Instruction and leadership development for selected students who desire
Also housed within the college is the Department of Military Science and
administration and a Ph.D. program in public administration and urban
Science Department. The college also offers a Ph.D. program in business
master’s degree in computer information science with the Computer
economics, and public administration. Also, the college offers a joint
The college offers master’s degrees in accounting, business administration,
information technology, marketing or strategic management curriculums. (At least

The Ph.D. degree requires competence in basic disciplines of international business,
research tools, and in one of the following concentrations: finance,
information technology, marketing, or strategic management.

Requirements for Admission
Work for the doctoral degree is usually preceded by the successful
completion of the a Master’s degree in a business related field (i.e., MBA)
from a recognized AACSB-accredited college or university. The applicant
must submit an application, official transcripts of all college or university-
level work, provide scores on the Graduate Management Admission Test
taken within the last five years, and provide three letters of recommendation,
two from academic references, which attest to the individual’s academic
potential and ability for achievement. The applicant must also submit a
personal statement of goals, approximately two to three pages, on how the
completion of the doctoral program will assist in achieving personal and
professional career goals.

The completed application materials will be reviewed by the graduate
program director and faculty in the major area of study. They will evaluate
the individual’s abilities and motivation to succeed in the doctoral program.
A personal interview may be required before the admission decision can be
reached. A recommendation is made by the faculty and a final decision on
admission is made by the graduate program director.

Requirements of the Ph.D. Degree
The following are the minimum requirements for the Ph.D. degree and must
be considered in preparing the student’s plan of study:

1. Satisfactory completion of at least 57 semester hours of course work
    including the dissertation for finance curriculum and at least 58
    semester hours of course work including the dissertation for information
technology, marketing or strategic management curriculums. (At least

Overview
Old Dominion University’s Strome College of Business has as its principal
objective the preparation of liberally educated specialists who will enter the
challenging world of business or public administration. All programs in the
college are designed to promote the following: professional competence;
facility in the communication arts; analytical skills; leadership abilities; an
understanding of social, political, and economic forces; and, a strong sense
of business ethics and public purpose. This foundation enables graduates
of these programs to advance in a broad range of careers in the public and
private sectors.

The Strome College of Business is one of approximately 469 schools in
the world to have achieved accreditation for business programs on the
graduate and undergraduate levels by the Association to Advance Collegiate
Schools of Business - International (AACSB). The Master of Science in
accounting program has received its own accreditation through the same
agency. In addition, the Master of Public Administration program is one of
approximately 164 graduate programs certified as meeting the standards of
the National Association of Schools of Public Affairs and Administration
(NASPAA).

The college offers master’s degrees in accounting, business administration,
economics, and public administration. Also, the college offers a joint
master’s degree in computer information science with the Computer
Science Department. The college also offers a Ph.D. program in business
administration and a Ph.D. program in public administration and urban
policy.

Also housed within the college is the Department of Military Science and
Leadership. The mission of this department is to provide professional
instruction and leadership development for selected students who desire
to serve in the active or reserve components of the U.S. Army. Additional

Strome College of Business
www.odu.edu/business
2004 Constant Hall
Old Dominion University
Norfolk, VA 23529
(757) 683-3520
Jeff Tanner, Dean
Kiran Karande, Associate Dean
Constance L. Merriman, Associate Dean for Undergraduate Programs

Ph.D.
• Business Administration
• Public Administration and Urban Policy

Master’s:
• Accounting (M.S.)
• Business Administration (M.B.A.)
• Computer Science (M.S.)
• Economics (M.A.)
• Maritime Trade and Supply Chain Management (M.S.)
• Public Administration (M.P.A.)

Certificates:
• Business Analytics and Big Data
• Maritime, Ports and Logistics Management (Also available online)
• Modeling and Simulation - Business and Public Administration
• Public Administration and Policy
• Public Procurement and Contract Management (Also available online)

Mission Statement
The mission of the Strome College of Business is to engage participants in
scholarly exploration and active learning, solving business and community
challenges in a global arena to accelerate success.

