

# ACCOUNTANCY, MS (IMSA) AND BUSINESS ADMINISTRATION, MBA (IMBA)

for the joint degrees of Master of Science in Accountancy and Master of Business Administration in Business Administration (online)

Code	Title	Hours
<b>Digital Marketing</b>		
MBA 541	Marketing in a Digital World	
MBA 542	Digital Marketing Analytics	
MBA 543	Digital Media & Marketing	
MBA 544	Marketing in an Analog World	
<b>Global Challenges in Business</b>		
MBA 546	Global Business Horizons	
MBA 547	Global Marketing	
MBA 548	Global Strategy	
<b>Entrepreneurship &amp; Strategic Innovation</b>		
MBA 551	Strategic Innovation	
MBA 552	Fostering Creative Thinking	
MBA 553	Entrepreneurship: From Startup to Growth	
<b>Data Insights to Business and Operational Excellence</b>		
MBA 561	Introduction to Business Analytics with R	
MBA 562	Introduction to Business Analytics: Communicating with Data	
MBA 563	Data Toolkit: Business Data Modeling & Predictive Analytics	
MBA 564	Data Analytics Applications in Business	