

Freshman Year			Junior Year		
Course	Project	Length	Course	Project	Length
GBA 171 Organizational Behavior	Business Model Canvas for a Local Business	7 weeks	GBA 371 Operations Management	Innovation for Rural Alabama	1 semester
	Internet of Things	7 weeks		Case Study	2 weeks
	Case Study	2 weeks	GBA 372 Global Business	Big Problems, Big Ideas	1 semester
GBA 172 Marketing	NASA Technology (T2U)	7 weeks			Case Study
Open Innovation	7 weeks				
Case Study	2 weeks				
Sophomore Year			Senior Year		
Course	Project	Length	Course	Project	Length
GBA 271 Accounting	Reverse Innovation	7 weeks	GBA 571	Senior Project	1 year
	Innovation for Rural Alabama	7 weeks			
	Case Study	2 weeks			
GBA 272 Finance	NASA Technology (T2U)	7 weeks	GBA 572		
	Open Innovation	7 weeks			
	Case Study	2 weeks			



STEM & CREATE Path to the MBA Program Curriculum

Details on the Projects

- Case Study: students analyze different real-world business situations and provide solutions or create and defend potential business decisions
- NASA Technology (T2U): students innovatively adapt NASA patented technology for commercial applications
- Open Innovation: students participate in incentivized innovation through one of four potential challenges: HeroX, Procter & Gamble, General Electric, and InnoCentive
- Innovation for Rural Alabama: students create innovative solutions for rural areas after being provided with resources to educate them on the challenges faced by citizens living in rural Alabama (innovationforruralalabama.ua.edu)
- Big Problems, Big Ideas: students explore problems that impact the world at large, and innovate to solve these global challenges
- Senior Project: students work directly with a company through a representative to provide innovative solutions based off the needs of the company
- For more information and examples of past projects, visit stem-create-innovate.ua.edu