MASTER OF BUSINESS CORE (MBC)

MBC 600 Selected Topics (1-6 Credits)
Management
Exploration of a topic (to be determined) not covered by the standard curriculum but of interest to faculty and students in a particular semester. Repeatable

MBC 601 Economic Foundations of Business (1.5 Credits)
Management
Business applications of selected economic tools such as supply and demand, production, costs, and the basic models of market structure. The use of these tools for managerial decision making.

MBC 602 Economics for International Business (1.5 Credits)
Management
The global business and economic environment and its implications for managerial decision making. Global markets, industrial structure in the global economy, multinationals, foreign direct investment, and international trade. Global risks and management.
Advisory recommendation Prereq: MBC 601

MBC 603 Creating Customer Value (1.5 Credits)
Management
How marketing managers develop an organization-wide customer orientation and create customer value through strategic planning, systematic analysis of the market environment, effective customer segmentation, target market selection, and product positioning.

MBC 604 Managing the Marketing Mix (1.5 Credits)
Management
Concepts and skills needed for developing and implementing the product, pricing, distribution, and communication strategies for goods and services. Focus on building sound, actionable, integrated marketing plans based upon target market and positioning strategies.
Advisory recommendation Prereq: MBC 603

MBC 606 Information Technology for Decision Support (1.5 Credits)
Management
Information technology tools for decision support using spreadsheets and databases. Spreadsheet fundamentals, data extraction from databases, what-if analysis, scenario evaluation, and finding optimal solutions to problems.

MBC 607 Understanding Financial Statements (1.5 Credits)
Management
Financial statement information and related disclosures. Interpretation of financial information to assess and evaluate firm performance.

MBC 608 Creating Financial Statements (1.5 Credits)
Management
Financial accounting concepts and procedures to record business activities. Presentation of business activities in financial statements.
Advisory recommendation Prereq: MBC 607

MBC 609 Accounting for Managerial Decisions (1.5 Credits)
Management
An understanding of the usefulness of the accounting information in helping managers with their decision making and decision influencing tasks.
Advisory recommendation Prereq: MBC 608

MBC 610 Opportunity Recognition and Ideation (1.5 Credits)
Management
Focuses on four critical skill areas for contemporary M.B.A. students, including opportunity recognition: recognition, opportunity assessment, creative problem solving, and translation of creativity into bold business ideas.

MBC 616 Operations Management (1.5 Credits)
Management
Management of the operations function of an organization and its relationship to other functional areas and a firm's strategy.

MBC 617 Supply Chain Management (1.5 Credits)
Management
The management of flows of resources both within and between organizations with the aim of achieving strategic advantages in terms of quality, price, choice, speed, and flexibility.

MBC 618 Competitive Strategy (1.5 Credits)
Management
Techniques and tools to analyze how competitive advantage is created and sustained, focusing on business-level strategy. Topics include industry and competitor analysis, firm resources and capabilities, competitive strategies, and competitive dynamics.
Advisory recommendation Prereq: MBC 607

MBC 619 Corporate Strategy (1.5 Credits)
Management
Corporate-level strategy and analysis of the scope of a firm's activities. Topics include vertical integration, alliances, global strategy, diversification, and managing the multibusiness firm.
Advisory recommendation Prereq: MBC 608 and MBC 618

MBC 627 Financial Markets and Institutions (1.5 Credits)
Management
The nature of the firm's financial environment and the implications for financial management. Characteristics and functions of major financial institutions and markets. Debt markets, equity markets, interest rates, initial public offerings, private equity, and valuation of financial assets.
Advisory recommendation Prereq: MBC 601, 602, 607, 608, and 638

MBC 628 Fundamentals of Financial Management (1.5 Credits)
Management
Major decisions facing financial managers. Emphasis on the firm's investments decision and the tools used in its analysis. Market efficiency, risk-return analysis, valuation of real assets, and investing in risky assets.
Advisory recommendation Prereq: MBC 627

MBC 629 Legal and Ethical Aspects of Management (1.5 Credits)
Management
An analysis of the legal and ethical environments of business and how they influence managerial decision making and advance business objectives. The course uses cases and discussion to probe selected legal, public policy, and ethical issues affecting business.

