

Online MBA Course Descriptions

ACCT 5301 – Accounting for Decision Making

This is a study of accounting applications and concepts relative to management decision making. Students examine the key financial statements: Balance Sheet, Income Statement, Statement of Cash Flows, and Statement of Retained Earnings in order to develop, evaluate, and measure business decisions. Managerial accounting is the primary focus; however, students will examine financial accounting procedures and taxing implications in constructing decision options.

MGMT 5303 - Management Statistics

This course explores the process of asking business related research questions and finding answers. It includes a broad overview of experimental and non-experimental methods of fact finding and emphasizes the functional use and understanding of basic descriptive and inferential statistics in evaluating practical business research findings. Practical business applications will include: the mathematics associated with finance, production, and logistical decision making, using probability distributions and statistics.

MGMT 5304 – Quantitative Decision Making

This course is designed to provide students with advanced quantitative decision-making processes. Students will learn to solve production, advertising, financial, marketing, resource organizational, and ordering problems utilizing computer modeling techniques.

MKTG 5311 – Borderless Marketing

In a globalized and shrinking world, businesses are faced with endless opportunities and challenges. Borderless Marketing works on the premise that multimedia technology can be used by businesses to more efficiently and better serve their customers across the world and effectively reach out to new global customers. The traditional barriers of time, space and form will be eliminated in the process by the application of technology to international marketing.

FIN 5312 - Resource Management

This course will focus on developing skills, knowledge, and abilities with financial planning and management control systems in complex organizations. Topics covered include: financial theory, methods, and techniques that support effective analysis of the financial implications of program alternatives, cash and capital budgeting, risk and return analysis, and long-range financial planning in the current day managerial environment.

MGMT 5321 – Leadership & Team Building

This course focuses on the significance of understanding the diversity of behaviors employed by employees in interpreting and responding to business dilemmas; specifically, the complexity of organizational problems in team environments. Successful firms are the ones that anticipate change and establish competitive advantages through collaborative teams and the use of organizational alliances and strategic partnerships. Topics include ethics, team building, power of vision, empowerment, delegation, performance management, quality, and the art of persuasion.

BSAD 5322 - Leadership Communication

This course focuses on developing the communication capabilities needed to lead organizations effectively. Managerial communication and the concepts of emotional intelligence are married to create a leadership communication model. Students learn the art of creating persuasive communications and how to change the behavior of others for a more successful campaign.

MGMT 5323 - Advanced Organizational Behavior

This course investigates the complex role of the manager within the context of the social scientific relationships and theory related to the individual within the organization. Topics of discussion include: leadership, power, communication, interpersonal relationships, job satisfaction, change, motivation and decision making.

BSAD 5324 - Business Integrity

This course examines business ethics from both an organizational and managerial perspective. Specifically, students focus on the application and evaluation of scholarly articles and cases in order to better understand that different individuals view the same set of facts through different ethical lenses or perspectives. An assessment tool is employed in the course and designed to help students understand what core values influence their choices when no rule tells them exactly what to do.

CIT 5331 - Managing Information Systems

Developments in information systems continue to enable great change in organizations. Securing the benefits, requires more than technology, it requires a coherent approach to organizational and strategic issues. This course draws on both academic research and current business practice to present a distinctively organizational perspective on the management of computer-based information systems

BSAD 5332 - Business Law for Managers

An introduction to the study of law as it relates to the field of business from a managerial perspective. The MBA student will progress through the topics of the legal system and the environment of business organizations, classification of business entities, contracts (focusing on the concepts of offer, acceptance, consideration, consent, capacity to contract, illegality, and the requirements of a written agreement), the Uniform Commercial Code (particularly as it relates to sales and secured financing), real property (including landlord and tenant issues), personal property (including insurance, bailments, and leases), agency, employment law, debtor-creditor relations, bankruptcy, alternative dispute resolution (overview of the court systems, negotiation, mediation and arbitration), and a study of the legal aspects and implications of ethical conduct and leadership integrity in business.

MGMT 5341 - Management Research in Business

A study of research design and data collection as well as data analysis and reporting, linking qualitative and quantitative methods and techniques, including advanced research methods, statistical techniques, and computer-aided analysis of quantitative and qualitative data. Ethics and integrity in management research is incorporated throughout the course. This course includes a research practicum that will prepare students to conduct professional business research