

MBA PROGRAM (MBA)

MBA Program Office

Schneider 215
715-836-6019 or toll-free 888-832-7090

Program Website (<https://www.uwec.edu/academics/majors-minors/master-of-business-administration2/>)
www.wisconsinonlineimba.org
mba@uwec.edu

Admission Requirements

To be admitted to the MBA program in **full standing**, an applicant must:

1. have a cumulative undergraduate GPA of at least 2.75 (on a 4.0 scale),
2. present a satisfactory Graduate Management Admission Test (GMAT) or equivalent Graduate Record Exam (GRE) score, or be approved for a waiver, and
3. successfully complete Algebra for Calculus (or equivalent), either through coursework or by examination.

Conditional admission may be granted to those who are currently completing a baccalaureate degree or who have not successfully completed Algebra for Calculus (or equivalent). A student with probationary or conditional status will be reclassified to full standing when all requirements have been satisfied.

A candidate for admission may apply to a specific term at any time during the year. An applicant must submit the following documents to be considered for admission.

1. a completed application form accompanied by payment of a \$56 non-refundable application fee;
2. resume and three letters of recommendation (at least two being a professional reference);
3. official transcripts (to be sent directly from each institution at which the applicant has attempted undergraduate or graduate work);
4. official notice of the applicant's score on the GMAT or GRE, or be approved for a waiver.

Satisfactory Academic Progress

Satisfactory progress is defined as the maintenance of a cumulative GPA of 3.00 or higher in the program. A student not making satisfactory progress toward the degree may be placed on probation or dismissed from the program on the recommendation of the director of the MBA program.

A 3.00 cumulative GPA in courses counting toward the MBA is required for graduation. A course in which a grade of C- or lower is earned will not be counted toward the 36-credit MBA minimum, but will be computed in the GPA. A maximum of six MBA credits of C or C+ work will be accepted. A student who receives a C- will need to take a replacement course.

A student earning a D+ or lower in a graduate-level course will be dismissed from the program regardless of where the course was taken. The student may petition for readmission to the program by writing to the academic director of the MBA program.

Graduation Requirement

Students need to be registered for a course in the term they are graduating.

Graduate Program Requirements

The MBA program consists of 36 graduate credits, 26 of these credits involve specific course requirements and the remaining 10 credits are MBA electives selected by the student. Students may have MBA 708 and/or MBA 709 waived by demonstrating mastery of course competencies through a program-approved process. Students will complete an additional two to four credits of electives if one or both of these courses are waived.

Code	Title	Credits
MBA 708	Essentials of Financial Analysis	2
MBA 709	Essentials of Economic and Statistical Analysis	2
MBA 700	Defining your Plan for Success: The MBA Mindset	1
MBA 701	Leading a Dynamic and Diverse Workforce	4
MBA 702	Making Informed Managerial Decisions	4
MBA 703	Developing New Products and Services	4
MBA 704	Competing Strategically in a Global Environment	4
MBA 705	Navigating Change amid Uncertainty	4
MBA 710	Refining your Plan for Success: Program Capstone	1

Select 10 credits of MBA electives.

Graduate Faculty

ACCOUNTING AND FINANCE

Yom Bui, Ph.D.
Emrah Ekici, Ph.D.
Hyoseok (David) Hwang, Ph.D.
Ling Liu, Ph.D. (Chair)
Bill Miller, Ed.D.
William Ogden, D.B.A.
Seungbin Oh, Ph.D.
Yuxin Shan, Ph.D.
Pedro Sottile, Ph.D.
Xinruo (Emma) Wang, Ph.D.
Jidong Zhang, Ph.D.

BUSINESS COMMUNICATION

Paula Lentz, Ph.D. (Program Director)
Marcy Leasum Orwig, Ph.D.
Nici Ploeger-Lyons, Ph.D.

INFORMATION SYSTEMS

Ezgi Akar, Ph.D.
Liqiang Chen, Ph.D.
Thomas S.E. Hilton, Ph.D.
Anthony C. Keys, Ph.D. (Chair)
Ruidong Zhang, Ph.D.

