

PURDUE UNIVERSITY : KRANNERT SCHOOL OF MANAGEMENT MANAGEMENT CONCENTRATIONS

FALL 2022- SUMMER 2023

DATA ANALYTICS

12 CR HRS - NOT AVAILABLE FOR SCOM/ SCIA MAJORS

Select and Complete two of the below courses

Econometrics (ECON 36000)*

Adv SpreadSheet Modeling & Sim (MGMT 47200)*

Data Mining (MGMT 47300)*

Predictive Analytics (MGMT 47400)*

Select & Complete 2 of the below courses:

Programming for Business Apps(MGMT 28800) ¹

Statistical Inference (ECON 26000)

Accounting Inf Sys & Data Analytics (MGMT 37300)

Six Sigma & Quality Analytics (MGMT 40500)*

Financial Modeling (MGMT 41310)*

Consumer Analytics (MGMT 42000)*

Marketing Analytics (MGMT 42110)*

Marketing Research (MGMT 42500)*

Adv Mftg Planning & Control Sys (MGMT 46200)*

Supply Chain Analytics (MGMT 46300) *

Project Management (MGMT 46600)

Machine Learning (MGMT 47500)*

Using R for Business Analytics (MGMT 38900)

Data Visualization (MGMT 47900)*

Data-Driven Decisions in Dig. Mkt (MGMT 48800)*

Database Management Systems (MGMT 54400)*

¹ or Data Engineering in Python (CS 17600)

FINANCE

12 CR HRS - NOT AVAILABLE FOR FINC MAJORS

Complete the courses below

Investment Management (MGMT 41100)*

Corporate Finance (MGMT 41300)*

Select & Complete 2 of the below courses:

Futures & Options (MGMT 41150)*

Financial Institutions & Markets (MGMT 41200)

Fixed Income Securities (MGMT 41250)*

Fin Data Analytics & Modeling(MGMT 41310)*

Venture Capital & Entr Finance (MGMT 41350)*

Int Financial Management (MGMT 41500) *

Mergers & Acquisitions (MGMT 41601)*

Financial Engineering (MGMT 41650)*

HOSPITALITY & TOURISM MGMT

16 CR HRS - AVAILABLE TO ALL KRANNERT STUDENT

Complete five of the below courses

Intro to Hospitality & Tourism Ind (HTM 10010)

Intro to Tourism Management (HTM 17300)

San & Health Foodservice, Lodg & Tourism (HTM 19100)

Hospitality Facilities Management (HTM 32200)*

Revenue Mgmt in the Lodging Ind (HTM 38110)*

Feasb Studies in Bus Dev - Hosp & Tour (HTM 49901)* OR HTM

Selective (3.00 CR)

INNOVATION MANAGEMENT

12 CR - SELECT & COMPLETE THE REQUIRED CR FROM EACH LIST

Select & Complete (3) of the innovation focused courses below:

Energy Economics (ECON 31200)

New Product Development (MGMT 42300)*

Digital Marketing Strategy (MGMT 42710)*

Technology Strategy (MGMT 44810) *

Manuf. Strat & Process Innovation (MGMT 45200)*

Management of Entr Ventures (MGMT 48400)

Data Driven Decision in Digital Mkts (MGMT 48800)

Management Consulting Practicum (MGMT 49600)*

Tech Start (MGMT 59000- w/instructor permission)

Biomedship (MGMT 59000- w/instructor permission)

Student-Managed Venture Fund (MGMT 59000-w/instructor permission)

Select & Complete (1) of the toolkit courses below:

Competitive Strategy (MGMT 44710) *

International Management (MGMT 45900)*

Industrial Organization (ECON 46100)*

Project Management (MGMT 46600)

INTERNATIONAL BUSINESS

12 CR HRS - AVAILABLE TO ALL KRANNERT STUDENT

Complete (4) of the below courses

International Trade (ECON 37000)*

International Economics (ECON 46600)*

International Internship (MGMT 39000)*

International Financial Mgmt (MGMT 41500)*

International Marketing (MGMT 42210)*

China, America & Artificial Intelligence (MGMT 44310)

