

MASTER OF BUSINESS ADMIN (MBA)

MBA 600 Business Foundations 1 sem. hr.

This short course—called Business Foundations—will review some important accounting, financial, and statistical concepts. These concepts will be used in future MBA courses. Topics covered include financial statements, basic financial analysis, financial ratios, and important foundational statistical concepts. This course is one credit hour. You may take it at your own pace. Based upon our review, the course should take between 8-12 hours to complete. You can do this at your own pace. However, we recommend that you set aside some time so that you can complete all of the narrated PowerPoint lectures and review prior to taking the short exam. You need to complete this course (MBA600 – Business Foundations) prior to taking MBA623 (Financial Accounting & Finance) and MBA626 (Applied Organizational Research and Analysis).

MBA 621 Sustainable Ethical Leadership 3 sem. hrs.

In this course students examine current thinking about leadership and ethical decision making in a modern business environment on an individual, organizational and global level. The emphasis in this course is on developing a better understanding of oneself, one's role as a member of a learning community and the dynamics involved to bring about sustainable, desired change. Cases and presentations will be used to provide a better understanding of concepts and principles that determine managerial ethics in real-life situations, as well as the application of moral theory to decision making in leadership. Cross listed as MBA 521 for BA/MBA students.

MBA 622 Organ Behavior & Communication 3 sem. hrs.

In this course, students examine essential management, organizational behavior and communication theories. Topics include: motivation, conflict management and resolution, groups and teams, and communication. This course is designed to explore how these elements impact the practical application of behavioral science theories with respect to solving complex management problems in a diverse, global environment. Cross listed as MBA526 for BA/MBA students

MBA 623 Financial Accounting & Mgmt 3 sem. hrs.

This course examines the practices required to effectively manage an organization's financial resources. This course explores financial analysis and budgeting techniques with an orientation towards development, analysis, and interpretation of historical, present, and projected performance measures. This course will explore a firm's financing strategies and its access to a variety of capital sources, a firm's optimal capital structure, and effective resource allocation and investment strategies. Specific topics include: financial statement analysis, pro forma analysis, operating budgets, capital budgeting, insourcing and outsourcing, capital structure, and cost of capital.

MBA 624 Marketing Management 3 sem. hrs.

This course explores the applications of marketing theories and concepts used throughout various types of organizations including manufacturing, service, nonprofit, and government entities. Topics include marketing strategy and planning, market segmentation, consumer behavior, branding, product and service development, and international marketing. Cross listed as MBA526 for BA/MBA students.

MBA 625 Information Systems 3 sem. hrs.

This course focuses on various information and communications technologies. Students will examine how information systems are used to solve problems, manage data, and make better business decisions. Topics include management information systems, data-bases, ERP systems, cloud computing, and information privacy.

MBA 626 Applied Org Research&Analysis 3 sem. hrs.

This course provides students with an overview of statistical concepts and research methods used by for-profit and not-for-profit organizations. Students gain an understanding of research problem formulation, research design, sampling methods, analytic and descriptive survey questionnaires, qualitative versus quantitative data collection, and evaluation and interpretation of descriptive and inferential statistics by performing their own research. The course includes consideration of the use of research methods in program evaluation and outcome studies. This course further emphasizes the importance of integrating research into the business setting to the benefit of students and the overall business profession. Cross listed as MBA526 for BA/MBA students.

MBA 681 Global Business Conditions 3 sem. hrs.

This course explores the fundamentals of business conditions analysis: the analysis of the external factors that have significant impact on organizational performance. The course is intended to help students develop a better understanding of the domestic and global environments in which corporations operate. Cultural, social, political/legal, technological, economic and competitive issues are examined within the context of a business environment.

MBA 682 Managerial Accounting 3 sem. hrs.

This course is a study of management accounting problems and issues in a complex and changing business environment. This course will enable managers to organize, direct, and adjust daily operations through performance reports comparing planned and actual results. Specific topics include: job order costing, process costing, activity based costing, the Cost of Goods Manufactured Statement, variances, and cost estimation.

MBA 683 Not-For-Profit Accounting 3 sem. hrs.

This course explores the accounting for hospitals and voluntary health and welfare organizations. Specific topics include: financial statements and government reporting for non-profit entities, as well as Statements of Financial Position, Activities, and Functional Expenses.

MBA 701 System & Organizational Design 3 sem. hrs.

In this course, students examine the interactions among organizational resources and technologies, organization design, management practices and external forces from a macro-organizational perspective. Topics include: the interrelation of system design, work design and management theory; as well as an overview of organizational theory and design – what organizations are, how they are designed, how they operate and how they can be changed and improved through organization design. Study concentrates on organizations as systems and managerial, technical, structural, and cultural subsystems as they relate to the broader environment.

MBA 702 Quality & Performance Mgmt 3 sem. hrs.

In this course, students examine quality management as it provides the means for the organization to define its culture and support the constant attainment of stakeholder satisfaction through an integrated system of tools, techniques and training. Concepts and practices to effectively manage, measure and improve organizational performance are also examined. Topics include: a comparative analysis of influential quality theorists such as Deming, Crosby, Taguchi and others; application of various continuous improvement techniques, definition and development of individual, group and organization-level performance indicators and performance improvement systems.

