

# MASTER OF BUSINESS ADMINISTRATION (MBA)

## MBA 701 Quantitative Analysis 3

Quantitative methods and spreadsheet skills to support management practice and decision making. Topics include statistical hypothesis testing, confidence intervals, regression analysis, optimization modeling, decision analysis and risk analysis.

**Prerequisites:** Admitted to M.B.A., P.B.C. in Business Foundations, or M.S.N./M.B.A. program or permission of the Program Director. Pre-M.B.A. workshop in statistics and spreadsheet skills or a spreadsheet-based undergraduate course in probability and statistics.

## MBA 702 Financial and Managerial Accounting 3

Introduction to financial and managerial accounting. Topics include financial statements, financial analysis of those statements, cost accounting, and accounting's role in managerial decision-making.

**Prerequisites:** Admitted to the M.B.A., P.B.C. in Business Foundations, or M.S.N./M.B.A. program or permission of the Program Director.

## MBA 703 Managerial Economics 3

Focuses on microeconomic and macroeconomic factors and business decision making. Topics will be illustrated using a variety of timely real-world problems and managerial applications.

**Prerequisites:** Admitted to the M.B.A., P.B.C. in Business Foundations, or M.S.N./M.B.A. program or permission of the Program Director.

## MBA 706 Marketing Management 3

Issues related to the marketing process, major trends and forces that are changing the marketing landscape, marketing information, building and managing brands, marketing strategy and roles of ethics in marketing.

## MBA 707 Financial Management 3

Financial decision-making; time value of money, risk and return, valuation of securities, financial options, cost of capital, capital budgeting, working capital policy, financing decisions.

**Prerequisites:** MBA 701, MBA 702.

## MBA 708 Operations for Competitive Advantage 3

The course examines design, operation, and control of organizations for gaining and maintaining competitive advantage in the market place. Strategic and tactical issues will be integrated with a systems approach.

**Prerequisites:** MBA 701.

## MBA 712 Strategic Management 3

Examines the tools and techniques of strategic analysis, the formulation and implementation of competitive and corporate strategy for creating and sustaining competitive advantage.

**Prerequisites:** MBA 703, MBA 706, MBA 707, MBA 708, MBA 716, MBA 717.

**Corequisites:** MBA 703, MBA 708, MBA 717.

## MBA 714 Business Analytics 3

Students learn to analyze and present data to solve business problems. Topics may include visualization, predictive analysis, data mining, and optimization. Students will use Excel, Tableau, PowerBi or other relevant software.

## MBA 716 Leadership 3

Introduction to the values associated with ethics and sustainability relative to leadership, from idea formulation through communication within various constituencies across organizational contexts and communication media.

**Prerequisites:** Admitted to the M.B.A., P.B.C. in Business Foundations, or M.S.N./M.B.A. program or permission of the Program Director.

## MBA 717 Innovation 3

Fundamentals and strategies of developing and managing innovations in organizations, with emphasis on group and individual processes, mindsets, and skills.

## MBA 718 Global Business 3

Principles and practices of conducting business in a global environment.

## MBA 719 Strategic Management in Action 3

Integration of tools and techniques of strategic analysis, formulation and implementation of competitive and corporate strategy. Students engage in professional consulting and/or experiential projects with local organizations.

**Prerequisites:** MBA 703, MBA 706, MBA 707, MBA 708, MBA 716, MBA 717.

**Corequisites:** MBA 703.

## MBA 720 Investments 3

This course explores theories and applications related to portfolio theory, asset allocation and pricing, stock return predictability and anomalies, fixed income pricing and risk management using derivatives.

## MBA 721 Financial Statement Analysis and Valuation 3

This course is about value. Emphasis is on equity analysis and valuation for public and private firms, but other types and purpose of valuation are covered.

**Prerequisites:** MBA 707.

## MBA 724 Financial Institutions 3

Survey course intended for those interested in financial services careers and those with interest in general finance. Will cover financial institutions, investment funds, trading markets and financial market regulation.

## MBA 730 Marketing Research 3

Defining the purpose of marketing research, selecting a data gathering method, writing a survey/questionnaire, and sampling methods. Using statistics and interpreting the results to make marketing decisions.

**Prerequisites:** MBA 706.

## MBA 731 Brand Management 3

Examines brand management strategies, tools and decisions faced by organizations in planning, building and measuring brand equity for long term profitability.

## MBA 732 Consumer Behavior 3

Applying behavioral theories to understand consumer consumption behaviors and the effect of environmental and psychological influences on the consumer decision-making process.

## MBA 733 International Marketing Management 3

Activities that direct the flow of products to markets in a transnational, transcultural context; transcultural consumer behavior; channel strategy, physical distribution, promotion, and pricing.

**Prerequisites:** MBA 706.

**MBA 734 Digital Marketing Analytics 3**

This course covers some of the most important tools and techniques in marketing analytics with a focus on digital marketing applications. Topics revolve around three broad areas: owned (e.g. company's website), paid (e.g. online advertising) and earned media (e.g. social media). This course provides the knowledge and analytics techniques for managerial decisions, which have emerged as the critical assets to business professionals and firms. Course will be taught with cases, articles, and related online discussions and also some lectures about the digital marketing and data analytics approaches.

**Prerequisites:** MBA 706 or permission of M.B.A. Program Director.

**MBA 741 Capstone Consulting Project 3**

Student teams will serve as consultants to area organizations and provide their managers with comprehensive solutions to strategic challenges.

**Prerequisites:** MBA 703, MBA 706, MBA 707, MBA 708, MBA 716, MBA 717.

**Corequisites:** MBA 703, MBA 708, MBA 717.

**MBA 742 Organizational Internship 1.5-3**

Academic and required work components allow students to gain organizational experience in an area of business. Course supervised by a designated graduate faculty member and an appropriate manager of the approved organization.

**Prerequisites:** Permission of M.B.A. Program Director.

**Notes:** May be repeated for credit.

**MBA 743 Directed Studies 1.5-3**

Independent study of a business administration topic, not currently covered by courses in the MBA program, under the supervision of a faculty member(s).

**Prerequisites:** Completion of 12 hours or equivalent in the MBA program and permission of MBA Program Director.

**Notes:** May be repeated for a maximum of 6 hours credit when topic varies.

**MBA 744 Special Topics in Business Administration 3**

Specific course title identified each semester by the topical extension to the basic title: e.g., Special Topics in Business Law; Organizational Theory.

**Notes:** May be repeated for credit when topic varies.

**MBA 745 Experience Business Abroad 1.5-3**

Practices and principles involved in conducting business in a specified country. Lectures and seminars by local academicians and site visitations and lectures by foreign business people.

**Prerequisites:** Permission of MBA Director.

**MBA 750 Negotiations for Management 3**

Focuses on how to manage relationships internal and external to the organization through negotiations (e.g. with suppliers, employees etc) and conflict management.