

Business Administration, MBA—Full-Time (Boston)

The Northeastern University D'Amore-McKim School of Business Full-Time MBA (https://damore-mckim.northeastern.edu/programs/full-time-mba/?utm_source=internal-referral&utm_medium=nu-catalog&utm_campaign=ftmba) program is designed to prepare students to lead with impact. Our Full-Time MBA program integrates business knowledge with a deep understanding of technology, preparing students to stay ahead of change and become the leaders that today's business world demands. Students will choose from a wide-ranging list of in-demand electives and concentrations—including our signature MBA x concentrations—allowing them to develop a unique nonbusiness skill set.

Integrate Classroom and Professional Experiences

Learning by doing is a hallmark of a Northeastern MBA. Students apply their knowledge to actual business challenges through experience-fueled electives and class projects. Through a corporate residency, students translate ideas to action for 3, 6, or up to 12 months. Far removed from the typical internship, students work full time at a leading firm or startup in their field and have significant responsibilities as they work to deliver on organizational goals.

Select Two Concentrations

Students will specialize their degree by selecting two in-demand business concentrations. Or, they could choose to add expertise in another professional area by choosing an interdisciplinary MBA x concentration in a highly relevant field offered through partnerships with other Northeastern colleges.

Build an Interdisciplinary Skill Set

Students will select 6 interdisciplinary (nonbusiness) semester hours of their choice. They can mix and match the content that interests them from a diverse list of eligible graduate courses across Northeastern colleges.

Program Requirements

Core Requirements

Code	Title	Hours
Marketing		
MKTG 6318	Customer Value and the Enterprise	2
Strategic Decision Making		
ACCT 6318	Analyzing Accounting Data for Strategic Decision Making	2
STRT 6318	Strategic Planning for the Future	2
Management		
FINA 6318	Financial Management	2
HRMG 6318	Managing the Organization	2
SCHM 6318	Managing Operations and the Supply Chain	2
Innovation and Social Impact		
BUSN 6363	Social Impact of Business	2
INNO 6318	Innovation Driven Strategy	2
Career Management		
BUSN 6200	Career Management	0
BUSN 6950	MBA Skills Workshop	0
Corporate Residency		
BUSN 6954	Co-op Work Experience - Half-Time	0
BUSN 6964	Co-op Work Experience	0
BUSN 6970	Professional Projects	0
Three-month, six-month, or up to two six-month corporate residency options		

Concentration Options

Complete two of the following concentrations:

- AI Applications (p. 3)
- Analytics (p. 4)
- Brand Management (p. 4)
- Business Management for Healthcare (p. 5)
- Corporate Finance (p. 5)
- Corporate Innovation (p. 5)

- Entrepreneurship (p. 5)
- International Business (p. 6)
- Investments (p. 6)
- Leading People and Organizations (p. 6)
- Marketing (p. 7)
- Marketing Analytics (p. 7)
- Operations and Supply Chain Management (p. 7)
- Sustainability and Business (p. 7)
- MBA x Artificial Intelligence (p. 8)
- MBA x Bioinformatics (p. 8)
- MBA x Cybersecurity (p. 8)
- MBA x Data Science (p. 8)
- MBA x Data Visualization (p. 8)
- MBA x Experience Design (p. 8)
- MBA x Extended Realities (p. 8)
- MBA x Game Design (p. 9)
- MBA x Game Science (p. 9)
- MBA x Information Ethics (p. 9)
- MBA x Media Innovation and Advocacy (p. 9)
- MBA x Public Health (p. 9)
- MBA x Software Development (p. 10)

