**MBA Program Course Descriptions and Outcomes**

**MBA 707 - MBA Foundations**

**Course Description**

More than ever before, the ability to understand and be understood is critical for success in the corporate world. Communication is no longer limited by the narrow definitions of the past. Achieving a business leadership position today means not only being adept at both oral and written communication, but also understanding communication from a strategic point of view and knowing how to effectively organize and present information to audiences of all sizes. In this course, you will develop and refine these capabilities. What you gain from this course will be of value throughout your MBA program, as well as in the workplace.

**Course Outcomes**

Upon successful completion of this course, students will be able to:

- Demonstrate an ability to write and communicate at a level consistent with the expectations of a MBA student.
- Demonstrate effective presentation skills.
- Use relevant electronic business databases available through the library.
- Apply writing style guidelines to an applied business research paper.
- Apply spreadsheet skills to analyze business data.

**Prerequisite:** Acceptance into the MBA program.
Course Description

This course systematically explores the external environment in which businesses operate – legal & regulatory, macroeconomic, cultural, political, technological and natural. Additionally, the course will examine the critical opportunities and threats that arise from an analysis of external business conditions. Students will apply scenario planning to a selected industry and synthesize trends in the external environment in the presence of risk and uncertainty.

Course Outcomes

Upon successful completion of this course, students will be able to:

- Analyze the environment of a business from the legal & regulatory, macroeconomic, cultural, political, technological and natural perspectives.
- Critically assess the business environment of an organization using selected strategic tools.
- Conduct an in-depth analysis of a specific component of the business environment and relate it to your own organization.
- Construct and present scenarios that synthesize business environment information.

Prerequisite: MBA 707 – MBA Foundations
MBA 713 - Human Resource Management

Course Description

Organizations are composed of groups of people who work together to achieve defined outcomes. Experience has proven time and again that the key factor which differentiates successful companies from those who struggle to survive is people who make up the employee base. While the Human Resources function is given the specific task of planning for and resolving many employee related issues and needs, individual managers have direct responsibility and accountability for motivating and leading employees to achieve sustained organizational success. The purpose of this course is to provide students with the knowledge and skills needed to work effectively with Human Resources to enhance the contributions of all employees to organizational effectiveness. Students will learn about the elements which drive business success, theories of motivation, and methods for creating a plan for maximizing the human capital of an organization.

Course Outcomes

Upon successful completion of this course, students will be able to:

- Examine the major drivers of organizational effectiveness.
- Describe methods for enhancing human capital and employee motivation to ensure organizational success.
- Analyze the primary functions within Human Resources and how they interact within the organization.
- Evaluate strategies for collaborating with Human Resources to attract, develop, sustain and retain employees in a competitive marketplace.
- Develop a plan for collaborating with Human Resources to maximize the human capital of an organization.

Prerequisite: MBA 711 – Business Environment
MBA 721 - Marketing Management

Course Description

In today’s business world, success can often be attributed more to the genius of a company’s marketing efforts than to the genius of its products or services. A clear understanding of the importance of marketing, as well as a grasp of effective marketing practices, is essential for anyone who wishes to achieve a position of leadership. This course focuses on the essentials of marketing, providing an excellent foundation for future studies in either the MBA or MCM programs. You will gain a working knowledge of both marketing theory and the practical application of innovative marketing strategies. You will come to understand how product, price, place and promotion contribute to the marketing mix as you explore research-based insights into consumer behavior. As your final course assignment, you will prepare and present a marketing plan of your own.

Course Outcomes

Upon successful completion of this course, students will be able to:

- Formulate overall marketing strategy within the context of the organization's business, mission, and goals.
- Develop a compelling message to present.
- Analyze marketing opportunities relative to competition and the environment using information gathering, measurement, and analysis.
- Create marketing strategies to position and differentiate offerings and brands.
- Develop marketing strategies in support of a product innovation introduction plan.
- Evaluate the key marketing elements on the basis of product/service and customer type.

Prerequisite: MBA 713 – Human Resource Management
MBA 723 – Managerial Economics

Course Description

This course surveys the fundamental concepts and methods of economic analysis for managers. Real world decision making is emphasized. Application of key economic concepts such as market demand, market supply, market equilibrium, marginal analysis, production, costs, revenue, profit and market structure constitute the core material of the course. Quantitative spreadsheet-based tools, namely multiple regression analysis and linear programming, will be used to implement and make operational the core economic concepts.

Course Outcomes

Upon successful completion of this course, students will be able to:

- Apply economic analysis and linear programming to optimally allocate scarce resources to meet managerial objectives.
- Estimate and analyze the market demand for a good or service using multiple regression analysis.
- Estimate and analyze firm-level production and cost functions using multiple regression analysis.
- Analyze the industry structure and firm-level conduct to develop profit maximizing pricing and production strategies.

