MBA Core Course Descriptions

MBA 1 CORE — WEEK ZERO

MGT 6050-Laying the Foundations of Teamwork (1.5) Course blends theory with interactive workshops, readings, cases, and role-plays. Students become more effective in working with teams, constructing innovative team dynamics, developing contracts, and cultivating interpersonal skills.

MBA 1 CORE — FALL

ACCTG 6000-Financial Accounting (3) Understand and read the language of business: financial accounting. Learn the basics of accounting, fundamental business vocabulary, and how to create and analyze financial statements. These are critical tools for any business leader.

FINAN 6025-Managerial Economics (3) This class covers the fundamentals of economics with a managerial perspective. Topics addressed include price competition and discrimination, entering new markets, game theory, and analyzing production and cost curves. Strong focus on real-world applications.

MBA 6000-Career Strategies (1.0) This seven week course will prepare to make the most of your career by working on resumes, cover letters, interviewing, and networking. Frequent use of workshops to help further develop your career. Students leave the class with stronger personal brand management skills and a useful career portfolio.

MGT 6051-Managing and Leading in Organizations (3) Emphasizes concepts and principles of managing individuals, groups, and large organizations. Topics include power, motivation, conflict resolution, change, and culture. Through understanding various leadership styles and how they relate to an organization, this class creates a foundation for a successful career in any field of business.

MKTG 6090-Marketing Management (3) Learn the fundamentals of marketing including the 4 Ps, targeting, segmentation and other key tools. Course blends theory with cases and a competitive simulation exercise. Essential tools for understanding customer behavior and creating value.

OIS 6040-Data Analysis and Decision Making I (1.5) Develop decision making abilities using data analysis and decision models. Course topics will include advanced statistical analysis, regression models, and decision analysis basics. Provides foundation for managerial analysis in marketing, finance, operations, and other business fields.

OIS 6060-Operations Management I (1.5) Learn principles of operations relevant in all types of industries and functions. Concepts discussed include bottlenecks, variability, inventory management, and supply chains. Case studies and a competitive simulation are utilized.

MBA 1 CORE — SPRING

OIS 6041-Data Analysis and Decision Making II (1.5) This course is a continuation of OIS 6040. Improve your managerial decision making skills. Course topics include advanced regression, simulation, Bayes theorem and the value of information in decision analysis.

OIS 6061-Operations Management II (1.5) This course builds on OIS 6060. Learn how operations can provide a competitive advantage and how it strategically fits with other business disciplines. Case studies and a competitive simulation are utilized.

ACCTG 6001-Managerial Accounting (1.5) Learn how accounting information can be used in making managerial decisions such as planning, cost-allocation, and control. Applications include pricing, cost estimation, product decision mix, and activity based costing.

FINAN 6020-Financial Management (3) Understand the basics of corporate finance. Topics include capital structuring and budgeting, asset valuation, time value of money, and risk and return. Emphasis placed on case learning and current-event applications.

IS 6010-Information Systems (1.5) Gain insights into the basics of information systems and their impact across all business disciplines. Data mining for business intelligence, using IT for competitive advantages, and database fundamentals covered in class benefit any future managers. Individual course projects are chosen by students catered to their own areas of interest.

MGT 6053-Advanced Writing for Business (1.5) Excellent writing skills are critical to future career growth. In this course, students will enhance their writing abilities through workshops, feedback, and frequent writing sessions in various business contexts. Assignments focus on real-life applications including cases, memos, emails, and proposals.

MBA 2 CORE — FALL

MGT 6070- Competitive Strategy (3.0) This course provides conceptual frameworks and successful techniques by which to analyze, develop, and implement competitive business strategy. Case studies and front-running formulas provide the basis for evaluating competitive status, internal diagnoses, core competencies, market attractiveness, industry analysis, differentiation, social responsibility value, vertical integration, mergers and acquisitions, outsourcing, diversification, and exit strategies.

MGT 6054- Business Presentations (1.5) This course will expand your ability to professionally persuade, direct, and confidently lead. Individual and team presentations, assignments, discussions, and role-playing are married with individualized coaching and videotaped feedback to diagnose and expand your arsenal of delivering data-driven dialogue. Learn how to effectively incorporate a variety of approaches into your presentations including use of effective visual aids.

MBA 2 CORE — FALL OR SPRING

MBA 6800- Field Study (4.5) This MBA capstone project provides students with an opportunity to review, apply, and integrate MBA coursework in a hands-on consulting project for local businesses. Student teams work with faculty advisors in this customizable, resume-building experience. The scope and specifics for each project will vary according to your skill-sets and career goals. Field Study teams work on projects in a variety of disciplines including, marketing research, strategy, finance, supply chain, Human Resource Management and marketing. While some projects may be predetermined by the school of business, students are also encouraged to find and propose projects that fit their individual career goals and interests.

MBA 6xxx – Career Perspectives First Year MBA (1.0)