ELECTIVE

Code	Title	Hours
Experiential Requirement		
In consultation with advisor, complete 3 semester hours from the following:		3
BUSN 6351	Experiential Education	
BUSN 6945	Washington Campus Seminar	
ENTR 5000	New Venture Development	
FINA 6360	Fund Management for Analysts	
FINA 6361	Fund Management for Managers	
INTB 6230	Global Field Study	
INTB 6238	Global Project	
MKTG 6606	Digital, Analytics, Technology, and Automation Advanced Research Practicum	
Open Electives		
In consultation with advisor, complete 6 graduate-level semester hours from the following for which prerequisites have been met:		6
ACCT, BUSN, ENTR, FINA, HRMG, INNO, INTB, MECN, MGMT, MISM, MKTG, SCHM, and STRT		
Interdisciplinary Requirement		
In consultation with advisor, complete 6 graduate-level semester hours, for which requirements have been met, offered in partnership with other Northeastern University colleges:		6
AACE 6000	Arts and Culture Organizational Leadership	
ARTG 5150	Information Visualization Principles and Practices	
ARTG 5151	Information Design Critique Seminar	
ARTG 5330	Visualization Technologies 1: Fundamentals	
ARTG 5600	Experience Design Studio 1: Principles	
ARTG 5610	Design Systems	
ARTG 5620	Notational Systems for Experience	
ARTG 5640	Prototyping for Experience Design	
ARTG 6110	Information Design Theory and Critical Thinking	
ARTG 6310	Design for Behavior and Experience	
ARTG 6330	Information Design Mapping Strategies	
BINF 6200	Bioinformatics Programming	
BINF 6308	Bioinformatics Computational Methods 1	
BINF 6309	Bioinformatics Computational Methods 2	

BIOT 5120	Foundations in Biotechnology
BIOT 5219	The Biotechnology Enterprise
BIOT 6214	Experimental Design and Biostatistics
CAEP 6326	Behavioral Concepts and Principles
CS 5100	Foundations of Artificial Intelligence
CS 5200	Database Management Systems
CY 5240	Cyberlaw: Privacy, Ethics, and Digital Rights
ECON 5140	Applied Econometrics
GE 5030	Iterative Product Prototyping for Engineers
GE 5100	Product Development for Engineers
GSND 5110	Game Design and Analysis
GSND 6320	Psychology of Play
GSND 6340	Biometrics of Design
GSND 6350	Data-Driven Game Design
HINF 5101	Introduction to Health Informatics and Health Information Systems
HINF 5105	The American Healthcare System
HINF 6202	Business of Healthcare Informatics
HINF 6205	Creation and Application of Medical Knowledge
IE 5617	Lean Concepts and Applications
IE 5640	Data Mining for Engineering Applications
IE 6200	Engineering Probability and Statistics
IE 6600	Computation and Visualization for Analytics
IE 7280	Statistical Methods in Engineering
IE 7285	Statistical Quality Control
INSH 5301	Introduction to Computational Statistics
INSH 5302	Information Design and Visual Analytics
JRNL 5311	Design for Storytelling
JRNL 5400	Media and Advocacy in Theory and Practice
JRNL 6305	Topics
JRNL 6340	Fundamentals of Digital Journalism
JRNL 6341	Telling Your Story with Data
PHIL 5001	Global Justice
PHIL 5005	Information Ethics
PHIL 5010	AI Ethics
PHTH 5232	Evaluating Healthcare Quality
PHTH 5234	Economic Perspectives on Health Policy

Program Credit/GPA Requirements

55 total semester hours required

Minimum 3.000 GPA required

CONCENTRATION IN AI APPLICATIONS

Code	Title	Hours
Required		
ARTG 6460	Human-Centered AI	4
CS 5047	Exploring AI Trends and Tools	4
PHIL 5110	Responsible AI	4
Electives		
Complete one of the following:		4
EDUT 6150	AI in Education	
HLTH 5800	AI Across the Health Sciences	
IE 5640	Data Mining for Engineering Applications	

