



## 2017-18 Course Descriptions

COLLEGE OF PROFESSIONAL STUDIES

### Master of Business Administration

**Academic Practitioner Track** (36 credit hours)

*Designed for students without executive experience, the Academic Practitioner track is our general MBA degree structured for professionals who desire finish faster. Predominately course-based, the track has eight required courses, three seminars (or one elective can be substituted for three seminars), and three elective courses (or three seminars can be substituted for one elective course). This track requires as little as 21 months to complete.*

#### TERM 1

##### **MBA 502 Organizational Behavior**

**(3 credit hours)**

This course will present a comprehensive approach in which total organizational effectiveness is conceptualized, measured, and realized in practice through the understanding of individual and team behavior/effectiveness. It will also explore how improvement can be initiated, managed, and sustained throughout the organization.

##### **MBA 514 Statistical Analysis**

**(3 credit hours)**

This course involves the development of understanding the methods of statistical analysis and their usefulness in making business decisions in organizations. The course will cover tools for data collection, research methodology, presentation of data and data analysis related to managerial decision-making.

##### **MBA 520 Marketing Management**

**(3 credit hours)**

A course designed to focus on the importance of modern organizations being market driven and globally competitive. The course examines the role of marketing through the discussion of comprehensive marketing concepts and case analysis better equipping managers to make decisions.

#### TERM 2

##### **MBA 506 Managerial Economics**

**(3 credit hours)**

This course will take an economic perspective to answer why managers and organizational leaders need to understand and interact with the external environment in order to survive and succeed in a continually changing and globally competitive world. Looking at "the big picture," this course presents basic tools that economists use to analyze that environment. This course will culminate with the student completing an economic audit of an organization.

##### **MBA 524 Managerial Accounting**

**(3 credit hours)**

The use of accounting tools as a source of data for managerial decision making including cash flow, general accounting ledgers, income, financial position, cash, receivables, investments, inventories, liabilities, reconciliation and financial statements.

**MBA 516 Business Ethics****(3 credit hours)**

This course will begin by examining the meaning of ethics through the review of several philosophical approaches. Students will identify internal and external stakeholders affected by ethical decision making. The course seeks to help develop an awareness and appreciation for ethical consideration in personal and professional decision making. The content of this course is designed to expand critical thinking and to analyze how individual and business decisions affect our society.

**TERM 3****MBA 504 Organizational Development****(3 credit hours)**

An advanced application of general systems theory to the organizational environment. Students will conduct a system and structure analysis of their organization and present an analysis of the organization reflecting an extensive literature review. A plan to substantially improve some aspect of the organization's performance will be developed.

**MBA 522 Strategy and Managerial Decision-Making****(3 credit hours)**

This course will expose the adult learner to the examination of strategic processes that influence and determine the direction of an organization. Students will analyze the organizational mission and objectives, identify organizational strengths and environmental opportunities, examine the components of competitive advantage, and develop strategies and policies to achieve the organization's mission. Students will complete analysis of current organizations and/or case studies.

**First Elective****(3 credit hours)****TERM 4****Second Elective****(3 credit hours)****Third Elective****(3 credit hours)****Fourth Elective****(3 credit hours)****ELECTIVES – CHOOSE 12 HOURS**

**Students, please consult your personal advisor for a list of available elective options.**