

## **The New Oregon MBA**

For the past ten months, the Lundquist College of Business has been creating an altogether new curriculum for the Oregon MBA. The purpose of this reform is to leverage our strengths in innovation/entrepreneurship, finance/accounting, sustainability implementation, and sports business by aligning the OMBA curriculum more closely with our four centers: Lundquist Center for Entrepreneurship, Securities Analysis Center, Sustainable Supply Chain Center, and Warsaw Sports Marketing Center. The following list of courses was approved by the LCB faculty on March 3, 2008.

As you will see on the following pages, the new curriculum is divided into four tracks, each of which is associated with one of our centers. In the fall term, all students will take the same five core courses, followed by two more (plus a one-credit seminar on business law) in the winter and one in the spring term. Starting in the winter, students will take electives in one or two of the tracks.

## New OMBA Curriculum

New OMBA Curriculum				
		First Year		
		Fall	Winter	Spring
<b>Track 1: Innovation/ Entrepreneurship</b>	<b>Required</b>	Financial Accounting Quant. Methods for Managers Fundamentals of Finance Managing Individuals & Orgs Marketing Management	Managerial Economics Operations Management Business Law Basics (1 credit) Recognizing Bus. Opportunities	Strategic Management Venture Finance (projected) Entrepreneurial Accounting
	<b>Recommended</b>		Corp Finance & Valuation	Data Collection & Mgt Law for Managers
		First Year		
		Fall	Winter	Spring
<b>Track 2: Securities Analysis (Finance/Accounting)</b>	<b>Required</b>	Financial Accounting Quant. Methods for Managers Fundamentals of Finance Managing Individuals & Orgs Marketing Management	Managerial Economics Operations Management Business Law Basics (1 credit) Corp Finance & Valuation Financial Reporting	Strategic Management Investments Financial Statement Analysis
	<b>Recommended</b>			Data Collection & Mgt
		First Year		
		Fall	Winter	Spring
<b>Track 3: Sports Business</b>	<b>Required</b>	Financial Accounting Quant. Methods for Managers Fundamentals of Finance Managing Individuals & Orgs Marketing Management	Managerial Economics Operations Management Business Law Basics (1 credit) Sports Marketing	Strategic Management Sponsorship Data Collection & Mgt Entrepreneurial Accounting
	<b>Recommended</b>		Financial Reporting Corp Finance & Valuation	Investments
		First Year		
		Fall	Winter	Spring
<b>Track 4: Implementing Sustainability</b>	<b>Required</b>	Financial Accounting Quant. Methods for Managers Fundamentals of Finance Managing Individuals & Orgs Marketing Management	Managerial Economics Operations Management Business Law Basics (1 credit) Perspectives on Nature & Society	Strategic Management Supply Chain Ops & Info Data Collection & Mgt Sustainable Bus. Developmt
	<b>Recommended</b>		Corp Finance & Valuation	
<b>Legend</b>	Required Core			
<b>Important Note</b>	All non-shaded classes may be taken as 1st- or 2nd-yr electives regardless of chosen track			

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Track 1: Innovation/ Entrepreneurship			
Second Year			
	Fall	Winter	Spring
<b>Required</b>	New Venture Planning	New Product Development Strategic Planning Project (6 credits) (or: New Venture Launch)	Bus. Leadership & Ethics Technology & Innovation Strategic Planning Project (3 credits) (or: Bus Plan Competitions)
<b>Recommended</b>	Data Analysis for Mngrl Decisions Negotiation Marketing Strategy	Project Management	Managerial Accounting E-Business
Track 2: Securities Analysis (Finance/Accounting)			
Second Year			
	Fall	Winter	Spring
<b>Required</b>	Advanced Corp Fin & Val Taxation of Business Strategic Planning Project (6 credits)	Corporate Risk Mgmt International Accounting Strategic Planning Project (3 credits) Applied Regression Analysis	Bus. Leadership & Ethics International Fin & Invstm Managerial Accounting
<b>Recommended</b>	Negotiation		
Track 3: Sports Business			
Second Year			
	Fall	Winter	Spring
<b>Required</b>	Strategic Planning Project (3 credits) Marketing Strategy	Sports Products Strategic Planning Project (6 credits)	Bus. Leadership & Ethics Legal Aspects of Sports
<b>Recommended</b>	New Venture Planning Data Analy for Mngrl Decisions Negotiation	New Product Development	Technology & Innovation Retail Sales (projected)
Track 4: Implementing Sustainability			
Second Year			
	Fall	Winter	Spring
<b>Required</b>	Industrial Ecology Strategic Planning Project (3 credits) Data Analy for Mngrl Decisions	Project Management Strategic Planning Project (6 credits) Environmental Law (projected)	Bus. Leadership & Ethics Life Cycle Engr & Revrs Logistics
<b>Recommended</b>	Bus Database Mgt Systems Marketing Strategy Negotiation	Applied Regression Analysis Environmtl & Resource Economics	E-Business Managerial Accounting Technology & Innovation
<b>Legend</b>	Required Core		
<b>Important Note</b>	All non-shaded classes may be taken as 1st- or 2nd-yr electives regardless of chosen track		

