

**Master of Business Administration, MBA
School of Business and Management
University of Arkansas at Pine Bluff
Degree Plan 36 Total Hours**

<p style="text-align: center;">MBA Core Courses</p>	<ul style="list-style-type: none"> • GACC 5301 – Accounting and Finance for Managers • GMGM 5301 – Strategic Management • GMIS 5301 – Project Management • GECO 5331 – Managerial Economics • GMGM 5335 – International Business • GECO 5320 – Quantitative Method and Applications • GMKT 5331 – Marketing Research and Analytics • GMGM 5631 – Professional Report 	
<p style="text-align: center;"><u>Gaming and Casino Management</u></p> <p>To receive a major in Gaming and Casino Management, a student will complete three of the following courses:</p> <ul style="list-style-type: none"> • GMHG 5311 – Introduction to Gaming Industry • GMHG 5312 – Casino and Gaming Management • GMHG 5313 – Current Issues in Gaming Industry • GMHG 5347 – Change Management • GMHG 5352 – Promotion and Marketing Analytics • GMHG 5370 – Legal, Regulatory, and Ethical Issues in the Hospitality and Gaming Industry <p style="text-align: center;">Suggested Course Sequence</p> <p>Year One – Fall Semester</p> <ul style="list-style-type: none"> • GACC 5301 - Accounting and Finance for Managers • GMGM 5301 - Strategic Management <p>Choose one course from the following:</p> <ul style="list-style-type: none"> • GMHG 5311 - Introduction to Gaming Industry • GMHG 5312 - Casino and Gaming Management • GMHG 5313 - Current Issues in Gaming Industry • GMHG 5347 - Change Management • GMHG 5352 - Promotion and Marketing Analytics • GMHG 5370 - Legal, Regulatory, and Ethical Issues in the Hospitality and Gaming Industry 	<p style="text-align: center;"><u>Hospitality Management</u></p> <p>To receive a major in Hospitality Management, a student will complete three of the following courses:</p> <ul style="list-style-type: none"> • GMHG 5335 - Hospitality Revenue Management • GMHG 5342 - Foundations of Hospitality Industry • GMHG 5346 - Best Practices of Hospitality Industry • GMHG 5370 - Legal, Regulatory, and Ethical Issues in the Hospitality and Gaming Industry • GMHG 5352 - Promotion and Marketing Analytics <p style="text-align: center;">Suggested Course Sequence</p> <p>Year One – Fall Semester</p> <ul style="list-style-type: none"> • GACC 5301 - Accounting and Finance for Managers • GMGM 5301 - Strategic Management <p>Choose one course from the following:</p> <ul style="list-style-type: none"> • GMHG 5335 - Hospitality Revenue Management • GMHG 5342 - Foundations of Hospitality Industry • GMHG 5346 - Best Practices of Hospitality Industry • GMHG 5370 - Legal, Regulatory, and Ethical Issues in the Hospitality and Gaming Industry • GMHG 5352 - Promotion and Marketing Analytics 	<p style="text-align: center;"><u>Business Analytics</u></p> <p>The Master of Business Administration in Business Analytics Option at the School of Business and Management produces graduates with informed decision-making skills and the ability to use analytic tools to drive positive outcomes for businesses.</p> <p style="text-align: center;">Suggested Course Sequence</p> <p>Year One – Fall Semester</p> <ul style="list-style-type: none"> • GACC 5301 - Accounting and Finance for Managers • GMGM 5301 - Strategic Management • GBAF 5301 - Financial Analytics <p>Year One – Spring Semester</p> <ul style="list-style-type: none"> • GMKT 5301 - Strategic Marketing • GMIS 5301 - Project Management • GECO 5331 - Managerial Economics

**Gaming and Casino
Management**

Year One – Spring Semester

- GMIS 5301 - Project Management
- GECO 5331 - Managerial Economics

Choose one course from the following:

- GMHG 5311 - Introduction to Gaming Industry
- GMHG 5312 - Casino and Gaming Management
- GMHG 5313 - Current Issues in Gaming Industry
- GMHG 5347 - Change Management
- GMHG 5352 - Promotion and Marketing Analytics
- GMHG 5370 - Legal, Regulatory, and Ethical Issues in the Hospitality and Gaming Industry

Year Two – Fall Semester

- GMGM 5335 - International Business
- GECO 5320 - Quantitative Method and Applications
- GMKT 5331 - Marketing Research and Analytics

Year Two – Spring Semester

- GMGM 5631 - Professional Report

Choose one course from the following:

- GMHG 5311 - Introduction to Gaming Industry
- GMHG 5312 - Casino and Gaming Management
- GMHG 5313 - Current Issues in Gaming Industry
- GMHG 5347 - Change Management
- GMHG 5352 - Promotion and Marketing Analytics
- GMHG 5370 - Legal, Regulatory, and Ethical Issues in the Hospitality and Gaming Industry

**Hospitality
Management**

Year One – Spring Semester

- GMIS 5301 – Project Management
- GECO 5331 - Managerial Economics

Choose one course from the following:

- GMHG 5335 - Hospitality Revenue Management
- GMHG 5342 - Foundations of Hospitality Industry
- GMHG 5346 - Best Practices of Hospitality Industry
- GMHG 5370 - Legal, Regulatory, and Ethical Issues in the Hospitality and Gaming Industry
- GMHG 5352 - Promotion and Marketing Analytics

Year Two – Fall Semester

- GMGM 5335 - International Business
- GECO 5320 - Quantitative Method and Applications
- GMKT 5331 - Marketing Research and Analytics

Year Two – Spring Semester

- GMGM 5631 - Professional Report

Choose one course from the following:

- GMHG 5335 - Hospitality Revenue Management
- GMHG 5342 - Foundations of Hospitality Industry
- GMHG 5346 - Best Practices of Hospitality Industry
- GMHG 5370 - Legal, Regulatory, and Ethical Issues in the Hospitality and Gaming Industry
- GMHG 5352 - Promotion and Marketing Analytics

**Business
Analytics**

Year Two – Fall Semester

- GMGM 5335 - International Business
- GECO 5320 - Quantitative Method and Applications
- GMKT 5331 - Marketing Research and Analytics

Year Two – Spring Semester

- GBAF 5303 - Business Analytics
- GMGM 5631 - Professional Report