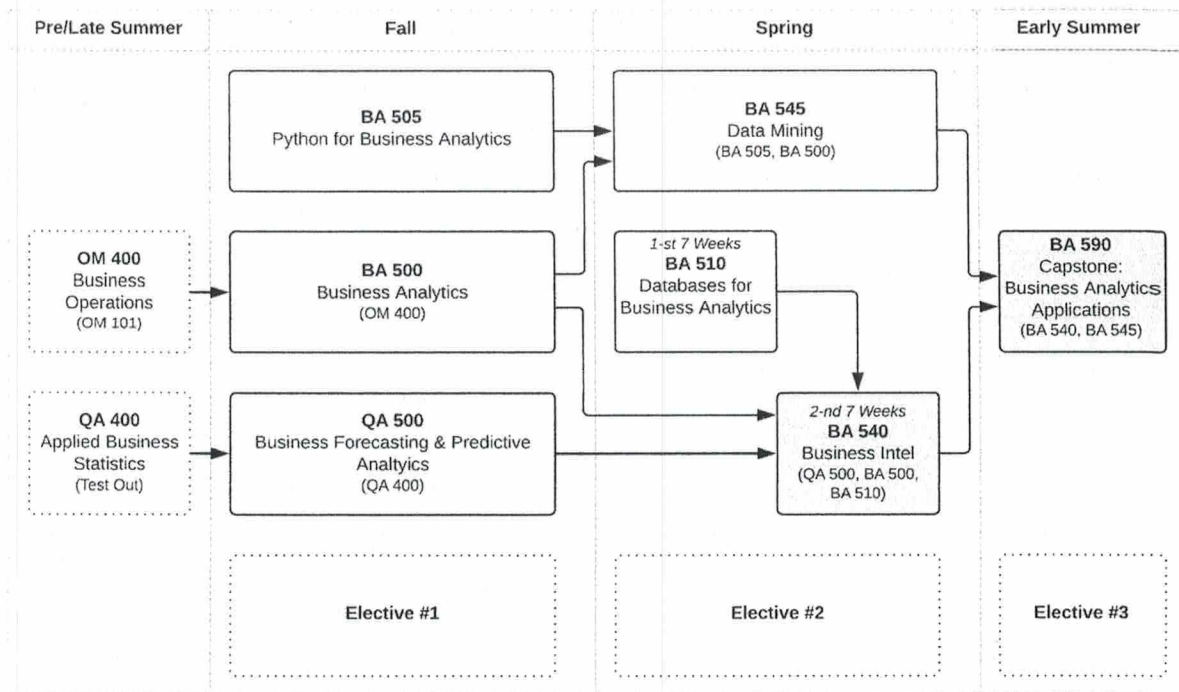


FAIRFIELD UNIVERSITY – DSB
SPECIALIZATIONS WITHIN MSBA PROGRAM
March 27, 2018



THREE SPECIALIZATIONS ARE AVAILABLE IN THE MSBA:

EXISTING MS-BA SPECIALIZATION – MARKETING ANALYTICS:

Course choices (students must complete 3) for the Marketing Analytics specialization within the MS-BA include the following courses:

Required for specialization:

MK520 – Marketing Research (Offered Fall)

MK580 – Multivariate Data Analysis for Decision Making (Offered Summer)

Optional for specialization (choose one):

MK585 – Contemporary Topics: Retail Analytics (Offered Spring) or

MK590 – Experimental Research in Marketing (Offered Occasionally)

NEW MS-BA SPECIALIZATION - ACCOUNTING:

Course choices for the Accounting specialization within the MS-BA include the following courses (students can choose any three):

AC550 – Accounting Information Systems and Technology (Offered Spring)

AC560 – Audit Issues in a Global Environment (Offered Spring)

AC565 – Forensic Accounting (Offered Spring)

AC591 – Practicum in Accounting (Offered whenever Practicum Experiences are Available)

NEW MS-BA SPECIALIZATION - HEALTHCARE:

Course choices for the Healthcare specialization within the MS-BA include the following courses (students can choose any three):

NS602 – Healthcare Economics & Marketing (Offered Summer)

NS605 – Advanced Healthcare Policy (Offered Summer/Fall)

NS613 – Finance & Quality Management in Healthcare Organizations (Offered Fall)

NS614 – Information Technology for Healthcare Improvement (Offered Summer/Fall)