

MASTER OF BUSINESS ADMINISTRATION

GENERAL CONCENTRATION

Curriculum Guide (NEW)

Student Name: _____ Banner ID Number: _____
 Email Address: _____ Phone Number: _____

Admission

Prerequisites: Bachelor's degree in: _____ 3.00+ GPA: _____
 Accredited institution: _____ Official Transcripts: _____
 Recommendation Letters: _____ GRE or GMAT Score: _____
 Resume: _____ Letter of Intent: _____ TOEFL/IELTS Score: _____

Application

Deadlines: **FALL** June 1 for domestic applicants; May 15 for international applicants
 SPRING October 15 for domestic; October 1 for international
 SUMMER April 1 (domestic applicants accepted only)

CORE MBA COURSES, 24 CR			
Grade	Course	Description	Credit
	MGMT 720	Management and Organizational Behavior	3
	ACCT 710	Managerial Accounting for Decision Making and Control	3
	FIN 750	Financial Management	3
	MGMT 727	Operations Management	3
	ECON 708	Managerial Economics (formerly ECON 608)	3
	MGMT 725	Business Analytics	3
	MKTG 716	Strategic Marketing	3
	MGMT 750	Corporate Strategy and Policy (Capstone course)	3
GENERAL CONCENTRATION COURSES, 12 CR			
Grade	Course	Description	Credit
	TSCM 701	Demand Driven Supply Chain Management	3
	MGMT 740	Data Analytics and Business Intelligence Applications	3
	BUED 760	Organizational Communication	3
	MGMT 785	Practicum or Internship	3

Throughout their matriculation, MBA students are...

- required to maintain a minimum grade point average of 3.00 to remain in good academic standing
- to be familiar with the policies and procedures outlined in the current Graduate School Catalog (available online)
- responsible to be aware of all deadlines and requirements outlined on each semester's academic calendar
- required to follow the prescribed plan of study to earn the degree and seek advising assistance prior to registration
- allowed only two attempts at any one course, including withdrawals; grades of C or better cannot be retaken
- accountable for all communication sent to their university email accounts and to maintain contact with their advisor
- subject to new curricula if continuous enrollment is not maintained through graduation (excluding summer sessions)

To be cleared for graduation, MBA students must provide the following documentation to their department office:

- Application for Graduation filed with the Graduate School before Week 4 of the graduating semester

Required Courses

ACCT 710 – Managerial Accounting for Decision Making and Control

This course focuses on the role of management accounting in planning, controlling, evaluating performance and decision-making. The course covers traditional and contemporary concepts and techniques of product and service costing, budgeting, and interpretation of internal reported information. Emphasis is also given to the application of concepts and decision tools for managerial decision-making. The course will use case studies and spreadsheet analysis for an integrative application of managerial accounting concepts.

FIN 750 – Financial Management

This course provides an overview of three major areas of corporate finance: Investment (Capital Budgeting), Financing, and Pay-out Policies. Students will gain insight on utilizing relevant information (financial and non-financial) to make informed decisions that are vital to modern firms. Emphasis is geared toward gaining an in-depth understanding of the financial implications of managerial operational decisions.

ECON 708 – Managerial Economics

This course will apply the tools and methods of microeconomics theory to specific management decision making in the private sector. Particular emphasis will be placed on pricing profit, maximization, capital budgeting and financial decisions in the long-run.

MGMT 720 – Management and Organizational Behavior

This course covers both macro and micro theories of management and organizations. This will include the study of formal organizations as rational, organic, open systems; their behavior in response to an ever-changing, global and domestic environment; and the behavior of the employees employed by them. Organizational effectiveness, structural designs, leadership, motivation, globalization, and corporate politics and culture are studied through extensive reading, case studies, exploratory research, and seminar discussions.

MGMT 725 – Business Analytics

This course will cover the basic descriptive, predictive, and prescriptive analytical techniques for decision making in all business functions. Topics covered will include constructing and analyzing data distributions, decision theory and analysis, statistical sampling and confidence estimation, business forecasting, linear and multiple regression models, linear and integer mathematical programming, and computer simulation. Students will utilize statistical and mathematical programming software throughout the course to solve complex managerial problems and interpret results.