Doctor of Philosophy in Business Administration (Ph.D.)
John Ford, Graduate Program Director

The Doctor of Philosophy degree in business administration (Ph.D.) is a
scholarly, research-based program with a professional orientation. The
objective of the program is to prepare individuals of superior promise and
potential for careers in higher education as faculty members engaged in
research and teaching and research and for high level administrative and research careers
in the private and public sectors. Persons completing the degree program
must have demonstrated an in-depth knowledge of international business,
research methods, and high potential for making significant contributions to
their field of specialization in business.

The Ph.D. degree requires competence in basic disciplines of international business,
research tools, and in one of the following concentrations: finance,
information technology, marketing, or strategic management.

Requirements for Admission
Work for the doctoral degree is usually preceded by the successful
completion of the a Master’s degree in a business related field (i.e., MBA)
from a recognized AACSB-accredited college or university. The applicant
must submit an application, official transcripts of all college or university-
level work, provide scores on the Graduate Management Admission Test
taken within the last five years, and provide three letters of recommendation,
two from academic references, which attest to the individual’s academic
potential and ability for achievement. The applicant must also submit a
personal statement of goals, approximately two to three pages, on how the
completion of the doctoral program will assist in achieving personal and
professional career goals.

The completed application materials will be reviewed by the graduate
program director and faculty in the major area of study. They will evaluate
the individual’s abilities and motivation to succeed in the doctoral program.
A personal interview may be required before the admission decision can be
reached. A recommendation is made by the faculty and a final decision on
admission is made by the graduate program director.

Requirements of the Ph.D. Degree
The following are the minimum requirements for the Ph.D. degree and must
be considered in preparing the student’s plan of study:

1. Satisfactory completion of at least 57 semester hours of course work
    including the dissertation for finance curriculum and at least 58
    semester hours of course work including the dissertation for information
technology, marketing or strategic management curriculums. (At least
48 hours of post-master’s course work (including dissertation) is a University requirement;  
2. Demonstrated competency in the following areas: international business, research methods and techniques, and the chosen functional field of business. Passage of a comprehensive examination covering international coursework is required;  
3. Acceptable performance on a written and oral candidacy examination in the major field of study. A student may retake the candidacy examinations only one time;  
4. Completion of a dissertation representing the candidate’s ability to conduct scholarly, original research. The quality of this research should be such that it would be worthy of publication in a refereed, scholarly journal; and,  
5. Successful oral defense of the dissertation.

Retention Standards
To remain in good standing after admission to the program, students must maintain a minimum, cumulative grade point average of 3.20 in all course work attempted at the University. Students who fall below this minimum standard will have one semester to remedy this deficiency. Further, students may earn no more than three credit hours with the grade of C. Any student receiving a grade lower than C– in course work will be removed from the program.

Time Limitation and Residency
The Ph.D. program assumes that a well qualified and highly motivated student can complete all degree requirements in four years of full-time work. If a student is unable to pursue the degree on a full-time basis, or if the major field is different from previous academic training, more time to complete the degree is usually required. The maximum time allowed to complete all degree requirements is eight calendar years from the date of initial enrollment in the program. Each student is required to complete at least four regular semesters in full-time residency. These need not be consecutive. Full-time residency is defined as a minimum of nine credit hours per semester.

Transfer Credit
A maximum of 12 semester-hour credits (or equivalent) may be transferred from another university (including six hours earned through experiential learning credit options) and applied toward the Ph.D. course requirements. Transfer credit is approved at the discretion of the program director in consultation with the faculty in the student’s major field of study.

Waivers Using Previous Graduate Work
A maximum of nine semester hours of master’s-level graduate work may be applied toward completion of the requirements for the doctoral degree. The previous course work must have been of B letter-grade quality or better, and must have been completed within the five years immediately preceding entry into the doctoral program.

