



MBA Core Course Descriptions:

ACG 6309 Accounting Aspects of Business Policy Determination 3 s.h.

Budgeting, profit planning, and controlling aspects of business policy determination.

MAN 6156 Management and Organizational Behavior 3 s.h.

Appreciation and understanding of the field of organizational behavior and its application in managing human and other resources. Emphasizes understanding individual behavior (motivation, self-awareness, leadership, etc.) and group dynamics (decision-making, group development and work) plus conflict, climate, learning styles, power, stress, process/content, human rights and quality. Utilizes experiential learning methodologies and other appropriate designs.

GEB 6895 Business and Public Policy 3 s.h.

Develops expertise in the use of a set of tools to analyze the effect of economic, regulatory and tax policies (external environment) on the business environment and the conduct of business in domestic and international markets. Ethical implications of business response to these environments are also considered.

QMB 6305 Quantitative Methods for Business 3 s.h.

Provides students with quantitative skills that are required to make business decisions. These skills involve using statistical, forecasting and estimation techniques. Students are expected to use the subject matter for problem sets and exams.

ISM 6026 Management of Information Systems and Technology 3 s.h.

Provides the M.B.A. student with a contemporary managerial perspective on the effective use of information systems in global organizations through case analyses and class discussions. Topics include the business value of information systems, integration of information systems with enterprise strategy, the use of information systems to achieve organizational redesign for strategic advantage, and applying the processes of leadership and management to information systems planning and implementation.

***ECP 6705 Advanced Managerial Economics 3 s.h.**

Concepts of competition as they relate to business management policies and practices; profit goals and measurement problems; multiple product policy; demand analysis; cost concepts; pricing problems; case studies.



MBA Core Course Descriptions:

***FIN 6406 Financial Management 3 s.h.**

Advanced treatment of investment and financing decisions of firms, emphasis on current theory and practice.

***MAR 6815 Marketing Management 3 s.h.**

Creation of enduring and mutually satisfactory customer relationships through the provision of customer value as an enterprise management philosophy. With consideration given to operating environments, the course is designed to teach the formulation, implementation, and control of comprehensive marketing strategy with emphasis on the integrative aspects of the marketing function in a market based enterprise. Both qualitative and quantitative analyses are used in an applications oriented context.

***MAN 6511 Operations Management Problems 3 s.h.**

Planning and control of domestic and multinational service and manufacturing operations utilizing information inside and outside the organization. Techniques to plan and improve location, layout, flow through the facility, design of work, and management of the human factor; all with an emphasis on management and maintenance of quality.

MAN 6721 Strategic Management and Policy Formulation 3 s.h.

Utilizes case analysis, a strategic simulation and other related experiential exercises. Integrates and applies the various business management functions from the strategic viewpoint of the organizational chief executive officer. Designed for M.B.A. candidates and should be taken the last semester before graduation.

* Course to include Portfolio Projects