MASTERS BUSINESS ADMIN (MBA)

MBA 2--. BN ADVISER APPR EL. (1-10 Credits)
Graduate Level Coursework in Masters Business Admin
Level: Graduate
Prerequisite(s): None
Corequisite(s): None
Restrictions: None
Primary grade mode: Transfer
Schedule type(s): Lecture
Area(s) of Inquiry: None

MBA 200. WHO IS U.S.. (1 Credit)
An interactive guide to globalization and cross-cultural communication. This course is designed to increase student's awareness of the role personal and cultural differences play in forming collaborative relationships and developing a sustainable culture of inclusivity which adds value to the organization.
Level: Graduate
Prerequisite(s): None
Corequisite(s): None
Restrictions:
Undergraduate level students may **not** enroll.

Enrollment limited to students in the Zimpleman College of Business college.

Primary grade mode: Standard Letter
Schedule type(s): Independent Study, Lecture, Web Instructed
Area(s) of Inquiry: None

MBA 240. CORPORATE GOVERNANCE AND ETHICS. (3 Credits)
This course presents an in-depth examination of the issues related to corporate governance in an ethical society. General theories of governance and ethics provide a foundation for students to reflect on their personal and professional responsibilities within an organizational setting.
Level: Graduate
Prerequisite(s): None
Corequisite(s): None
Restrictions:
Undergraduate level students may **not** enroll.

Enrollment limited to students in the Journalism & Mass Comm or Zimpleman College of Business colleges.

Primary grade mode: Standard Letter
Schedule type(s): Independent Study, Lecture, Web Instructed
Area(s) of Inquiry: None

MBA 242. FINANCIAL REPORTING AND ANALYSIS. (3 Credits)
This course provides students with a conceptual foundation that demonstrates how financial statements reflect the strategic decisions made across business disciplines. Students develop the ability to interpret financial statements and understand the information they contain concerning sustainability of the organization's operations. Prereq: MBA 240 and MBA 245 recommended. Graduate standing
Level: Graduate
Prerequisite(s): None
Corequisite(s): None
Restrictions:
Undergraduate level students may **not** enroll.

Enrollment limited to students in the Journalism & Mass Comm or Zimpleman College of Business colleges.

Primary grade mode: Standard Letter
Schedule type(s): Independent Study, Lecture, Web Instructed
Area(s) of Inquiry: None

MBA 245. LEADING WITH DATA. (3 Credits)
This course will focus on the role of data in today's fast-paced, competitive, data-rich, global business environment. Emphasis is on developing the habits of mind necessary for data-driven leadership. You will learn to seek data, to understand variation and the pitfalls of sampling, to question assumptions and to think critically about reports and data displays. You will be exposed to the terminology necessary to communicate with analysts. You will develop data-driven management skills such as formulating value-adding questions, directing the collection and selection of data, working with analysts, working with management dashboards, operationalizing the insights from data, and telling stories with data.
Level: Graduate
Prerequisite(s): None
Corequisite(s): None
Restrictions:
Undergraduate level students may **not** enroll.

Enrollment limited to students in the Journalism & Mass Comm or Zimpleman College of Business colleges.

Primary grade mode: Standard Letter
Schedule type(s): Independent Study, Lecture, Web Instructed
Area(s) of Inquiry: None

MBA 250. CORPORATE GOVERNANCE FOR SUSTAINABLE DEVELOPMENT. (3 Credits)
The class presents an in-depth examination of the issues related to corporate governance in an ethical society. General theories of governance provide a foundation for an examination of the role governance decisions play in promoting the long-run sustainability of the community in which the firm operates. Global comparative analysis will help identify best practices in internal and external governance mechanisms. Prereq.: MBA 240 and MBA 242, graduate standing
Level: Graduate
Prerequisite(s): MBA 240 and MBA 242
Corequisite(s): None
Restrictions:
Undergraduate level students may **not** enroll.

Enrollment limited to students in the Journalism & Mass Comm or Zimpleman College of Business colleges.

Primary grade mode: Standard Letter
Schedule type(s): Independent Study, Lecture, Web Instructed
Area(s) of Inquiry: None

MBA 251. CREATING CUSTOMER VALUE THROUGH MARKETING. (3 Credits)
This course will examine how managers may build competitive advantages by creating value for customers. It reviews methods for determining customer value perceptions, introduces applications that may be used to predict changes in customer value and helps students use customer value data to orient strategic decisions for the firm. Ethical issues related to marketing practices will be addressed throughout the course. Prereq: MBA 240 required. MBA 242 and MBA 245 recommended. Graduate standing
Level: Graduate
Prerequisite(s): MBA 240
Corequisite(s): None
Restrictions:
Undergraduate level students may **not** enroll.

Enrollment limited to students in the Journalism & Mass Comm or Zimpleman College of Business colleges.

Primary grade mode: Standard Letter
Schedule type(s): Independent Study, Lecture, Web Instructed
Area(s) of Inquiry: None

MBA 253. CORPORATE FINANCE. (3 Credits)
This course introduces students to the techniques used in the financial management of the firm to achieve the goal of enhancing firm value through firm value maximization. As students develop the ability to utilize the tools of financial management they will engage in an additional discussion of the relationship between firm value maximization and the long-run sustainability of both the firm and the community in which it operates. Prereq: MBA 242 and MBA 245 required. MBA 240 recommended. Graduate standing
Level: Graduate
Prerequisite(s): MBA 242 and MBA 245
Corequisite(s): None
Restrictions:
Undergraduate level students may **not** enroll.