Candidacy Examination
The examination qualifying the doctoral student for candidacy for the Ph.D. in business administration is comprehensive in nature and designed to test the student’s knowledge of subject matter in the major field, international business, and the ability to engage in independent research. These examinations are given in two parts:

1. international business and  
2. field of study.

The International Business Exam is a written exam scheduled for the third weekend of May and may be taken by a student in good standing after the student has completed BUSN 800, FIN 862, MGMT 821, and MKTG 826. The candidacy examination in the field of study is scheduled at the beginning of fall semester classes. Students in good standing may take the Field of Study Examination after completing all courses in their field which are to be taken during the first two years of the program. See Curriculum. The Field examination contains both a written and oral component. The written portion is administered first. After successful completion of the written examination, the student sits for an oral examination, which includes topics discussed in the written examination and any additional materials that the advisory committee feels are appropriate. The student will be expected to perform well on both the written and oral components of the examination. Rather than being merely pro forma, the oral examination is a serious and integral part of the qualifying procedure for candidacy. A student must pass both the written and oral sections. The candidacy examinations are prepared and evaluated by the examination committees composed of the graduate faculty who are primarily responsible for teaching doctoral courses in international business and the field of study. The results of all examinations are reported to the student and program director.

Dissertation
The dissertation represents the final stage in obtaining the doctoral degree and provides evidence of the student’s ability to conduct independent scholarly research. To effectively initiate, conduct, and conclude the dissertation phase of the program, the candidate must:

1. form a dissertation committee;  
2. develop and defend a dissertation proposal;  
3. complete the dissertation research and report the results in writing; and  
4. orally defend the dissertation.

Dissertation Committee
The dissertation committee is formed by the student with the approval of the program director. The committee’s purpose is to supervise the selection of the dissertation topic, constructively critique the research methodology, and serve as a guidance body until its completion. The committee should have at least three members, one of whom is from outside the department of the major field of study. The chair of the committee will be from the candidate’s major field and be an authority in the field of specialization chosen for the dissertation research. The proposal, dissertation, and the final oral defense of the dissertation must have the majority approval of the members of the dissertation committee and subsequent approval by the program director and dean of the college.

Dissertation Proposal Defense
A candidate will select a topic for dissertation research under the guidance of his/her committee. The candidate will defend a proposal for the dissertation demonstrating the originality of the research, requisite literature review, and the methodology that will be used in conducting the research. The committee will judge the merits of the proposal, making any suggestions and/or additions as deemed necessary, and approve the proposal in writing, providing copies to the program director.

Dissertation Research and Preparation
Progress on the dissertation should be reported on a periodic basis to the chair of the dissertation committee and the appropriate members. In most instances, research results, drafts of the manuscript, and guidance will be forthcoming between the committee and the candidate during the research phase. While preparing the dissertation, candidates must be continuously enrolled for a minimum of one credit hour per semester. The total number of credit hours for the dissertation shall be no less than 18 and no more than 24 credit hours. Advice or assistance from committee members should not be expected unless the candidate is officially enrolled. General regulations and procedures governing the submission of the doctoral dissertation are provided in the University Guide for Preparation of Theses and Dissertations available from the Office of the University Registrar.

Oral Dissertation Defense
The objective of the oral defense of the dissertation is to explore with the candidate the methodological and substantive contributions of the dissertation. Through this process, the examiners and the candidate reach a common understanding of the research area and can mutually agree upon its merits for publication. Majority approval by the examiners constitutes successful completion of the defense of the dissertation. The Doctor of Philosophy in business administration will be awarded upon successful
completion of this examination and all other program requirements within the eight-year time limit.

**Finance Concentration**

<table>
<thead>
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Total credit hours: 57

* Advanced doctoral level statistical/research methods course (3 hours) can substitute for FIN 864.

**Information Technology Concentration**

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Total credit hours: 58

* Or other (3 HRS) research methodology courses at the approval of PhD Area Coordinator.

