

# MBA - MASTER OF BUS ADMIN

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## **MBA 6000 MBA Professional Exit Requirement (0-0-0)**

This is a zero credit hour course that must be taken in the last semester prior to graduation. It is designed to assess MBA students for the completion of their graduate degree. (S/U Grading)

### **Restriction(s):**

Enrollment is limited to Graduate Level level students.  
Enrollment limited to students in a Master of Business Admin. degree.  
Enrollment limited to students in the Turner College of Business Technology college.

## **MBA 6070 Entrepreneurship (3-0-3)**

This course is designed for students to examine entrepreneurship in new or established businesses. It describes the new venture startup process and strategies for increasing the likelihood of successful venture launch, to include how to write a comprehensive business plan.

### **Restriction(s):**

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## **MBA 6115 Business Intelligence and Analytics (3-0-3)**

This course introduces students to business intelligence and analytics concepts, and provides foundational knowledge, skills, and tools to transform business data into useful information to support business decision-making. Course topics include analytical methods, tools and technologies used to create dashboards, data mining methods for trend and sentiment analysis, and statistical analysis.

**Prerequisite(s):** BUSA 3115 with a minimum grade of C

## **MBA 6117 Managerial Accounting (3-0-3)**

An in-depth look at accounting from the standpoint of the managerial decision-making process. Open to MBA students only.

### **Restriction(s):**

Enrollment is limited to Graduate Level level students.  
Enrollment limited to students in a Master of Business Admin. degree.

## **MBA 6126 Global Strategic Management (3-0-3)**

This course offers a comprehensive review of the business strategy process enabling students to gain an understanding of the competitive forces and factors shaping the global market place in the 21st century. Additionally, it will include topics covering a variety of business strategy tools, techniques, and concepts.

**Prerequisite(s):** MBA 6117 (may be taken concurrently) with a minimum grade of C and MBA 6176 (may be taken concurrently) with a minimum grade of C and MBA 6145 (may be taken concurrently) with a minimum grade of C and MBA 6157 (may be taken concurrently) with a minimum grade of C

### **Restriction(s):**

Enrollment limited to students in a Master of Business Admin. degree.

## **MBA 6138 Management Information Systems (3-0-3)**

This course focuses on the role of management information systems in supporting the decision-making process in modern business organizations. This course emphasizes the use of information as a competitive tool.

### **Restriction(s):**

Enrollment is limited to Graduate Level level students.

## **MBA 6145 Managerial Economics (3-0-3)**

This course focuses on the analysis of decision theory, and criteria for managerial decision-making concerning output, pricing, capital budgeting, scale of operations, investment, inventory control, antitrust, and regulatory controls. Open to MBA students only.

### **Restriction(s):**

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## **MBA 6157 Managerial Finance (3-0-3)**

Financial analysis applied to problems of capital and use of funds to meet the goals of the firm. Open to MBA students only.

### **Restriction(s):**

Enrollment is limited to Graduate Level level students.  
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## **MBA 6158 International Business (3-0-3)**

Provides students an understanding of how companies enter and operate in the global market. Students learn how cultural, political, legal and economic environments impact the business in other countries. The course provides students insights into the theories in international trade, foreign direct investment and foreign exchange market. Students develop an understanding of the business strategies in the global arena and explore foreign market entry modes.

### **Restriction(s):**

Enrollment is limited to Graduate Level level students.  
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## **MBA 6165 Operations Management (3-0-3)**

This course provides students with concepts, quantitative tools and techniques to analyze and optimize operational capabilities. Topics covered include decision theory, forecasting, linear programming and its applications, aggregate planning, inventory management, requirements planning, and operations scheduling. Open to MBA students only.

### **Restriction(s):**

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## **MBA 6176 Marketing Management (3-0-3)**

A marketing strategy course which emphasizes the marketing functions from the point of view of the marketing manager, focusing on the analytical tools the marketing manager uses. Topics include market segmentation and product differentiation, competitive analysis and product positioning, market measures and forecasts, product and brand management, pricing and distribution strategies, promotional strategies, and international marketing. The student taking the class should be familiar with the basics of marketing, consumer behavior, and promotional strategy. Open to MBA students only.

### **Restriction(s):**

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Enrollment limited to students in a Master of Business Admin. degree.

## **MBA 6795 Seminar in Organizational Behavior (3-0-3)**

Survey and critical analysis of research and theory in individual, group and organizational managerial aspects, and affirmative action policies. Open to MBA students only.

### **Restriction(s):**

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Enrollment limited to students in a Master of Business Admin. degree.