

# program curriculum

**Traditional MBA (37 credit hours); concentrations: 41 credit hours**

*Concentrations available in the following disciplines:  
Finance, International Business, Leadership and New Venture*

*Coursework will include a selection of the following courses.  
Contact the MBA office to develop individual schedules.*

## **ACCT 5120 - Survey of Accounting and Finance** *(3 credit hours)*

This is an introductory course designed to help the student understand the basic principles, elements and concepts of accounting and finance. Upon successful completion of the course students will understand the balance sheet, income statement, and statement of cash flows; understand the role of accounting in making informed decisions, understand the basic tools of financial statement analysis; and understand the basic elements of long-term and short-term decision making. This course is designed specifically to serve as a pre-requisite for those individuals entering the MBA program with no prior academic course-work in the area of accounting or finance.

## **BSNS 5350 - Survey of Marketing and Management** *(3 credit hours)*

This course gives persons from non-business academic backgrounds exposure to the fields of management and marketing as preparation to enter the Master of Business Administration program. The course is designed to provide an individual an understanding of the principles in the fields of marketing and management.

## **BSNS 5150 - Survey of Quantitative Methods** *(3 credit hours)*

The purpose of this course is to give individuals with non-business academic background exposure to the field of statistics as preparation to enter the Master of Business Administration program. Quantitative Methods is devoted to learning the basic procedures to acquire, summarize, analyze, and display data. Statistical analysis is valuable in many fields for problem solving and decision-making. The course presents methods for describing and exploring data. Another goal of this course is to increase the analytical problem solving skills of the student.

## **ECON 5130 - Survey of Economic and Legal Issues** *(3 credit hours)*

The purpose of this course is to prepare students with no previous college economics courses for the Managerial Economics course at the MBA level. The course focuses on core Micro Economic principles including supply and demand analysis, price elasticity of demand, production costs, profit maximization, and market structures.

## **BSNS 6010 - Business and Society** *(2 credit hours)*

In developing a stakeholder approach to managing in today's business environment, the student is introduced to a survey of theories for ethical decision-making. There is an attempt to increase student awareness of the impact that personal decisions have on the organization and on society as a whole.

## **BSNS 6120 - Managerial Accounting** *(3 credit hours)*

The concepts and procedures of preparing financial statements are covered. The use of accounting information for planning, control, and decision-making are examined. The student's analytical ability is developed through problems and cases that stress preparation, usefulness, and limitations of financial data. Company performance evaluation is performed using ratio analysis techniques.

## **BSNS 6130 - Managerial Economics** *(3 credit hours)*

A conceptual framework for solving economic business problems at the individual business level is developed. Emphasis will be on the fundamental application of microeconomic skills to contemporary business decisions, which include production, cost, demand, pricing, and profits. Economic relationships will be inferred by applying estimation techniques to actual data.

## **BSNS 6140 - Financial Management** *(3 credit hours)*

The tools to make a complete financial analysis of investment and financing decisions are provided. Using analytical techniques, financial information is developed through problems and cases that challenge students to do in-depth financial analysis and develop informed decisions.

## **BSNS 6210 - Organizational Behavior** *(3 credit hours)*

Students examine the process through which managers learn to apply concepts from the behavioral sciences to observe, understand, and influence behavior in the workplace. There is an examination of the behavior of people as individuals and as members of groups. Concepts such as motivation, leadership, and application of techniques for individual and organizational growth are discussed.

## **BSNS 6330 - Business Plan Development** *(4 credit hours)*

A systematic study and preparation of business plans.

Students define an opportunity in either an entrepreneurial or intrapreneurial setting and propose a plan for business activity that integrates concepts from the MBA curriculum. Students prepare business plans acceptable for presentation to venture capitalists or management. A reasonably thorough understanding of entrepreneurial interests and skills should be attained.