Enrollment limited to students in the Journalism & Mass Comm or Zimpleman College of Business colleges.

Primary grade mode: Standard Letter
Schedule type(s): Independent Study, Lecture, Web Instructed
Area(s) of Inquiry: None

MBA 254. LEADERSHIP AND HUMAN CAPITAL DEVELOPMENT. (3 Credits)
Applied human resources management designed to improve leadership skills. Prereq: MBA 240 recommended. Graduate standing
Level: Graduate
Prerequisite(s): None
Corequisite(s): None
Restrictions:
Undergraduate level students may **not** enroll.

Enrollment limited to students in the Journalism & Mass Comm or Zimpleman College of Business colleges.

Primary grade mode: Standard Letter
Schedule type(s): Independent Study, Lecture, Web Instructed
Area(s) of Inquiry: None

MBA 255. DATA ANALYSIS FOR OPERATIONS. (3 Credits)
A study of major topics in improving operations in the service industries with an emphasis on the statistical methods used to support analysis and decision-making. Operations subjects include work measurement, quality, capacity and waiting, and inventory. Statistical methods include probability, distributions, decision trees, regression, sampling and estimation, and hypothesis testing. Prereq.: MBA 240 and MBA 242, graduate standing
Level: Graduate
Prerequisite(s): MBA 240 and MBA 242
Corequisite(s): None
Restrictions:
Undergraduate level students may **not** enroll.

Enrollment limited to students in the Journalism & Mass Comm or Zimpleman College of Business colleges.

Primary grade mode: Standard Letter
Schedule type(s): Independent Study, Lecture, Web Instructed
Area(s) of Inquiry: None

MBA 256. INFORMATION TECHNOLOGY AND BUSINESS. (3 Credits)
A survey of the unique characteristics and applications of information systems and technology and its impact on individuals, organizations, and society. Class discussion will focus on how information technologies function and how they may be successfully utilized by business firms and other organizations. Particular attention is given to the impact of IT on organizational strategy. Prereqs.: MBA 240 and MBA 245 recommended. Graduate standing
Level: Graduate
Prerequisite(s): None
Corequisite(s): None
Restrictions:
Undergraduate level students may **not** enroll.

Enrollment limited to students in the Journalism & Mass Comm or Zimpleman College of Business colleges.

Primary grade mode: Standard Letter
Schedule type(s): Independent Study, Lecture, Web Instructed
Area(s) of Inquiry: None

MBA 257. PROJECT MANAGEMENT. (3 Credits)
Using the Project Management Institute's Body of Knowledge (PMBOK) as a reference pint, this course will guide the student through the project management life cycle as well as the management discipline's needed to make projects successful. Roles and responsibilities, best practices, guest speakers, and case studies will all be leveraged to enhance the learning experience. This course will culminate in a project connected to a community organization. Prereqs.: MBA 240 and MBA 245 recommended. Graduate standing
Level: Graduate
Prerequisite(s): None
Corequisite(s): None
Restrictions:
Undergraduate level students may **not** enroll.

Enrollment limited to students in the Zimpleman College of Business college.

Primary grade mode: Standard Letter
Schedule type(s): Independent Study, Lecture, Web Instructed
Area(s) of Inquiry: None

MBA 259. BUS, GOVT & THE GLOBAL ECONOMY. (3 Credits)
The ability to analyze the current domestic and global economic environment is an integral part of any organization's decision-making process. This course is designed to provide students with the ability to interpret and analyze current economic data and apply the data to make strategic decisions for their organization. Students will develop an understanding of the ability and limitations of economic indicators to describe the underlying macroeconomic relationships and the impact of those relationships on the strategic management of business and not-for-profit organizations. Students will also develop an understanding of the interaction of both market and non-market forces that impact the economy including the role of government and the rationale for government policy targeting economic performance. Prereq: One of MBA 242 and MBA 245 recommend.
Level: Graduate
Prerequisite(s): None
Corequisite(s): None
Restrictions:
Undergraduate level students may **not** enroll.

Enrollment limited to students in the Zimpleman College of Business college.

Primary grade mode: Standard Letter
Schedule type(s): Independent Study, Lecture, Web Instructed
Area(s) of Inquiry: None

MBA 260. STRATEGIC BUSINESS PROCESSES. (3 Credits)
This is a comprehensive course in business strategy that serves as a capstone course for the MBA program. It uses the organizational processes of external and internal environmental analysis for the formulation of business strategy. Prereq.: MBA 240, MBA 242, MBA 245, MBA 251, MBA 253, MBA 254, MBA 256, MBA 259 or concurrent enrollment in the last of these courses, graduate standing
Level: Graduate
Prerequisite(s): MBA 240 and MBA 242 and MBA 245 and MBA 251 (may be taken concurrently) and MBA 253 (may be taken concurrently) and MBA 254 (may be taken concurrently) and MBA 256 (may be taken concurrently) and MBA 259 (may be taken concurrently)
Corequisite(s): None
Restrictions:
Undergraduate level students may **not** enroll.

Enrollment limited to students in the Journalism & Mass Comm or Zimpleman College of Business colleges.

Primary grade mode: Standard Letter
Schedule type(s): Independent Study, Lecture, Web Instructed
Area(s) of Inquiry: None