MANAGEMENT AND MARKETING

Trond Bergestuen, Ph.D.
Lenita Davis, Ph.D.
Longzhu Dong, Ph.D.
Kranti Dugar, Ph.D.

Daniel Gullifor, Ph.D.
 Nancy Hanson-Rasmussen, Ed.D.
 Jennifer Johs-Artisensi, Ph.D.
 Kate Kim, Ph.D.
 Kristy Lauver, Ph.D. (Chair)
 Scott Lester, Ph.D.
 Abraham Nahm, Ph.D.
 Douglas Olson, Ph.D.
 Brent Opall, Ph.D.
 Scott Swanson, Ph.D.
 Timothy Vaughan, Ph.D.
 Rebecca Wyland, Ph.D.
 Xiaoyu (Shawn) Yang, Ph.D.

Graduate Program

- Business Administration, UW MBA Consortium Online (<http://catalog.uwec.edu/graduate/programs/mba-program/business-administration-uw-mba-consortium-online-mba/>)

All 500- and 600-level graduate courses include requirements or assignments which differentiate them from 300- and 400-level undergraduate courses. Students who have taken a course at the 300- or 400-level may not include that course at the 500- or 600-level in a graduate program. Questions regarding course restrictions for graduate students should be directed to the MBA Office.

Business Communication (BCOM)

BCOM 506 Advanced Business Writing (2 crs)

Prerequisite: Limited to MBA students.

- *Cross-listed with BCOM 306. Credit may not be earned in both courses.*

Further develop your writing skills by creating formal business reports, news releases, instructions, and brochures. Explore writing for print vs. electronic environments. Develop a professional employment portfolio.

Grading Basis: No S/U Grade Option
 Lecture/Discussion Hours: 2
 Lab/Studio Hours: 0

BCOM 507 Advanced Business Presentations (2 crs)

Prerequisite: Limited to MBA students.

Consent: Instructor Consent Required

- *Cross-listed with BCOM 307. Credit may not be earned in both courses.*

Theory and practice in making presentations in a variety of professional settings using a variety of support media. Student presentations are evaluated.

Grading Basis: No S/U Grade Option
 Lecture/Discussion Hours: 2
 Lab/Studio Hours: 0

BCOM 517 Administrative Management (3 crs)

Prerequisite: Limited to MBA students.

- *Cross-listed with BCOM 317. Credit may not be earned in both courses.*

The role of the first-line supervisor in the organization is examined. Units with projects covering planning tools, employee selection, orientation and training, office productivity, and job analysis are covered.

Grading Basis: No S/U Grade Option
 Lecture/Discussion Hours: 3
 Lab/Studio Hours: 0

BCOM 605 Advanced Business Communications (2 crs)

Prerequisite: Limited to MBA students.

Consent: Instructor Consent Required

- *Cross-listed with BCOM 405. Credit may not be earned in both courses.*

An in-depth application of written, oral, and nonverbal communication. The class simulates a business organization involved with preparing, organizing, and delivering communication training seminars. Considerable emphasis on interpersonal and organizational communication within business.

Attributes: Capstone Course
 Grading Basis: No S/U Grade Option
 Lecture/Discussion Hours: 2
 Lab/Studio Hours: 0

BCOM 695 Directed Studies (1-3 crs)

Prerequisite: Limited to MBA students.

Consent: Department Consent Required

- *Cross-listed with BCOM 495. Permission of department chair for each new topic.*

Permits a student or group of students to pursue a defined problem in an intensive way under the direction of departmental faculty members.

Repeat: Course may be repeated
 Grading Basis: No S/U Grade Option

BCOM 705 Teaching Business Communications - Secondary and Post-secondary Levels (2 crs)

Instruction for graduate students interested in teaching Business Communications at the secondary and post-secondary level. This course will involve mastery of business communications content and the teaching methodology appropriate for the subject area.

Grading Basis: No S/U Grade Option
 Lecture/Discussion Hours: 2
 Lab/Studio Hours: 0

BCOM 797 Independent Study (1-3 crs)

Consent: Department Consent Required

Individual project under the direction of a faculty member.

Repeat: Course may be repeated
 Grading Basis: No S/U Grade Option

BCOM 799 Thesis (1-4 crs)

- Full-time equivalent.

