

MBA Core Course Descriptions

ACCT 7100 – Accounting Methods and Reports. MBA Foundation Course. Uses of accounting data are taught in this course. The topics covered include financial statements, mechanics of recording, theory, working capital, property and plant, long term debt, owner's equity, costing of products, control of costs, and non-routine decisions. This is a Foundation-Level course that can not be used as an elective in any graduate business program. Open only to students in the MBA program and the MS in MIS or Pre-MS in MIS programs.

ACCT 7304 – Accounting for Decision Making. Prerequisites: ACCT 7100 or pass assessment. Focuses on the users of accounting information and the effect management decisions have on accounting records. Emphasizes through case studies accounting methods for and informational use of data contained in externally and internally generated accounting reports. Topics include the various financial statements, dividends, common stock and bond financing, stock based compensation plans, and short and long term investments. Methods for pricing products, controlling costs, and non-routine decisions are also reviewed. Open to students in the MBA and MS in MIS programs. This course cannot be applied towards the Graduate Certificates in Accountancy or Taxation, the MST or the MACC.

BSAD 7100 – Managing Your Career. MBA Core Course. Empowers students with the knowledge and tools to effectively manage their own careers. The course offers career development and placement support to help students identify their ideal career based on interests, motivational traits, personality, values, abilities, aptitudes, personal work style, and work environment preferences. Addresses career related concerns such as: exploring career options, building and leveraging a professional network, developing a personal marketing plan, job-search and transition skills, behavioral interviewing, job and company-specific research, business etiquette, and offer negotiation. Required of MBA students with less than three years of professional experience. Optional for MBA students with three or more years of professional experience.

ECON 7100 – Foundations of Business. MBA Foundation Course. This course provides the foundations necessary for students planning to take more advanced MBA-level courses. This course covers two main topics. The first topic is the market, where we learn how to predict and explain behavior in the marketplace, explain the determination of prices, quantities, and allocation of resources, and calculate and explain elasticity measures. The second topic is the firm, where we learn how to explain and describe the economic costs and profit-maximizing decision-making for a firm.

ECON 7200 – Applied Problem Solving. Prerequisite: Passing score on Excel assessment. This course teaches students the art of recognizing business problems and opportunities,

understanding the decision process and the role that statistical tools play in analyzing, summarizing, and converting data into useful information for gaining insight and making sound business decisions. Emphasis is placed on using statistical tools and judgment to solve problems. This course prepares students with core knowledge that can be used for discipline-specific data analysis and decision making.

ECON 7313 – Managerial Economics. . Prerequisite: ECONN 7100. MBA Core Course or MS in MIS Elective. The use of economic analysis in managerial decision making. Microeconomic topics include information asymmetries relating to agency and adverse selection, the firm's horizontal and vertical structure, demand theory and estimation, market structure analysis, marginal analysis, game theory, and pricing policies. Macroeconomic topics include international trade and the effect of monetary and fiscal policies on the firm's macroeconomic environment

FINC 7100 – Finance Fundamentals. MBA Foundation Course. Prerequisites: ACCT 7100 and passing of Excel assessment. This course provides students with the essential skills required to successfully complete the Finance 7311 course. The course will cover financial statement and cash flow analysis, time value of money and its applications to both financial and real assets, and risk and rates of return.

FINC 7311 – Applied Corporate Finance. Prerequisites: ACCT 7100, ECON 7100, ECON 7200, FINC 7100 or pass assessment, ECON 7313. This course fully develops the analysis of financial statements and cash flow and then examines the investment and financing decisions of firms in a market economy from the perspective of value creation. The major financial decisions are discussed in the context of information asymmetry, potential agency problems, and corporate governance. The course stresses the application of finance theory to real life business situations through the use of case studies.

MGMT 7101 – Developing Leadership Skills I. MBA Core Course. Must be taken the first semester of the MBA program. Review of key managerial skills which include ethical decision-making, teamwork, oral presentations, influencing others, and critical thinking. The course conceptually introduces the skills and familiarizes participants with measures to be used in evaluating the development of skills throughout the MBA. Sporadic practice opportunities will be utilized to enhance understanding of skills and to assess the degree of skill development at the front end of the MBA. Results of assessments will be instrumental in designing action plans for skills development and in establishing a baseline to compare future assessments.

MGMT 7102 – Developing Leadership Skills II. Prerequisite: MGMT 7101. Must be taken the first semester of the MBA program. Practice and development of key managerial skills which include ethical decision-making, teamwork, oral presentation, influencing others, and critical

thinking. This course emphasizes learning by experience for which students will have opportunities to apply the skills in a variety of MBA courses. Feedback from a variety of sources (i.e., peers, instructors, self) will follow each practice opportunity. Students will be asked to reflect on feedback, design plans of actions that tackle performance deficiencies, and demonstrate quantifiable evidence of skill improvement in subsequent applications.

MGMT 7180 – Strategy for Competitive Advantage I. Prerequisite: MGMT 7101 (may be taken concurrently). Must be taken the first semester of the MBA program. An introductory course that holistically integrates business disciplines in ways that promote analysis and decision making. The interdependent roles of all disciplines in the MBA program are examined, relative to analyzing business situations.

MGMT 7210 – Operations and Supply Chain Management. Prerequisite: ECON 7200. This course addresses important concepts and issues related to the design and management of business operations including manufacturing, distribution, logistics, transportation, supply chain, and service operations. Frameworks for designing, managing, and analyzing the supply chain operations needed to support a firm's business strategy are introduced. The course links strategic and operational supply chain decisions for the student, forming a holistic view of business operations and the application of quantitative methods to address operational and supply chain issues.

MGMT 7250 – Strategic Management of Information Systems & Technology. Prerequisites: ACCT 7304, ECON 7313, MGMT 7180. Focus on strategic and operational roles of information systems and technology (IS) and other information resources, including their applications, value-adding processes, sourcing, governance, organizational and strategic alignment as well as limitations. Management of the IS asset portfolio using a risk/reward framework considering life cycle, obsolescence, innovation, and strategic impact.

MGMT 7280 – Strategy for Competitive Advantage II. Prerequisites: MGMT 7180, MGMT 7210, MKTG 7311, FINC 7311 (may be taken concurrently) and enrollment in last semester or progression to the last nine MBA program hours. MBA Core Course. This course develops a process for deriving business strategies, with emphasis on strategic concepts, techniques, and application to business planning and implementation to achieve competitive advantage.

MGMT 7310 – Management of Human Capital (3 hours). MBA Core Course. Provides the foundations for managing people in organizations. It includes theories addressing the psychology of management (e.g., motivation, work attitudes) and a review of the human-resource processes (e.g., selection, training) that assist in maximizing human capital. Heavy emphasis is placed on the applied view of topics.

MKTG 7311 – Marketing for Profit and Growth. Prerequisites: ACCT 7100, ECON 7100, FINC 7100. MBA Core Course or MS-MIS Elective. Proper evaluation of the actors and environmental forces within markets to formulate and execute effective local and global marketing strategies including business models, segmentation, target marketing, positioning, differentiation, branding, the marketing mix or 4 p's (price, product, place, promotion), integrated marketing communications, product management, and new product development. Course also includes the use of marketing metrics, development of marketing plans, and anticipating the effect of the business cycle on marketing efforts.