

11-MONTH MBA (MBA)

MBA 5000 Preparatory Course in Accounting

Credits: 0 (0-0-0)

This is a preparatory course in accounting that will serve as a refresher course required for all students who attend the 11-month MBA program.

Restrictions: Enrollment is limited to Graduate level students.

MBA 5001 Preparatory Course in Economics

Credits: 0 (0-0-0)

This is a preparatory course in Economics that will serve as a refresher course required for all students who attend the 11-month MBA program.

Restrictions: Enrollment is limited to Graduate level students.

MBA 5111 Managerial Accounting

Credits: 1.5 (1.5-0-0)

Introduction to managerial accounting as it is used to plan, evaluate and control an organization. Emphasis on budgeting, standard costing and analysis of costs and profits.

Prerequisites: Admission to the 11-month MBA cohort-based program.

Restrictions: Undergraduate level students may not enroll.

MBA 5112 Financial Accounting

Credits: 1.5 (1.5-0-0)

Develops a conceptual framework for understanding and using corporate financial statements. Oriented towards the user of financial accounting data (rather than the preparer) and emphasizes the reconstruction of economic events from published financial data.

Prerequisites: Admission to the 11-month MBA cohort-based program.

Restrictions: Undergraduate level students may not enroll.

MBA 5116 Project Management

Credits: 1.5 (1.5-0-0)

This course covers the fundamental concepts and applications for cost effective management of both short-term project and long-term development programs. Topics include planning, scheduling, organizing, and controlling activities necessary for good project. There will be an emphasis of computer tools, which will provide hands-on practical skills with the above topics.

Prerequisites: Admission to the 11-month MBA cohort-based program.

Restrictions: Undergraduate level students may not enroll.

MBA 5117 Operations Management

Credits: 1.5 (1.5-0-0)

Application of operations strategies, analyses, and processes, including design and selection of processes, process quality and lean manufacturing, inventory management, and constraint management.

Prerequisites: Admission to the 11-month MBA cohort-based program.

Restrictions: Undergraduate level students may not enroll.

MBA 5122 Leading Organizations

Credits: 1.5 (1.5-0-0)

This course constitutes a study of various leadership styles and their effectiveness in providing a productive workplace environment. The course examines topics, such as: understanding the various leadership styles and leadership traits, developing leadership skills, maintaining a constructive workplace climate, handling conflict, and addressing ethics in leadership.

Prerequisites: Admission to the 11-month MBA cohort-based program.

Restrictions: Undergraduate level students may not enroll.

MBA 5123 Decision Analysis

Credits: 1.5 (1.5-0-0)

The focus of the course is the study of statistical methods and management science approach to improve the decision making process. Tools used for framing problems and performing logical analyses for decision-analytic modeling in Excel will be introduced. Various specific subjects and techniques, such as probability distribution, decision trees, linear programming, and sensitivity analysis will be covered throughout the semester. The assumption is that student's Math skill has already corresponded to that of a typical college Math course.

Prerequisites: Admission to the 11-month MBA program.

Restrictions: Enrollment is limited to Graduate level students.

MBA 5124 Professional Development Module - Team Building

Credits: 0.5 (.5-0-0)

The course is designed to prepare students to compete in the business environment by learning to work in teams.

Restrictions: Enrollment is limited to students with a major in Business Administration or Business Administration. Undergraduate level students may not enroll.

MBA 5125 Professional Development Module - Career Development

Credits: 0.5 (.5-0-0)

The course is designed to prepare students to compete for jobs in the business environment by acquiring the knowledge and skills necessary for the desired job. Students learn to: (1) write resumes, (2) identify websites and other sources of job postings, (3) participate in job interviews, (4) learn salary information, (5) negotiate for promotions.

Restrictions: Enrollment is limited to students with a major in Business Administration or Business Administration. Undergraduate level students may not enroll.

