Course Descriptions

MBA 610
BUSINESS ECONOMICS
This course is an introductory study of market-type economies. This subject has two broad areas of development. The first of these, called microeconomics, focuses on how individual decision-makers behave and interact in markets, and how their interaction governs the allocation of resources, and the distribution of goods in modern market economies. Macroeconomics sees the economy as composed of several broad groups of decision-makers, particularly households, firms, and governments, and studies how the interaction of these groups affects the aggregate performance of the economy as measured by such variables as total output, the general price level, and the rate of economic growth. These two approaches are complementary, illuminating different aspects of economic behavior.

MBA 615
FINANCIAL ACCOUNTING: A CUSTOMER FOCUS
This course is an introductory study of financial accounting. This includes the study of basic accounting language and concepts, recording financial transactions, preparation and interpretation of financial statements, accounting methods, business decisions, inventory valuations, and methods of obtaining capital.

MBA 620
STATISTICAL THINKING FOR MANAGERS
This course introduces the student to the essential ideas of statistical thinking, which is important for every manager, both in dealing with day-to-day operations and in finding opportunities for improvement. Students will learn how to: gather data usefully, summarize data into understandable form, use probability ideas in understanding data, infer and predict based on the always-limited available data, and use modern computers to aid in the process. Case studies and student-designed projects enhance the student’s understanding of the practical application of statistical methods.

MBA 625
EFFECTIVE AND EFFICIENT MANAGEMENT OF OPERATIONS
Provides an introduction to concepts, principles, and practices of effective and efficient creation and distribution of goods and services. Focuses on quantitative techniques for problem solving and decision making in a variety of strategic and tactical areas of operations management, including Total Quality Management, Product Mix, Process Design, Materials Requirement Planning, Inventory Control, and Project Management.
MBA 630
FINANCIAL MARKETS
This course will serve as an introduction to the financial system and its relationship to the financing of domestic and international business activity. Financial market components and phenomena such as financial instruments, institutions, flow of funds, market efficiency, interest rate determination and term structure, exchange rates, and the balance of payments are analyzed. The governmental impact on financial markets, manifested through monetary and fiscal policy and regulation, is also covered. An introduction is given to the concept of financial asset valuation and the time value of money. The emphasis is on the significance of these elements for conducting the financial affairs of businesses.

MBA 690
CREATING CUSTOMERS THROUGH EFFECTIVE MARKETING MANAGEMENT
Shows how the techniques of marketing management can be used to attract and satisfy customers while building long-term business profitability. Course topics include: (1) market, consumer, and competitive analysis; (2) segmentation, targeting, and positioning; (3) product development, pricing, promotion, and distribution; and (4) marketing strategy and planning.

MBA 691
MANAGERIAL ACCOUNTING FOR DECISION MAKING, PLANNING, AND CONTROL
This course focuses on the firm’s management accounting system as its primary information system. The course examines the problems of cost measurement, planning, coordination, control, and incentives. The course explores how accounting systems address business problems and evolve in response to the changing economic environment. The course will relate ethical and global issues to managerial accounting topics. During the course the students will be utilizing computer software to solve managerial accounting problems and cases.

MBA 692
FINANCIAL PERFORMANCE: CONTROL AND MEASUREMENT
This is a survey course focusing on how managers can construct a decision-making process that maximizes the value of the firm. As the majority of financial decisions require an estimate of future events, we will spend considerable time investigating how to achieve the above objectives, subject to the constraints of an uncertain future. Outside readings, case studies, and text material will be used to integrate current financial theory with pragmatic financial decision making. A working knowledge of the basic concepts in finance, accounting, and statistics is assumed. The use of an electronic spreadsheet is needed for homework assignments and case analysis.
MBA 810
SELF-ASSESSMENT FOR LEADERSHIP
This experiential course emphasizes the importance of feedback and self-assessment for leadership development. It includes extensive assessment of each participant’s management style and skills based on self-evaluations (using structured questionnaires) and feedback from coworkers, faculty, and other participants. Leadership development experiences emphasize time and stress management, individual and group problem solving, communication, power and influence, motivation, conflict management, empowerment, and team leadership. Each participant identifies skills he or she needs to develop and reports on efforts to develop those skills.

MBA 820
INFORMATION TECHNOLOGY FOR DECISION-MAKING
This course is about the manager’s responsibilities for problem solving and decision making, and those areas in which information technology (IT) can be used to gain the insight needed to support selection of decision alternatives. Topics include: IT Concepts and Architecture, Strategic Information Systems and IT for Business Reengineering, Total Quality Management, Computer Hardware and Software, Human Computer Communication, Data and Data Management, Data Communication and Network Architecture, the Corporate Information Architecture, Information Systems Planning, Information Systems Analysis and Design, Supporting Communication and Collaborative Work, Supporting the Managers and Decision Making, Intelligent Support Systems, Innovative Functional Systems, Organizing Information Resources, Control and Security of Information Systems, and Impact of IT on Organizations, Individuals, and Society.

MBA 830
FINANCIAL STATEMENT ANALYSIS
This course integrates the areas of Finance and Accounting and is designed to provide students with the ability to analyze financial statements, understand the incentives of companies to “manage” earnings through their choices of accounting methods, understand the limitations to the usefulness of financial statements, and understand the value of financial statements in decision-making situations such as stock price evaluation and loan approvals. This is accomplished through a body of knowledge developed by research in accounting, finance, and economics.

MGT 745
INTERNATIONAL MANAGEMENT

Considers identification, development, and exploitation of business prospects across frontiers. Importing, exporting, investment, and operations management integrated with issues of sovereignty, culture, treaties, politics, and finance. Heavy case emphasis, lectures, and team projects cover unique methods, opportunities, and challenges in world trade.
MGT 786
MANAGEMENT SEMINAR: DOING BUSINESS IN EMERGING MARKETS
Each student conducts a study of a selected management problem within the context of emerging markets after lectures and corporate / organizational visits related to the topic. Requires use of management tools and concepts developed in previous courses. Focus is on providing an integrating experience.

MBA 901
COMPETING IN A GLOBAL MARKET I: ANALYSIS OF THE BUSINESS ENVIRONMENT
This integrated course presents a conceptual framework for analyzing the global business environment. In this course, the students will be analyzing the economic, social, cultural, and political factors affecting the organization’s ability to compete domestically and internationally. In the course, the legal and ethical environment of the business will be examined and a framework for socially responsible decision making will be constructed.

MBA 902
COMPETING IN A GLOBAL MARKET II: ANALYSIS AND IMPLEMENTATION OF STRATEGY
Develops the strategic analysis skills and applies the tools and skills learned in other required courses to analyze and solve strategic problems in a global marketplace. The course deals with industry analysis as well as understanding of the global market and the competition. The students are prepared to think and act strategically as leaders in domestic and global marketplaces.