



## Program of Study: Masters of Business Administration with an Emphasis in General Management

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### Program Description:

The Masters of Business Administration with an Emphasis in General Management program is designed for working professionals who desire to complete a program of study that allows focus across technical, human, and conceptual skills that encompass the functional areas of business. As such, the program allows the student to develop custom emphasis areas that share strong foundations across accounting, economics, finance, information systems, management, marketing and quantitative methods provided in the core courses. Through flexible elective course selection opportunities are maximized for depth of learning across a wide variety of business content areas. The degree provides a broad management perspective as well as the analytical and interpersonal skills needed to succeed in a competitive business environment.

Course Number	Course Title	Course Description	Credits
MKT 501	Economics and Marketing Principles*	In economics, this course is an introduction to micro and macro economic concepts, principles, and business practices. Topics covered include basic economic concepts of supply and demand, competition, income distribution, monetary and fiscal policy, production, employment, inflation, and international trade. In marketing, this course introduces the student to the lexicon of the discipline with an emphasis on the marketing concepts, consumer behavior, the need for market research, and the elements of the marketing mix (product, price, place, and promotion).	3
ACC 501	Accounting Practices*	This course is designed for individuals who are preparing for more advanced course work in accounting and is designed for students who have not had accounting in undergraduate work. Topics covered include the principles and practices of financial accounting and the fundamentals of managerial accounting, such as cost behavior and budgeting. The course will cover accounting theories using computational examples and homework is problem solving.	3
SYM 501	Applied Business Probability and Statistics*	The purpose of this course is to prepare students in mathematical, probability, and statistical concepts for their upcoming studies in quantitative methods. The course is intended for those students who have not had any prior statistical education, although students who have had statistics should also consider taking the course as a refresher.	3
FIN 501	Finance Principles*	This course is designed for individuals who are preparing for more advanced course work in accounting and is designed for students who have not had finance in undergraduate work. Topics covered include financial analysis, financial planning, asset evaluation, capital structure, and working capital management.	3
MGT 602	Organizational Behavior	Students examine concepts and applications of behavior in organizations. Topics include the study of motivation, organizational climate, group dynamics, leadership, decision-making, and organizational structure and design.	3

BUS 604	Organizational Ethics	The role of ethics in the organization. Emphasis is placed on the way ethics affect policy formation and professional conduct in business and society. Coursework includes case studies of ethical situations, internet research, a team project, oral reports, and class discussion.	3
ECN 607	Managerial Economics	A graduate course covering those aspects of economics that are particularly applicable to business decision making. Covers demand and cost estimation, production decisions, pricing, analysis at competitive market structures, and anti-trust.	3
MGT 650	Operations Management	Operations Management examines managerial concepts and strategies relating to the management of operations in both manufacturing and service environments. Emphasis is placed on methods to streamline and drive inefficiencies out of a firm's internal processes to build a highly efficient organization. The course also focuses on external processes by examining ways to achieve greater supply chain integration with suppliers and customers. Quantitative and qualitative methods and tools will be introduced and applied.	3
BUS 601	Quantitative Methods	A study in the quantitative tools and techniques used to model business functions and applications. Emphasis is given in how to set up models, as well as how to interpret and apply their results. Prerequisite: SYM 501.	3
ACC 605	Managerial Accounting	Managerial accounting concepts and procedures for internal reporting. Includes study of cost behavior, cost systems, budgeting, and performance evaluation. Coursework includes case studies, group presentations, and class discussion. Prerequisite: ACC 501.	3
MKT 606	Marketing Management	Managing the marketing function, market environmental analysis, and marketing planning, strategy, and control are fundamentals of marketing management. The course examines the marketing process, marketing research, product development innovation and diffusion, pricing strategy, distribution value drain, advertising and promotion, and strategic marketing issues. Emphasis is placed on case study analysis and current academic research with a marketing plan as a significant curriculum component. Prerequisite: MKT 501.	3
FIN 608	Managerial Finance	Discusses elements of business financial decisions, including financial forecasting and development of pro-formas, management of working capital, capital budgeting, capital structure, and raising funds in capital markets. Prerequisite: FIN 501.	3
SYM 603	Information Systems	A study of what information is and systems are, separately and together, as applied to business environments. The course starts from a very broad view, narrows to computer and enterprise environments, and then finishes with applied group and individual projects.	3
MGT 609	Strategic Management	A study of the formulation of strategy and policy in the organization, emphasizing the integration of strategic decisions across the functional areas and across multiple business units. Significant emphasis is placed on the critical role that general managers/strategists play in driving organizational success while concurrently ensuring ethical soundness. Prerequisites: ACC 605, FIN 608, MGT 602, MKT 606.	3
Select any Tier I course.			3
Select any Tier II course.			3
Select any Tier III course.			3

*Total Master of Business Administration with an Emphasis in General Management Credits: 51*

\* Students may be registered into the 600 level courses before all grades from the 500 level courses are tabulated in the student record; as a result, students may be re-registered into a 500 level course in a subsequent semester to ensure successful completion. Students with a non-business undergraduate degree who have taken courses with equivalent content at the undergraduate level may be able to waive one or more of these MBA Fundamentals courses into the program of study upon evaluation of their official transcripts. Only courses with equivalent content and grades earned of B- or better will be accepted to waive the MBA Fundamentals courses.