MGMT 727 – Operations Management

This course is designed to provide a solid foundation and deeper understanding of how the operations function contributes to ensuring effective and efficient flow of materials and information within and outside the organization. The course will take a broad managerial perspective emphasizing the strategic impact of the operational decisions and the interfaces between operations and the other functional areas of the organization. The course content will examine the operations function in both service and manufacturing contexts and investigate how it provides sustainable competitive advantage along the dimensions of cost, quality, delivery, flexibility and innovation.

MGMT 750 – Corporate Strategy and Policy

This is an integrative (CAPSTONE) course designed to develop students' ability to think strategically about issues central to creating and sustaining a firm's competitive position. Because of the ever-changing and increasingly complex business environment, it emphasizes both the dynamics and global aspects of strategic management. Topics include the strategic role of the general manager, crafting corporate and business-level strategy, managing strategic change, strategy implementation, and control. Others are building a firm's capability to sustain competitive advantage, analyzing industry evolution, global rivalry and ethical reasoning that underlie strategic competitive decisions. Course objectives are accomplished through extensive case analysis from a variety of industries and managerial settings to give students opportunity to apply strategic management skills and tools.

MKTG 716 – Strategic Marketing

This course provides a comprehensive view of strategic marketing decision-making. Students gain a deeper understanding of a customer orientation, competitor analysis, environmental scanning, and the role of marketing in an organization. Students are exposed to the marketing tools and processes used by managers including marketing research, data analytics, customer service and value analysis, brand equity and product management, integrated marketing communications, pricing strategies, salesforce effectiveness, and distribution strategies.

BUED 760 – Business Communications

This course expands on the application of organizational communication theory, technologies, and philosophies to develop business communication expertise. Emphasis will be placed on critical thinking, interpersonal, and group communication skills in the global business context.

MGMT 740 – Data Analytics and Business Intelligence Applications

This course will examine the use of information systems applications and techniques for data analytics will be covered. Concepts from data warehouse, data mining, business intelligence, and data analytics will be used to model and solve problems with business processes. Data analytics and business intelligence techniques used to discover and report patterns of relationships among organizational processes hidden in databases will also be examined. A case based approach will be used to enable students many opportunities to extract, synthesizes, analyze and interpret information from disparate sources to make business decisions.

MGMT 785 – Practicum or Internship

This course will provide the student an opportunity for experiential learning in management. Students working in an approved position that allows them to participate in activities which give them a comprehensive understanding about management will be allowed to structure their work experience as an internship, social entrepreneurship, not-for-profit international experience.

TSCM 701 – Demand Driven Supply Chain Management

This course is a comprehensive study of the concepts processes, and models used in the design, development, analysis, and management of global supply chains. Specific topics include global procurement and sourcing, demand forecasting, facilities location, sales and operations planning, transportation decisions, distribution planning, inventory management, and logistics systems design. This course teaches students to identify, analyze, and solve problems in global supply chain management. Software will be used extensively to model logistics and supply chain applications.

Recommended Electives

ACCT 643 – Advanced Income Tax Accounting

This course is a study of federal income tax laws related to partnerships, corporations, and fiduciaries. A study of property transactions is continued. Students are introduced to tax case research and the tax software for businesses. It is recommended that this course be taken for credit only and not for audit purposes.

ACCT 691 – Governmental and Not-for-Profit Accounting

This course presents basic concepts of accounting for governmental and nonprofit entities. Financial reporting, budgeting, funds sources and uses, and the environment in which these entities operate will also be explored. Differences in reporting by governmental entities and nonprofit organizations, based on compliance with different standard-setting bodies, will be covered. Accounting for local and state governments, nonprofit organizations, colleges and universities, as well as health care organizations is included in this course.

