MBA PROGRAM REQUIRED (CORE) COURSES

MBA Core courses are 2 credits each
With the exception of MBA 708, prerequisites for these courses are: admission into the MBA program or permission of the MBA program coordinator or MBA program director.

MBA 701 - Strategic Cost Management Fall
This course introduces managerial accounting for decision making and control in profit-directed organizations. It also defines product costing, budgetary control systems, and performance evaluation systems for planning, coordinating, and monitoring the performance of a business. Students will understand how modern organizations use managerial accounting to effectively plan and control operations and make sound business decisions.

MBA 702 - Advanced Financial Management Spring
In-depth coverage of concepts and decision-making tools in financial analysis, cost of capital, capital structure, capital budgeting, and dividend policy through analyzing competitive situations and developing strategic views of key financial dimensions.

MBA 703 - Advanced Organizational Behavior Fall
This course is intended to introduce you to the essentials of the most important organizational behavior concepts and principles through instruction, reading, cases, and experience. The course focuses on practical and useful information and skills which will aid you in managing and working in an organization. The course will use evidence-based research to examine and explore the relationship between individual, team, and organizational characteristics and individual outcomes.

MBA 704 - Supply Chain and Operations Management Fall
Study of analysis and decision-making directed at creating, producing, and bringing goods and services to market under uncertain business conditions. Includes techniques from project management, supply chain management, quality management, inventory management, forecasting, and productions planning.

MBA 705 - Strategic Marketing Management Fall
Focus on the conceptual framework, managerial approach and analysis of deploying marketing resources to communicate and deliver value.

MBA 706 - Managing Information Resources Spring
Managerial perspectives on the role of information resources in supporting organizational functions including the strategic use of information systems; use, design, and evaluation of information resources; use of information technologies for managerial decision making, and IT support of different business functions.

MBA 707 - Microeconomics for Managers Spring
This course will provide students with an understanding of microeconomic tools for managerial decision making. Students will learn how to use an understanding of economics to make better value maximization decisions for their company. Course topics will include supply/demand principles, demand elasticity and estimation, production and costs, market structure, strategic interaction, complex pricing problems, and decisions under risk.
MBA 708 - Advanced Strategic Management  
This course teaches from the perspective of top management, integrating functional business expertise into analysis of the firm’s internal resources and capabilities with analysis of the external environment in which the firm competes, to enable formulation and implementation of company strategy. Prerequisites: MBA 701, MBA 702, MBA 703, MBA 704, MBA 705, MBA 706.

MBA Program Elective courses
MBA Prefix program elective courses are 2 credits each
Prerequisites for these courses are: admission to the MBA program or permission of the MBA program coordinator or program director.
Note: Many of these courses are offered once every other year.

Concentrations are clumped together into single academic years (fall – spring). These are as follows:
Digital Marketing courses MBA 721, 722, 723, 724 are taught in 2019 - 2020, and every other year subsequently.
Leadership & Managerial Skills courses MBA 731, 732, 733, 734 are taught in 2018 – 2019, and every other year subsequently.
Business Analytics courses MBA 751, 752, 753, 722 are taught 2018 – 2019, and every other year subsequently.

MBA 721 - Creating and Marketing Innovations  
Fall odd years (’19, ’21)
This course focuses on creating and enhancing customer value though new products and services. Students will learn the value of new product strategy and new product development process from opportunity identification to launch.

MBA 722 - Marketing Analytics and Customer Intelligence  
Spring every year
This course takes a very hands-on approach with customer intelligence and equips students with the marketing science understanding and techniques they need to solve real-world marketing challenges. This course uses a combination of lectures, cases, and exercises.

MBA 723 - Digital Marketing  
Fall odd years (’19, ’21)
This course focuses on understanding, managing and analyzing an organization’s digital marketing strategy. Topics related to online business models, search engine optimization, paid search and display advertising, web analytics, email marketing, social media marketing and reputation management will be considered.

MBA 724 - Integrated Marketing Communications  
Spring even years (’18, ’20)
This course focuses on marketing communications management in terms of strategy development, implementation, and evaluation. It examines the effects of changing environmental circumstance on integrated marketing communications and promotional strategy - budget allocation, messages, and media vehicles adopted.

MBA 731 - Leading and Managing Teams  
Spring odd years (’19, ’21)
This course is designed to prepare students to effectively develop, lead, and manage teams. We will examine and practice team development. We will examine critical team processes and how to manage
these processes. We will have the opportunity to practice both the management skills and leadership skills necessary to have effective collaboration among team members.

**MBA 732 - Managerial Leadership: Essential Competencies**  
*Fall even years ('18, '20)*  
This course is designed to prepare graduate students for the role of being a managerial leader. We will examine and practice the essential competencies such as creating a compelling purpose, role clarification inspiration/motivation, problem solving, team building needed as a manager and a leader.

**MBA 733 - Management Decision Making**  
*Fall even years ('18, '20)*  
This course provides tools and experiences to allow managers to become more sophisticated and effective decision makers. It examines logical processes relating to decision making, but also incorporates behavioral and organizational aspects of decision making.

**MBA 734 - Negotiations & Alternative Dispute Resolution**  
*Spring odd years ('19, '21)*  
This course is designed to provide practical negotiating knowledge primarily through hands-on experiential exercises. Topics covered are useful to the practicing manager and readings and lectures are designed to reinforce lessons learned during actual negotiations. Some of the topics covered: using agents in negotiation, conflict resolution, alternative dispute resolution, establishing value, working across diverse contexts, and employing (and defending) against common negotiation tactics.

**MBA 751 - Business Analytics Concepts**  
*Fall even years ('18, '20)*  
This course covers important business data analytics concepts including data warehousing, OLAP, ETL, data mining, self-service business intelligence, and business reporting and visualization tools. It provides hands-on experience in the use of some popular data analytics software tools with a focus on aiding managerial decision-making across different business functional areas.

**MBA 752 - Business Analytics Strategy**  
*Fall even years ('18, '20)*  
Case-based discussion course examining how data analytics impact organizations today and issues related to the development of an overall business data analytics organizational strategy. Topics include business data analytics in organizations and its impact on business functional areas, strategic use of data and information, ethical issues related to data collection and usage, social and legal implications of pervasive digitization, and management of intellectual property.

**MBA 753 - Business Analytics Methods**  
*Spring odd years ('19, '21)*  
This managerially-oriented course covers the use of analytic tools to generate predictive models such as logistic regression, decision trees, neural networks, and cluster analysis to generate deeper business insights in direct support of managerial decision making.