



BABSON
MBA

THE MBA THAT DELIVERS®

One-Year Modules

Module A—Building the Platform: From the Strategic Perspective to Tools

This module explores the shape of business from a strategic and global perspective. In your classes, you will evaluate how managers make tough decisions involving conflicting sets of beliefs. You'll also explore aspects of strategy, global business, macroeconomics, financial accounting, ethics, and entrepreneurship in order to compare and contrast their strengths and limitations. Finally, you will assess and practice leadership effectiveness, in particular, through an outdoor team-building activity at the start of the module.

Module B—Decision-Making and Application

Module B examines how data and information are used most effectively in making managerial decisions. You will apply these tools and techniques to practical cases in different functional areas of business, including marketing, microeconomics, managerial accounting, finance, operations, information systems, and human resources.

This module emphasizes the importance of all functional areas in creating high-quality products and services. It also underscores the need to integrate every element of the delivery system into an organization's business strategy.

In a two-day, capstone simulation, you and your fellow students will put academic theory into practice, through an exercise in which teams will make decisions in all functional business areas to maximize market share and other business performance results.

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