

# MGT - MANAGEMENT MBA

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## **MGT 510 Innovation of the American Sport Enterprise (3 Credit Hours)**

This course explores how today's American sport enterprise has been shaped by historical and contemporary forces, using case studies to illustrate the business models, strategies, and tactics that define the modern landscape. Using these lessons as a guide, students scan the current sporting landscape, identify pain points and areas ripe for potential disruption, and ideate possible innovations to provide sport organizations with competitive advantage.

**Academic Level:** Graduate

## **MGT 530 Strategic Event Management (3 Credit Hours)**

This course provides students with a comprehensive understanding of the strategic, planning, management, and execution behind successful events. Students will examine the business frameworks that drive event design, stakeholder management, finance, marketing, operations, and risk mitigation. Through real-world case studies and applied projects, students will analyze best practices for leading large-scale events, optimize operational performance, and deliver exceptional participant and spectator experiences. The course prepares future executives to navigate the complex global events ecosystem and drive sustainable business outcomes.

**Academic Level:** Graduate

## **MGT 640 Project Management for Operational Excellence (3 Credit Hours)**

This course prepares MBA students to lead projects that achieve operational excellence across business functions. Students will learn core project management skills, including scope definition, scheduling, budgeting, resource allocation, and risk management. The course also emphasizes leadership, effective communication, and fostering collaboration across interdisciplinary and global teams in dynamic, rapidly changing environments.

**Academic Level:** Graduate

## **MGT 650 Operations and Optimization in Last-Mile Delivery (3 Credit Hours)**

This course examines the strategic decisions, leadership challenges, and competitive trade-offs organizations face in designing and managing last-mile delivery networks. Students analyze how choices about network design, partnerships, and technology adoption influence organizational performance, customer experience, and competitive advantage. Emphasis is placed on cross-functional leadership, resilience planning, and the strategic implications of Scope 3 emissions, climate risk, geopolitical disruptions, and trade policy shifts on last-mile delivery economics and carrier strategy. Students evaluate last-mile transformation opportunities and make strategic recommendations that balance cost, service, sustainability, and organizational resilience.

**Academic Level:** Graduate

## **MGT 660 Leading with AI (3 Credit Hours)**

Artificial intelligence is already playing a major role in reshaping industries and competitive landscapes. This course equips business leaders with the strategic and managerial tools to harness AI effectively. Students will learn how to craft a strategic AI vision, evaluate potential solutions, and design AI implementation roadmaps that create measurable business value. Through case studies, frameworks, and hands-on exercises, students will identify high-impact AI opportunities aligned with organizational strategy, assess risks, ethical considerations, and organizational readiness, lead cross-functional teams in selecting, deploying, and scaling AI solutions, and measure outcomes to ensure AI initiatives drive sustainable advantage. Students will not only understand AI's transformative potential but also be prepared to lead organizations from concept to successful execution in an AI-driven economy.

**Academic Level:** Graduate