A description of acceptable topics and the precise nature of the thesis requirement is provided in the departmental program descriptions.

Repeat: Course may be repeated
Grading Basis: PR Only Grade Basis

Business Administration (BSAD)**BSAD 702 Statistical Analysis Foundation (2 crs)**

Prerequisite: Limited to MBA students.

- Not for MBA degree credit

Emphasis placed on applied business statistics. Discussion focuses on probability, frequency and probability distributions, mean and variance, normal, chi-square, t and F distributions, hypothesis testing, regression, correlation, nonparametric statistics, and analysis of variance.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

BSAD 797 Independent Study (1-3 crs)

Consent: Department Consent Required
Individual project under the direction of a faculty member.

Repeat: Course may be repeated
Grading Basis: No S/U Grade Option

Information Systems (IS)**IS 740 Managing Information Technology Foundation (2 crs)**

Prerequisite: Limited to MBA students.

- No credit if taken after IS 240. Not for MBA degree credit.

Study of the managerial process used when working with information and information systems. Specific attention is given to the principles of systems development and underlying concepts.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

IS 797 Independent Study (1-3 crs)

Consent: Department Consent Required
Individual project under the direction of a faculty member.

Repeat: Course may be repeated
Grading Basis: No S/U Grade Option

Management (MGMT)**MGMT 740 Organizational Management Foundation (2 crs)**

Prerequisite: Limited to MBA students.

- Not for MBA degree credit.

Introduction to the science and business of managing organizations. Students examine behavioral theories and research studies, investigate strategies corporations employ to enhance organizational performance, and review current issues, opportunities, and challenges facing companies today.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

MGMT 741 Operations Foundation (2 crs)

Prerequisite: Limited to MBA students.

- Previous statistics coursework required. Not for MBA degree credit.

Study of the operations function within organizations that produce goods and/or services.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

MGMT 797 Independent Study (1-3 crs)

Consent: Department Consent Required

Repeat: Course may be repeated
Grading Basis: No S/U Grade Option

Marketing (MKTG)**MKTG 730 Marketing Analysis Foundation (2 crs)**

Prerequisite: Limited to MBA students. No credit if taken after MKTG 330.

- Not for MBA degree credit

Analysis of problems related to the development of marketing strategy. Attention is focused on identifying a target market, allocating resources to the marketing mix, and examining the impact of environmental variables on management decisions.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

MKTG 797 Independent Study (1-3 crs)

Prerequisite: Limited to MBA students.
Consent: Department Consent Required
Individual project under the direction of a faculty member.

Repeat: Course may be repeated
Grading Basis: No S/U Grade Option

Master of Business Administration (MBA)

MBA 700 Defining your Plan for Success: The MBA Mindset (1 cr)

Prerequisite: Limited to MBA students

This course provides an overview of resources that will help students navigate their degree requirements. Students will also create personal and professional goals to pursue during their program and beyond. Students will also explore topics from both academic and business perspectives that will help them grow into successful business leaders.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 1

Lab/Studio: 0

MBA 701 Leading a Dynamic and Diverse Workforce (4 crs)

Prerequisite: Limited to MBA students

In this course, students will explore challenges and opportunities that commonly arise in the workplace through the lenses of leadership, teamwork, and communication. Students will develop skills to help manage a diverse workforce in a dynamic business environment. Students will develop skills in audience analysis, group dynamics, and conflict and negotiation, and focus on the values inherent in equity, diversity, and inclusiveness. The broad skills and specific knowledge gained in the course will be transferable across functional areas, industries, and positions.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 4

Lab/Studio: 0

MBA 702 Making Informed Managerial Decisions (4 crs)

Prerequisite: Limited to MBA students

This course prepares students to make informed and ethical managerial-level decisions in their organizations to align with the firm's overall strategy. Students will learn to use appropriate decision frameworks and tools and will acquire skills to recognize and navigate challenging decision environments. Concepts will be covered during the first portion of the course, followed by applications that progress from being more-structured to less-structured. Applied experiences in the course will explore informed decision making using financial and non-financial information.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 4

Lab/Studio Hours: 0

MBA 703 Developing New Products and Services (4 crs)

