



Master of Business Administration Courses

MSBA 5100 Survey of Accounting and Finance Concepts (3 credits)

This course provides a survey of relevant financial accounting, managerial accounting, and managerial economic and finance concepts and processes. The course includes the application and use of financial statements in decision making, with the analysis of internal controls concepts, and evaluation of cash flows. Business ethics will be applied to cost concepts, cost systems, and budgetary planning and controls. Evaluation of relevant cost, opportunity cost, and sunk cost as related to short-run financial decisions. Evaluation of long-run financial decisions, which incorporate the concepts of the cost of capital and the time value of money. The application and evaluation of discounted cash flow methods. The various concepts and processes will be combined to create shareholder value.

MSBA 5105 Quantitative Analysis for Business (3 credits)

This course reviews and develops the mathematical tools to get ready for the MBA courses. This course provides many applications of finite mathematics including linear mathematics, probability and statistics and the mathematics of finance to demonstrate how to solve quantitative problems and how to relate the basic mathematical tools to business decision making.

MSBA 5110 Business Analytics (3 credits)

This course provides an understanding of the use of statistical and quantitative models to effectively manage and utilize information for the purpose of business decision making. Concepts covered include data analysis, probability theory, decision making models, statistical inference and estimation, hypothesis testing, analysis of variance, regression analysis, time series analysis, optimization models, and simulation. Competency in Microsoft Excel is required.

MSBA 5120 Managerial Finance (3 credits)

This course covers the major concepts in corporate finance, including the analysis of financial statements, securities and options, project valuation and budgeting, corporate governance, and the financial management of global operations.

MSBA 5130 Corporate Social Responsibility (3 credits)

This course focuses on the importance of business ethics, sustainability and stakeholder management in the current business environment. It illustrates how decision makers in business need to balance and protect the interests of various stakeholders, including investors, employees, the community, and the environment. Topics include the social, legal, political, and ethical responsibilities of a business to both external and internal stakeholder groups.

MSBA 5140 Global Business (3 credits)

This course provides an overview of the global business environment, including geographic, economic and political perspectives, cultural factors, international trade and investment, technology transfer, human resource capabilities, global supply chains, and global strategies.

MSBA 6100 Managerial Accounting (3 credits)

The course provides an in-depth coverage of relevant managerial accounting concepts and processes, including cost functions, cost-volume-profit analysis, planning and control systems, performance measurement and evaluation, and capital budgeting. It also provides a review of current managerial systems and issues.

MSBA 6105 Organizational Behavior (3 credits)

This course examines individual and group behavior, the structure and dynamics of groups, and the concepts of leadership, all within the framework of business organizations.

MSBA 6125 Marketing Management (3 credits)

This course covers the management of the marketing function within an organization. Topics covered include marketing strategy, product positioning, marketing analysis and planning in the areas of price, place and promotion, customer relationship management, and the role of marketing in strategic planning.

MSBA 6135 Information Systems Management (3 credits)

This course focuses on the effective management of Information Technology (IT) to create competitive advantage and bring about organizational change. Topics include trends in technology and industry, the changing business process, using IT to add value to products and processes, managing applications and systems, and creating sustainable systems.

MSBA 6145 Strategy and Management (3 credits)

This is a capstone class that is intended to provide coalescence for all the material that has been covered in preceding classes. Students will be required to demonstrate their ability to effectively synthesize the knowledge, theories, and skills that they have learned within the MBA program and to effectively apply them in management settings. Real world case studies will be used as vehicles for evaluation and students will be expected to work in groups in order to demonstrate effective teamwork. Case presentations will involve both written and oral communication, with oral communication being provided through video feeds. It involves several group cases as well as the submission of a final real-world case study, created under the supervision of the capstone instructor. The oral presentation of this final case study will be evaluated by your MBA Committee. This committee will include the candidate's academic advisor and the Capstone instructor. If your advisor and the Capstone instructor are one in the same, please ask another MBA faculty member to be on your MBA Committee. Full details of this case study will be provided in a separate document by the instructor. Prerequisites: This course must be taken during the student's last term of enrollment in the MBA program and graduation must follow at the end of that term per our IACBE accreditation requirements. Instructor Permission Required.

MSBA 6400 Managing Human Resources (3 credits)

This course focuses on strategic management of human resources within organizations. It examines employment relations; theories of selecting, developing, and motivating human resources. Topics include job analysis, hiring, performance appraisal, training and development, compensation, and labor relations.

MSBA 6600 Promotion Management (3 credits)

This course focuses on organizational promotion policies and practices that are used in the planning of a campaign. Topics include media selection, client-agency relationships, research and testing and the overall creation of a promotional campaign. Along with MSBA 6605, this is one of the pair of courses that is required for the Marketing Concentration in the MBA.

MSBA 6605 Services Marketing (3 credits)

This course examines the marketing of services in both the profit and not-for-profit sectors. The differences between the marketing of services versus physical goods are examined in the context of both internal and external marketing environments. Along with MSBA 6600, this is one of the pair of courses that is required for the Marketing Concentration in the MBA.

All-University Courses

The course numbers listed below, not always included in the semester class schedule, may be registered for by consent of the advisor, instructor, or department chair, or may be assigned by the department when warranted. Individual registration requires previous arrangement by the student and the completion of any required form or planning outline as well as any prerequisites.

1910, 2910, 3910, 4910 DIRECTED INDEPENDENT STUDY
1920, 2920, 3920, 4920 DIRECTED GROUP STUDY
1930, 2930, 3930, 4930 EXPERIMENTAL COURSE
1940, 2940, 3940, 4940 IN-SERVICE COURSE
1950, 2950, 3950, 4950 WORKSHOP, INSTITUTE, TOUR
1960, 2960, 3960, 4960 SPECIAL PURPOSE INSTRUCTION
1970, 2970, 3970, 4970 INTERNSHIP
1980, 2980, 3980, 4980 RESEARCH
1990, 2990, 3990, 4990 THESIS