

### Overview Core Courses

Course #	Course Name	Prerequisite(s)
MBA 790	Managerial Economics	MBA 640
MBA 791	Business Analytics	MBA 611
MBA 792	Performance Measurement & Control System's Perspective	MBA 600A & 601A
MBA 793	Operational Effectiveness	MBA 612
MBA 794	Information Systems & Business Decisions	MBA 660
MBA 795	Organizational Behavior	MBA 670
MBA 796	Corporate Finance	MBA 620
MBA 797	Marketing Management	MBA 630

### Overview Ethics Course

Course #	Course Name	Prerequisite(s)
MBA 758	Principled Organization: Integrating Faith, Ethics and Work	No prerequisite

### Overview Strategy Courses

Course #	Course Name	Prerequisite(s)
MBA 798	Business Strategy	All core courses
MBA 799	Integrative Project	MBA 798

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## Core Course Descriptions

### MBA 790 Managerial Economics

1.5 credit hours

Application of economic models to managerial decision making. Topics include basic estimation techniques, demand analysis and forecasting, production and cost estimation, profit maximization in competitive markets and in markets where firms have market power, and game theory basics with attention to strategic decision making in oligopoly market and duopoly models.

**Prerequisite:** MBA 640

### MBA 791 Business Analytics

1.5 credit hours

Role of Business Analytics in providing support for business decisions, particularly an overall framework for analyses involving mathematical models. Emphasis on optimization and descriptive modeling utilizing analysis techniques such as linear programming, integer and binary programming, and simulation modeling. Focus on the application of such techniques to business decisions with cases. Use of spreadsheets (e.g., Excel) to implement analytic models.

**Prerequisite:** MBA 611

### MBA 792 Performance Measurement and Control System's Perspective

1.5 credit hours

This core MBA course addresses the important cost management and measurement issues relevant to any organization. The competitive and rapidly changing environment faced by most organizations has rendered most traditional cost management, accounting control systems, and methods of performance measurement and analysis ineffective and in some cases even dysfunctional.

**Prerequisites:** MBA 600A and 601A

### MBA 793 Operational Effectiveness

1.5 credit hours

Operational effectiveness is a multidimensional concept that industry has approached in a variety of ways. This course focuses on the underlying principles that drive operational improvements. These principles are used as a basis to develop skills in identifying improvement opportunities, analytical tools to quantify the problem and solution set, and quantitative and policy approaches to maintaining performance once improved.

**Prerequisite:** MBA 612

**MBA 794 Information Systems & Business Decisions**

1.5 credit hours

Information is a key organizational asset. Information systems and technology are pervasive in organizations with the goal of enabling efficiency, effectiveness, and adaptability. Through the analysis of case studies, this course covers what general managers need to know: 1) to make decisions about information systems to achieve organizational goals and 2) to fulfill their role in managing information assets in organizations. It emphasizes the role of information and technology in organizational decision-making.

**Prerequisite:** MBA 660

**MBA 795 Organizational Behavior**

1.5 credit hours

The Organizational Behavior course focuses on what makes a workplace effective, efficient, positive, and pleasant. Topics covered include how people make decisions, how employees work together, and how employers can manage employees for maximum productivity. Students will learn about employee compensation and motivation, team dynamics, and what makes a good leader. Students will also learn how norms, values, incentives, and rewards shape behavior in organizations. The course also includes topics such as organizational behavior in the world of the internet, and how the globalization of business impacts communication within an organization. Organizational Behavior is interdisciplinary, involving the fields of psychology, sociology, gender studies, labor economics, business, human resources, management, and many others. As such, the course will study theories in many interdisciplinary fields. Ultimately, the course focuses on how managers become effective leaders by addressing the human side of enterprise.

**Prerequisite:** MBA 670

**MBA 796 Corporate Finance**

1.5 credit hours

This course in corporate finance builds on the basic principles foundation constructed in MBA620. Topics include financial analysis, capital budgeting, the cost of capital, valuation (including acquisitions), and international corporate finance. We continue to use the unifying theme of creating shareholder value to guide our analysis and decision making to solve complex financial problems. Students will be introduced to the issues through lectures, discussions and readings, and analyzing cases.

**Prerequisite:** MBA 620

**MBA 797 Marketing Management**

1.5 credit hours

Effective marketing is a customer-focused process that pervades an organization. This course focuses on strategic decision making and explores marketing opportunities through product development, pricing strategies, customer communications and channel management. Students learn how to assess business opportunities, research a market, segment markets, and position a firm's offerings in order to create long-term customer and shareholder value.

**Prerequisite:** MBA 630

### Ethics Course Description

**MBA 758 Principled Organization: Integrating Faith, Ethics, and Work**

3.0 credit hours

Students draw on our Catholic Social Teaching and Marianist Heritage to explore issues related to the role of business as a high calling, a critical profession for the good of society and its citizens. Besides the importance of contributing and acting ethically, we delve into the benefit of integrating these values with current issues in business and its relationship to society. To do so, extensive conversations with active business people and reflections on relevance of ideas discussed to personal goals and beliefs are central to the course.

**No Prerequisite**

## Strategy Course Descriptions

### MBA 798 Business Strategy

3.0 credit hours

First of a two-course set of capstone integrative experiences which explores the process of creating, sustaining, and growing successful businesses in an era of change. The course deals with strategic decision making and stakeholder management related to competitive, economic, political, social, cultural, and technological environments in small, medium, and large companies in service and manufacturing settings.

**Prerequisites:** MBA 790, 791, 792, 793, 794, 795, 796 and 797. Undergraduate degree in business administration within the last three years, fulfillment of all foundation courses.

### MBA 799 Integrative Project

3.0 credit hours

Second of the two-course set of capstone integrative experiences that explores the process of creating, sustaining, and growing successful businesses in an era of change. Students work in teams to analyze the strategic environment of a firm and develop a series of recommended actions. Students gain experience in working in a team environment in a non-academic setting, and experience the pressure of delivering a high-quality product to company leaders. The approach taken is tailored to the specific needs of the business as well as the talents of the particular student team.

**Prerequisite:** MBA 798