

# program curriculum

## MBA/MS in Technology (54 credit hours)

### Anderson University Falls School of Business and Purdue University College of Technology

*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.

## Courses taken through Purdue University

### **Measurement and Evaluation in Industry and Technology**

*(3 credit hours)*

An introduction to measurement strategies in industrial, technical and human resource development environments. The evaluation of measurement outcomes will be the primary focus of the course.

### **Analysis of Research in Industry and Technology**

*(3 credit hours)*

Analysis of research and evaluation of research reports. Emphasis on understanding the application of fundamental statistical methods in design and interpretation of research findings.

### **Research and Writing for Business and Industry**

*(1 credit hour)*

A study of utilization and writing practices using the Publication Manual of the American Psychological Association (APA). Graduate students in the College of Technology need to be able to develop and format writing styles to present his or her work.

### **Project Management in Industry and Technology**

*(3 credit hours)*

The factors influencing decisions during the initiation, implementation, and termination of industrial and manufacturing projects are examined. Students work as project teams, using project management tools to develop implementation strategies.

### **Design of Experiments** *(3 credit hours)*

The course will cover general topics related to the design of experiments, as they relate to industrial and applied technology.

### **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.

### **Problems in Business and Industry** *(1 credit hour)*

A study of utilization and reporting of new manufacturing, distribution, information technology practices or other in the workplace.

### **Automatic Identification and Data Capture for the Enterprise** *(3 credit hours)*

An information technology study of methods to build both a managerial and technical understanding of automatic data collection with comprehension in project design, evaluation, and implementation.

### **Interpersonal and Group Skills for Leaders** *(1 credit hour)*

Students will be provided an opportunity to develop and improve their interpersonal and group dynamics skills for effectively leading organizations. The course explores concepts and theories of personal development, communication, interpersonal relationships, group processes, problem solving, reflection-in-action, lifelong learning, and consultation skills.

### **Seminar in Technology** *(1 credit hour)*

Overview of a current issue in Technology. This semester the topic is standardization. The course will introduce aspects of US and International standards processes. Guest speakers from industry, standards development organizations will participate in the class to give students real-world examples of standardization issues.

### **Quality and Productivity in Industry and Technology**

*(3 credit hours)*

Contemporary issues of continuous improvement in quality and productivity in manufacturing and service industries.

### **Capstone M.S. Project** *(1 credit hour)*