Prerequisite: Limited to MBA students

In today's competitive marketplace, innovation is critical to the long-term survival of a business. Firms use new product and service development decision frameworks, structures, and processes to discover new markets, understand the potential for product innovations, and manage the risk in pursuing these opportunities. This course examines the cycle firms follow when pursuing product and service innovation, from idea generation to commercialization. Students will learn how firms develop and introduce new product and service offerings to the market. They will also evaluate the market potential by using consumer insights gained from market research data. Students will learn about mapping customer perceptions, product positioning and product pricing. The course concludes with students making recommendations on whether to proceed with a new product or service development and introduction.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 4

Lab/Studio Hours: 0

MBA 704 Competing Strategically in a Global Environment (4 crs)

Prerequisite: Limited to MBA students

This course focuses on how managers must lead their companies strategically in developing and sustaining ongoing efforts to compete globally. Students will learn a series of interrelated steps in which managers conduct analyses at the industry, business, and corporate levels, decide on strategies to enhance firm competitiveness, and evaluate and modify those strategies as needed.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 4

Lab/Studio Hours: 0

MBA 705 Navigating Change amid Uncertainty (4 crs)

Prerequisite: Limited to MBA students

This course prepares students to lead organizations into the future. By considering current technology trends, students will explore the future impacts on individuals, organizations, and society. By linking this future to the current strategic planning process, leaders will learn and apply an organizational change management framework to implement, communicate and sustain the change. Additionally, business process reengineering, project management and portfolio management tools will be introduced as critical components of implementing the change.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 4

Lab/Studio Hours: 0

MBA 708 Essentials of Financial Analysis (2 crs)

Prerequisite: Limited to MBA students

In this course, students will gain familiarity with interpreting corporate financial statements, specifically how the information within the statements informs the corporate decision-making process. Students will be equipped with the knowledge and tools necessary to analyze the past performance of a corporation and the application of this analysis to the formulation of strategic decisions designed to influence future performance. Principles covered in this course include financial statement analysis, ratio analysis, comparative analysis, time series analysis, forecasting through proforma financial statements, and time value of money. Students will apply these concepts in business applications in subsequent graduate business coursework.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 2

Lab/Studio Hours: 0

MBA 709 Essentials of Economic and Statistical Analysis (2 crs)

Prerequisite: Limited to MBA students

In this course, students will gain familiarity with essential concepts of economics and statistics and be ready to apply these concepts in business applications in subsequent graduate business coursework. Economics principles include supply and demand, exchange rates, elasticity, features of perfectly competitive markets, and features of oligopoly where businesses have market power and their decisions are interdependent. Statistical tools include common measures of central tendency, computing and interpreting confidence intervals and hypothesis tests, and visualizing and interpreting correlation and regression results.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 2

Lab/Studio Hours: 0

MBA 710 Refining your Plan for Success: Program Capstone (1 cr)

Prerequisite: Limited to MBA students

In this course, students complete a project in this course to demonstrate mastery of program learning goals, including reflection of work completed throughout the program. Students will also refine the personal and professional goals they set at the start of the program. As students prepare for graduation, they will also explore strategies for advancing their careers by creating a personal brand, establishing a professional network, and enhancing their resumes.

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 1

Lab/Studio Hours: 0

MBA 720 Electives (0.5-3 crs)

Prerequisite: Limited to MBA students.

Electives are short courses that are designed to develop general skills and/or address specific current issues. They allow students brief exploration into topics that are relevant to their particular needs and interests.

Attributes: Higher Cost Per Credit

Repeat: Course may be repeated

Grading Basis: No S/U Grade Option

MBA 721 Electives (0.5-3 crs)

Prerequisite: Limited to MBA students.

Electives are short courses that are designed to develop general skills and/or address specific current issues. They allow students brief exploration into topics that are relevant to their particular needs and interests.

Attributes: Higher Cost Per Credit

Repeat: Course may be repeated

Grading Basis: No S/U Grade Option

MBA 722 Electives (0.5-3 crs)

Prerequisite: Limited to MBA students.

Electives are short courses that are designed to develop general skills and/or address specific current issues. They allow students brief exploration into topics that are relevant to their particular needs and interests.