**Marketing Concentration**

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</table>

Total credit hours: 58

* Advanced doctoral level statistical/research methods course (3 hours) can substitute for MKTG 895.

**Strategic Management Concentration**

<table>
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<th>Year</th>
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</table>

Total credit hours: 58

* Information Technology, Finance, Management, and Marketing track students take this course.

International Business Comprehensive Examination to be taken in May after the completion of coursework in the second year of the program.
Field Comprehensive Examination to be taken in August after the completion of coursework in the second year of the program.

**Master of Business Administration**

David Cook, Graduate Program Director  
Shanna Wood, Associate Director

The Master of Business Administration (M.B.A.) program at Old Dominion University is designed to present broad but thorough insights into issues relevant for effective business management. The Old Dominion University M.B.A. is structured to provide students flexibility in both delivery and time to completion. Students gain the skills necessary to become effective business professionals in an ever changing and increasingly global environment.

The program requires a minimum of 40 credit hours for business majors to earn a general M.B.A. degree. The program requires a minimum of 40 credit hours for business majors to earn a general M.B.A. degree with an additional 5 credit hours of prerequisite courses required for non-business majors. Students can choose from an array of flexible program completion schedules. The program may be completed as a full-time or part-time student in as little as 21 months; online and/or on-campus. Students may choose to pursue the general M.B.A. or may elect to pursue a dual credential such as a graduate certificate in addition to the core or a complementing graduate degree.

Students will have the option to complete the degree face-to-face at the main campus in Norfolk, online, or a blend of both. The program is accredited by AACSB – International.

**Pre-Core (Required for Non-Business Majors)**

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**Core (Required of all students)**

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<tr>
<td>MKTG 617</td>
<td>Marketing Strategy</td>
<td>2</td>
</tr>
<tr>
<td>ECON 618</td>
<td>Global Macroeconomics</td>
<td>2</td>
</tr>
<tr>
<td>FIN 619</td>
<td>Business Law and Ethics</td>
<td>2</td>
</tr>
</tbody>
</table>

**Capstone (Required of all students)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>INBU 620</td>
<td>International Business Issues</td>
<td>2</td>
</tr>
<tr>
<td>MGMT 621</td>
<td>Strategic Management</td>
<td>4</td>
</tr>
</tbody>
</table>

**Electives (Required of all students)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
</table>

Each of the core courses are offered once in an academic year in a specific semester both online and on-campus for maximum opportunity for degree completion.

**MBA Pre-Core Requirement for Non-Business Majors**

While the M.B.A. program is designed for both business and non-business undergraduates; non-business undergraduates will be required to take and pass a set of five, one credit hour pre-requisite courses prior to being allowed to take any M.B.A. core courses. This will bring the undergraduate non-business major total program credit hours to 45. These courses will prepare students for the rigor involved in the core coursework. No other pre-requisites are required for non-business majors. Pre-core waivers are available; please contact the M.B.A. Program Office for more information.

**Sequence of Course Offerings**

Because there are limited pre-requisites in the M.B.A. Program, students should consider following one of the plans outlined on the program website for the most effective learning plan that meets individual schedule requirements. Each of the core courses are offered once in an academic year in a specific semester both online and on-campus for maximum opportunity for degree completion, subject to sufficient demand. If one of the plans outlined on the website does not meet the student’s professional needs, the student should contact the M.B.A. Program Office for an individualized plan.

**MBA Electives**

Each student must select a minimum of 4 credit hours of electives. Students may choose from the wide range of electives offered in each of the functional areas in the Strome College of Business, as well as various M.B.A. topics. Students have the flexibility to choose among those electives that provide them with their desired educational experience.

Alternatively, students may choose to enhance their learning experience by adding a certificate from those offered at Old Dominion University. Generally, they are 12 credit hours in length but can be more or less depending on certificate learning objectives. Courses may be used from any graduate program at the University but the material must be business related and the courses pre-approved by the program office. Also, students may only apply up to 6 credit hours of work at the 500-level toward the M.B.A. program of study.

