

# MBA - BUSINESS ADMINISTRATION

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## **MBA 600 Organizational Behavior (3 Credit Hours)**

This course examines the principles of organizational behavior and their impact on driving effective change within businesses. Students will explore key topics such as leadership, motivation, corporate culture, team dynamics, and decision-making in the context of organizational transformation. Through case studies and real-world applications, the course equips students with the skills to lead change initiatives, foster engagement, and cultivate a culture of innovation and adaptability.

*Equivalent to BUMG 650.*

**Academic Level:** Graduate

## **MBA 610 Managerial Economics (3 Credit Hours)**

Managerial Economics provides students with the opportunity to use economic theory to help make business decisions. The course will focus on how issues such as pricing, competition, incentives and biases impact how companies choose to allocate limited resources. Students will utilize economic theory to develop business strategies related to both external stakeholders (e.g., competitors, customers and suppliers) as well as internal operations, such as capital allocation.

*Equivalent to BUEC 505.*

**Academic Level:** Graduate

## **MBA 620 Marketing Innovation (3 Credit Hours)**

Marketing Innovation is a course designed to introduce and provide tactical content in marketing for managers and future managers. It takes a very digital, innovation, and technology-driven approach to marketing, and graduates will learn how to research, design, build and implement marketing strategies and tactics for a variety of industries and contexts. As consumer behaviors evolve and product consumption becomes increasingly digital in nature, students will examine how marketing can be used to drive innovation, digital transformation, data-driven marketing segmentation, and product positioning. The course emphasizes practical applications, case studies, and strategic problem-solving.

*Equivalent to BUMK 515.*

**Academic Level:** Graduate

## **MBA 630 Financial Management (3 Credit Hours)**

This course equips students with the tools and judgment to make sound financial decisions. Students learn to analyze financial statements and build models; evaluate investments using net present value (NPV) and related methods; estimate risk and cost of capital; assess capital structure and leverage; value projects and firms that incorporate debt; and manage short-term financing, cash, credit, and inventory. Students will understand what constitutes an optimal capital structure and sound capital-budgeting decisions—and how to determine them—as well as the core principles of short-term cash management. Learning is applied through assignments and exams, financial simulations, case studies, and weekly discussions, using spreadsheets and financial calculators.

*Equivalent to BUFI 510.*

**Academic Level:** Graduate

## **MBA 640 Accounting for Decision Making (3 Credit Hours)**

This course equips students with the essential accounting knowledge and analytical tools needed to make informed decisions in business settings. The course focuses on accounting concepts and their application in decision-making processes. Students will learn how to interpret financial statements, evaluate performance metrics, and utilize ratio analysis to make strategic business decisions. Emphasis will be placed on cost behavior, ethics and performance measurement. The course is designed to develop practical skills for assessing financial risks, maximizing profits, and achieving organizational goals through effective accounting practices.

*Equivalent to BUAC 625.*

**Academic Level:** Graduate

## **MBA 650 Operations and Supply Chain Management (3 Credit Hours)**

This course examines the strategic role of operations and supply chains in business success. Students will explore process optimization, logistics, inventory management, and supplier relationships. Emphasizing data-driven decision-making and sustainability, the course equips students with skills to enhance efficiency, reduce costs, and create value across the supply chain.

*Equivalent to BUSC 630.*

**Academic Level:** Graduate

## **MBA 660 Business Analytics (3 Credit Hours)**

This course equips students with data-driven decision-making skills through statistical analysis, predictive modeling, and data visualization. Emphasizing real-world applications, students learn to interpret data, generate strategic insights, and apply analytics to optimize business performance.

*Equivalent to BUMG 520.*

**Academic Level:** Graduate

## **MBA 690 Leading Strategic Impact (3 Credit Hours)**

This course is the culminating capstone experience of the MBA program. The course integrates learning from across the curriculum through an applied, strategic project focused on a complex, organizational challenge. Drawing on knowledge across business functions, students work in teams to analyze ambiguous and multifaceted business problems, evaluate trade-offs across functions and stakeholders, and develop data-informed strategic recommendations. Emphasis is placed on executive-level thinking, written and oral professional communication, ethical leadership, and decision-making in complex systems.

*Equivalent to BUMG 680.*

**Academic Level:** Graduate