JRNL 6460	AI in Media Industries	
MISM 6250	Strategic AI for Business	

CONCENTRATION IN ANALYTICS

Code	Title	Hours
Required		
BUSN 6365	Business Analytics	3
Electives		
In consultation with advisor, complete 9 graduate-level semester hours for which prerequisites have been met:		9
CS 5100	Foundations of Artificial Intelligence	
CS 5200	Database Management Systems	
ECON 5140	Applied Econometrics	
IE 6600	Computation and Visualization for Analytics	
INSH 5302	Information Design and Visual Analytics	
MISM 6201	Database Management for Business	
MISM 6205	Data Wrangling for Business	
MISM 6206	Modeling for Business	
MISM 6210	Information Visuals and Dashboards for Business	
MISM 6212	Data Mining and Machine Learning for Business	
MISM 6213	Business Information Design, Quality, and Strategy	
MKTG 6230	Driving Marketing Performance: Measure, Analyze, Profit	
MKTG 6234	Marketing Analytics	
SCHM 6215	Supply Chain Analytics	
STRT 6210	Workforce Metrics and Analytics	

CONCENTRATION IN BRAND MANAGEMENT

Code	Title	Hours
Required		
MKTG 6223	Brand and Advertising Management	3
MKTG 6320	Advanced Marketing Management	3
Electives		
In consultation with advisor, complete 6 graduate-level semester hours for which prerequisites have been met:		6
MKTG 6120	Graduate Research Practicum in Marketing	
MKTG 6210	Marketing Research	
MKTG 6214	New Product Development	
MKTG 6218	Managing Customer Engagement in a Service World	
MKTG 6226	Consumer Behavior	
MKTG 6230	Driving Marketing Performance: Measure, Analyze, Profit	
MKTG 6287	Succeeding in the Platform Economy	

CONCENTRATION IN BUSINESS MANAGEMENT FOR HEALTHCARE

Code	Title	Hours
Required		
FINA 6220	Healthcare Finance	3
or SCHM 6223	Managing Healthcare Supply Chain Operations	
HINF 5105	The American Healthcare System	3
HRMG 6220	Health Organization Management	3
STRT 6220	Strategic Management for Healthcare Organizations	3
Optional Electives		
Note: Electives are not required; the following course(s) are suggested beyond the concentration:		3–9
ENTR 6214	Social Enterprise	
FINA 6220	Healthcare Finance	
HINF 5101	Introduction to Health Informatics and Health Information Systems	
HINF 6202	Business of Healthcare Informatics	
HINF 6205	Creation and Application of Medical Knowledge	

MGMT 6214	Negotiations
MKTG 6218	Managing Customer Engagement in a Service World
MKTG 6226	Consumer Behavior
PHTH 5232	Evaluating Healthcare Quality
PHTH 5234	Economic Perspectives on Health Policy
SCHM 6223	Managing Healthcare Supply Chain Operations

CONCENTRATION IN CORPORATE FINANCE

Code	Title	Hours
Required		
FINA 6320	Advanced Financial Management	3
In consultation with advisor, complete 3 graduate-level semester hours for which prerequisites have been met:		3
FINA 6203	Investment Analysis	
FINA 6216	Valuation and Value Creation	
Electives		
In consultation with advisor, complete 6 graduate-level semester hours for which prerequisites have been met:		6
FINA 6203	Investment Analysis	
FINA 6204	International Financial Management	
FINA 6205	Financial Strategy	
FINA 6207	Financial Modeling	
FINA 6211	Financial Risk Management	
FINA 6213	Investment Banking	
FINA 6214	Mergers and Acquisitions	
FINA 6215	Business Turnarounds	
FINA 6216	Valuation and Value Creation	
FINA 6217	Real Estate Finance and Investment	
FINA 6342	Financial Data and Fintech	
MECN 6200	Global Competition and Market Dominance	

CONCENTRATION IN CORPORATE INNOVATION

Code	Title	Hours
In consultation with advisor, complete 12 graduate-level semester hours for which prerequisites have been met:		12
ARTG 5610	Design Systems	
GE 5100	Product Development for Engineers	
HRMG 6222	The Entrepreneurial Mindset of Leaders	
HRMG 6280	The Human Side of Innovation	
INNO 6217	Lean Innovation	
INNO 6222	Competing in Dynamic, Innovation-Driven Markets	
INNO 6225	Acquisitions, Alliances, and Growth	
INNO 6227	Digital Bias in Business	
INNO 6230	Platform Innovation	
MGSC 6281	Service Innovation and Management	

