MBA Specialization Descriptions

The Analytics specialization is designed to improve students' analytical skills with a focus on improving managerial decision making. Courses in the specialization expose students to skills, technologies, and applications of analytics that are used by companies to gain data driven insight. Throughout your coursework you can examine such issues as Big Data, learn to better manage and visualize data, model uncertainty in complex business decisions, analytics in performance management, sports analytics, and mine data for insight and prediction.

The purpose of the Finance specialization is to teach students, as future leaders, to make value enhancing decisions and be value creators for their organizations. The specialization exposes students to courses in corporate finance, which provide a solid foundation for how organizations select and make investments and how these investments are financed. Further, students will take courses in financial markets where they will learn how various financial instruments are valued and how the markets for these instruments operate.

The Healthcare specialization provides students with an opportunity to build on their existing knowledge of the opportunities and challenges associated with leadership and decision-making in healthcare administration. The specialization includes courses that touch on the changing landscape of American healthcare, global issues in healthcare, and management and leadership in the healthcare arena. Attaining this specialization sends a signal to potential employers regarding areas of interest.

The International Business specialization allows students to build on their existing interest in and knowledge of globalization by exploring the application of international business concepts as they relate to relevant business functions. The specialization includes courses that touch on the increasingly global nature of today's business world --management, leadership, and decision-making in international and/or cross-cultural environments -- and the ways in which the dynamics of various geographies and industries are impacted by globalization. Coursework often involves real-world cases, simulations, and projects to provide practical applications of course material. While all MBA students are exposed to the required curriculum that includes courses such as Global Political Economy (pillar course) and the Global Practicum (capstone course), choosing the IBUS specialization signals to current and potential employers that students have a broad understanding of how to engage in the increasingly complex global business environment.

Cyber Security incorporates every component of business and governmental activity. Business leaders, government officials and consumers must recognize and incorporate cyber protection principles into their daily professional and personal lives. Failing to do so can be catastrophic; it is estimated that the annual cost to U.S. business of cyber-attacks is in the hundreds of billions of dollars, a total that does not reflect the ancillary costs of compromised data, identity theft and online scams. Through this MBA specialization, students will be able to identify the scope and nature of past and current cyber threats while discussing the best cyber security practices for mitigating them. In so doing it will provide frameworks for audit, risk assessment, cyber solutions and policy remedies.
MBA Specialization Descriptions

Marketing

A specialization in Marketing will supplement a business degree by providing students more depth in areas where marketing plays a significant role in the achievement of an organization’s goals. A large percentage of business professionals will either rotate through marketing positions during their careers or spend a significant amount of their careers in the marketing field. Marketing students will learn how to access real-time information, analyze data, solve problems, and communicate results. They will also learn how to develop and implement consumer and business-to-business products and services, and how to strategically manage product pricing, promotion and distribution.

Management: Information Systems

Today, Information Technology (IT) impacts virtually every facet of the business world. A large part of the global economy and many of the most successful companies are rooted in the world of IT. The specialization in Management Information Systems is designed to help students bridge the gap between business and technology in order to become leaders in this new digital age. Students will learn how they can leverage IT to help organizations become more competitive and innovative. Courses cover a wide range of technologies such as Mobile Applications, Big Data, Analytics, and enterprise applications such as Customer Relationship Management.

Real Estate

The Real Estate Concentration at the Villanova School of Business is designed to provide MBA students with a broad background in all aspects of the real estate industry. The concentration focuses on the investment in and development of commercial real estate. The courses that are required in the concentration are designed to develop exposure, intuition and technical ability that can be applied to a wide array of real estate decision making.

Strategic Management

The Strategic Management specialization provides a top-management, long-term view of organizations. Courses with a strategic management specialization are designed to help build competencies with respect to executive decision-making, policy formulation, and implementation.

Sustainability

The Sustainability specialization provides students with a unique interdisciplinary, whole systems approach to identifying and assessing sustainability issues. Using a life cycle lens and STEEP (Social, Technology, Economic, Environment, Political) framework, the courses will expose students to challenges/opportunities with climate change, public policy, socio-economic equity, eco-efficient material use and implementing sustainable solutions in a developing community context.