Prerequisite: MBA 721 – Marketing Management
MBA 727 - International Business Management

Course Description

Globalization has opened the world marketplace to companies that were once merely regional or even local operations. This course is designed to equip you with the knowledge and decision making skills to perform effectively as a leader within a company with global operations. Course content covers multinational business strategies, from exporting to foreign direct investment, as well as economic, political, and cultural influences on the international marketplace.

Course Outcomes

Upon successful completion of this course, students will be able to:

- Formulate a perspective about the internationalization of markets and economies.
- Evaluate the leadership and business challenges of managing people and organizations across borders.
- Communicate effectively in a global business environment.
- Conduct a comprehensive analysis of specific geographic locations in terms of setting up operations in the locale.
- Create an organizational strategy that synthesizes all requirements for doing business globally.

Prerequisite: MBA 723 - Managerial Economics
MBA 731 - Operations & Project Management

Course Description

In today’s business environment, the success of organizations depends on the effective and efficient management of operations, and planning and execution of projects. Guided by these two objectives, the student will learn how operations and project management skills will help them contribute to the bottom line of an organization. The student will study methods to select, plan, and execute projects, analyze and improve organizational processes, manage quality, make optimal capacity decisions in supply chains, and develop production and inventory plans and schedules.

Course Outcomes

Upon successful completion of this course, students will be able to:

- Select alternative projects among often competing objectives using multiple criteria decision making techniques.
- Develop project plans including schedules and budgets using project management software.
- Control project performance using earned value analysis.
- Apply linear programming to operations management problems.
- Evaluate the impact of product and service design on operations.
- Analyze operational processes for further improvements.
- Apply quality management and control concepts to improve business processes.
- Analyze an organization’s supply chain.
- Develop optimum aggregate plans.
- Formulate schedules for operational processes.
- Develop inventory management plans for items within an organization’s inventory.

Prerequisites: MBA 723 – Managerial Economics, MBA 727 – International Business Management
MBA 733 - Financial & Managerial Accounting

Course Description

Effective leadership in today’s complex and highly regulated business environment demands more than a working knowledge of basic accounting practices. Managers must fully grasp sophisticated financial and managerial accounting concepts and be able to apply them with ease in handling day-to-day responsibilities. Managers must also be well versed in the intricacies of corporate governance and asset protection. In this course, students will develop a clear understanding of these critical functions and issues. Students will study the foundational aspects of financial accounting, including professional structure, the interrelationships of financial statements, and multiple forms of financial analysis. Additionally, the functional aspects of managerial accounting will be covered, including planning, decision-making and performance evaluation. Students will also study the Sarbanes-Oxley Act of 2002, which introduced heightened responsibilities in corporate governance and increased managerial requirements regarding the protection of corporate assets.

Course Outcomes

Upon successful completion of this course, students will be able to:

- Evaluate financial data utilizing various financial statement analysis techniques.
- Analyze the impact of corporate governance regulations.
- Compare managerial accounting strategic planning techniques.
- Assess managerial accounting decision-making techniques.
- Evaluate managerial accounting performance techniques.

Prerequisite: MBA 731 – Operations & Project Management
MBA 737 - Corporate Finance

Course Description

Financial decisions made at the higher levels of a business organization can have far-reaching effects. Intended to achieve firm operating goals and create shareholder value, they must be made judiciously, with a thorough understanding of all the factors involved. In this course, you will learn to apply the analytical techniques required for developing effective and workable financial solutions at the executive level. You will gain an overall understanding of the workings of the U.S. financial system. In addition, you will study the concepts of financial risk, return, and the valuation of bonds, common and preferred stock, cost of capital, capital budgeting, capital structure, and the evaluation of investment opportunities.

Course Outcomes

Upon successful completion of this course, students will be able to:

- Apply time-value-of-money techniques to the valuation of bonds and common and preferred stock.
- Estimate the relevant cash flows and the appropriate discount rates in making capital budgeting decisions.
- Examine the factors that drive a company's need for external financing and for determining the optimal mix of debt and equity financing.
- Analyze the relationship between risk and return in the evaluation of investment opportunities.

Prerequisite: MBA 733 - Financial & Managerial Accounting
MBA 741 - Strategic Management

Course Description

One of the keys to success for today’s organizations is their ability to develop, implement, and accurately evaluate effective business strategies. In this course, you will integrate the knowledge you have gained from your prior MBA courses to develop and sharpen your skills for formulating, deploying and assessing an organization’s strategy for achieving competitive advantage in the marketplace. This course will enable you to merge your knowledge of all of these individual disciplines into a comprehensive and meaningful whole.

Course Outcomes

Upon successful completion of this course, students will be able to:

- Employ strategic concepts to analyze a chosen industry.
- Analyze the strategic effectiveness of an organization.
- Evaluate the implications of strategic decisions made by one business discipline on others and on the business as a whole.
- Synthesize tools and concepts from prior MBA courses by using an Internet-based business simulation.
- Present a multi-year strategic plan to a group of interested stakeholders.

Prerequisites: All preceding MBA courses.