Attributes: Higher Cost Per Credit

Repeat: Course may be repeated

Grading Basis: No S/U Grade Option

MBA 723 Electives (0.5-3 crs)

Prerequisite: Limited to MBA students.

Electives are short courses that are designed to develop general skills and/or address specific current issues. They allow students brief exploration into topics that are relevant to their particular needs and interests.

Attributes: Higher Cost Per Credit

Repeat: Course may be repeated

Grading Basis: No S/U Grade Option

MBA 724 Electives (0.5-3 crs)

Prerequisite: Limited to MBA students.

Electives are short courses that are designed to develop general skills and/or address specific current issues. They allow students brief exploration into topics that are relevant to their particular needs and interests.

Attributes: Higher Cost Per Credit

Repeat: Course may be repeated

Grading Basis: No S/U Grade Option

MBA 725 Electives (0.5-3 crs)

Prerequisite: Limited to MBA students.

Electives are short courses that are designed to develop general skills and/or address specific current issues. They allow students brief exploration into topics that are relevant to their particular needs and interests.

Attributes: Higher Cost Per Credit

Repeat: Course may be repeated

Grading Basis: No S/U Grade Option

MBA 726 Electives (0.5-3 crs)

Prerequisite: Limited to MBA students.

Electives are short courses that are designed to develop general skills and/or address specific current issues. They allow students brief exploration into topics that are relevant to their particular needs and interests.

Attributes: Higher Cost Per Credit

Repeat: Course may be repeated

Grading Basis: No S/U Grade Option

MBA 727 Electives (0.5-3 crs)

Prerequisite: Limited to MBA students.

Electives are short courses that are designed to develop general skills and/or address specific current issues. They allow students brief exploration into topics that are relevant to their particular needs and interests.

Attributes: Higher Cost Per Credit

Repeat: Course may be repeated

Grading Basis: No S/U Grade Option

MBA 728 Electives (0.5-3 crs)

Prerequisite: Limited to MBA students.

Electives are short courses that are designed to develop general skills and/or address specific current issues. They allow students brief exploration into topics that are relevant to their particular needs and interests.

Attributes: Higher Cost Per Credit

Repeat: Course may be repeated

Grading Basis: No S/U Grade Option

MBA 729 Electives (0.5-3 crs)

Prerequisite: Limited to MBA students.

Electives are short courses that are designed to develop general skills and/or address specific current issues. They allow students brief exploration into topics that are relevant to their particular needs and interests.

Attributes: Higher Cost Per Credit

Repeat: Course may be repeated

Grading Basis: No S/U Grade Option

MBA 733 Understanding a Diverse Workforce (1 cr)

Prerequisite: Limited to MBA students.

Prepares students to manage a diverse workforce.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 1

Lab/Studio Hours: 0

MBA 740 Introduction to Assurance Services (1 cr)

Prerequisite: Limited to MBA students.

This course helps students identify situations in which assurance services are necessary, evaluate different types of assurance services and assess the quality of assurance services companies and investment funds provide.

Attributes: Higher Cost Per Credit

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 1

Lab/Studio Hours: 0

MBA 742 Introduction to Financial Fraud (1.5 crs)

Prerequisite: Limited to MBA students.

This course provides an introduction to fraud. Fraudulent financial reporting and misappropriation of assets are major problems for businesses of all sizes. Knowledge about how fraud is committed and how to spot the potential for fraud are valuable for managers at all levels.

Attributes: Higher Cost Per Credit

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 1.5

Lab/Studio Hours: 0

MBA 744 Tax Impact of Business Decisions (1.5 crs)

Prerequisite: Limited to MBA students.

This course introduces the student to an overall framework for evaluating the impact that taxes have on business decisions. While the course concentrates on the impact of federal income taxes, the concepts are general and can apply to a variety of taxing jurisdictions.

Attributes: Higher Cost Per Credit

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 1.5

Lab/Studio Hours: 0

MBA 746 Mutual Fund Investing (1 cr)

Prerequisite: Limited to MBA students.

Students will learn criteria for selecting mutual funds, how to develop investment portfolios composed of multiple mutual funds consistent with demographic characteristics of the investor, and how to assess mutual fund and portfolio performance.