### Tier I Courses

ACC 612	Internal Auditing	A study of the principles involved in internal auditing. Topics include internal controls, the responsibilities and authority of the internal audit function, the types of audits conducted by internal auditors, and accounting ethics. Forensic accounting and Sarbanes-Oxley will also be covered. Prerequisite: ACC 605.
ACC 620	Financial Statement Analysis	An analysis and interpretation of corporate financial reports. Topics include the form, content, and general accounting principles governing the construction of financial statements; valuation, classification, and income determination problems; and the methods of analyzing and interpreting financial data. Prerequisite: ACC 501 and FIN 501.
HSM 620	Health Systems Management	Examines status and changes in the healthcare industry, including vertical integration, entrepreneurial startups, and specialized niche networks. Discusses the strategic decisions and managerial skills needed to effectively lead the healthcare organization. Prerequisite: MGT 602.
MGT 623	Organizational Development and Change	An exploration of the behavioral forces and relationships that influence organizational effectiveness and change. Topics include the study of intervention strategy and application skills.
MKT 624	Services Marketing	Introduces students to the state-of-the-art research and practice in services marketing. Emphasizes the discussion of the field's most current services marketing concepts, principles and theories, and application of services marketing concepts to actual practice through case analysis and outside projects. Prerequisite: MKT 606.
SYM 653	Business Programming Management	This course will focus on the analysis of business problems and information management issues to design and implement the software component of an organizational information system. Emphasis is placed on structured design and programming that includes an introduction and examination of visual programming languages. Pre-requisite: SYM 603
SYM 633	Fundamentals of Six Sigma	This course provides students with an overview of the history of quality programs, the Six Sigma methodology (commonly known as DMAIC), and introductory process measurement and improvement tools including process mapping, data collection, Pareto analysis, and identifying root cause.

### Tier II Courses

ACC 619	Accounting Theory	An examination of the central issues which arise in the application of accounting concepts to situations encountered in business. In this class, students experience self-directed and collaborative learning focusing on individual research and case studies. Prerequisite: ACC 605.
FIN 624	Management of Working Capital	A study of the management of cash, accounts receivable, inventory, and short-term liabilities. Identifies and discusses outlets for the investment of short-term funds, as well as potential sources of short-term borrowing. Emphasizes the measurement and forecasting of cash flows. Pre-requisite: FIN 608
HSM 621	Healthcare Finance	Provides students with both a macro overview of the principal financial mechanisms in place across the U.S. and specific insights into the critical financial issues the industry currently faces. Emphasizes the practical financial analysis skills to use for immediate application within the healthcare industry. Prerequisite: FIN 608.
MGT 625	Leadership Styles and Development	An exploration of the nature of business leadership models and theories, examining these models through a broad variety of insights and viewpoints. Provides a description and analysis of these approaches to leadership, giving special attention to how the models can improve leadership in the real-world organization.
MKT 625	Seminar in Marketing	Examines issues, emerging practices and problems facing marketing executives, researchers, and decision makers. Topics will include pricing, brand management, direct marketing, retailing, telemarketing, specialty advertising, consumer behavior, motivation theory, and marketing models. Marketing ethics will be an integrated topic throughout the curriculum. Will utilize both text and peer-reviewed research as a basis for discussion and presentation. Prerequisite: MKT 606.

SYM 654	Database Management Systems	This course is an examination of managerial issues associated with managing and securing data and information within an organization. Topics emphasized include database system types, decision support systems and framing, database administration, and database applications. Pre-requisite: SYM 603
SYM 634	Advanced Six Sigma	This course focuses on Six Sigma process improvement. Students are instructed in the most common techniques of analyzing and improving business processes within the Six Sigma framework. Key topics include defining capability, determining Sigma level, verifying root cause, conducting regression analysis, calculating COPQ, and developing control plans. Pre-requisite: SYM 633

\*Students may not take SYM 634 unless they selected SYM 633 in Tier I.

### Tier III Courses

ACC 620	Financial Statement Analysis	An analysis and interpretation of corporate financial reports. Topics include the form, content, and general accounting principles governing the construction of financial statements; valuation, classification, and income determination problems; and the methods of analyzing and interpreting financial data. Prerequisite: ACC 501 and FIN 501.
FIN 626	Investments	A study of stocks, bonds, and derivatives and their application in portfolio management. Discusses securities market and trading procedures. Develops and emphasizes portfolio theory. Material in the course is applicable to both professional portfolio management and individual investment decisions. Pre-requisite: FIN 608
HSM 622	Ethical concerns in Healthcare	Introduces students to challenges in ethical decision making confronted in the healthcare industry, such as euthanasia, treatment protocols, quality of care, product utilization, and legal/regulatory concerns. Prerequisite: BUS 604.
MGT 626	Organizational Systems and Cultures	This course will equip students to fully understand the complexities of organizational systems and cultures, the ways in which these forces manifest themselves, and the means by which leaders intentionally impact the shape that these forces take in their organizations. Students will explore the application of various organizational systems and cultures theories to case studies, as well as to their current professional settings. Additionally, students will research and critically analyze the comparative cultures of two organizations from the same industry. The findings related to this research will be presented in the form of an Executive Presentation and related written analysis report.
MKT 628	International Marketing	An analysis of current trends and issues facing an international firm's efforts to manage the marketing mix. The comparisons of language, aesthetics, religions, business customs, and attitudes on the marketing concept and strategies are addressed. Prerequisite: MKT 606
SYM 655	Data Communications and Network Management	This course is an examination of managerial issues associated with the movement of information within an organizational network. Topics emphasized include architectures, protocols, policies, security management, and network management organization. Pre-requisite: SYM 603