MBA - Master of Business Administration

MASTER OF BUSINESS ADMIN Courses

MBA 600. Introduction to Statistics. 1 Credit.
Introductory course in statistics for newly admitted non-business majors in
the MBA Program. Prerequisites: Admission to the MBA Program.

MBA 601. Introduction to Managerial Economics. 1 Credit.
Introductory course in microeconomics for newly admitted non-business
majors in the MBA Program. Prerequisite: Admission to the MBA Program.
Pre- or corequisite: MBA 600.

MBA 602. Introduction to Finance. 1 Credit.
Introductory course in finance for newly admitted non-business majors in
the MBA Program. Prerequisite: Admission to the MBA Program. Pre- or
corequisite: MBA 600.

MBA 603. Introduction to Accounting. 1 Credit.
Introductory course in accounting for newly admitted non-business majors in
the MBA Program. Prerequisite: Admission to the MBA Program.

MBA 604. Introduction to Information Management. 1 Credit.
Introductory course in information management for newly admitted non-
business majors in the MBA Program. Prerequisite: Admission to the MBA
Program.

MBA 620. New Venture Creation. 3 Credits.
This course will immerse students in the process of conceiving, developing,
launching, and running a business. Students will experience the earliest
stages of forming a business and learn the mechanisms and factors that
lead to successful new ventures. This course will prepare students to
intensively create, intelligently evaluate and insightfully manage new
ventures. Prerequisites: admission to the MBA program.

MBA 621. Effective Business Writing. 1 Credit.
This course is designed to provide an understanding of communications in
the management setting. Objectives include improvement of writing skills
by understanding major grammar and mechanics errors, understanding the
importance of audience, tone and style in professional writing and learning
effective letter and memo formats used in professional writing.

MBA 622. Business Plan Development. 1 Credit.
This course is designed to provide an integration of skills needed to develop
an effective business plan. Lectures plus students will be assigned clients at
the discretion of the instructor. Some students may bring their own projects.

MBA 623. Essential Business Communication Skills. 1 Credit.
This course will introduce students to concepts and discussion of major
communication issues that occur in the workplace and will help students
develop skills to deal with communication issues. Course skills would
include how to listen effectively, understand nonverbal cues, manage
conflict, and communicate non-defensively.

MBA 627. Corporate Compliance. 1 Credit.
This course examines the practical application of business ethics and
compliance in the current business environment and the important role
that it should play in the decision making process. Topics will include
the evolution of business ethics and compliance as a risk mitigation
tool, stakeholder expectations, and the structure of corporate compliance
programs.

MBA 631. Negotiation. 1 Credit.
Designed to introduce the student to the concept of negotiation; to
examine different types of negotiations, strategies and tactics; and to begin
developing negotiating skills. Through lectures, class discussions, reading
and practical exercises, the student will be introduced to the concepts and
structures of different types of negotiations; achieve an understanding
of some basic principles of conducting and participating in successful
negotiations; and gain experience from participation in negotiation exercises.

MBA 633. Creative Thinking in Business Decisions. 1 Credit.
Develops understanding and skills in applying a complete process of creative
and critical thinking, problem solving and decision making in real world
business situations. Uses a disciplined process of thinking, emphasizing both
divergence and convergence. Emphasis on the concept of process awareness
as distinct from content involvement. Individuals will be better equipped to
help their organizations, teams, and selves be more effective, adaptable and
flexible in the short and long run.

MBA 634. Communicating with Stakeholders. 1 Credit.
This course is designed to introduce students to the various stakeholders
with special focus on larger corporations. The course will discuss tools of
communication with stockholders, customers, employees, mass media, and
the public at large. It will address how communications, used effectively,
can help improve the accountability demanded of today’s companies.

MBA 635. Six Sigma. 1 Credit.
Introduction to Six Sigma and its practices. Students will earn Yellow Belt
status.

MBA 637. Basics of Business Valuation. 1 Credit.
The course will provide an overview of the practice of the valuation of
closely held companies. It will assume a familiarity with basic accounting
and finance theory. The course will be an overview of the valuation process
covering the reasons for valuation, the data gathering and analysis process,
the use of the asset, market and income methods and a focus on some of the
key controversial areas of valuation. Prerequisites: FIN 605 or FIN 613.

MBA 638. Spreadsheet Modeling. 1 Credit.
This course introduces students to the use of spreadsheet modeling to
analyze and make business decisions. Course topics include spreadsheet
design, data analysis for modeling, and Monte Carlo simulation. The course
is web-based providing tremendous flexibility for the students. Students will
need some proficiency with Excel and must have access to Excel 2007 or
higher.