Attributes: Higher Cost Per Credit

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 3

Lab/Studio Hours: 0

MBA 747 Financial Statement Analysis (2 crs)

Prerequisite: Limited to MBA students.

Analysis and interpretation of financial statements. Skills taught include: how to interpret financial statements, analyze cash flows, evaluate earnings quality, uncover hidden assets and liabilities, and forecasting financial statements.

Attributes: Higher Cost Per Credit

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 2

Lab/Studio Hours: 0

MBA 748 Investment Analysis and Management (2 crs)

Prerequisite: Limited to MBA students.

This course will develop a thorough understanding of the portfolio construction thought process. Students will discover how to manage a portfolio by examining the logic and potential of using options and futures to enhance return and minimize risk.

Attributes: Higher Cost Per Credit

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 2

Lab/Studio Hours: 0

MBA 749 Incorporation of Exchange Rates in Strategic Decision-Making (1.5 crs)

Prerequisite: Limited to MBA students.

Students will acquire competency with the terminology, strategies, and practices needed to interact with confidence in business settings that require working within the global currency market.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 750 Regional Trade Agreements and Multinational Corporations (1.5 crs)

Prerequisite: Limited to MBA students.

This course introduces students to issues relating to regional trade agreements (trading blocs), giving special attention to such agreements in the Americas, Asia and Europe. It will also examine how regional trade agreements might affect Multinational Corporations (MNCs).

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 752 Business in East Asia (1.5 crs)

Prerequisite: Limited to MBA students.

This course provides perspective on business in Japan, South Korea, and China by looking at the historical backgrounds of each market and examining how those backgrounds impact present economic and business relations. Students focus on understanding each country's business practices and learn strategies to build successful East Asian partnerships and to succeed in business in East Asia.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 753 Corporate Venturing (1.5 crs)

Prerequisite: Limited to MBA students.

This course teaches students to encourage entrepreneurship, identify opportunities, locate potential new business within the firm, select the right managers, and set up planning processes.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 754 Fundamental Methods for Forecasting (1 cr)

Prerequisite: Limited to MBA students.

The ability to forecast data is important in business. This course teaches effective short term forecasting; it is heavily weighted toward applied work not mathematical theory. Students will have a portfolio of forecasts at the end of the course.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1
Lab/Studio Hours: 0

MBA 755 Consumer Behavior (1.5 crs)

Prerequisite: Limited to MBA students

This class will help you understand why consumers behave as they do. Using consumer behavior theories and our own purchase practices, we will attempt to predict how consumers will respond to a variety of marketing activities.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 757 Managing Workplace Stress (1 cr)

Prerequisite: Limited to MBA students.

Workplace stress costs millions of dollars annually in lost productivity and turnover. We will examine theories, causes, and consequences of stress and take a hands-on approach to address workplace stress.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1
Lab/Studio Hours: 0

MBA 758 Strategies and Tactics of Pricing (2 crs)

Prerequisite: Limited to MBA students.

This course presents a framework for evaluating pricing decisions. Pricing is examined from the perspective of customers, competitors and costs; in a variety of contexts, including business-to-business markets, consumer goods markets, services, and not-for-profit companies.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

MBA 759 Selling Ideas at Work (1.5 crs)

Prerequisite: Limited to MBA students.

This course provides students with an understanding of how business people make decisions. It teaches students to utilize developed skills to sell ideas at work to both individuals and to groups.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 760 Employee Training and Development (2 crs)

Prerequisite: Limited to MBA students.

This course focuses on human resource development's role in maintaining an organization's competitive position; identifying training needs, transferring training to the workplace, and assessing training.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

MBA 761 Project Management (1.5 crs)

Prerequisite: Limited to MBA students.

This course examines project identification, selection, and planning. It will be organized along two major phases of the project management process: project selection and definition and project planning.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 762 Organizational Leadership and Change (1.5 crs)

Prerequisite: Limited to MBA students.

This course examines how change can be accomplished within organizations--who is responsible for change and how people can be helped to change.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 763 Business and Ethics (1.5 crs)

Prerequisite: Limited to MBA students.