MBA 719 Strategic Management 3 sem. hrs.

MBA 719 Strategic Management 3 sem. hrs. In this capstone course, students focus on the perspective and skills of the general manager. The purpose of this course is to provide practice in diagnosing and identifying realistic solutions to complex strategic and organizational problems. The course builds on previous coursework by providing an opportunity to integrate various functional areas and by providing a big-picture business perspective. Topics include: an overview of strategic management, the process of choosing and defining purpose and objectives, identifying internal and external environmental factors relevant to strategic management, formulating and implementing a viable strategy and monitoring strategic performance. The course focuses on relationships among the firm, its strategy, and its environment; why firms choose certain businesses; which business strategies are successful; and how firms can change in response to a dynamic environment.

MBA 721 Legal & Policy Aspect Hlthcare 3 sem. hrs.

Focus of this course is on current health care laws and policies. This course examines the complex issues in the healthcare industry such as healthcare liability, malpractice, healthcare insurance, disclosure of patient information, patient and provider relationships and government roles in the healthcare industry.

MBA 722 Healthcare Organizat & Systems 3 sem. hrs.

This course explores the health care internal and external environments and their impacts on organizational design and structure and the decision-making process. Topics include healthcare institutions such as hospitals, long-term care facilities, and the role of the government in patient care.

MBA 723 Healthcare Finance/Economics 3 sem. hrs.

This course explores healthcare specific financial policies and issues, analytical framework and economic transformation for financial decisions (such as investment and working capital), methods of financial management, insurance coverage and financing. In addition, the course focuses on the ability to apply economic and population health models to address health service issues and problems.

MBA 725 Population Health Management 3 sem. hrs.

Population health management is the link between the social determinants of health and healthcare management. Populations can be defined as geographic, socioeconomic, race, ethnic, or disease state categories. Population health management takes a bottom-up approach – focusing on how the social determinants of health create disparities, and then how healthcare organizations can address these issues. This course will cover these dynamic areas, the interconnectedness of healthcare organizations, opportunities for partnerships & collaborations, and strategic approaches to planning for current & future population health management issues.

MBA 741 Marketing Research 3 sem. hrs.

This course focuses on the stages of the marketing research process and how this process plays a part in the overall development of marketing strategy for organizations. Topics include research design, qualitative and quantitative research techniques, data collection, survey design, sampling, statistical analysis, hypothesis testing, and research reporting.

MBA 742 Integrated Marketing Communica 3 sem. hrs.

This course evaluates the components of an integrated marketing communications (IMC) program and strategies to develop IMC effectiveness within organizations. Topics include advertising, public relations, personal selling, sales promotion, direct marketing, and social media.

MBA 743 Social Media Marketing 3 sem. hrs.

This course introduces students to the social media marketing industry, its operations, context, and technology. Topics include online social networks, consumer-generated advertising and reviews, blogs, e-mail, viral marketing, and international implications.

MBA 744 Services Marketing 3 sem. hrs.

This course examines the unique aspects and attributes of services marketing within the larger marketing and marketing strategy contexts. Topics include delivering value, the service experience, the service audit and design, customer satisfaction, pricing of services, and service recovery.

MBA 745 Analytics for Bus Intelligence 3 sem. hrs.

This course provides review of business analytics and advanced business intelligence concepts. The emphasis is on conceptual understanding as well as conducting statistical analyses using available application programs utilized within the business enterprise. Students gain an understanding of the key methods of predictive analytics and analytics-driven solutions to facilitate decisions and actions. This course will practice these methods with hands-on analyses of real datasets. Topics include an introduction to business analytics, uses of statistical data, statistical and quantitative analysis, exploratory and predictive modeling, and analytics driven solutions.

MBA 746 Data Analytics: Mgr Perspectiv 3 sem. hrs.

Information has come to be recognized as a critical asset, and data/business analytics tools play an increasingly critical role in deploying this resource in organizing and structuring information so that it can be used more productively. The ability to manage “Big Data” has become a critical capability for organizations. This course discusses business analytics tools and their application to management problems. Topics discussed include: types of business analytics, understanding the value of big data, business intelligence tools, the nature of analytical competition, analytics and business performance, the architecture of analytics and big data, and applied analytics and strategies. Real world company examples and strategies will be discussed.

MBA 747 Database Strategies 3 sem. hrs.

This course presents the principles of database management. The course is designed to prepare business leaders to understand how data is stored, retrieved, and analyzed for effective decision making. Topics include database design, schemas, database manipulation utilizing SQL, database security, data integrity, and privacy issues.

MBA 761 Entrepreneurship/Innovation 3 sem. hrs.

This course focuses on developing innovative solutions to real-world business problems and creating new business opportunities. Topics include developing and formulating new and creative business ideas, identifying the market needs and planning business opportunities, and assessing the typical operating and administrative issues.