



MBA Electives (6 hours)

Choose from the list below, or additional electives as approved by the graduate coordinator.

ACCT 7100, ECON 7100, FINC 7100 [a sequence of three foundation courses in business for students with a non-business background, but who have a strong quantitative background]

BINS 7304 & 7308

MGMT 7310, 7312, 7313, 7315, 7340

MKTG 7311

COURSE DESCRIPTIONS

ACCT 7100 Accounting Methods and Reports

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 cannot 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.

ECON 7100 Foundations of Business

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.

FINC 7100 Finance Fundamentals

Prerequisite: ACCT 7100, passing score on Excel assessment. This course provides students with the essential skills required to successfully complete the FINC 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.

For more information contact the Applied Communication Department:
Speech Building, Rm. 237 • 2801 South University Avenue • Little Rock, Arkansas 72204
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BINS 7304 Business Applications for Decision Making

An exploration of the integration of business application technologies and procedures, such as cloud computing, business intelligence, mobile applications, and security being leveraged by corporations.

BINS 7308 Advanced Business Communication

MS in MIS Core Course. MBA Elective. Analysis of communication issues in the global socio-technical environment. Assessment of organizational communication systems. Refinement of written and verbal communication competencies.

MGMT 7310 Management of Human Capital

MBA core course or M.S. in BIS elective. 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.

MGMT 7312 Team Development

M.S. in BIS Core Course or MBA Elective. Organizational theory and principles of developing and managing teams.

MGMT 7313 Commercializing Innovations

The students will work in teams to develop new products and formulate their pathway to market utilizing a business plan methodology. This course focuses upon innovation, multi-discipline integration, problem solving, and decision-making. The learning that occurs in this course is equally applicable in a startup venture as it is in a medium or large organization.

MGMT 7340 E-Commerce Technologies

MBA or MS in MIS Elective. An overview of e-commerce technologies, including analysis of e-commerce infrastructure, technology, and managerial and implementation strategies. Focus on web development.

MGMT 7340 Collective Bargaining

MBA or MS in BIS Elective. Aspects of labor-management relations; includes union organization, legal parameters, agreement negotiation, day-to-day administration of union-management agreement; emphasis on roles of industrial relations managers, line managers; extensive use of case studies.

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MKTG 7311 Marketing for Profit and Growth

Prerequisite: ACCT 7100, ECON 7100, and 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.

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