



## **Master's of Business Administration**

### **Executive Track**

(36 credit hours)

*Designed for students with executive experience, the executive track includes seven required courses, three seminars (or, one elective can be substituted for the three seminars), two electives, (one of which must be Managerial Finance or Managerial Accounting), and a six credit hour research project. The executive track requires approximately 21 months to complete. Tracks may be accelerated by taking multiple courses at once. Students pursuing the executive track should have full-time executive experience in a managerial or professional position.*

#### **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 (see choices at the end of this document)****(3 credit hours)****TERM 4****Second Elective (see choices at the end of this document) (3 credit hours)****MBA 601 Organizational Development Project I****(3 credit hours)**

The Organizational Development Project provides executive track students with the opportunity to analyze, develop, and implement a project that will substantially improve an aspect of the organization's performance. During the first term, the student will conduct a system and structure analysis, review the current literature, and identify a research strategy to determine whether implementation of an intervention improved organizational performance.

**MBA 602 Organizational Development Project II****(3 credit hours)**

The Organizational Development Project provides executive track students with the opportunity to analyze, develop, and implement a project that will substantially improve an aspect of the organization's performance. During the first term, the student will conduct a system and structure analysis, review the current literature, and identify a research strategy to determine whether implementation of an intervention improved organizational performance.

## **ELECTIVES – CHOOSE 6 HOURS FROM THE FOLLOWING:**

### **MBA 518 Management Information Systems**

**(3 credit hours)**

This course will examine knowledge management as a topic related to organizational decision-making. Students will examine the application of computing technologies as tools for developing and conveying domains of knowledge effectively by using diverse computing methods to gather, process, and present knowledge and information to enhance the learning process.

### **MBA 528 Managerial Finance**

**(3 credit hours)**

This course will use financial management as a tool for observing current financial positions of an organization through the analysis of financial data such as cash flow, profit & loss reports, and financial statements. This course is also designed to assist managers while strategically making decisions to improve the future financial position of an organization using tools such as the time value of money, risk and rates of return, stocks, and budgeting.

### **MBA 511, MBA 512, MBA 513 Seminar I, II, III**

**(1 credit hour each)**

Offered at regional satellite campuses, the seminar provides a structured opportunity for interaction between students and faculty. Seminars will include presentations from subject matter experts and students, as well as workshops and meetings between faculty and students. One credit hour per term for terms I, II, III, IV, V, and VI.

### **MBA 530 Human Resource Management**

**(3 credit hours)**

The management of an organization's human resources can be challenging. This course provides an overview that addresses challenges such as recruitment and selection, training and development, as well as performance appraisals and compensation administration. Additionally this course incorporates a manager's perspective of HRM relative to the strategic planning process.

### **MBA 532 Leadership**

**(3 credit hours)**

This course assists students in fulfilling their effective leadership potential through the examination of historical and contemporary theories. We will address questions such as: What does the 21st century leader need to know in order to motivate followers? What are the relationships between leaders and followers? What is the difference between management and leadership?

### **MBA 534 International Business**

**(3 credit hours)**

This course is a study of the principles and theories of business in a global environment. Graduate students will learn a systematic, logical way of thinking about the context of conducting business in a global environment. This is an introductory course in international business. The basic content of the course includes (1) an overview of the means of conducting international business with an emphasis on what makes international business different from domestic; (2) the effects of social and cultural systems within countries on the conduct of international business; (3) the major theories explaining international business transactions and the institution influencing those activities; (4) the ethical environment of international business; (5) the dynamic interface between countries and companies attempting to conduct foreign business activities; (6) corporate strategy alternatives for global operations; and (7) the importance of regional economic integration. The course involves in-depth reading and writing from leading texts, journals, and popular literature in the field of international business as well as considering the companies, institutions, organizations, and individuals impacting the field today.