MBA 5126 Professional Development Module - Business Etiquette

Credits: 0.5 (.5-0-0)

The course is designed to prepare students to compete in the business environment. In Business Etiquette, students learn to dress properly in business attire to make a good impression, interviewing skills, business associates introductions, dining etiquette, international customs regarding interaction with people from different cultures especially related to doing business in the international arena.

Restrictions: Enrollment is limited to students with a major in Business Administration or Business Administration. Undergraduate level students may not enroll.

MBA 5127 Professional Development Module - International Cultural Immersion**Credits:** 0.5 (.5-0-0)

The course is designed to prepare students to compete in the business environment. MBA-5127 International Cultural Immersion prepares students to interact with people from different cultures. This is particularly important if employed by a business who trades globally. This also is in preparation for an international trip to learn about business and cultures.

Restrictions: Enrollment is limited to students with a major in Business Administration or Business Administration. Undergraduate level students may not enroll.

MBA 5128 Applied Microeconomics**Credits:** 1.5 (1.5-0-0)

This course is an introduction to the concepts and applications of microeconomics to commercial business problems. The course focuses on the quantitative and analytical methods in the context of practical business applications to enhance essential problem-solving skills of business students. The course will include the study of supply and demand, price theory, competition and market structure, market failure and the role of government and other economic issues. .

Prerequisites: Admission to the 11-month MBA cohort-based program.

Restrictions: Undergraduate level students may not enroll.

MBA 5129 Applied Macro Economics**Credits:** 1.5 (1.5-0-0)

The Applied Macroeconomics course is designed to familiarize students with the mechanics and dynamics of the economy, the variables that measure the performance of the economy, and the tools that can be used to predict or analyze the impact of fiscal or monetary policies on such variables. .

Prerequisites: Admission to the 11-month, cohort based, MBA program.

Restrictions: Undergraduate level students may not enroll.

MBA 5130 Supply Chain Management**Credits:** 1.5 (1.5-0-0)

Overview and case study of issues and problems in management of the operations function along the supply chain. Topics include strategy, quality management, just-in-time and process improvement management, customer and supplier relations, forecasting, and supply chain measurement and benchmarking. .

Prerequisites: Admission to the 11-month MBA cohort-based program.

Restrictions: Undergraduate level students may not enroll.

MBA 5132 Finance I**Credits:** 1.5 (1.5-0-0)

Introduction to financial theories. Combines theory and case analysis to integrate principles with practice. Topics include the time value of money, analysis of risk and return, and valuation of securities such as stocks and bonds. .

Prerequisites: Admission to the 11-month MBA cohort-based program.

Restrictions: Undergraduate level students may not enroll.

MBA 5133 Finance II**Credits:** 1.5 (1.5-0-0)

Combines theory and case analysis to integrate managerial problems related to optimal capital structure principles with practice. Emphasizes the application of theory to managerial problems by examining the capital investment decision-making process, capital structure decisions, cost of capital, and related topics. .

Prerequisites: Admission to the 11-month MBA cohort-based program.

Restrictions: Undergraduate level students may not enroll.

MBA 5134 Strategic Mgmt 1- The Analysis**Credits:** 1.5 (1.5-0-0)

Strategic analysis begins with the setting of simple, consistent, long-term goals. These goals must be set in hierarchical order, starting with the organization's Vision; followed by its Mission and objectives. The idea is to teach students to think strategically, which will help them to understand the factors that contribute to organizational success and help equip students with the necessary tools to rise to high levels in organizations or run their own entrepreneurial ventures.

Prerequisites: Admission to the 11-month MBA cohort-based program.

Restrictions: Undergraduate level students may not enroll.

MBA 5135 Strategic Management 2-The Formulation and Implementation**Credits:** 1.5 (1.5-0-0)

This course will introduce students to the concept of strategic management. The history and evolution of strategy and strategic management, the necessity of continued, rigorous environmental analysis, corporate social responsibility, ethics, globalization, and global competitiveness will be discussed.

Prerequisites: Admission to the 11-month MBA cohort-based program.

Restrictions: Undergraduate level students may not enroll.

