Offered:

Prerequisites:

solutions to stakeholders.

formulate implementable solutions and effectively communicate those

course, students are able to recognize and research business problems,

data analysis, cross-cultural awareness and innovation. By the end of the

problem solving, business communication, business research and basic

This is an experiential and action-based learning course that covers

MBA 615. Skills for Contemporary Business Issues.

MBA 615. Skills for Contemporary Business Issues. 3 Credits.
This is an experiential and action-based learning course that covers

skills needed to address contemporary business issues. Topics include

problem solving, business communication, business research and basic

data analysis, cross-cultural awareness and innovation. By the end of the

course, students are able to recognize and research business problems,

formulate implementable solutions and effectively communicate those

solutions to stakeholders.

Prerequisites: None

Offered: Every year, Fall
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, Fall

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.
Prerequisites: None
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 can include an international travel experience while others include a virtual study abroad experience.
Prerequisites: None
Offered: As needed

MBA 675. Special Topics - MBA. 3 Credits.
Prerequisites: None
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. Students must complete a minimum of 150 hours in their internship.
Prerequisites: None
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. Students must complete a minimum of 150 hours in their internship.
Prerequisites: None
Offered: As needed

MBA 690. Strategic Management. 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 615, MBA 620.
Offered: Every year, Fall

MBA 695. Action-Based Learning Lab. 3 Credits.
This course is a hands-on, action learning capstone for the MBA that asks students to integrate the knowledge and skills they have gained throughout the program. The course engages students in solving a real-world business problem or developing a new business. By the end of the course, students have further developed their skills in the problem-solving process, business knowledge integration, and written and oral presentation.
Prerequisites: Take MBA 620, MBA 625, MBA 630, MBA 635, MBA 645, MBA 690. Take MBA 640 or FIN 610;
Offered: Every year, Spring

MBA 699. Independent Study. 1-6 Credits.
Prerequisites: None
Offered: As needed