This class is taught as part of a study abroad trip offered in May of each year.

BUS 697. Independent Study/Internship 3-0-3 Provides independent, comprehensive study in selected topics under the direction of a faculty member. May include field-work experience but also requires the completion of a formal paper and/or project designed to demonstrate thorough knowledge in the particular field. May be taken a maximum of two time. PR: Consent of director and instructor prior to registration for course.

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