MBA 5136 Investments**Credits:** 1.5 (1.5-0-0)

This is an introductory investments course. Thus, we will cover basic foundations of investments. .

Prerequisites: Admission to the 11-month MBA cohort-based program.

Restrictions: Undergraduate level students may not enroll.

MBA 5138 Business Analytics I**Credits:** 1.5 (1.5-0-0)

Students will explore the latest tools and techniques to design effective data models, as well as building basic dashboards and visualizations to help organizations make better business decisions. Students will learn how to obtain data from a variety of sources and clean it, how to design a data model to navigate and explore relationships within it and how to visualizing data using different data visualization styles and enhanced digital storytelling techniques.#

Prerequisites: Admission to the 11-month MBA cohort-based program.

Restrictions: Undergraduate level students may not enroll.

MBA 5139 Business Analytics II**Credits:** 1.5 (1.5-0-0)

In this course, students will explore the latest tools and techniques to help tackle the world of data acquisition and analysis. Students will review topics like loading, cleaning, transforming, merging, and reshaping data, and creating informative visualizations. Students will learn how to solve real-world business problems with thorough, detailed examples.

Prerequisites: Admission to the 11-month MBA cohort-based program.**Restrictions:** Undergraduate level students may not enroll.**MBA 5140 Negotiations****Credits:** 1.5 (1.5-0-0)

This class is an experiential class designed to improve your understanding of and skill at negotiation, bargaining, and other forms of conflict reduction. Students will gain an understanding of cutting edge research and theory on the field of negotiation as it applies to their own personal behavior. Additionally, negotiation simulations will provide self-assessment of student skills and an opportunity to practice applying the concepts addressed in this course. Class attendance is required.

Prerequisites: Admission to the 11-month MBA cohort-based program.**Restrictions:** Undergraduate level students may not enroll.**MBA 5141 Investments II****Credits:** 1.5 (1.5-0-0)

Principles governing the proper investment of personal and institutional funds, the characteristics of a sound investment, and the analysis of the different securities offered to investors. This course has experiential learning components.

Restrictions: Undergraduate level students may not enroll.**MBA 5157 Global Business Management****Credits:** 1.5 (1.5-0-0)

Global economy, culture, and current trends in the global business environment challenging international business organizations.

Restrictions: Undergraduate level students may not enroll.**MBA 5159 Global Business Management II****Credits:** 1.5 (1.5-0-0)

Global economy, culture, and current trends in the global business environment challenging international business organizations. All 11 Month MBA students will take Part I. Those who cannot take MBA 5358 and travel abroad will also take MBA 5159 Global Business Management Part II.

Restrictions: Undergraduate level students may not enroll.**MBA 5161 Marketing I****Credits:** 1.5 (1.5-0-0)

Explores how firms analyze market opportunities; select target markets; develop the marketing mix (product, price, place and promotion); plan; manage; organize and control the marketing resources throughout an enterprise; deal with competition; and extend marketing to the global marketplace.

Prerequisites: Admission to the 11-month MBA cohort-based program.**Restrictions:** Undergraduate level students may not enroll.**MBA 5162 Marketing II****Credits:** 1.5 (1.5-0-0)

This course is focused on helping the students understand how to develop executive visions and construct marketing strategy.

Prerequisites: Admission to the 11-month MBA cohort-based program.**Restrictions:** Undergraduate level students may not enroll.**MBA 5163 Digital Marketing****Credits:** 1.5 (1.5-0-0)

This course is designed as an introduction to the rapidly evolving world of Digital Marketing. Changes in consumer behavior, opportunities, problems and tactics associated with incorporating digital technologies and methods into a firm's marketing strategy are examined. Throughout the course, students will explore digital marketing tools such as search engine optimization, paid search marketing, online advertising, email marketing, social media marketing, web and social media analytics, viral marketing, online reputation management, and mobile marketing, from a hands-on perspective. Note: This course is a prerequisite to MBA 5164 Social Media Marketing.

