COURSE DESCRIPTIONS

BASIC CORE, PROFESSIONAL CORE, AND CONCENTRATION COURSES

ACC 512 Accounting Analysis for Management - Three semester hours. This course deals with concepts, theory, and applications of managerial accounting. Stress is on planning, control, problem solving, and decision-making. (Prerequisite: MBA 506 or at least two undergraduate courses in principles of accounting)

ECO 500 Survey of Economic Analysis - Three semester hours. This course is designed for students with limited or no background in economic theory at the undergraduate level.

ECO 514 Managerial Economics - Three semester hours. Managerial economics is designed to provide the student with a working knowledge of economic theories of consumer and producer behavior and their application to the decision-making process of firms in allocating their resources. Among the topics included are: the firm as an economic entity, consumer choice, demand, decision making under uncertainty, production, cost theory, pricing theory, and the effects of different competitive environments (with emphasis on market structure analysis). (Prerequisite: ECO 500 or an undergraduate two-course sequence in principles of economics)

FIN 511 Financial Management and Policy - Three semester hours. This is an introductory graduate course in the art of money and capital management at the level of the firm. Topics covered include methods used to maximize the value of the firm, financial statement analysis, capital budgeting, the cost of capital, working capital management, dividend policy, and lease financing. The mathematics of finance will also be explained to the student. (Prerequisite: MBA 506 or an undergraduate course in principles of finance)

MBA 503 Quantitative Methods for Business - Three semester hours. This course covers descriptive and inferential statistical methods used in business. Students would learn about the appropriate statistical techniques for describing and analyzing data, as well as the interpretation of the results. Statistical software will be used. Topics include graphical and quantitative description of data, probability theory, important discrete and continuous probability distributions, estimation of parameters, testing of hypotheses using sample data, analysis of variance, chi-square test, regression methods, and other quantitative decision-making tools. (Prerequisite: Pre-calculus algebra)

MBA 506 Foundations of Accounting and Finance - Three semester hours. This course provides non-business students coming into the program with a basic understanding of the concepts of accounting and finance. It covers the techniques of the preparation and use of financial statements, the basic concepts of corporate finance, the structure of financial markets, and the process of financial analyses.

MBA 507 Basics of Management and Marketing - Three semester hours. The primary objective for this course is to introduce those MBA students who lack formal undergraduate courses in management and/or marketing to the basic management and marketing fundamentals before they plunge into advanced theoretical courses. The course is an exploratory one that will help students to answer the basic questions: What does a manager do? What is management? How did it evolve? What is marketing? What is the marketing concept? What is target marketing? What is the marketing mix?

MGT 510 Operations Management - Three semester hours. This course covers the study of the concepts and techniques related to the operations function. The operations function is responsible for planning, organizing, and controlling resources in order to efficiently and effectively produce the goods
and services customers want, as well as meet the goals of the organization. Topics include operations planning, forecasting, process analysis, quality management, materials management, scheduling, MRP/ERP, project management, just-in-time and lean techniques, supply chain management, and other decision-making tools for management. (Prerequisite: MBA 503 or equivalent)

**MBA 517 Global Issues in Business – Three semester hours.** This is an integrative course that not only focuses on the study of the environment and management of international business but also on the strategy, environment-assessment, and cross-functional processes designed to implement a strategy as management deals with contemporary global issues that confront the business such as legal/political policies, socio-cultural differences and social changes, financial and economic institutional development demands upon marketing, management, finance, accounting, and human resources. (Prerequisite: ACC 512, ECO 514, FIN 511, MGT 515, MKT 514)

**MGT 515 Organizational Theory and Behavior - Three semester hours.** This course will deal with the macro and micro aspects of organizations. It will emphasize the behavior of people within organizations. The impacts of environment on human behavior are examined. Conditions of organization viability and renewal, as well as structures used in their internal and external elaboration, are also considered. (Prerequisite: MBA 507 or an undergraduate introductory course in management)

**MGT 516 Strategic Management - Three semester hours.** This course is designed to develop an understanding of strategy, policy, and decision-making as applied to the overall management of large corporations or other formal organizational structures. The course objectives are achieved through the integration of economic, marketing, accounting, finance, and management fundamentals. The case method is used. (Prerequisites: (MBA 517)