International Management (MGMT 45900)*

International Accounting (MGMT 50900)*

Manage Global Human Resources (MGMT 55400)*

(1) Modern Foreign Language (Course 201, 202, 301, 302, 401, or 402)

(1) International Business Elective (MGMT 49000)

(1) MGMT, ECON, OBHR course on Study Abroad (Does not have to be from list)

MANAGEMENT CONSULTING

12 CR - SELECT & COMPLETE FROM EACH LIST

Complete the below courses:

Consulting Tools & Skills (MGMT 35500)

Select & Complete 1 of the experiential courses below:

Experiential Marketing (MGMT 42910)*

Consulting for Emerging Ent (ENTR 48100)*

Management of Entrepreneurial Ventures (MGMT 48400)

Management Consulting Practicum (MGMT 49600)* (begins Spring 2023)

ELI Corporate Consulting (MGMT 69000 w/ instructor perm)

Select & Complete 2 of the toolkit courses below:

Making the Business Case (MGMT 22000)

Strategic Thinking & Decision Making (MGMT 39100)

Negotiation & Decision Making (MGMT 44690)

New Product Development (MGMT 42300)*

Marketing Research (MGMT 42500)*

Competitive Strategy (MGMT 44710)*

Technology Strategy (MGMT 44810)*

Manuf Strat & Process Innovation (MGMT 45200)*

International Management (MGMT 45900)*

Project Management (MGMT 46600)

Data Visualization (MGMT 47900)*

MANAGEMENT INFO SYSTEMS

12 CR - NOT AVAILABLE FOR SCOM/SCIA MAJORS IN MIS TRACK

Complete the below courses

Programming for Business Apps (MGMT 28800) 1

Database Management Systems (MGMT 54400)*

Systems Development (MGMT 54500)

Data Driven Decisions in Dig Mkts (MGMT 48800)*

Advanced Topics in Real Estate (MGMT 43907)*

1 OR Visual Programming (CNIT 17500) OR Programming w/MM Objects (CS 17700) or Data Engineering in Python (CS 17600)

MARKETING

12 CR - NOT AVAILABLE FOR MARKETING MAJORS

Complete (4) of the below courses :

Consumer Analytics (MGMT 42000)*

Marketing Analytics (MGMT 42110) *

International Marketing (MGMT 42210)*

New Product Development (MGMT 42300)*

Marketing Research (MGMT 42500)*

Brand Management (MGMT 42610) *

Digital Marketing Strategy (MGMT 42710)*

Professional Selling (MGMT 43000)*

Social Media Marketing (MGMT 43700)*

Pricing Strategies (MGMT 43800)*

OPERATIONS & SUPPLY CHAIN MANAGEMENT

12 CR - NOT AVAILABLE FOR SCIA MAJORS IN THE
OPERATIONS SUPPLY TRACK OR SCOM MAJORS

Complete (3) of the below courses :

Supply Chain Analytics (MGMT 46300)*

Logistics, Concepts & Models (MGMT 46400)*

Strategic Sourcing & Procurement (MGMT 46501)*

Select & Complete 1 of the below courses:

Intro to Supply Chain Management (MGMT 26100)

Six Sigma & Quality Analytics (MGMT 40500)*

Adv Manufct. Planning Control Syst (MGMT 46200)*

Project Management (MGMT 46600)*

Supply Chain Technology (MGMT 46800)*

Notes:

1. All MGMT & ECON & OBHR 300 level or higher courses require upper division status
2. Only 1 course may be shared between any major, minor or concentration(s)
3. Space in MGMT, ECON & OBHR courses may be limited and offering of courses are not guaranteed
4. Pre-requisites should be checked on MyPurdue
5. All courses within minors require a C- or higher
6. If you are pursuing any Krannert major, minor or concentration pass/no pass is not an option
7. Transfer credit for courses that are a direct match will be accepted for the minor or concentration. Undistributed transfer credit (i.e. MGMT 2XXXX) will not be accepted. To see how courses from other institutions transfer to Purdue use Purdue's Transfer Credit Courses Equivalence Guide (scan the QR Code)



[Purdue Equivalency Database](#)

PURDUE
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