Prerequisites: Admission to the 11-month MBA cohort-based program.**Restrictions:** Enrollment limited to students in the MBA_11MONTH program. Undergraduate level students may not enroll.**MBA 5164 Social Media Marketing****Credits:** 1.5 (1.5-0-0)

This course is designed to help you understand how marketing has (and has not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in social media marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

Prerequisites: Admission to the 11-month MBA cohort-based program; MBA 5163.**Restrictions:** Enrollment limited to students in the MBA_11MONTH program. Undergraduate level students may not enroll.**MBA 5165 Brand Management****Credits:** 1.5 (1.5-0-0)

This course is designed to provide an understanding of how to manage a brand or product, with a focus on understanding the concepts underlying brands and branding. Understanding begins with the idea that even the most skillful marketer cannot make customers buy things that they don't need or want. Hence, we will focus on issues related to customer behavior and customer decision making, especially as it relates to building relevant products and services, and developing product and/or service adjustments or extensions. This course is designed to build on and apply the conceptual tools obtained in the core marketing courses.

Prerequisites: Admission to the 11-month MBA cohort-based program.**Restrictions:** Undergraduate level students may not enroll.

MBA 5166 Intellectual Property**Credits:** 1.5 (1.5-0-0)

Focus on various aspects of Intellectual Property, namely copyright, trademark, patent, and trade secret. In addition to covering legal theory around IP, students will learn practical steps to protect and manage IP assets.

Prerequisites: Admission to the 11-month MBA cohort-based program.**Restrictions:** Undergraduate level students may not enroll.**MBA 5167 Advanced Managerial Topics****Credits:** 1.5 (1.5-0-0)

Introduce the students to advanced managerial topics, including earnings management and accounting fraud, and data analytics techniques applied to marketing, managerial budgeting and forecasting, financial statement analysis, and auditing. All topics will adopt the format of lectures, case studies, and projects in class.

Prerequisites: Admission to the 11-month MBA cohort-based program.**Restrictions:** Undergraduate level students may not enroll.**MBA 5168 Special Studies in Economics****Credits:** 1.5 (1.5-0-0)

Special studies in economics.

Prerequisites: Admission to the 11-month MBA cohort-based program.**Restrictions:** Undergraduate level students may not enroll.**MBA 5171 Foundations of Data Sorting I****Credits:** 1.5 (1.5-0-0)

This course provides an introduction to the fundamental concepts of data sorting. Students will explore various sorting algorithms, their efficiency, and practical applications in data organization and retrieval. The course emphasizes hands-on learning through coding exercises and real-world examples.

Prerequisites: MBA 5123 or an equivalent course.

Restrictions: Undergraduate level students may not enroll. Enrollment limited to students in the Management and Marketing department.

MBA 5177 Professional Development Module (PDM): MBA Career Options in Business Analytics**Credits:** 0.5 (.5-0-0)

This professional development module provides an in-depth exploration of career paths for MBA graduates with a concentration in Business Analytics. It covers descriptions of essential analytical skills, industry applications, and various roles in business analytics, preparing students for a successful career in this dynamic field.

Restrictions: Undergraduate level students may not enroll. Enrollment limited to students in the Management and Marketing department.

MBA 5358 Travel Abroad: International Business and Cultural Experience**Credits:** 3 (3-0-0)

Short Term Study Abroad. This course provides a short term study abroad experience in a host country/world region. Pre travel background reading and discussion of target country/region; travel orientation and approval of project; host country observation of business firms; discussions with host country business executives, professors and government officials; post travel reports. .

Prerequisites: Admission to the 11-month MBA cohort-based program.**Restrictions:** Undergraduate level students may not enroll.**MBA 5370 Graduate Internship Program****Credits:** 3 (3-0-0)

An off-campus learning experience allowing the acquisition and application of business or related skills in an actual work setting. May not be repeated for credit. .

Prerequisites: Admission to the 11-month MBA cohort-based program.**Restrictions:** Undergraduate level students may not enroll.