THE DEVILLE SCHOOL OF BUSINESS

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Mission

To grow, to learn, to lead, and to serve the global community. Extending the charism of the Brothers of Christian Instruction by meeting students where they are with the resources and support they need, the mission of the DeVille School of Business (DSoB) is to prepare our graduates to be leaders in service to others through a relevant, global, and integrated business curriculum within a Catholic, practitioner-oriented teaching institution.

We accomplish our mission through:

• Offering curricula that are adaptive, flexible, experiential and responsive to changing market conditions
• Emphasizing critical thinking, effective communication, systems and sustainability, and ethical, social, personal and professional responsibility
• Providing our primarily first-generation traditional and non-traditional undergraduate students with personal support and attention in a collaborative, small-class environment
• Accommodating our graduate students with flexible course delivery options with personal support and attention in a collaborative, small-class environment
• Engaging in professional and scholarly activities that are impactful and relevant

Vision

The DSoB will be the preferred resource for business knowledge transfer – expanding its global citizenship, partnerships and service to others.

Core Values

DSoB Core Values in Action

Guided by our commitment to students and other stakeholders, we:

Integrity
Foster an ethical environment of honesty, accountability, responsibility.

Service
Advance a culture of leadership in service to others.

Responsive
Provide an integrated undergraduate and graduate global business curricula that are adaptive to changing market conditions and accommodate students with flexible course offerings.

Success
Cultivate meaningful professional relationships within a supportive, developmental approach to advise, guide and mentor students.

Focus
Commit to experiential, practice-focused student learning activities and outcomes to prepare students for life after graduation.

Diversity
Respect the diversity of individuals, ideas, cultures, strengths and experiences and the value it adds to our school.

Improvement
Foster a culture of continuous improvement in all facets of the DeVille School of Business through ongoing review, assessment, evaluation and action.

Expected Outcomes

Instilled with the charism of the Brothers of Christian Instruction – the DeVille School of Business Community will be oriented toward serving our global community through sustainable ethical leadership.

The DeVille School of Business Faculty will produce impactful and relevant intellectual contributions primarily focused on teaching and practice.

The DeVille School of Business will be a distinguished and preferred resource for the business and professional communities.

The DeVille School of Business will be recognized for the currency, relevancy, flexibility and innovation of its program offerings; teaching strategies; and responsiveness to business and community needs.

Student Learning Outcomes

• Graduates communicate effectively.
• Graduates think critically and solve problems supporting their decisions with appropriate analytical and quantitative techniques.
• Graduates demonstrate effective decision-making that incorporates the tenets of ethics and cultural awareness.
• Graduates demonstrate the personal and professional knowledge, inter-personal skills and cross-cultural competencies to function effectively in a global environment.
• Graduates demonstrate leadership in service to others.
• Graduates demonstrate knowledge in a specialized area of business.
• Master of Business Administration MBA
• BA/MBA Program (Bachelor’s Degree & MBA for Business Majors)
• Certificate in Healthcare Management

MBA 621 Sustainable Ethical Leadership 3 sem. hrs.

This course is designed to explore behavior in the modern business world from a professional ethical perspective. Particular current issues will form the basis of discussion and analysis. During the course, students will study ethics as a discipline and will explore it with an emphasis on the modern business environment. Cases and presentations will be used to provide a better understanding of concepts and principles that determine managerial ethics in real-life situations. This course will explore the application of moral theory to management decision-making with special emphasis on the Catholic moral tradition in adherence to Ex Corde Ecclesiae (1990). Cross listed as MBA526 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, its 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  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 628  Led Exp Practicum I  0 sem. hrs.
This course includes a leadership simulation, a facilitated group discussion and time for reflection. It is intended to provide the basis for the student to complete reflective leadership documents. This course must be completed prior to the student taking any specialty courses. Prerequisite: MBA621.

MBA 631  Leadership Exp Practicum II  0 sem. hrs.
This course provides an opportunity to integrate various functional areas and by providing a total business perspective. Topics include: an overview of organizational problems. The course builds on previous coursework by providing an opportunity to integrate various functional areas and by providing a total business perspective. Topics include: an overview of organizational problems. The course builds on previous coursework by

MBA 632  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.
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 total business perspective. Topics include: an overview of strategic management, the process of choosing and defining purposes 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 Aspects of Health Care  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 Organizational 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 739 Healthcare Strategy 3 sem. hrs.
This course explores the integrative and cross-functional nature of strategy and decision-making in the health services sector. Topics include principles, concepts and theories from strategic planning, as well as an integrative approach linking strategy with marketing, human resources management, accounting, finance, and operations management.

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 Communications 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, customer satisfaction, pricing of services, and service recovery.

MBA 745 Analytics for Business 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 759 Marketing Strategy 3 sem. hrs.
This capstone course combines marketing concepts learned in previous marketing and other MBA courses into an integrative and application-oriented learning experience. Topics include strategy, consumer research, consumer behavior, segmentation, new product development, integrated marketing communications (IMC), and services marketing.

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.

MBA 779 Entrepreneurship Strategy 3 sem. hrs.
This capstone course provides students with the opportunity to sharpen their leadership skills, work within a team setting, and implement the tools and skills developed in the core curriculum. Topics include developing a business plan for a new venture, focusing on the tools and concepts necessary for a career as an entrepreneur, and understanding the driving focus of entrepreneurial success and failure.