The Babson MBA Evening Program curriculum consists of a combination of core courses, signature learning experiences, and elective courses totaling 55 credits

CORE COURSES (28 credits)

CLUSTER A

- **Creating and Leading Effective Organizations (CLEO, 2 credits)** This course studies the core issues of entrepreneurial leadership: how to get things done when you can’t give orders, how to develop influence and build effective teams and organizations, and how to design and implement management structures and processes for high performance. There will be opportunity for practicing influence, stakeholder analysis and action planning skills.

- **Opportunity and Entrepreneurship (EPS, 2 credits)** This course focuses on the entrepreneurial process. Where do ideas come from? How do we design products or services to transform ideas into potential businesses that create value for our customers? What kind of business model generates the greatest profit? How do we launch and scale the business? Because entrepreneurial leaders need to be able to convey their ideas clearly and persuasively, you will develop your communication skills through getting feedback on individual and group presentations.

- **Financial Reporting (FINACC, 2 credits)** This course introduces financial reporting. Students will focus on preparation and analysis of financial statements for external users. Financial reports are one measure of how successful the company has been in implementing its business strategy. Financial reports will be analyzed across companies and industries, providing linkages to entrepreneurial and strategic decision making.

CLUSTER B

- **Managerial Economics (MICRO, 2 credits)** The course provides a framework for systematic analysis of consumer and firm's choices in light of global market dynamics to create and capture value given the firm's and industry's market structure.

- **Defining, Offering, and Delivering Value to Customers (MKT, 2 credits)** This course provides frameworks and analytical techniques that the enterprise should use to develop a discerning sense of the market and to engage the market in a way that distinctive value is created for and delivered to the customers.

- **Data, Models and Decisions (DMD, 2 credits)** This course is concerned with identifying variation, measuring it, and managing it to make informed decisions. Topics include: numerical and graphical description of data, confidence intervals, hypothesis testing, regression, decision analysis, and simulation. Applications to Economics, Finance, Marketing, and Operations illustrate the use of these quantitative tools in applied contexts. The course utilizes spreadsheet, statistical, and simulation software.
**Cluster C**

- **Technology and Operations Management (TOM, 2 credits)** This course introduces students to the fundamental components of a firm’s operating systems, be it a mature enterprise or an early stage company. The course introduces the new methods and models to analyze, diagnose and improve operations activities for both manufacturing and service firms. We examine key issues for competitiveness including operations strategy, innovation, product and process design and development, global supply chain management, quality management, and sustainable operations. Developing a strong appreciation for the contribution of technology and operations to a company's market success is an essential element of effective decision-making for entrepreneurs and leaders of all types of organizations.

- **Measuring and Managing Strategic Performance (MMSP, 2 credits)** This course is focused on the connection between strategy execution and profitability. Students develop skills in quantitatively-grounded logical analysis in order to be able to: judge the financial feasibility of plans for launching new businesses or for redesigning existing ones, grow profitable and sustainable ventures, and create business models that make money.

**Cluster D**

- **Managing at the Crossroads: Business and the International Economy (MaC-BGIE, 2 credits)** This is an international macroeconomics course that focuses on the interactions among credit markets, goods and services markets, and foreign exchange markets. This global framework is used to explain changes in a nation’s economic health, its economic impacts on foreign countries, and the effects of government and central bank policies.

- **Global Connections through Technology (GCTT)** This is an information technology course that educates knowledge workers to use information and technology to think and act entrepreneurially to create and sustain social and economic value in a global environment.

**Cluster E**

- **Managing Talent: Your Own and Others (MTYOO, 1 credit)** This course is designed to help you build two competencies critical to your success as a leader and an entrepreneur.
  
  - **The ability to effectively deploy your own talent.** This means far more than getting a job. This means (1) developing a clear sense of your strengths, weaknesses and passions, (2) connecting those capabilities and interests with opportunities in your environment and (3) lifelong learning based on the experiences these connections offer you. A career is not an entitlement. It is a negotiated outcome that results in the creation of value for you and your world. Through experience, reflection and feedback you can continue to enhance your ability to create value, as you and others define it, over time.
  
  - **The ability to identify and help to develop talent in others.** Through better articulating your own talent, you will become more effective at grappling with one of the thorniest of all management challenges: identifying and selecting talent. Selection should not rely solely on intuition. Careful articulation of the talent needed to create value in a particular role is the foundation for a more systematic and objective approach to building an organization. Talent and opportunities are not static, however, and as such, it is essential to build coaching skills that facilitate the ability of others to learn from their experiences.
- **Law (LAW, 1 credit)** This course teaches students to create business structures and make business decisions that effectively manage legal issues in order to create and capture value for their business while managing law-related risks.

- **Introduction to Financial Management (FIN, 2 credits)** This course introduces analytical approaches to estimate the shareholder value impact of tactical and strategic managerial decisions, methods to raise capital to fund those initiatives, and financial securities used to hedge corporate risks.

**CLUSTER F**

- **Strategy (STRAT, 2 credits)** This course covers foundational knowledge in strategy. How to identify strategic issues, perform needed analyses, and make decisions. It includes analyzing industry, competition, and markets; evaluating a company’s performance, strategic assets, and capabilities; and understanding strategies of different types. This course is integrated fully with MBA7201 Capstone.

- **Capstone (CAP, 2 credits)** The Evening program Capstone course is integrated fully with MOB7202 Strategy and is also an occasion for you to draw upon the knowledge you have gained from other required and elective courses you have taken thus far. The capstone is about the perspective, roles, and work of the CEO.

**ELECTIVE COURSES (27 credits)**
Babson’s MBA elective curriculum provides an excellent opportunity for students to build on the foundational knowledge learned during required core curriculum classes and to align educational goals with post-graduation plans. Further, should a student choose to focus their electives in a particular area, a concentration can be selected.