Does a company have any obligation to help solve social problems? What about a manufacturer's obligation to the consumer with respect to product defects and safety? This course examines economic activity in an ethical framework.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 764 Work-Family Issues in Contemporary Times (1 cr)

Prerequisite: Limited to MBA students.

This course will critically examine and analyze issues of work and family life from both employee and employer perspectives.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1
Lab/Studio Hours: 0

MBA 765 Advanced Topics in Project Management (1.5 crs)

Prerequisite: MBA 761. Limited to MBA students.

The advanced topics course is oriented toward the more experienced project manager and/or those who supervise project managers. The focus of the course will be to address some current "hot topics" in the field.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 766 Contract Law for Managers (2 crs)

Prerequisite: Limited to MBA students.

This course is not a strictly "legalistic" type of class; it emphasizes using and understanding the law in making ethical management decisions. Students will learn to use legal reasoning skills. They will understand and be able to apply the legal principles of contract law and sales law. The course will also look at law in the unique setting of e-commerce.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

MBA 767 Project Execution and Control (1.5 crs)

Prerequisite: MBA 761. Limited to MBA students.

The primary focus of this course is identifying and managing challenges commonly seen in doing the work in projects after the project baseline has been approved.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 769 Project Portfolio Management (1.5 crs)

Prerequisite: MBA 761. Limited to MBA students.

This course is designed to clarify ways to manage the project portfolio which involves tracking and managing all of an organization's projects, keep an eye on costs and resources, comply with deadlines and ensure the projects are in line with the company's overall mission.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 770 E-Business Fundamentals for Managers (1.5 crs)

Prerequisite: Limited to MBA students.

This course provides an overview of the fast-growing Internet-based economy and asks, from a management point of view, "How may e-business contribute to the operational, tactical and strategic goals of an organization?"

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 771 Introduction to Enterprise Resource Planning Systems (1.5 crs)

Prerequisite: Limited to MBA students.

This course describes the principal functions of ERP software and emphasizes the business impacts of such.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 773 Communicating for Success: Writing for Results (1 cr)

Prerequisite: Limited to MBA students.

Students take their writing skills to the next level by applying practical strategies (based on organizational communication theories) to their writing. Focus is on their own specific work-related audiences.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1
Lab/Studio Hours: 0

MBA 774 Sustainability & Organizational Management (1.5 crs)

Prerequisite: Limited to MBA students.

This course introduces students to the interrelationship between business and the natural environment, examining the impact of the environment on business and the consequences of business decisions on the environment.

Attributes: Higher Cost Per Credit
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 775 Information System Security (2 crs)

Prerequisite: Limited to MBA students.

Today's manager must understand security and risk management. Students will discuss system vulnerabilities, mitigation strategies, and security-related personnel issues. They will be able to develop and implement security procedures and processes.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

MBA 777 Communicating for Success: Speak, Engage, Lead (1 cr)

Prerequisite: Limited to MBA students.

The purpose of this course is to enhance students' workplace communication skills. Students and their organizations will benefit as students apply practical strategies to oral and interpersonal communication contexts for nearly any audience.

Attributes: Higher Cost Per Credit
Grading Basis: A-F Grades Only
Lecture/Discussion Hours: 1
Lab/Studio Hours: 0

MBA 778 Managing Technology in Turbulent Times (2 crs)

Prerequisite: Limited to MBA students.

The intent of this course is to show the synergy that exists between the introduction of technologies into an organization and the shift in management strategy and decision making that is essential to receive full value from the technology investment.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

MBA 779 E-Business Website Development (1.5 crs)

Prerequisite: Limited to MBA students.

This course provides students with skills to develop a simple and effective e-business website. It examines design factors and the development process and focuses on facilitation of intra-organizational and inter-organizational communication and extra-organizational relationships.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 1.5
Lab/Studio Hours: 0

MBA 780 Health Care Human Resources and Organization (2 crs)

Prerequisite: Limited to MBA students.

How can we maximize human resources to improve the quality of health care? A unique feature of this course is its emphasis on complex adaptive systems (CAS), critical for success in health care settings.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

MBA 781 Fundamentals of Health Information Technology Management (2 crs)

Prerequisite: Limited to MBA students.

