

# MASTER IN BUSINESS ADMINISTRATION (MBA)

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## **MBA 501 (s) Seminar (1-16 credits)**

Credit arranged. Seminar.

## **MBA 502 (s) Directed Study (1-16 credits, max 99)**

Credit arranged. Directed Study.

## **MBA 510 Summer Integrative Experience (3 credits, max 3)**

Participation in an integrative project of the students own design in consultation with faculty. Possible topics include international study and exchange, social marketing, community outreach, and research writing for publication.

## **MBA 512 The Economic Context of Business (3 credits)**

This course examines the economic conditions that organizations face, both at the macro and micro levels. It also examines the economics of supplier and employment contracts. Specific topics that the course may include are market supply/demand analysis, strategic interaction between firms, the economics of external contracting, principal-agent models and their applications to employment contracts, and how organizations prepare for and respond to recessions and inflation. Typically Offered: Varies.

## **MBA 514 Financial Management (3 credits)**

Introduction to corporate finance. Employs financial tools to assist managers in making short-term and long-term financial decisions. Topics include financial statement analysis, cost of capital, capital budgeting, capital structure management, and working capital management. Typically Offered: Varies.

## **MBA 516 Strategic Business Communication (1 credit)**

1 credit The ability to communicate well is an essential component of effective leadership. This course develops the student's ability to communicate important organizational messages effectively to both internal and external audiences with the goal of becoming a better leader.

## **MBA 517 Ethical Leadership (1 credit)**

1 credit Examines the foundations of business ethics, and the challenges of ethical decision making and leadership in an environment of globalization and change.

## **MBA 520 Assessing Data to Improve Firm Performance (3 credits)**

The course examines the use of management information systems to capture and process data into insights and information for use in the organization. Topics include using management information systems to create a competitive advantage, using data analytics software to identify and analyze problems and opportunities, and using software to create visualizations to effectively communicate insights found using data analytics. Typically Offered: Varies.

## **MBA 521 Strategic Management (3 credits)**

The course explores the social, natural, technological, legal, and competitive environments in which organizations operate, with special attention given to how this context creates opportunities and risks for today's organizations. In addition, the course examines what strategy is and considers in detail how an organization builds a sustainable competitive advantage. Thus, this course examines concepts, tools and frameworks that the student can use to analyze complex organizational contexts and to develop and implement effective organizational strategies in an integrated fashion across the entire organization. Typically Offered: Varies.

## **MBA 522 Strategic Marketing (3 credits)**

Exploration of the dynamic world of marketing management, formulation, and execution of successful marketing strategies, informed by industry, competitor, and customer analysis. Emphasis on building knowledge and the necessary skills to design strategically informed, integrative marketing programs through the development of a marketing plan. Typically Offered: Varies.

## **MBA 524 Strategic Cost Management (3 credits)**

This course examines the concepts and tools needed for systematically designing, implementing, and evaluating individual and firm performance based on managerial cost data and techniques. Typically Offered: Varies.

## **MBA 525 Leading in Organizations (3 credits)**

This course focuses on how managers can become effective leaders by addressing the human side of an organization through the framework of Organizational Behavior. The academic discipline examines the behaviors of individuals and teams, along with the collective behavior of people within the whole organization. Through the application of Organizational Behavior principles, students will develop leadership skills and abilities that are essential to solving various organizational problems and issues, achieving ambitious goals, and fostering innovations in contemporary organizations. Topics include motivation, leadership, group dynamics, conflict management, organizational climate and culture, and more. Typically Offered: Varies.

## **MBA 531 Crisis Communication (1 credit)**

1 credit Crises are a part of organizational life that require effective communication to internal and external stakeholders. This course addresses the elements of crisis communication planning and management as well as developing communication tactics for a range of audiences.

**Prereqs:** EMBA 516

## **MBA 533 Entrepreneurial Innovation (3 credits)**

Provides insight and experience with business model development, lean launch, customer discovery, and the key activities for building a successful startup or innovating within an existing organization. Focus will be on rapidly developing and testing ideas by gathering customer and marketplace feedback and searching for a viable business model and launch strategy. Typically Offered: Spring.

## **MBA 534 Leading Strategic Change (1 credit)**

This course prepares the student to lead strategic change within their organization by examining both the processes needed to bring about effective strategic change as well as the individual leadership abilities needed to lead these change efforts. The course also examines how to build adaptable and agile organizations that are predisposed to embrace (rather than resist) change. The course considers change primarily from the perspective of the organization's executive leadership team, but also explores how mid-level managers can lead strategic change initiatives within an organization.

## **MBA 535 Decision Analytics (3 credits)**

Managers need to make timely and effective decisions, and data drives decisions. This course examines the behavioral and strategic aspects of decision making under uncertainty and risk, and under conditions of small and large data flows. Students will develop a multi-disciplinary toolkit that will help to manage the risk in decision making, improve an organization's effectiveness, and gain competitive advantage.

**MBA 540 Supply Chain Strategies and Operations (3 credits)**

This course covers strategic and operational decision-making in supply chain management, from procurement and production to distribution and logistics. It develops students' skills to design, implement, and manage resilient supply chains that meet the demands of today's dynamic global marketplace. Key topics include demand management, inventory optimization, network design, strategic sourcing, risk mitigation, sustainable practice, etc. Typically Offered: Varies.

**MBA 542 Negotiation and Conflict Management (2 credits)**

This course examines the concepts and theories that underpin effective negotiation and conflict resolution. It emphasizes practical application of theory through selected readings and a series of simulations. The course will develop students' negotiation and conflict resolution skills so that they can more effectively negotiate positive outcomes for themselves and their organizations.

**Prereqs:** MBA 535

**MBA 545 Capstone Integrative Analysis (1-3 credits, max 3)**

Students, working in consultation with a faculty mentor, design and complete a customized project that applies and integrates concepts from across multiple MBA courses to achieve advanced learning in an area of particular interest or need of the student. Projects can be related to the student's organizational responsibilities, but do not have to be.

**Prereqs:** MBA 509, MBA 512, MBA 514, MBA 516, MBA 517, MBA 521, MBA 524, MBA 525, and MBA 522

**MBA 546 Managing for Your Future (1 credit)**

1 credit A personal perspective on the lessons learned in the EMBA program that pivots to a future-oriented examination of several sets of ideas about developing personal and professional effectiveness.