CONCENTRATION IN ENTREPRENEURSHIP

Code	Title	Hours
In consultation with advisor, complete 12 graduate-level semester hours for which prerequisites have been met:		12
ENTR 6210	Managing Operations in Early Stage Ventures	
ENTR 6212	Business Planning for New Ventures	
ENTR 6214	Social Enterprise	
ENTR 6218	Business Model Design and Innovation	
ENTR 6240	Emerging and Disruptive Technologies	
ENTR 6241	Entrepreneurial Marketing and Selling	
ENTR 6250	Lean Design and Development	
ENTR 6300	Managing a Technology-Based Business	
ENTR 6340	The Technical Entrepreneur as Leader	

GE 5030	Iterative Product Prototyping for Engineers
HRMG 6222	The Entrepreneurial Mindset of Leaders
INNO 6230	Platform Innovation
MKTG 6214	New Product Development

CONCENTRATION IN INTERNATIONAL BUSINESS

Code	Title	Hours
Required		
INTB 6200	Managing the Global Enterprise	3
Electives		
In consultation with advisor, complete 9 graduate-level semester hours for which prerequisites have been met:		9
FINA 6204	International Financial Management	
INTB 6212	Cultural Aspects of International Business	
INTB 6224	Competing to Win in Emerging Markets	
INTB 6226	Becoming a Global Leader	
INTB 6230	Global Field Study	
INTB 6238	Global Project	
INTB 6260	Advanced Topics in Global Management and Strategy	
MKTG 6212	International Marketing	
STRT 6224	Managing the Sustainable Global Enterprise	

CONCENTRATION IN INVESTMENTS

Code	Title	Hours
Required		
FINA 6203	Investment Analysis	3
FINA 6320	Advanced Financial Management	3
Electives		
In consultation with advisor, complete 6 graduate-level semester hours for which prerequisites have been met:		6
FINA 6204	International Financial Management	
FINA 6207	Financial Modeling	
FINA 6211	Financial Risk Management	
FINA 6212	Fixed-Income Securities and Risk	
FINA 6213	Investment Banking	
FINA 6214	Mergers and Acquisitions	
FINA 6216	Valuation and Value Creation	
FINA 6217	Real Estate Finance and Investment	
FINA 6339	Quantitative Portfolio Management	
FINA 6342	Financial Data and Fintech	
FINA 6360	Fund Management for Analysts	
FINA 6361	Fund Management for Managers	
MECN 6200	Global Competition and Market Dominance	

CONCENTRATION IN LEADING PEOPLE AND ORGANIZATIONS

Code	Title	Hours
In consultation with advisor, complete 12 graduate-level semester hours for which prerequisites have been met:		12
HRMG 6218	Great Companies	
HRMG 6221	Power and Influence	
HRMG 6222	The Entrepreneurial Mindset of Leaders	
HRMG 6223	Global Talent Management	
HRMG 6230	Leading a Diverse and Inclusive Organization	
HRMG 6280	The Human Side of Innovation	
INTB 6226	Becoming a Global Leader	
MGMT 6214	Negotiations	
STRT 6210	Workforce Metrics and Analytics	

STRT 6224 Managing the Sustainable Global Enterprise

Note: Only one course outside HRMG and MGMT may be taken to fulfill the concentration.

