

MBA: MASTER OF BUSINESS ADMINISTRATION

Courses

MBA 599. Master of Business Administration Transfer Credits (Graduate). 1-12 Credits.

Transfer Credits (Graduate)

MBA 601. Strategic Cost Management. 3 Credits.

This is a course in advanced managerial accounting, focusing on accounting methods and techniques useful in making business decisions. Included are measurements of divisional performance, revenue and pricing decisions, product performance, customer performance, and budgeting. Control systems and techniques are examined from a managerial perspective.

MBA 601 Prerequisite: Must be an MBA student.

Distance education offering may be available.

MBA 602. Financial Analysis and Valuation. 3 Credits.

The knowledge of financial principles is advantageous to managers in virtually every discipline in business. This course is designed as an in-depth financial analysis and valuation course to stimulate critical thinking of financial problems of businesses and focus on valuation. The basic aspects of financial analysis and valuation including use of ratios to assess corporate performance, projection of financial statements for both projects and whole companies, estimation of weighted average cost of capital, valuation of assets, projects and companies using discounted cash flow approach are covered. Also special topics, such as international aspect of financial management will be covered. Projects and cases will be used in the course to provide students with hands on experience in the use and application of financial tools and technology, especially Excel. Team building and written communication skills are also important for the group project.

MBA 602 Prerequisite: Must be an MBA student.

Distance education offering may be available.

MBA 603. Global Operations and Supply Chain Management. 3 Credits.

This course utilizes interactive learning methodologies to promote awareness of the operations and supply chain management techniques available for improving the organizational structures which create and deliver value to customers. Through the case approach, students will learn how an operation strategy that is cross-functional and global creates competitive advantage for both manufacturing and service companies. Topics covered include project management, product design, process analysis, electronic commerce, and enterprise resource planning systems. In particular, because of its emerging role in today's corporation, supply chain management will be emphasized.

MBA 603 Prerequisite: Must be an MBA student.

Distance education offering may be available.

MBA 604. Components of Effective Leadership. 3 Credits.

An examination of management theory and its relationship to human resource functions. This course traces the development of management and organization principles and theories, with an emphasis on applying them to human resource issues. This course examines the relationship between the individual and the organization, and topics such as leadership and motivation, attitudes, selection, performance appraisal, and individual and group decision making will be explored.

MBA 604 Prerequisite: Must be an MBA student.

Distance education offering may be available.

MBA 605. Business, Society & Environment. 3 Credits.

This course provides an overview of how major trends in the world economy, social issues, political, legal and ethical systems affect business. The student will enhance his/her ability to understand the implications of major social, economic, political, legal and ethical trends in the U.S. and the world; critically examine his/her own position on these issues; critically analyze popular writings on these issues; and appreciate the perspective of others whose circumstances differ from those of the student.

MBA 605 Prerequisite: Must be an MBA student.

Distance education offering may be available.

MBA 606. Innovation and Marketing Strategy. 3 Credits.

This course examines the strategic issues facing organizations as they develop solutions that satisfy customer needs and create customer value. Emphasis is placed on identifying and explaining approaches to creating a marketing environment that encourages creative thinking. Coverage includes the processes and strategies for developing and maintaining customer value, techniques and technologies used to gather and analyze market information, innovative approaches for developing marketing solutions, and other contemporary issues affecting today's marketing decision makers. Topics are investigated using a number of methods including case study, analytical and hands-on exercises, and real-world discussion.

MBA 606 Prerequisite: Must be an MBA student.

Distance education offering may be available.

MBA 607. Economic Analysis for Business. 3 Credits.

This course is an examination of applied microeconomic and macroeconomic theory. Students will reinforce an operational knowledge of economic theory and concepts, and the ability to integrate these concepts in advanced real-world analyses. This course utilizes technology in the decision making process and includes applied economic data analysis.

MBA 607 Prerequisite: Must be an MBA student.

Distance education offering may be available.

MBA 610. Law and Ethics in the Business Environment. 3 Credits.

This course is designed to meet the professional needs of managers who have minimal exposure to the law and to enhance their knowledge of the legal and ethical environment of business operations. It examines the framework of the American legal system. The course focuses from a managerial and entrepreneurial perspective on sources of law: including the constitutional, statutory, administrative, and common law principles that define the relationships between government and business; buyers and sellers of goods and services; and employers and employees.

MBA 610 Prerequisite: Must be an MBA student.

Distance education offering may be available.

MBA 611. Entrepreneurship and New Venture Creation. 3 Credits.