ACCT 763 – Advanced Cost Accounting

This course will cover contemporary issues/problems in cost and managerial accounting in the context of the modern business environment. Emphasis will be given to cost information systems and other specialized cost topics such as analytical models, global aspects in management accounting, decision models, and nontraditional accounting systems. Case methodology and computer analysis will be utilized.

MGMT 731 – Staffing: Workforce Planning and Development

This course looks at theory and application methods used in the recruitment and selection of employees. Course topics include job analysis, interviewing and testing methods, selection techniques, legal issues in recruitment and selection, internal and external selection processes including performance appraisal and management, staffing philosophies for international operations and expatriate repatriation.

MGMT 733 – Compensation and Benefits

This course examines theory and practice in designing and managing compensation and benefit systems in organizations. Issues considered include compensation and benefit systems as vehicles for attracting, motivating, and retaining employees; designing individual and group incentive plans; structuring pension plans; determining wage levels and structures; legal issues and considerations in compensation and benefit administration; and expatriate compensation.

MGMT 735 – Employee Relations and Development

This course examines the policies and practices used (A) to promote equitable treatment of employees and (B) for training and development human resources in organizations. Topics include employee health and safety, equal opportunity and affirmative action, workforce diversity, conflict resolution, industrial relations, leadership and career development, change theory, and best practices for international operations are also discussed.

MGMT 736 – Human Resource Management Strategy

This course focuses on the formulation and implementation of human resources management strategies. Emphasis is placed on the strategic dimensions of recruitment, selection, development and retention of a workforce needed to accomplish organizational strategic objectives.

MIS 719 – Enterprise Systems Analysis and Design

This course takes a systematic approach to discuss the design of an enterprise information system for a business firm or inter-organizational supply chain. Enterprise analysis and design methodology is used to demonstrate the principles, models, and tools needed to design enterprise systems. Students will apply the enterprise system design methodology to perform business process analysis, design of information and functional requirements, and implementation of an actual enterprise resource planning project.

MIS 744 – Enterprise Data Management

This course introduces the student to fundamentals of data base analysis, design, and implementation. Emphasis is on enterprise-wide business process analysis and the accompanying data base design and development. Topics covered include: conceptual design of data bases using the entity relationship model, relational design and normalization, and both SQL and PL/SQL. Data mining techniques will be used to discover knowledge, business patterns, and acquire business intelligence. Students will acquire hands-on experience with a current state-of-the art database management system development tool.

TSCM 701 – Demand Driven Supply Chain Management

This course covers the management of all supply chain activities while addressing real-world concerns related to domestic and global demand driven supply chains. This comprehensive approach encompasses the processes associated with the production of goods and services and the movement of raw materials, inventory, and finished goods from the point of origin to the point of consumption. The course addresses supplier management, global operations and decision making, demand and inventory management, distribution and logistics, customer-relationship management, and performance measurement and analysis. The course also covers recent developments in supply chain improvement methodologies as well as brings together Lean tools and techniques required to eliminate supply chain and logistics issues. At the conclusion of the course, a student will have the necessary tools and metrics required to evaluate a current supply chain and recommend improvements to enhance efficiency and effectiveness.

TSCM 720 – Global Supply Chain Design Management

This course is a comprehensive study of the concepts, processes, and models used in the design, development, analysis, and management of global supply chains. Specific topics include global procurement and sourcing demand forecasting, facilities location, sales and operations planning, transportation decisions, distribution planning, inventory management, and logistics systems design. This course teaches students to identify, analyze, and solve problems in global supply chain management. Software will be used extensively to model logistics and supply chain applications.

TSCM 725 – Procurement Logistics and Supply Management

This course is the student of the cross-functional management framework that integrates all activities related to the acquisition and management of tangible and intangible resources for the organization. This includes strategic sourcing, customer-supplier relationship management, demand management and day-to-day purchasing. This course will include a practicum experiential learning component with the local chapter of the Institute for Supply Management (ISM) designed to increase the understanding of the impact of strategic sourcing and supply management on the competitive success and profitability of the firm. Every student will be required to join the ISM Professional organization (no cost for student membership) and attend one meeting per month where they will engage with corporate executives on various purchasing and procurement topics.