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## MBA CURRICULUM OVERVIEW

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### ENTERPRISE MANAGEMENT SEQUENCE

**BUSN 501: Measuring and Maximizing Financial Performance** Credits: 3

Pre-req: None

Provides an introduction to the concepts of financial accounting and financial management. The content of this course includes preparation and analysis of financial statements. Also covered are the time value of money, risk and return, and corporate financing choices.

**BUSN 502: Essentials of Economics** Credits: 3

Pre-req: None

Covers topics in macroeconomics and microeconomics, including market equilibrium, monetary and fiscal policy, profit maximization and market failure.

**BUSN 503: The External Environment of Business** Credits: 3

Pre-req: None

Explores business from a perspective that is broader than the firm or manager level. It examines the role of business in a society, the conflicts that may occur between business and society, and the legal framework that society has developed to regulate business.

### FUNCTIONAL CORE SEQUENCE

**STAT 601: Business Statistics** Credits: 3

Pre-req: None

Focuses on the basic principles and implementation techniques of analysis of variance, simple and multiple regression analysis, and statistical process control. An understanding of how these tools can support managerial decision making is also emphasized.

**ECON 601: Managerial Economics** Credits: 3

Pre-req: BUSN 502

Covers demand and cost analysis, pricing policies, capital budgeting, and selected topics of economic analysis as they relate to business policies.

**FIN 601: Corporate Financial Management** Credits: 3

Pre-req: BUSN 501, BUSN 502, STAT 601

Emphasizes the analysis of corporate investment and financing decisions, including capital budgeting, capital structure, and working capital management.

**MKTG 601: Marketing Strategy and Planning** Credits: 3

Pre-req: BUSN 502, BUSN 503

Emphasizes the application of strategic planning in marketing to achieve competitive advantage. Examines the role of strategic planning in developing effective marketing programs that enhance the overall performance of the firm.

**POM 601: Operations Management** Credits: 3

Pre-req: STAT 601

Introduces the field of production and operations management (POM). Production and operations activities, such as forecasting, capacity and inventory, scheduling activities and assuring qualities are discussed from the perspective of the supply chain. The philosophy of Just-in-Time (JIT) and responsive manufacturing/service is highlighted.

**ACCT 601: Managerial Accounting** Credits: 3

Pre-req: BUSN 501

Discusses management accounting as part of the firm's information system, drawing on modern cost accounting and budgeting systems for planning and controlling business operations.

### TECHNOLOGY MANAGEMENT SEQUENCE

**MGMT 602: Managing Technological Innovation** Credits: 3

Pre-req: BUSN 501, BUSN 502, BUSN 503

Focuses on the role of technology and innovation in building, sustaining and leveraging competitive advantage for firms. It examines how industries are transformed by new technologies and how managerial decisions shape the appropriation of technology. Touches upon the challenges of managing innovation in firms.

**MIS 611: Management Information Systems** Credits: 3

Pre-req: None

Provides students with an understanding of current information technology. Emphasizes the state and application of current technology in addressing business problems and opportunities now and in the future, and addresses the changing role of MIS within the organizational structure.

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**MIS 641: MIS Policy & Strategy** Credits: 3

Pre-req: None

Ties together concepts from all areas of management and the economic, behavioral, functional, and technical aspects of MIS. Defines overall and context-specific information needs of organizations and focuses on the role of MIS in meeting these needs. Examines alternatives for matching MIS department structures and operations to the structures, strategies, and behaviors of organizations. Also investigates, proposes and analyzes management policy issues relating to the management of the MIS function.

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### LEADERSHIP SEQUENCE

**ORGB 625: Leadership and Professional Development** Credits: 3

**Pre-req: None**

Helps students develop knowledge and skills to enhance their professional development and to become effective leaders. Students will understand trends in contemporary organizations, enhance their self-awareness, and refine their interpersonal skills, and apply these skills to improve their work effectiveness.

**ORGB 631: Leading Effective Organizations** Credits: 3

**Pre-req: None**

Prepares students to make informed decisions as leaders in common institutional and environmental contexts. The focus of the contingency-based perspective of this course is to help leaders understand how best to motivate and coordinate employees and to control outcomes in a manner that ensures they fulfill strategic objectives.

**MGMT 780: Strategic Management** Credits: 3

**Pre-req: 24 hours (8 courses) of 600-level work**

Provides an integrative study of the functions and responsibilities of top management and the strategies that affect the character and success of the total enterprise. Uses case studies and assigned readings to develop the viewpoint of top management charged with responsibility for the enterprise as a whole. Requires attendance at first class.

### INDUSTRY PERSPECTIVES SEQUENCE

**BUSN 701: Industry Management Perspectives** Credits: 3

**Pre-req: 24 hours (8 courses) of 600-level work**

Uses theory of the firm to analyze specific industries. Examines pricing, advertising, R&D, and investment strategies. External speakers will be featured to share experience and provide perspective.

### AREA OF CONCENTRATION\*

- 1)
- 2)
- 3)

\*Prod and Oper Mgmt concentration requires four courses. See adviser.

### ELECTIVES/ SECOND CONCENTRATION

- 1) Elective #1 or Concentration Course #1
- 2) Elective #2 or Concentration Course #2
- 3) Concentration Course #3, only if dual concentration

**Total Courses (Single Concentration) : 20**

**Total Credits (Single Concentration) : 60**

**Total Courses (Dual Concentration) : 21**

**Total Credits (Dual Concentration) : 63**