So many Choices......
Krannert School of Management Offered Concentrations
Management & Industrial Management
Fall 2018-Summer 2019

**Accounting**

(Not available to Accounting Majors)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 50300</td>
<td>Advanced Accounting</td>
</tr>
<tr>
<td>MGMT 50400</td>
<td>Tax Accounting</td>
</tr>
<tr>
<td>MGMT 50500</td>
<td>Management Accounting I</td>
</tr>
<tr>
<td>MGMT 50600</td>
<td>Auditing</td>
</tr>
<tr>
<td>MGMT 50700</td>
<td>Advanced Tax Accounting</td>
</tr>
</tbody>
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**Complete 12 cr hrs from the following courses**

(* See Note #2)

MGMT 50900  International Accounting
MGMT 53000  Financial Statement Analysis
MGMT 53200  Forensic Accounting
MGMT 53100  Governmental/Not-for-Profit Accounting

**Finance**

(Not available to Finance Majors - 12 CR hours)

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>MGMT 41100</td>
<td>Investment Management</td>
</tr>
<tr>
<td>MGMT 41300</td>
<td>Corporate Finance</td>
</tr>
</tbody>
</table>

**Complete (6) cr hrs required courses**

(* See Note #2)

MGMT 41200  Financial Institutions & Markets
MGMT 41500  International Financial Management
MGMT 41601  Mergers and Acquisitions
MGMT 41150  Futures and Options

MGMT 41250  Fixed Income Securities
MGMT 41350  Venture Capital and Entrepreneurial Finance
MGMT 41310  Financial Data Analytics & Modeling

**Marketing**

(Not available to Marketing Majors - 12 CR hours)

<table>
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<tr>
<td>MGMT 42300</td>
<td>New Product Development</td>
</tr>
<tr>
<td>MGMT 42500</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>MGMT 42110</td>
<td>Marketing Analytics</td>
</tr>
<tr>
<td>MGMT 42610</td>
<td>Brand Management</td>
</tr>
<tr>
<td>MGMT 42210</td>
<td>International Marketing</td>
</tr>
</tbody>
</table>

MGMT 42710  Digital & Social Media Marketing
AGEC 33100  Principles of Selling in Agricultural Business
COM 25600  Introduction to Advertising

**Complete 12 credit hours of the following courses**

(* See Note #2)

**HTM Management**

Offered to Krannert students by HTM - 15 CR hours

<table>
<thead>
<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>HTM 10000</td>
<td>Introduction to Hospitality &amp; Tourism Industry</td>
</tr>
<tr>
<td>HTM 17300</td>
<td>Introduction to Tourism Management</td>
</tr>
<tr>
<td>HTM 19100</td>
<td>Sanitation and Health in Foodservice, Lodging, &amp; Tourism</td>
</tr>
<tr>
<td>HTM 32200</td>
<td>Hospitality Facilities Management</td>
</tr>
<tr>
<td>HTM 38110</td>
<td>Revenue Management in the Lodging Industry</td>
</tr>
<tr>
<td>HTM 49900</td>
<td>Feasibility Studies &amp; Business Development in Hospitality &amp; Tourism</td>
</tr>
</tbody>
</table>

**OR** HTM Selective (3.00 Credit hours)

* Management Students Concentrations = 12 credit hour Minimum (except HTM MGMT - 15 CR hours)
* Concentrations are available to all students unless specified otherwise
Complete 9 cr hrs from the following courses:
- MGMT 28800 Programming for Business Applications
- MGMT 40500 Six Sigma and Quality Management
- MGMT 47200 Adv. Spreadsheet Modeling & Simulation
- MGMT 47300 Data Mining
- MGMT 47400 Predictive Analytics
- MGMT 54400 Database Management Systems

Complete 3 cr hr from the following courses:
- MGMT 42110 Marketing Analytics
- MGMT 42500 Marketing Research
- MGMT 46200 Advanced Mfg. Planning & Control Sys
- MGMT 47900 Data Visualization
- MGMT 48800 Data Driven Decisions in Digital Markets
- MGMT 46600 Project Management
- ECON 36000 Econometrics

3-9 cr hrs from the following courses:
- MGMT 48400 Management of Entrepreneurial Ventures
- MGMT 42910 Experiential Marketing
- MGMT 48800 Data Driven Decisions in Digital Markets
- MGMT 46600 Project Management

3 - 6 cr hrs from the following courses:
- MGMT 44710 Competitive Strategy
- MGMT 44810 Technology Strategy
- MGMT 45200 Mfg Strategy & Process Innovation

Complete 3 cr hr from the following courses:
- MGMT 48800 Data Driven Decisions in Digital Markets
- MGMT 54700 Computer Communications Systems

3 cr hr course required for all students:
- MGMT 35500 Consulting Tools & Skills

Minimum of 6 cr hrs from the following courses:
- MGMT 44710 Competitive Strategy
- MGMT 44810 Technology Strategy
- MGMT 45200 Mfg Strategy and Process Innovation
- MGMT 48400 Management of Entrepreneurial Ventures
- MGMT 46600 Project Management
- ENTR 48100 Consulting for Emerging Enterprises

3 cr hrs from the following Courses:
- ECON 36100 Antitrust and Regulation
- ECON 36200 Health Economics
- ECON 36700 Law and Economics
- MGMT 44362 Leadership and Organizational Change
- MGMT 44690 Negotiation and Decision Making

NOTES
1. All MGMT & Econ 300 level or higher courses require upper division status
2. Only 1 course may be shared between 2 concentrations or between a major and a concentration
3. Space in MGMT & ECON courses may be limited
4. Pre-requisites should be checked on MYPURDUE
Complete 6 cr hrs from the below required courses
MGMT 46400 Logistics
MGMT 46300 Supply Chain Analytics

Complete 6 cr hrs from the following courses
MA 26500 Linear Algebra
MGMT 45200 Manufacturing Strategy
MGMT 46200 Adv. Mfg. Planning & Control Systems
MGMT 40500 Six Sigma and Quality Management
MGMT 47400 Predictive Analytics
MGMT 47200 Adv. Spreadsheet Modeling
MGMT 46600 Project Management

Complete 12 cr hrs of the following courses
MGMT 39000 International Internship (3 credits)
MGMT 41500 International Financial Management
MGMT 44310 Managing Human Capital Globally
MGMT 45900 International Management
MGMT 49000 International Business Electives
One modern Foreign language course 20100, 20200, 30100, 30200, 40100, or 40200. (Maximum 3 credits)
International Business Electives (MGMT 49000) taken on Study Abroad. (Maximum 3 credits)

NOTES CONT’D
5. MGMT, ECON & OBHR courses must be taken at Purdue University, West Lafayette and may not be taken through correspondence or online
6. IM major professional electives cannot be used from minor courses
7. The School of Management CANNOT guarantee the offerings of non MGMT, ECON or OBHR COURSES
Rawls Hall
100 S. Grant Street
West Lafayette, IN 47907-2076

Krannert Building
403 W. State Street
West Lafayette, IN 47907-2056