

**Cardean University® M.B.A.**  
**Example Curriculum Roadmap**

**3-Year M.B.A.**

**Program**

Three years to completion, requires 12 hours of work per week of course work.

**Course of Study**

For General Management M.B.A.: 18 Core Courses, 7 Distribution Courses, and 20 Elective Courses.

Year 1	Weeks 1-6	Weeks 7-13	Weeks 14-20	Weeks 21-27	Weeks 28-34	Weeks 35-41	Weeks 37-42	Weeks 43-48
Course 1	Corporate Finance Asset Valuation	Corporate Finance Capital Budgeting	Corporate Finance Capital Structure and the Discount Rate	Financial Accounting Assessing Profitability	Financial Accounting Assessing Risk	Financial Accounting Assessing the Quality of Accounting Information	Financial Accounting Assessing the Profitability of Operations	Leading and Managing Organizations Managerial Problem Solving
Course 2		Effective Communications Writing Essentials	Effective Communications Writing for Results	Marketing Price	Marketing Product	Marketing Promotion	Marketing Place	Managerial Economics Cost Analysis
Year 2	Weeks 1-6	Weeks 7-13	Weeks 14-20	Weeks 21-27	Weeks 28-34	Weeks 35-41	Weeks 42-48	Weeks 49-55
Course 1	Leading and Managing Organizations People in Organizations	Leading and Managing Organizations Managing the Informal Organization	Leading and Managing Organizations Managing the Formal Organization	Leading and Managing Organizations Managing Organizational Change	Strategic Negotiations Basics of Negotiations	Strategic Negotiations Negotiating Rationally and Strategically	Strategic Negotiations Multi-Party Negotiations	Data Mining Discovering Profitable Opportunities
Course 2	Managerial Economics Pricing Strategies	Managerial Economics Market Structure	Decision Models Linear Programming	Decision Models Non-Linear and Integer Programming	Decision Models Simulation	Principles of Competitive Strategy Pricing and Market Entry Decisions	Principles of Competitive Strategy Industry Analysis and Market Opportunity	Principles of Competitive Strategy Competitive Advantage and Strategic Positioning
Year 3	Weeks 1-6	Weeks 7-13	Weeks 14-20	Weeks 21-27	Weeks 28-34	Weeks 35-41	Weeks 42-48	Weeks 49-55
Course 1	Data Mining Selecting Techniques for Best Results	Data Mining Implementing a Successful Approach	Internet Marketing Web Value	Internet Marketing Traffic Building	Internet Marketing Hybrid and Transition Strategies	Managing in the Global Economy Foundations of Global Management	Managing in the Global Economy Global Organizational Design	
Course 2	Topics in Competitive Strategy Strategies for Technology Industries	Topics in Competitive Strategy Game Theory and Strategic Interaction	Topics in Competitive Strategy Vertical Integration	Managing Innovation From Idea to Design	Managing Innovation From Design to Launch	Creating a Visionary Organization Principles of Great, Enduring Companies	Creating a Visionary Organization Building Vision	