

MBA Core Courses (2013)

Master List:

Course #	Course Name	Prerequisite(s)
MBA 790	Managerial Economics	MBA 640
MBA 791	Modeling & Analysis for Business Decisions	MBA 611
MBA 792	Performance Measurement & Control System's Perspective	MBA 600A & MBA 601A
MBA 793	Operational Effectiveness	MBA 612
MBA 794	Information Systems & Technology Management	MBA 660
MBA 795	Organizational Behavior	MBA 670
MBA 796	Corporate Finance	MBA 620A & MBA 620B
MBA 797	Marketing Management	MBA 630
MBA 798	Business Strategy	All above cores
MBA 799	Integrative Project	MBA 798

Course Descriptions:

➤ **MBA 790 Managerial Economics** **1.5**

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**

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 studied. 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 from the business community.

Prerequisite: MBA 611.

➤ **MBA 792 Performance Measurement and Control System's Perspective 1.5**

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.

Prerequisite(s): MBA 600A and 601A.

➤ **MBA 793 Operational Effectiveness 1.5**

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 & Technology Management 1.5**

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

➤ **MBA 798 Business Strategy 3**

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.

Prerequisite(s): 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**

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