

# Web-based Master of Business Administration (WMBA)

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## **WMBA 6000. Human Behavior in Organizations. 3 Hours.**

An examination of the behavioral and structural factors affecting the performance of organizations including both micro and macro organizational issues. This course provides an overview of the field of organizational behavior with an emphasis on employing the human resources of the firm to achieve organizational performance. Topics include motivation, leadership, job satisfaction, selection, training, and the dynamics of teams.

## **WMBA 6010. Managerial Accounting. 3 Hours.**

This course will cover a wide range of topics that will emphasize the use of both internal and external data to enhance the decision-making skills of managers. Concepts covered will include an overview of the management accounting function within the organization, cost management and cost accumulation systems, planning and control systems, use of historical data in forecasting costs, and the use of accounting information in management decision-making. Case studies will be used to enhance students' critical thinking, problem solving, and communication skills. In many instances, the emphasis in this course is on the processes that lead to a decision rather than on the decision itself. Students will be challenged to defend their rationale for decisions rather than simply presenting the "correct" answer. In addition, students will be frequently required to work with unstructured information sets and to make reasonable assumptions in order to make decisions.

## **WMBA 6030. Global and International Business. 3 Hours.**

This course is designed to provide the student with an understanding of how companies enter and operate in the global market. Additionally, students will learn how culture, politics, legal and economic systems impact the marketing and trading of products in other countries. Students will develop an understanding of the business strategies and structures in the global arena, and will learn how managers interact and manage diverse groups.

## **WMBA 6040. Managerial Decision Analysis Using Business Intelligence. 3 Hours.**

An introduction to the statistical and management science techniques used in both the public and private sectors, focusing on data analysis, optimization, and decision making under uncertainty.

## **WMBA 6050. Strategic Marketing. 3 Hours.**

Prerequisites: All WMBA Foundation courses or their equivalent and WMBA 1000. A study of the strategic managerial aspects of marketing given the growth of commerce over the world wide web. Topics focus on product, price, promotion, and place in the ethical planning, implementing, and controlling of marketing operations in the e-commerce era. This course will involve students analyzing companies' e-commerce experience through case projects and researching new opportunities for marketing on the internet.

## **WMBA 6060. Managerial Finance. 3 Hours.**

A study of financial risk and return, capital budgeting, valuation, capital structure, working capital management and current topics in financial management. This course is designed to develop a student's knowledge, analytical skills and communication skills in the area of financial management. The student will be exposed to the reasons financial management is critical to the success of a business as well as the tools that will enhance their managerial skills. Specifically, this course will give the student tools to analyze a company's financial position relative to the industry, apply time value of money concepts to business cash flows, evaluate the acceptability of a short-term and long-term financial decision, understand the relationship between capital structure, risk, and the cost of capital, and improve communication skills.

## **WMBA 6070. Entrepreneurship-New Venture Analysis. 3 Hours.**

This course is designed for students who intend to undertake an entrepreneurial career by creating and pursuing opportunities which lead to the ownership and/or control of a venture. Topics include: identifying a business opportunity, developing the business plan, acquiring control over resources, managing the resources, and planning and executing the harvest.

## **WMBA 6080. Management of Information Systems. 3 Hours.**

This on-line course focuses on information technology and systems from a general management perspective. Discusses management of the systems development process, the organizational cycle of information, technology planning, evaluation, selection, and strategic uses of information technology. Includes frequent discussions of industry case studies.

## **WMBA 6090. Info Technology Mgmt. 3 Hours.**

This course is designed to enable the manager to effectively explore and evaluate new technologies in an applied business environment. The course focuses on the evaluation, selection, implementation process, and use of advanced ERP systems, i.e. SAP R/3. The course will concentrate on the managerial, not the technical aspects, of information technology management. The use of relevant readings and cases are used to apply the concepts and techniques presented in the course. The course will offer the student the opportunity to examine the different issues involved in utilizing an advanced ERP system, including the pitfalls and the rewards for the successful implementation.

## **WMBA 6100. Operations and Supply Chain Management. 3 Hours.**

This on-line course is an introduction to the concepts, principles, problems, and practices of operations management. Emphasis is on managerial processes for achieving effective operations in both goods-producing and service-rendering organizations. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. The topics are integrated using a systems model of the operations of an organization.

**WMBA 6110. Business Strategy. 3 Hours.**

Real-time case studies covering policy formulation and administration; point of departure-top and middle management where company-wide objectives are set, and departmental policies and activities coordinated: sizing up company's situation, determining objectives, developing sound policies organizing and administering personnel to reach company objectives, total quality management, and continuous administrative reappraisals.