

Course mapping for Dual degrees between NCCU and Purdue

NCCU_MBA DD Students	Pre-Enrollment (1)	Summer Course (4)	NCCU Fall Semester (17)	NCCU Spring Semester (15)	Purdue (Summer+Fall)		Purdue (Spring)	Purdue
					Summer (4 credits)	Fall Module 1+2 (8 credits)	Spring Module 3+4 (9 credits)	
At least 37 credits taken at NCCU. 8 credits taken at Purdue. Total 45 credits for MBA NCCU graduation requirements	Fundamental Accounting (0)	Management Accounting (2)	Organization Theory and Management (3)	Financial Management (3)		MGMT 522 -New Product Development (2)	MGMT 529 Marketing Consulting Project I (3); <i>spans modules 3&4</i>	At least 21 credits taken at Purdue. 12 equivalent credits taken at NCCU. Total 33 credits for Purdue MS Marketing graduation requirements
	Fundamental Economics (0)	Business Quantitative Methods (2)	Human Resource Management (3)	Required Electives (3)	MGMT 590 -Analytics for Marketing Managers (2)	MGMT 623 -Business Marketing (2)	MGMT 638 -Pricing Strategy and Analysis (2)	
	Fundamental Statistics (0)		Marketing Management (3) (Equivalent to Purdue Required(2))	Business Ethic and Corporate Governance (2)	MGMT 525 -Marketing Analytics (2)	MGMT 521 -Brand Management (2)	MGMT 537 Persuasive Connumications (2); <i>spans modules 3&4</i>	
	Team Building and Leadership (1)		Operations Management (3) (Equivalent to Purdue Electives (2))	Strategic Management (3) (Equivalent to Purdue Electives (2))		MGMT 523 - Digital Marketing Strategy	MGMT 52710 Digital Marketing Lab (2)	
			International Business Management (3)					
			(Equivalent to Purdue Core Electives (2)) Marketing Research (2)	(Equivalent to Purdue Core Electives (4)) Sales and Customer Relationship Management(2) Consumer Behavior(2)				
							Thesis Defense	

Purdue CORE Classes 17 credits

Purdue required MKTG Knowledge classes (4 credits minimum required)

Purdue required MKTG Analytics classes (4 credits minimum required)