## **BSNS 6350 - Marketing Strategy** *(3 credit hours)*

Designed to equip the business practitioner with the concepts, principles, and tools necessary to develop a marketing approach to plan development. Students will be encouraged to manage with a mindset of the "marketing orientation." Practical application of tools and theories will be emphasized. The result will be an ability to develop both a market strategy and a marketing plan.

### **BSNS 6430 - Leading Organizational Change**

*(3 credit hours)*

Change is constant in today's business environment. The latest theories and practices of anticipating and managing change in a dynamic business environment are explored. Emphasis is on creating change-oriented cultures and developing and implementing effective change processes. The ability to anticipate and respond to change is developed.

### **BSNS 6450 - Competition and Strategy** *(3 credit hours)*

As capstone course, this course examines an organization's ability to create a sustainable competitive advantage. Students develop a strategic "game plan," then implement and execute the plan with effectiveness and efficiency. The overriding objective is to sharpen the student's ability to think strategically and to diagnose situations from a strategic perspective. Students will be expected to apply concepts and tools from other courses in the MBA curriculum. A strategic planning model will be used to analyze comprehensive cases and make strategic recommendations. The major paper in this course is a required component of the student's MBA portfolio.

### **BSNS 6480 - Leadership Seminar** *(2 credit hours)*

A reflective experience that exposes graduating students to the various principles of leadership. Taught in a seminar format, the class focuses on current issues and problems related to the manager's role as a leader in the organization. Attempts will be made toward clarity on leadership issues; personal and/or professional experiences will be presented; and students will arrive at new understandings that will improve effective leadership.

### **BSNS 6600 - Seminar in Professional Issues** *(2 credit hours)*

This course requires a directed mentorship with a working professional in the student's area of focus. In addition students investigate best practices as well as current and controversial issues in areas such as entrepreneurship, finance, leadership, and global business.

### **BSNS 6420 - Managing Legal Risks** *(2 credit hours)*

Focus is on the essential role that legal considerations play in the making of sound business decisions. Current legal concepts and likely future trends are explored from a managerial perspective. After an introduction to law, legal reasoning, and the legal system, selected issues in the law of contracts, sales, torts, and product liability are examined.

### **BSNS 6411 - Personal and HR Development Strategies**

*(2 credit hours)*

Issues related to a leaders role in personal and employee development within an organizational context. Topics such as personal assessment, career development, training, performance evaluations, employment law, employee selection, strategies for career growth, as well as techniques to create and maintain organizational relations may be areas of focus.

### **BSNS 6141 - Strategic Accounting and Financing**

*(2 credit hours)*

This course will investigate strategic accounting and financing decisions to include capital structure, dividend policies, mergers, and issuing of stock. The course will utilize a case studies approach to study these decisions. Students' work will be evaluated based on group presentations and individual case write-ups.

### **BSNS 6550 - Accounting & Financial Management in the International Economy** *(2 credit hours)*

This course examines how firms manage their fiscal operations and/or investments in an international environment. Topics to be discussed include foreign exchange risk management, financing the global firm, foreign investment decisions, multinational capital budgeting, currency crises, and international asset diversification.

### **BSNS 6600 - Seminar in Professional Issues** *(2 credit hours)*

This course requires a directed mentorship with a working professional in the student's area of focus. In addition students investigate best practices as well as current and controversial issues in areas such as entrepreneurship, finance, leadership, and global business.

### **BSNS 6250 - Travel Seminar in International Business**

*(2 credit hours)*

Students have the opportunity to study international business firsthand through a trip to one or more of the major international business centers of the world. Students are expected to read extensively and be involved in pre-trip seminars. Tuition is included in the program cost. Travel costs are additional. *\*This course satisfies the international component requirement.*

### **BSNS 6270 - International Business** *(2 credit hours)*

The importance of thinking globally and understanding cultural, business practice, and economic differences are explored through various projects and cases. The focus is on the international dimensions of business environment and practice. The importance of thinking globally and understanding cultural, business practice, and economic differences will be explored through a variety of means. *\*This course satisfies the international component requirement.*