# MASTER OF BUSINESS ADMINISTRATION (MBA)

**MBA 663B Exp Bus Abroad:Mexico 1.5**

**MBA 701 Quantitative Analysis for Decision Making 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.

**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.

**MBA 703 Economic Policies and Impact on Global Outcomes 3**
Economic analysis of markets, and government intervention that addresses the sustainability of fiscal, monetary and exchange rate policy and their short-run and long-run impact on the global environment.

**MBA 704 Ldrshp Assess / Career Enhcmt 3**
Through assessment and feedback, leadership strengths and developmental needs are identified to enhance career strategies and competencies.

**MBA 705 Process, Info Sys / Bus Value 3**
Examine the role of information systems to improve processes and business performance. Analyze the interaction of business strategies, work processes, competitive markets, technology and people for effective IT management.

**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.

**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.

**MBA 709 Human Capital in Organizations 3**
An integrated overview of organizational behavior and human resource management. The course joins the topics of organization behavior with human resource tools used to manage human capital.

**MBA 710 Ethcl Ldrshp / Sustainble Bus 3**
Principles of effective leadership and models of ethics are integrated to better understand the complementary and competing pressures, for and against, the creation and maintenance of a sustainable business model.

**MBA 711 ExCr:Electronic Commerce 1.5**

**MBA 711C ExCr:Electronic Commerce 1.5**

**MBA 711D Ex Cr:Teams 1.5**

**MBA 711J Ex Cr:Imprving Team Effectvns 1.5**

**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.

**MBA 715 Integrative Business 3**
Introduction to the values, concepts and functions of businesses and organizations. Focus on developing an integrative approach to understanding organizations and the role of businesses in society.

**MBA 716 Leadership and Sustainable Business 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.

**MBA 717 Technology and Innovation 3**
The role of technology (including information technology, business intelligence, and data analytics) in innovation. Students will develop a technology-based actionable plan for an organization.

**MBA 718 Global Business in Practice 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.

**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.

**MBA 723 Corporate Governance 3**
Focuses on current issues in and theories of corporate governance. Topics include the examination of internal and external corporate controls, stakeholder theories and international governance comparisons.

**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.

**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.

**MBA 741 Creating and Sustaining Competitive Advantage 3**
Student teams will serve as consultants to area organizations and provide their managers with comprehensive solutions to strategic challenges.
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: MBA 706, MBA 707, MBA 708, MBA 717, or Permission of MBA 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 1.5,3
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.