MASTER OF BUSINESS ADMINISTRATION (MBA)

MBA 601. Foundations for Decision Making (MBA QUick Start).  1 Credit. This course covers basic elements of statistics, technology (including Excel), financial accounting, managerial accounting, finance and economics as well as other fundamental business concepts. The course must be taken during a student’s first semester in the MBA program, but can be completed concurrently with MBA 615. The course is graded on a pass/fail basis.
Offered: Every year, All

MBA 602. Communicating Effectively for Managers.  3 Credits. This course provides instruction and practice in the various formats and styles of writing required of executives and professionals in a business environment. This course focuses on the ability to communicate clearly, which is necessary for success in the business world. Students are encouraged to organize thoughts logically, plan communications in advance, write in appropriate formats and communicate ideas concisely. Students learn communication skills necessary for leaders in today’s global marketplace. International degree students only.
Offered: Every year, Fall

MBA 610. Business Decision Analysis.  3 Credits. This course is an introduction to basic quantitative tools that enable managers to analyze data and make informed decisions. Topics include descriptive analysis of survey data, introductory probability, sampling and sampling distributions, hypothesis testing, simple and multiple regression and decision analysis. Students apply the quantitative decision-making tools to business situations through cases.
Offered: Every year, All

MBA 615. Managing the Decision-Making Process.  3 Credits. This course introduces a framework for formulating, analyzing and making complex business decisions. Students learn to analyze problems from multiple perspectives and different disciplinary points of view and how to evaluate business decisions through an ethical lens. The course provides an overview of business functions with a focus on the need to integrate activities among them for effective decision making. Students learn to evaluate the extent to which an individual or organizational bias affects the decision-making process and identify alternative approaches to mitigating biases.
Offered: Every year, All

MBA 620. Financial and Managerial Accounting for Decision Making (AC 620).  3 Credits. This course provides an introduction to the use of accounting information for decision making in organizations. Topics include reporting and analysis of financial statement information and the use of managerial decision-making tools to support planning and control. Students can receive credit for either AC 620 or MBA 620 but not both.
Prerequisites: Take MBA 615.
Offered: Every year, All

MBA 625. Organizational Behavior and Leadership for Decision Makers.  3 Credits. Students become familiar with both the language and practice of organization theory, including designing organizations, managing the organizational environment and understanding the relationships between tasks, technology, environment and organization structure. Issues related to motivation, leadership, organization culture, decision making and ethical leadership are presented. Interpersonal relationships are explored through an examination of the roles of power, politics and conflict in organizations as well as leader behavior, styles and leadership development. Students also explore how organizational structures and leadership models interrelate with the marketing, operational and financial systems in the enterprise.
Prerequisites: Take MBA 615.
Offered: Every year, All

MBA 635. Decision Making for Business Operations.  3 Credits. Students learn to design and manage the production processes that create and deliver the firm’s primary products and services to improve performance of the business. The course strongly emphasizes the use of analytical models and methods for the decision-making process. Excel is the platform considered for decision-making purposes. Both tactical day-to-day operating decisions and longer range strategic decisions are examined through topics that include process analysis, product design, workforce management, capacity management (including forecasting), facilities planning, inventory control and quality management. Students also explore the relationship between the production system of the organization and the marketing, financial and human resources systems during the creation of goods and services.
Prerequisites: Take MBA 615.
Offered: Every year, All

MBA 640. Financial Decision Making.  3 Credits. This course introduces students to the theory and techniques of financial analysis with application to real world problems and situations. Topics include risk and return, asset pricing, capital budgeting and corporate investment decisions, capital structure decisions, dividend policy, corporate merger, divestiture and takeover decisions.
Prerequisites: Take MBA 615.
Offered: Every year, All

MBA 645. Marketing Decision Making.  3 Credits. Students learn to formulate, manage and evaluate the marketing strategies that create the firm’s products and services and deliver those products and services to the market. Both tactical day-to-day operating decisions and longer range strategic decisions are examined through topics that include buyer behavior, market segmentation, demand estimation, product positioning, product development, branding, pricing, distribution channels, and integrated marketing communications. Students also explore the relationship between the marketing and the overall corporate strategy.
Prerequisites: Take MBA 615.
Offered: Every year, All
MBA 650. Strategic Public Relations and Reputation Management. 3 Credits.
The focus of this course is reputation management and its importance to business success. Students analyze the function of corporate communications and examine a range of topics including organizational identity, image and reputation; issues and crisis management; institutional ethics and corporate social responsibility; strategic public relations planning; integrated marketing communication; public relations theories and best practices; and global public engagement. The class also explores specialty public relations practice areas such as media relations, investor relations, employee relations and government relations. Class discussions, case studies, in-class exercises, team projects and essay exams help students improve their critical thinking and reasoning skills, develop research and strategic planning skills and increase diversity awareness and sensitivities that are important to professional and business success.
Offered: As needed

MBA 660. Decision Making in a Global Economy. 3 Credits.
Students come to understand the global trends and issues that create business opportunities in foreign markets as well as the impact of the global environment on domestic business practices and opportunities. Students examine the economic, social and political issues that affect a firm’s strategy for entering international markets and how cross-cultural issues affect internal business processes. Some sections of the course include an international travel experience while others include a virtual study abroad experience. BS/MBA students are required to take a section that includes an international travel experience. Part-time and online students are encouraged to take a section with an international travel component; however, part-time and online students who are unable to complete an international travel experience may take a section of the course with a virtual international experience. Additional course fee (travel) applies to all sections except virtual study abroad.
Offered: Every year, All

MBA 675. Special Topics - MBA. 3 Credits.
Offered: As needed

MBA 688. Graduate Internship I. 3 Credits.
Internships provide students with opportunities to obtain important experience in fields related to their programs of study under the supervision of a sponsoring faculty member and a practicing manager. Prior academic approval is required before registering for any internship course. Details may be obtained from the graduate business programs office. These courses are normally only open to full-time MBA students.
Offered: As needed

MBA 689. Graduate Internship II Administration. 3 Credits.
Internships provide students with opportunities to obtain important experience in fields related to their programs of study under the supervision of a sponsoring faculty member and a practicing manager. Prior academic approval is required before registering for any internship course. Details may be obtained from the graduate business programs office. These courses are normally only open to full-time MBA students.
Offered: As needed

MBA 690. Strategic Management Capstone. 3 Credits.
This is a capstone course in strategic decision making for MBA students. Students learn concepts and theory relevant to the field of strategic management, as well as review and integrate the accumulated functional business knowledge from the other MBA core courses. The course covers such topics as internal and external firm analysis, industry analysis, value chain, competitive strategy, corporate and functional strategy, top management leadership and firm performance evaluation. Emphasis is placed on developing decision-making skills through company and case analyses.
Prerequisites: Take MBA 601 MBA 615 MBA 620 MBA 625 MBA 640 MBA 645.
Offered: Every year, All

MBA 699. Independent Study. 3 Credits.
Offered: As needed