MBA 639. HR Perspective to Professional Development. 1 Credit.
A human resources manager view on the individual professional
development process. Topics to be covered include individual self-
evaluation paired against corporate mission to develop one’s professional
path. Tools used and skills developed to get down that path to include
resume / portfolio development, mentor / coach skill development through
network development, appropriate communications, interviewing, and
personal marketing. Students will wrap up the course by reviewing the
iterative performance assessment process of evaluating, communicating, and
reassessing executed plans to develop next step plans.

MBA 640. Global Entrepreneurship. 1 Credit.
One of the greatest shifts of the 21st century has been the focus on
competing at a global scale. The internationalization strategies are led by
entrepreneurs and innovators who open new markets, launch breakthrough
technologies that impact the world, and -- along the way -- improve
humanity. This course investigates the global scale and scope of innovation
in companies large and small. It provides a contemporary view of the
process of innovation and practice tools with which to tackle change
in organizations, markets, communities, and countries. Prerequisites:
ECON 604, ECON 612 or ECON 607 and ECON 618, ACCT 601 or
ACCT 609 and ACCT 611, MGMT 602 or MGMT 605 and MGMT 612,
and MKTG 603 or MKTG 608 and MKTG 617.

MBA 641. Investing in the Stock Market Using the Power of Bloomberg. 1 Credit.
This course is designed to provide M.B.A. students with practical knowledge
of the Stock Market while learning how to utilize both long term investment
strategies as well as short term trading strategies to reap profits. Bloomberg
terminals will be used to analyze the stock market from both a “top-down,”
country and industry-wide perspective as well as a “bottoms-up” individual
company perspective. The course will examine the specific strategies from
ten of Wall Street’s greatest investment “gurus” (including Warren Buffett
and Peter Lynch) while utilizing the power of Bloomberg terminals to
implement those strategies. Students will also learn how to filter and take
advantage of news stories to reap profits on specific stocks. Students will
become Bloomberg Certified to improve their employment prospects.
Prerequisites: admission to the MBA program.
MBA 642. Entrepreneurial Insights. 1 Credit.
This course examines the mind and heart of the entrepreneur, using interviews with seven CEOs. It is designed to develop insights into the thinking and personalities of entrepreneurial managers. Students are also given an opportunity to examine their own entrepreneurial aptitude. Prerequisites: Admission to the MBA program.

MBA 643. Managing Public-Private Partnerships. 1 Credit.
An in-depth analysis of the forces behind the privatization movement. The course will examine the context of privatization, the theoretical and empirical arguments on both sides of the debate, the different forms of privatization practiced in the U.S., and the management of public-private partnerships. In addition, the course will draw on a wide range of disciplines in a quest for an understanding of the privatization phenomenon. Prerequisites: Admission to the MBA program.

MBA 644. Option Valuation and Trading Strategies. 1 Credit.
This course is designed to provide students with fundamental knowledge in valuing options and learning how to utilize options to seek profits and/or reduce risk. Students will explore and analyze various option trading strategies, using Bloomberg technology. Professional option traders will serve as guest speakers. Prerequisite: Admission to the MBA program.

MBA 645. Introduction to Social Media Marketing. 1 Credit.
This course will introduce students to the power and intricacies of marketing through social media channels. It will demonstrate effective ways to use social media tools to engage consumers, to achieve concrete business goals, and even to transform organizations. Using real-world examples and case studies, students will discuss such issues as online social network dynamics, viral marketing, influencer identification, brand crisis handling, sentiment analysis, and best uses of specific social media tools. Prerequisites: Admission to the MBA program, MKTG 608 or permission of the instructor.

MBA 695. Selected Topics for MBA Modules. 1-3 Credits.
The study of selected topics not offered on a regular basis. Prerequisites: admission to the MBA program.

MBA 697. Independent Study. 1-3 Credits.
Affords student the opportunity to undertake independent study under the direction of a faculty member. Prerequisites: Admission to the MBA program, MBA 600, MBA 601, MBA 602, MBA 603, and MBA 604, and permission of the instructor.

MBA 698. Corporate Field Project. 1-3 Credits.
Students will work with regional firms and non-profits to propose solutions for a real problem facing the firm. Prerequisites: admission to the MBA program.

MBA 999. Doctoral Graduate Credit. 1 Credit.
This course is a pass/fail course doctoral students may take to maintain active status after successfully passing the candidacy examination. All doctoral students are required to be registered for at least one graduate credit hour every semester until their graduation.