CONCENTRATION IN MARKETING

Code	Title	Hours
Required		

MKTG 6320	Advanced Marketing Management (Advanced Marketing Management)	3
-----------	---------------------------------------------------------------	---

Electives

In consultation with advisor, complete 9 graduate-level semester hours for which prerequisites have been met:		9
---------------------------------------------------------------------------------------------------------------	--	---

MKTG 6120	Graduate Research Practicum in Marketing
MKTG 6210	Marketing Research
MKTG 6212	International Marketing
MKTG 6214	New Product Development
MKTG 6216	Market Focused Strategy
MKTG 6218	Managing Customer Engagement in a Service World
MKTG 6222	Digital Marketing
MKTG 6223	Brand and Advertising Management
MKTG 6226	Consumer Behavior
MKTG 6230	Driving Marketing Performance: Measure, Analyze, Profit
MKTG 6234	Marketing Analytics
MKTG 6287	Succeeding in the Platform Economy

CONCENTRATION IN MARKETING ANALYTICS

Code	Title	Hours
Required		

MKTG 6234	Marketing Analytics	3
-----------	---------------------	---

MKTG 6320	Advanced Marketing Management (Advanced Marketing Management)	3
-----------	---------------------------------------------------------------	---

Electives

In consultation with advisor, complete 6 graduate-level semester hours for which prerequisites have been met:		6
---------------------------------------------------------------------------------------------------------------	--	---

MKTG 6120	Graduate Research Practicum in Marketing
MKTG 6210	Marketing Research
MKTG 6216	Market Focused Strategy
MKTG 6222	Digital Marketing
MKTG 6230	Driving Marketing Performance: Measure, Analyze, Profit

CONCENTRATION IN OPERATIONS AND SUPPLY CHAIN MANAGEMENT

Code	Title	Hours
Required		

SCHM 6213	Global Supply Chain Strategy	3
-----------	------------------------------	---

Electives

In consultation with advisor, complete 9 graduate-level semester hours for which prerequisites have been met:		9
---------------------------------------------------------------------------------------------------------------	--	---

SCHM 6211	Logistics and Transportation Management
SCHM 6214	Sourcing and Procurement
SCHM 6215	Supply Chain Analytics
SCHM 6221	Sustainability and Supply Chain Management
SCHM 6223	Managing Healthcare Supply Chain Operations
SCHM 6224	Demand Planning and Forecasting

CONCENTRATION IN SUSTAINABILITY AND BUSINESS

Code	Title	Hours
Required		

In consultation with advisor, complete 12 graduate-level semester hours for which prerequisites have been met:		12
----------------------------------------------------------------------------------------------------------------	--	----

ENTR 6214	Social Enterprise
ENTR 6216	Global Social Entrepreneurship and Innovation
MECN 6200	Global Competition and Market Dominance
MECN 6205	Sustainability and the Economics of Markets
MGMT 6225	Sustainability and Leadership

MGMT 6226	Sustainability and the Business Environment
SCHM 6221	Sustainability and Supply Chain Management
STRT 6224	Managing the Sustainable Global Enterprise

CONCENTRATION IN MBA X ARTIFICIAL INTELLIGENCE

Code	Title	Hours
CS 5100	Foundations of Artificial Intelligence	4
CS 5170	Artificial Intelligence for Human-Computer Interaction	4
CS 6140	Machine Learning	4

CONCENTRATION IN MBA X BIOINFORMATICS

Code	Title	Hours
BINF 6200	Bioinformatics Programming	4
BINF 6310	Introduction to Bioinformatics	4
BINF 6400	Genomics in Bioinformatics	4

CONCENTRATION IN MBA X CYBERSECURITY

Code	Title	Hours
CY 5001	Cybersecurity: Technologies, Threats, and Defenses	4
CY 5250	Decision Making for Critical Infrastructure	4
CY 6760	Wireless and Mobile Systems Security	4

CONCENTRATION IN MBA X DATA SCIENCE

Code	Title	Hours
DS 5110	Essentials of Data Science	4
DS 5220	Supervised Machine Learning and Learning Theory	4
DS 5230	Unsupervised Machine Learning and Data Mining	4