MBC 630 Behavior in Organizations (1.5 Credits)
Management
The course will cover the topics of motivation, leadership, individual differences, perception, job design, stress, and cultural diversity in the global economy. This course will address both the prescriptive and descriptive perspectives.

MBC 631 Financial Accounting (3 Credits)
Management
Impact of accounting information and accounting method choice on corporate decision making, reported results and financial evaluation through application of analysis techniques to published financial statements.

MBC 632 Managerial Accounting (3 Credits)
Management
Theory, design elements and application of cost management accounting to manage economic organizations. Focus on how accounting measures can be used to promote efficient resource allocation/consumption within the organization.
Advisory recommendation Prereq: MBC 631

MBC 633 Managerial Finance (3 Credits)
Management
Language and tools of finance. Modern theory and practice of corporate finance. Enhances ability to evaluate firm's financing, investment and dividend decisions as they relate to firm's objectives.
Advisory recommendation Prereq: MBC 631

MBC 634 Introduction to Information Technology and E-commerce (3 Credits)
Management
How traditional and e-commerce enterprises use various information technologies. The focus is on why these ITs work and on the business, managerial, organizational, and technological issues surrounding their use.

MBC 635 Operations and Supply Chain Management (3 Credits)
Management
Management of the resources used to create and distribute goods and services with the aim of achieving strategic advantages in terms of quality, price, choice, speed, and flexibility.

MBC 636 Marketing Management (3 Credits)
Management
Developing an organization-wide marketing orientation and developing skills needed to make strategic and tactical decisions in marketing.

MBC 638 Data Analysis and Decision Making (3 Credits)
Management
Concepts, principles and methods to support scientific approach to managerial problem solving and process improvement. Basic statistical techniques, their appropriateness to situations and assumptions underlying their use.

MBC 639 Leadership in Organizations (3 Credits)
Management
Examines leadership on both a knowledge and skill basis. Leadership from a business perspective on three levels: individual, team, and organization.

MBC 642 Strategic Human Resource Management (3 Credits)
Management
Managing human capital to create competitive advantage. Topics include strategic reward systems, performance management, attracting and developing human assets, human resource architecture design, managing workforce heterogeneity, managing organizational conflict, and legal environment of employment.

MBC 643 The Legal and Ethical Environments of Business (3 Credits)
Management
Analysis of the legal and ethical environments of business and how they influence managerial decision making and further the objectives of the business. Discussion of cases that raise issues of law, public policy, and ethics.

MBC 645 Strategic Management (3 Credits)
Management
Strategy and its integrative role in management. Concepts, models, and skills for developing strategies to create and sustain competitive advantage in a dynamic and global environment. Topics include environmental analysis, strategy formulation, and strategy implementation.

MBC 647 Global Entrepreneurial Management (3 Credits)
Management
The utilization and integration of functional area knowledge to successfully plan and launch new ventures and concepts in start-up, corporate, and nonprofit contexts.

MBC 690 Independent Study (1-6 Credits)
Management
Exploration of a problem, or problems, in depth. Individual independent study upon a plan submitted by the student. Admission by consent of supervising instructor(s) and the department.
Repeatable

MBC 691 Experiential Perspectives and Applications (1.5-3 Credits)
Management
A set of structured managerial experiences involving the application of managerial concepts, frameworks or theories; substantive engagement with professionals within for-profit and/or non-profit organizations; and specific deliverables at the completion of each experience.
Repeatable 6 times for 9 credits maximum

MBC 700 Business Perspectives and Applications (1 Credit)
Management
Residencies allow students to meet face-to-face to supplement their online coursework. They focus on a topic relevant to its location. Students will learn from global business leaders who will engage them in highly interactive learning.
Repeatable 6 times for 6 credits maximum