

MBA Curriculum

GEB 5878 Business Process Integration

An introductory MBA core course in which students solve a complex integrated real-life business problem. Serves as an initial integrating experience from which to launch students into the core MBA study.

GEB 5930 Information Resources and Industry Analysis

This course introduces the Master of Business Administration (MBA) student to the business information resources needed for completion of the program portfolio. Students will be experientially exposed to business research data that are scholarly in nature and suited for inclusion in an industry analysis. Also, through a series of presentations and independent research, the students will enhance their APA knowledge, their critical thinking skills and their ability to read and synthesize sources. Students will additionally use learned techniques to improve writing, grammar, organization and flow. Many students take this opportunity to get started on analysis of the industry they will select for their MBA portfolio projects.

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.

ECP 6705 Advanced Managerial Economics

Students will be able to analyze demand relationships, cost structures, strategies towards pricing goods (and services) and some basic market structures in an economy. Students will develop these skills by solving problems, developing a presentation and writing a research paper on particular aspects for a chosen industry. The course is designed on the basis of lectures and discussions of tools economists have developed. Contains a portfolio project.

GEB 6890 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.

OMB 6305 Quantitative Methods for Business

Students will be provided 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. Learning outcomes include gaining familiarity with the data collection process and the threats to good research conclusions that may result from different data collection methods, learning the various types of estimation and hypothesis testing statistical techniques used frequently in business, interpreting the results of statistical analysis using Excel or other available computer packages and developing skills at regression analysis, and particularly with time series regression analysis in order to forecast effectively for a business.

ISM 6026 Management Information Systems and Technology

Provides the M.B.A. student with a contemporary managerial perspective on the effective use of information systems in global organizations through case analyses and class discussions. Topics include the business value of information systems, integration of information systems with enterprise strategy, the use of information systems to achieve organizational redesign for strategic advantage, and applying the processes of leadership and management to information systems planning and implementation. Contains a portfolio project.

FIN 6406 Financial Management

The course will provide the student with a broad background of finance principles. It is geared toward financial decisions within a firm. Concepts relating to the time value of money will be introduced and then applied to the valuation of stocks and bonds. Theory and applications relating to the risk-return relationship, financial planning, investment decisions, and the cost of capital will also be covered. Contains a portfolio project.

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.

ACG 6309 Accounting Aspects of Business Policy Determination

In order to meet organizational goals, managers must be able to plan, evaluate, and control their organization. The financial information specialist (accountant) acts as a member of the management team, providing information to help the team plan, evaluate, and control. Historically, the information provided was primarily financial (i.e., dollar and cents information); however, modern evaluation and control systems include a wide variety of both financial and nonfinancial information (e.g. production efficiency, delivery performance). The learning outcomes cover fundamental financial and managerial concepts, revenue and cost accumulation techniques and strategic revenue and cost analyses.

MAN 6511 Operations Management Problems

This course is an introduction to the concepts, principles, problems, and practices of production/operations management. Emphasis is on managerial processes for achieving productive operations in both service and goods producing organizations. Topics to be covered include operations strategy, process design, capacity planning, location analysis, forecasting, operations planning and control, inventory management, and managing quality. To the extent to which it is relevant and feasible, the course coverage will include ethical and global issues, the influence of political, social, legal and regulatory, environmental and technological issues, and the impact of demographic diversity on the operations of an organization. The course material presents the topics in an integrated manner using a systems approach to the operations of an organization. Contains a portfolio project.

MAN 6712 Strategic Management and Policy Formulation

This is the capstone course for the MBA program. This course will use and build on all the previous functional area courses that the students have taken, providing them with an integrated perspective and exposing them with the opportunity that addresses issues and problems that cover the full range of business and management issues.

The major premise of this course is that managerial actions directly affect an organization's performance. Successful managerial action requires a number of activities and skills. Managers must not only be able to acquire and analyse appropriate data, but also must be able to use the data to develop a strategy appropriate to the organization's objectives and internal and external situation.

This strategy course is more reflective of the real world, in that it has many facets, all of which require out-of-class preparation and in-class contributions on a regular and continuing basis. These facets include learning the text material on a class by class basis, perfecting financial analysis skills, analysing cases and making oral presentations, regular questioning and contributing to case discussions in class, acting as part of the management team for a business simulation by making periodic decisions, applying course techniques and models by accomplishing a consulting analysis project, as well as essay and multiple choice examinations.

Portfolio Papers

Five of the courses in the UWF/TI MBA Program make up the portfolio and require significant research papers or projects. By completing each of the five projects focused on the same industry, students build a portfolio that demonstrates an in-depth understanding of an industry across the functional areas of business. The five courses including portfolio projects are:

- Management Information Systems and Technology (ISM6026)
- Advanced Managerial Economics (ECP6705)
- Financial Management (FIN6406)
- Operations Management Problems (MAN6511)
- Marketing Management (MAR6815)

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