CONCENTRATION IN MBA X DATA VISUALIZATION

Code	Title	Hours
Required		
ARTG 5150	Information Visualization Principles and Practices	3
ARTG 5151	Information Design Critique Seminar	1
ARTG 5330	Visualization Technologies 1: Fundamentals	4
Elective		
In consultation with advisor, complete 4 graduate-level semester hours for which prerequisites have been met:		4
ARTG 5310	Visual Cognition	
ARTG 6110	Information Design Theory and Critical Thinking	
ARTG 6330	Information Design Mapping Strategies	

CONCENTRATION IN MBA X EXPERIENCE DESIGN

Code	Title	Hours
Required		
ARTG 5610	Design Systems	4
ARTG 6310	Design for Behavior and Experience	4
Elective		
In consultation with advisor, complete 4 graduate-level semester hours for which prerequisites have been met:		4
ARTG 5600	Experience Design Studio 1: Principles	
ARTG 5620	Notational Systems for Experience	
ARTG 5640	Prototyping for Experience Design	

CONCENTRATION IN MBA X EXTENDED REALITIES

Code	Title	Hours
Required		
EXRE 5010	Immersive Media: Extended Realities (XR) History, Theory, and Impact	4
Elective		
In consultation with advisor, complete 8 graduate-level semester hours for which prerequisites have been met:		8
EXRE 5020	Developing Extended Realities (XR)	

EXRE 5030	Designing Extended Realities (XR)	
EXRE 5973	Topics in Extended Realities (XR)	
GSND 6520	3D Modeling and Asset Creation Principles	

CONCENTRATION IN MBA X GAME DESIGN

Code	Title	Hours
Required		
GSND 5110	Game Design and Analysis	4
Elective		
In consultation with advisor, complete 8 graduate-level semester hours for which prerequisites have been met:		8
GSND 6000	Advanced Topics in Game Design	
GSND 6240	Exploratory Concept Design	
GSND 6250	Spatial and Temporal Design	
GSND 6460	Generative Game Design	

CONCENTRATION IN MBA X GAME SCIENCE

Code	Title	Hours
Required		
GSND 5110	Game Design and Analysis	4
Elective		
In consultation with advisor, complete 8 graduate-level semester hours for which prerequisites have been met:		8
GSND 6001	Advanced Topics in Game Science	
GSND 6320	Psychology of Play	
GSND 6340	Biometrics of Design	
GSND 6350	Data-Driven Game Design	

CONCENTRATION IN MBA X INFORMATION ETHICS

Code	Title	Hours
Required		
In consultation with advisor, complete 8 graduate-level semester hours for which prerequisites have been met:		8
CY 5240	Cyberlaw: Privacy, Ethics, and Digital Rights	
PHIL 5005	Information Ethics	
PHIL 5010	AI Ethics	
In consultation with advisor, complete 4 graduate-level semester hours for which prerequisites have been met:		4
PHIL 5001	Global Justice	
PHIL 5005	Information Ethics	
PHIL 5010	AI Ethics	

CONCENTRATION IN MBA X MEDIA INNOVATION AND ADVOCACY

Code	Title	Hours
Required		
JRNL 5400	Media and Advocacy in Theory and Practice	4
JRNL 6340	Fundamentals of Digital Journalism	4
Elective		
In consultation with advisor, complete 4 graduate-level semester hours for which prerequisites have been met:		4
ARTG 5150 and ARTG 5151	Information Visualization Principles and Practices and Information Design Critique Seminar	
JRNL 5311	Design for Storytelling	
JRNL 6305	Topics	
JRNL 6341	Telling Your Story with Data	

CONCENTRATION IN MBA X PUBLIC HEALTH

Code	Title	Hours
PHTH 5120	Race, Ethnicity, and Health in the United States	3
PHTH 5212	Public Health Administration and Policy	3
PHTH 5214	Environmental Health	3
PHTH 6208	Foundations of Community Health Assessment	3

CONCENTRATION IN MBA X SOFTWARE DEVELOPMENT

Code	Title	Hours
CS 5500	Foundations of Software Engineering	4
CS 5520	Mobile Application Development	4
CS 5610	Web Development	4