

MBA Curriculum

GEB 5878 Business Process Integration

An introductory MBA core course in which students must combine the practical skills and discipline of specific concepts learned in previous foundation courses in order to solve a complex integrated real-life business problem. Serves as an initial integrating experience from which to launch students into the core MBA study. Permission is required.

GEB 5930 Information Resources and Industry Analysis

Provides the background for beginning the MBA Portfolio. Gives introduction to information resources available to perform business problem analysis. Students learn to prepare a thorough analysis of their Portfolio industry.

ACG 6309 Accounting for Decision Making

Upon completion of the course, students will gain knowledge about budgeting, profit planning, and controlling aspects of business decision making. This course covers three broad areas: fundamental financial and managerial concepts; revenue and cost accumulation techniques; and revenue and cost analysis. Available to non-accounting majors only.

GEB 6895 Business and Public Policy

Develops expertise in the use of a set of tools to analyze the effect of economic, regulatory and tax policies (external environment) on the business environment and the conduct of business in domestic and international markets. Ethical implications of business response to these environments are also considered.

MAN 6156 Management and Organizational Behavior

Appreciation and understanding of the field of organizational behavior and its application in managing human and other resources. Emphasizes understanding of individual behavior (motivation, self-awareness, leadership, etc.) and group dynamics (decision-making, group development and work) plus conflict, climate, learning styles, power, stress, process/content, human rights and quality. Utilizes experiential learning methodologies and other appropriate designs.

QMB 6305 Quantitative Methods for Business

Provides students with quantitative skills that are required to make business decisions. These skills involve using statistical, forecasting and estimation techniques. Students are expected to use the subject matter for problem sets and exams.

ISM 6137 Business Analytics

This course focuses on development of quantitative and analytical skills required to model, analyze, interpret and solve managerial decision-making problems.

ECP 6705 Advanced Managerial Economics

Concepts of competition as they relate to business management policies and practices; profit goals and measurement problems; multiple product policy; demand analysis; cost concepts; pricing problems; case studies. Contains a portfolio project.

FIN 6406 Financial Management

Advanced treatment of investment and financing decisions of firms, emphasis on current theory and practice. Course contains a portfolio project.

MAN 6511 Operations Management Problems

Planning and control of domestic and multinational service and manufacturing operations utilizing information inside and outside the organization. Techniques to plan and improve location, layout, flow through the facility, design of work, and management of the human factor; all with an emphasis on management and maintenance of quality.

MAR 6815 Marketing Management

Creation of enduring and mutually satisfactory customer relationships through the provision of customer value as an enterprise management philosophy. With consideration given to operating environments, the course is designed to teach the formulation, implementation, and control of comprehensive marketing strategy with emphasis on the integrative aspects of the marketing function in a market-based enterprise. Both qualitative and quantitative analyses are used in an applications-oriented context. Contains a portfolio project.

MAN 6712 Strategic Management and Policy Formulation

Utilizes case analysis, a strategic simulation and other related experiential exercises. Integrates and applies the various business management functions from the strategic viewpoint of the organizational chief executive officer. Designed for M.B.A. candidates and should be taken the last semester before graduation.

Portfolio Papers

The MBA program of study provides both a general view of business and a specialized focus through development of an industry-based research paper e-Portfolio. Before beginning core classes, students must select an industry for their e-Portfolio. The e-Portfolio provides opportunity for students to focus in-depth research on an industry while enhancing their digital literacy skills. Four of the MBA Core courses require research projects that are included in the student's e-Portfolio. By selecting an industry and completing each of the four course projects focused on that same industry— students build an e-Portfolio that demonstrates an in-depth understanding across the functional areas of business.

An e-Portfolio is a digital collection of specific student work aggregated to highlight learning progression and achievements. This tool allows the MBA student to highlight completion of MBA program Student Learning Outcomes and to self-reflect on their program learning experiences.

The four courses including portfolio projects are:

- Advanced Managerial Economics (ECP6705)
- Business Analytics (ISM6137)
- Financial Management (FIN6406)
- Marketing Management (MAR6815)

The four portfolio papers combined are the equivalent of the Master Thesis.