**Graduate Writing Proficiency**

The M.B.A. program meets the Old Dominion University writing requirement one of two ways. A student either attains a raw score of 4.5 or above on the Analytical Writing portion of the GMAT/GRE or takes MBA 621: Effective Business Writing.

**Prior Learning**

Students may apply a maximum of 6 credits earned through any combination of Prior Learning, Internship, or Independent Study (only 3 credits are allowed in any one) as elective credits.

**Transfer Credit**

A maximum of 12 semester-hour credits may be transferred from another AACSB-I program and/or Prior Learning course work (including six hours earned through prior learning, internship, or independent study credit options noted above) and applied toward the M.B.A. course requirements.

Transfer credit is approved at the discretion of the M.B.A. Program Office in consultation with the corresponding department faculty in the major field of study of the coursework to be reviewed.

**Continuance Policy**

To remain in good standing after admission to the program, students must maintain a minimum, cumulative grade point average of 3.0 in all graduate course work attempted at the University. Students who fall below this minimum standard will have 12 credit hours to remedy this deficiency.

Further, students may be removed from the program when they earn (1) a grade of C or lower in two courses in the pre-core, or (2) a grade of C or lower in two courses in the core and elective coursework, or (3) a failing grade (F) in any course work.
Admission

The Strome College of Business welcomes applicants to the M.B.A. program who have earned bachelor’s degrees from regionally accredited institutions. Admission to the program is competitive and is granted only to those who show high ability and likely success in graduate business study; evidence of ability means that successful applicants will stand well above average in most criteria used to measure graduate promise. Criteria used for admission include the candidate’s score on the Graduate Management Admission Test (GMAT, preferred) or Graduate Record Examination (GRE), undergraduate grade point average and the trend of the grades during undergraduate work, letter of reference, a goals statement, and work experience.

The application procedure is as follows:

Submit the following to the Graduate (for domestic applicants) or International (for Visa bearing applicants) Admissions Office:

1. Graduate Admission Application form, specifying Distance Learning (online) or Professional (on-campus or hybrid),
2. official transcripts of all previous college work,
3. one letter of recommendation,
4. an essay on personal and professional goals,
5. resume, and
6. scores on the GMAT or GRE.*

*Contact the M.B.A. Program Office for possible GMAT/ GRE Waiver exceptions.

Applicants whose native language is not English are also required to submit an acceptable score on the Test of English as a Foreign Language (TOEFL) or International English Language Testing System (IELTS).

Application deadlines are posted on the admissions webpage.

For information and forms concerning application, contact:

Graduate Domestic Admissions Office
Old Dominion University
Norfolk, VA 23529
Phone: (757) 683-3685

For information and forms concerning international admissions, contact:

International Admissions Office
Old Dominion University
Norfolk, VA 23529
Phone: (757) 683-3701

Non-Degree Seeking Students

Old Dominion University permits students to take up to 12 credit hours as non-degree seeking (refer to an earlier section of the catalog on Nondegree Seeking Applicants). In the M.B.A. program, distinction is made between those who can present competitive GMAT/GRE scores and GPA and those who do not. The M.B.A. Program requires an evaluation of GMAT scores and GPA to qualify for enrollment in Core Courses as a non-degree status. Unofficial copies of both the GMAT/GRE scores and all transcripts can be used for this purpose. Details outlined on the M.B.A. website.

Early Entry M.B.A. Program

A Linked M.B.A. program is available for exceptional undergraduate students currently pursuing a degree at Old Dominion University. Linked M.B.A. students may begin taking courses toward the M.B.A. degree while still completing their undergraduate degrees. Students may utilize course waiver policies, but will need to substitute appropriate coursework to meet the minimum 120 undergraduate and 30 graduate credits required for graduation. For specific information, please refer to the undergraduate catalog and/or contact the M.B.A. program office.

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 603.

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 to 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 MKTH 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.