## FAQs

### When will these changes take effect?

We expect to roll out the first year of the new curriculum this fall (2008), with the second year to follow in 2009. If you are applying to the two-year program for fall 2008 and are admitted, you will be joining the first class to enjoy the benefits of the new curriculum.

### What's the story on the online preparatory program?

It's called MBA Math. All incoming students will be asked to do this program starting in July and ending before OMBA Orientation in mid-September. The program consists of lectures, practice problems, practice quizzes, and tests covering the basics of accounting, economics, finance, and statistics. Depending on your background in these areas, you can proceed at your own pace. Hit a wall in stats? Then listen to the lecture again, do some extra practice sets, and proceed. You're already an accounting wiz? Then go directly to the final test and make sure you get at least 80% right. Couldn't quite make it? Practice some more and take another test. At the end, we'll get an online transcript telling us about your progress and results. And should you feel the need for a refresher, you have a whole year to go back online. The best thing: You'll be ready for the core classes, and it won't cost you a penny.

### How does the new curriculum differ from the old one?

The new curriculum brings more flexibility to the first year and more focus to the second. The number of mandatory core classes required of all new MBA students has been reduced from 12 to 9. In addition, the Strategic Planning Project (SPP), the team-based consulting project, is moving from the first year to the second. As a result, you will be able to take up to 7 courses in the first year targeted specifically to your area/s of interest. These courses in turn will give you an advantage in competing for summer internships in your chosen industry or functional area. Both the additional courses and the internship will add more tools and skills to the toolbox you need for your second-year Strategic Planning Project. As the centerpiece of experiential learning, SPP will become both more ambitious and center-focused. Who knows, it might even lead directly to your first job after graduation.

### Do I have to choose a track when I apply or before I matriculate?

We encourage you to give serious thought to all four of our tracks, but you may remain undecided into the first year, if you so prefer. Students interested in Finance/Securities Analysis should declare their intention by the start of winter term. Others may use the winter term to sample courses meant as introductions for the other tracks. By spring term you'll have a good sense of what clicks for you.

### May I take courses from other tracks?

Absolutely! Any time the courses required for a particular track number four or less in a term, you may choose one or more electives offered in that term, even if they are identified with another track. And those electives can be taken either in the first or second year.

Will I still receive a solid, broad-based MBA?

You bet! The number of required core classes—nine—is as large as any you'd find in a high quality program. They'll give you the broad, cross-functional base on which to build a more specialized course of studies. And experiential learning via the Strategic Planning Project, business plan competitions and other opportunities will keep you firmly anchored in the real world. It's really the best of all worlds.

What about the Accelerated OMBA Program?

For 2008-09 it will continue in its present form: You must have an undergraduate business degree from an AACSB-accredited school and a strong academic record. You'll still take 16 courses over 4 terms (15 months). Here, too, exciting changes are in store, however. As of fall term 2009, students with the same quality background will be able to complete one of the four tracks described above in 9 or 11 months. Although we've cut out the internship, you can always tack one on at the end. It'll be a hard slog, but who wouldn't want to be done that fast?

Can I still pursue a concurrent degree?

Sure. The JD/MBA degree still takes 4 years to complete. Some of our tracks also match up well with master's degrees in Environmental Studies and the sciences.