### MBA Core, Ethics and Strategy Courses

#### Overview Core Courses

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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  Modeling and Analysis for Business Decisions**  1.5 credit hours

This course examines the role of analytic thinking and analytic models/techniques in providing support and insight for business decisions. An overall framework for quantitative analysis within business decision making is presented. Both optimization and descriptive modeling are studies. Analysis techniques such as linear programming, integer and nonlinear optimization, and simulation modeling are covered. The course will emphasize the application of analytic techniques to business decisions with cases and executive partners form the business community.

**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