This course introduces students to the concept of entrepreneurship and the process of new venture creation. Topics addressed in the course include idea generation, feasibility assessment, industry analysis, market research, funding, financial planning, and marketing, as well as writing and presenting a business plan. Theories and techniques learned in this course will be used to develop a comprehensive entrepreneurship project.

MBA 611 Prerequisite: Must be an MBA student.

Distance education offering may be available.

MBA 612. Entrepreneurship Strategy. 3 Credits.

This course is designed to address managing new and emerging growth companies. It provides students with the tools to identify opportunities, formulate strategy, and implement strategy for new and emerging growth companies. The course examines management challenges commonly encountered at different stages in the life-cycle of new and emerging growth companies including start-up, growth, change of direction, and harvest.

MBA 612 Prerequisite: Must be an MBA student.

Distance education offering may be available.

MBA 616. Applications of Project Management. 3 Credits.

This course is a reappraisal and reinforcement of core knowledge areas of project management: project selection, project organization, defining projects, project networks, risk management, resource scheduling, accelerating projects, leadership, team building, outsourcing, and monitoring progress.

MBA 616 Prerequisite: Must be an MBA student.

Distance education offering may be available.

MBA 617. Business Information Systems. 3 Credits.

This course is a blending of theory, case studies, and personal computer applications to the solution of business information problems. Students will gain insight into functional and strategic implications of information resources, technology, and systems.

MBA 617 Prerequisite: Must be an MBA student.

Distance education offering may be available.

MBA 618. Project Quality Management. 3 Credits.

This course examines basic quality concepts and explores the three sub-processes of quality management: quality planning, quality assurance, and quality control as they relate to project management. This course also explains key quality tools relevant to the framework and presents them in a logical order of application. Finally, this course offers practical exercises in a management environment that will allow students to experience an application. This course is designed to help students to prepare PMI (Project Management Institute) certifications exams, like CAPM (Certified Associate in Project Management) certification and Project Management Professional (PMP) certification.

MBA 618 Prerequisite: Must be an MBA student, or department consent.

Distance education offering may be available.

MBA 619. Business Analytics. 3 Credits.

Organizations are using analytics strategically to make better decisions and improve customer and shareholder value. Business analytics is the use of data, information technology, statistical analysis, quantitative methods, and mathematical or computer-based models to help managers gain improved insights about their business operations and make better, fact-based decisions. The purpose of this course is to introduce students to the fundamental tools and concepts of business analytics. Students will learn the essential elements of descriptive analytics, predictive analytics, and prescriptive analytics. This basis will allow students to communicate with analytics professionals to effectively use and interpret analytics models and results for making better business decisions.

MBA 619 Prerequisite: Must be an MBA student, or department consent.

Distance education offering may be available.

MBA 620. Business Forecasting. 3 Credits.

This course is designed to prepare business professionals to utilize advanced forecasting tools that are commonly used in industry and in the process deepen their understanding of the role that such forecasting can play in business decision making. Firms continually need to make predictions about future events, including costs, sales, price movements, cash flows, asset values, and even general macroeconomic outcomes that can affect the business environment. Such predictions are regularly used to plan production, allocate resources, set budgets, determine staffing needs, and address many other things of concern to the firm. Making use of a variety of statistical modeling techniques, this course will enable the proper examination of relationships among various pieces of information that a firm has access to and make use of those relationships to project future outcomes for variables of interest. This will include developing the ability to evaluate forecast accuracy through the use of confidence ranges and a variety of statistical tests, as well as learning additional procedures to help increase that accuracy.

MBA 620 Prerequisite: Must be an MBA student, or department consent.

Distance education offering may be available.

MBA 622. Health Care Finance. 3 Credits.

This course is intended to provide students with an operational knowledge of healthcare financial management theory and concepts, and the ability to apply this knowledge to real-world decision making. The course will draw upon case studies and will utilize technology in the decision making process. The course comprises the following parts: (1) The Healthcare Environment, (2) Basic Financial Management Concepts, (3) Capital Acquisition, and (4) Cost of Capital and Capital Structure.

MBA 622 Prerequisite: Must be an MBA student.

Distance education offering may be available.

MBA 699. Strategic Management and Planning. 3 Credits.

This course is an in-depth examination of the processes by which business strategies are conceived, formulated, executed, and changed. Specific topics include strategic planning, endogenous and exogenous influences affecting strategic feasibility, analyses, and choices. Comprehensive strategy-oriented cases from a variety of business contexts are used.

Distance education offering may be available.