**MKT 514 Management of Marketing Activities - Three semester hours.** This course develops the societal, managerial, and strategic underpinnings of marketing. It presents concepts and tools for analyzing any market and marketing environment to discern opportunities, as well as principles for researching and selecting target markets. It also deals with strategic marketing and describes how firms can develop their marketing strategies. In addition, the course is concerned with tactical marketing, describes how firms handle each element of the marketing mix, and examines the administrative side of marketing, namely how firms organize, implement, and control marketing efforts. This course also features a unit on the global environment and a unit on customer satisfaction. (Prerequisite: MBA 507 or an undergraduate introductory course in marketing)

**MBA 519 Managerial Communications - Three semester hours.** This course is designed to provide MBA students a broad range of managerial communication fundamentals. A review of the theory of human communications, behavioral concepts, communication through letters and memos, and communication about employment will be presented. Major emphasis will be on international business communications, including demographic diversity, the communication technology revolution, oral communications, the report process and research methods, and communication management.
ELECTIVES

ACC 571 Tax Issues in Decision-Making - Three semester hours. A study of federal tax structure, including legal, economic, and governmental implications, the central focus will be on business decisions, research methodology, and tax planning. (Prerequisites: Federal Tax Accounting I and II and ACC 512 or consent of instructor)

ECO 503 Macroeconomic Theory - Three semester hours. Examination of the modern theory of income, employment, and the price level along with their principal determinants, interaction of the product and money markets and changes in the level of economic activity over time. (Prerequisite: ECO 500 or its equivalent)

FIN 541 Security Analysis and Portfolio Management - Three semester hours. A study of the various analytical techniques used to appraise the value of various securities, including marketing analysis and industry analysis. This course also covers the methods and practices used in selecting and administering the securities of institutional and large individual investors. (Prerequisite: FIN 511)

LSM 536 Logistics and Supply Chain Management - Three semester hours. Critical examination of logistics and supply chain management (SCM) role in both the commercial and military sectors; strategic foundations that support supply chain and operational skills required to develop and/or design an effective supply chain. The cross-functional integration of premier business processes within the organization and across the network of enterprises that make up the supply chain. Additional topics include demand management, procurement and supply chain, performance based logistics, data warehousing, reverse supply chain logistics, transportation management, supply chain logistics information systems, logistics outsourcing, third-party logistics, supply chain performance measurement, supply chain economics, and supply chain finance.

LSM 571 Adaptive Supply Chain Management – Three semester hours. The emphasis is on flexibility and agility to plan, execute, sense, and respond to real-time signals to changes in the business/military environments and addressing market/military and customer/Department of Defense needs proactively. Covers change management, sensor-based technology/radio frequency identification (RFID) technology, visibility and collaboration, sense and respond supply chain logistics – the next generation of supply networks, bucket brigade, and swarm intelligence. Pre-requisite: LSM 536)

LSM 572 Logistics and Supply Chain Risk Management - Three semester hours. The focus is on global sourcing issues, risk and uncertainties, supply chain logistics vulnerability and disruption, enterprise-wide risk management, crisis response logistics management, and Homeland Security’s global supply chain logistics measures within the context of the commercial and military environments. (Prerequisite: LSM 536)

LSM 599 Strategic Supply Chain Planning – Three semester hours. Supply chain network design, strategic network optimization, production and distribution planning, inventory optimization, demand planning management, order promise fulfillment, collaborative planning, information technology, strategic sourcing, and alliances/partnerships to enhance corporate performance and military combat readiness. (Pre-requisite: LSM 536 or consent of instructor)

MGT 564 Human Resource Management - Three semester hours. A critical examination will be made of personnel functions, such as selection, training, placement, transfers and promotions, performance appraisal policies, motivation, inventory of skills, and human resource development.(Prerequisite: MGT 515)
MGT 565 Entrepreneurship/Small Business Management - Three semester hours. Interdisciplinary course dealing with various aspects of starting a small business; selecting promising ideas, initiating enterprises, exploiting opportunities, obtaining initial financing, site selection, and licensing. (Prerequisite: MGT 515)

MGT 580 Emerging Information Technologies - Three credit hours. This course examines various managerial and technical issues associated with the introduction of new information technologies within the firm. Topics include environmental scanning for new Information Technologies (IT) developments, assessment of new IT, and legal/ethical issues. (Prerequisite: MGT 545 or equivalent, or consent of instructor)

MKT 532 Consumer Behavior - Three semester hours. A review and evaluation of major theories of consumer behavior from the economics, behavioral science, and marketing literatures, topics include buyer behavior models, problem/need recognition, search behavior, information processing, involvement and motivation, learning theory, cultural-lifestyle-social class influence, role of consumer perceptions and attitudes in decision making, family decision making, adoption and diffusion of innovations, consumer trends, and behavioral influence strategies. (Prerequisite: MKT 514)