

# Master of Business Administration (MBA)

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## **MBA 7020. Financial Accounting for Managers. 3 Hours.**

An introduction to understanding, interpreting, and analyzing financial information in decision for managers.

## **MBA 7030. Managerial Accounting. 3 Hours.**

An overview of the role of the accounting function in organizations. Emphasis is placed on analyzing financial information to enhance managerial decision making. The course is designed to assist managers in developing processes for evaluating the merits of historical and forecast data and using such information to add value to organizations.

## **MBA 7050. Marketing. 3 Hours.**

A study of the strategic managerial aspects of marketing. Topics focus on product, price, promotion, and place in the ethical planning, implementing, and controlling of marketing operations.

## **MBA 7350. Managerial Finance. 3 Hours.**

An advanced study of the theory, principles, and practices that define the finance function in the firm as viewed from the perspective of the financial manager. The topics covered include financial planning, capital budgeting, financing the firm, capital structure management, and dividend policy. Computerized financial models are used to apply financial principles to financial problems and decision making.

## **MBA 7409. International Business and Culture. 3 Hours.**

A study abroad course that promotes a greater understanding of international business practices and fosters cross-cultural understanding through visiting international companies, domestic companies operating globally, financial institutions, and places of cultural and historical significance.

## **MBA 7500. Managerial Economics. 3 Hours.**

The application of economic principles and methodologies to the decision-making process of a business firm. Key topics include optimization and statistical techniques, consumer behavior, market demand analysis for decision making, demand forecasting, production and cost relationships, cost estimation and forecasting, and business pricing decisions.

## **MBA 7610. Business Law. 3 Hours.**

A survey of the fundamentals of business law. Topics include agency, contracts, commercial transactions, negotiable instruments, debtor-creditor relationships, employment relations, business organizations, government regulation of business, and the environment of business.

## **MBA 7630. Leadership and Motivation. 3 Hours.**

Study of leadership and employee motivation, including an analysis of existing theories of motivation and leadership.

## **MBA 7640. Strategic Human Resources Management. 3 Hours.**

Strategic Human Resource Management focuses on linkages between human resource management activities and programs and an organization's effectiveness. The emphasis is on aligning organizational strategy and human resource management practices. A number of human resource management metrics will be examined.

## **MBA 7660. Statistics for Managers. 3 Hours.**

Prerequisite: BUSA 2100 or equivalent. A seminar in the procedures, techniques and applications of quantitative methods in business. Topics include classical inference procedures, nonparametric methods, regression analysis, analysis of variance, contingency table analysis, decision theory and an introduction to methods for quality improvement. Computer software will be used in the analysis of data.

## **MBA 7680. Data Mining for Managers. 3 Hours.**

Advanced data mining techniques and tools for business analytics to improve managerial decision making.

## **MBA 7700. Current Topics in Business. 3 Hours.**

An examination of current topics in business. May be repeated up to a maximum of 6 hours if topics are different.

## **MBA 7800. Introduction to Healthcare Systems and Policies. 3 Hours.**

An overview of the organization and management of the healthcare system.

## **MBA 7810. Healthcare Economics. 3 Hours.**

An advanced study of how economic theory applies to healthcare. Healthcare services will be compared to other market goods and services.

## **MBA 7840. Legal Aspects of Healthcare. 3 Hours.**

A survey of the legal environment in which healthcare administrations and employees function.

## **MBA 7850. Healthcare Information Systems. 3 Hours.**

Prerequisite: MBA 7800. Medical information systems for administrative management and patient care.

## **MBA 7898. Healthcare Directed Research. 3 Hours.**

Prerequisites: MBA 7800 and successful completion of a minimum of 27 hours of MBA coursework. Graded "Satisfactory" or "Unsatisfactory". An applied research project focusing on theories and concepts of healthcare systems delivery and practice and on practical challenges within a healthcare systems.

## **MBA 7900. Strategic Management of Enterprise. 3 Hours.**

Prerequisite: MBA 7030 and 7350. Integrates the functional areas of an organization, and develops analytical skills. Emphasis is given to the formulation and implementation of strategy in world markets.

**MBA 7910. Strategic Management of Global Enterprise. 3 Hours.**

Prerequisites: MBA 7030 and 7350. A capstone course targeting strategic management of multinational enterprises using experiential learning during a study abroad experience.

**MBA 7920. Strategic Management Consulting in Action. 3 Hours.**

Prerequisites: MBA 7030 and 7350. A capstone experiential learning course in-which students work to solve business problems faced by client companies via a broad range of consulting projects. Clients may be for-profit or not-for-profit organizations.