This course provides an introduction to the dynamic world of management of information technology in health care. A description of information processing, the content and evaluation of healthcare information systems and the current and future methodologies being employed to acquire and manage information are discussed.

Attributes: Higher Cost Per Credit
Grading Basis: No S/U Grade Option
Lecture/Discussion Hours: 2
Lab/Studio Hours: 0

MBA 782 Health Care Finance & Economics (2 crs)

Prerequisite: Limited to MBA students.

This course will help students understand how factors such as government intervention in health care, the organization of health insurance markets, and health care reform influence financial decision making in the health care area.

Attributes: Higher Cost Per Credit

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 2

Lab/Studio Hours: 0

MBA 784 Supply Chain Management (2 crs)

Prerequisite: Limited to MBA students.

This course covers terminologies, concepts, and tools involved in managing supply chain operations, emphasizing qualitative and quantitative tools used in managerial decision-making. Topics include Supply Chain Strategy, Supplier Management, Inventory Management, Distribution, and Logistics.

Attributes: Higher Cost Per Credit

Grading Basis: A-F Grades Only

Lecture/Discussion Hours: 2

Lab/Studio Hours: 0

MBA 785 Organizational Reward Systems (1.5 crs)

Prerequisite: Limited to MBA students

This course covers topics related to intrinsic and extrinsic rewards used to achieve organizations' strategic goals. Topics include: motivational theories, compensation surveys, job evaluation, merit pay, variable or at risk pay, and team compensation.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 1.5

Lab/Studio Hours: 0

MBA 787 Quantitative Business Analysis (1.5 crs)

Prerequisite: Limited to MBA students

This course focuses on applied quantitative business analysis and uses Microsoft Excel. The course covers problem solving concepts and techniques, plus effective presentation of analysis results.

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 1.5

Lab/Studio Hours: 0

MBA 789 Health Care Organization and Delivery (2 crs)

Prerequisite: Limited to MBA students.

This course provides an understanding of our complex health system, from basic organization and management to an exploration of the relationships between cost, quality, and access in the context of system improvement and healthcare reform.

Attributes: Higher Cost Per Credit

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 2

Lab/Studio Hours: 0

MBA 791 Introduction to the Management & Marketing of Non-Profits (1 cr)

Prerequisite: Limited to MBA students.

This course will provide a substantive introduction to the key principles and practical challenges in the law, management and marketing of nonprofit organizations (NPOs) and non-governmental organizations (NGOs).

Attributes: Higher Cost Per Credit

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 1

Lab/Studio Hours: 0

MBA 794 Business Process Simulation (2 crs)

Prerequisite: Limited to MBA students.

This course will establish basic proficiency in simulation model development, verification, validation, and analysis.

Attributes: Higher Cost Per Credit

Grading Basis: No S/U Grade Option

Lecture/Discussion Hours: 2

Lab/Studio Hours: 0

MBA 795 Research Paper (1-3 crs)

Prerequisite: Limited to MBA students.

Consent: Department Consent Required

Development of a thesis-type paper on a topic of interest to student.

Attributes: Higher Cost Per Credit

Repeat: Course may be repeated

Grading Basis: PR Only Grade Basis

MBA 796 Directed Project (1-3 crs)

Prerequisite: Limited to MBA students.

Consent: Department Consent Required

Permits a student to pursue a defined problem in an intensive way under the direction of a graduate faculty member.

Attributes: Higher Cost Per Credit

Repeat: Course may be repeated

Grading Basis: No S/U Grade Option

MBA 797 Independent Study (1-3 crs)

Prerequisite: Limited to MBA students.

Consent: Department Consent Required

An in-depth study of a topic of interest to the student and faculty member.

Repeat: Course may be repeated

Grading Basis: No S/U Grade Option

MBA 799 Thesis (1-3 crs)

Prerequisite: MBA 711. Limited to MBA students.

Consent: Department Consent Required

- *Full-time equivalent. Completion of minimum of 15 graduate credits including MBA 711. Consent of MBA program director.*

Development and completion of research project using formal investigative methodology.

Attributes: Higher Cost Per Credit

Repeat: Course may be repeated for a maximum of 3 credits

Grading Basis: PR Only Grade Basis
