

MBA Course Descriptions

600. INFORMATION AND TECHNOLOGY MANAGEMENT

This course introduces the students to the uses, trends, and applications of information technologies in organizations. The course will expose the students to computer hardware, computer software, telecommunications, network technology, Internet, World Wide Web, multimedia, and other topics in information technology. Credit, three hours.

601. ECONOMICS FOR MANAGERIAL DECISION MAKING

This course examines the applied micro-economic theory of the firm. Economics concepts covered include demand analysis, production and cost analysis, linear programming applications, pricing policies, and government regulation of the firm. This course also provides an analysis of macro-economic factors influencing business activity and their implications for strategic management and business policy. Credit, three hours.

602. MARKETING MANAGEMENT

This course examines the strategic marketing planning process. Emphasis is placed on the development of product lines, sales promotion, and distribution strategies. Prerequisite: CBK requirements in Principles of Economics and Marketing. Credit, three hours.

603. ACCOUNTING FOR DECISION-MAKING

This course emphasizes the study of accounting as it relates to internal reporting, managerial decision-making, planning, and control. Topics covered include the following: cost-volume-profit analysis; budgeting; responsibility accounting; product costing; cost behavior; and variance analysis. Prerequisite: CBK requirement in Accounting. Credit, three hours.

604. FINANCIAL MANAGEMENT

This course addresses the principles of financial management. Topics covered include the following: capital acquisition; working capital management; capital budgeting; valuation theories; and dividend and long-term financial policies. Prerequisite: CBK requirements in Economics, Finance, and Accounting. Credit, three hours.

605. ORGANIZATIONAL LEADERSHIP & BEHAVIOR

This course concentrates on the behavior of individuals in small, informal groups and formal organizations. It examines the following topics: leadership, in the context of group behavior; job satisfaction; supervision; planning; and conflict resolution. Prerequisite: CBK requirement in Management.

606. QUANTITATIVE METHODS FOR DECISION MAKING

This course considers the use of quantitative techniques in business. Topics covered include the following: forecasting techniques; inventory control models; linear and dynamic programming; transportation and assignment problems; statistical quality control; decision theory; and computer applications in the areas of accounting, finance, marketing, and production. Prerequisite: CBK requirements in Math and Statistical Concepts. Credit, three hours.

610. QUANTITATIVE RESEARCH METHODS

This course is devoted to study of methods and techniques in business research. Topics covered include the following: problem identification and definition; hypotheses formulation and testing; literature review; and data collection and analysis. Prerequisite: Business 606. Credit, three hours.

611. MANAGEMENT INFORMATION SYSTEMS

This course addresses the needs of information and information technology in the organization in today's competitive business environment. The course will explore the information function within the organization, the nature and characteristics of computerized information systems, usage of information systems and technology to change the organizational structure, work process, and culture. Information system analysis and design are also discussed. Prerequisite: Bus 600. Credit, three hours.

612. LEGAL AND REGULATORY ENVIRONMENT OF THE ORGANIZATION

This course addresses the impact of legal and ethical factors pertinent to the effective management of business organizations. Legal considerations, both common law and regulatory, are a constant concern for management executives in terms of decision making. Contracts, consumer protections, secured transactions and credit, employment and other currently relevant areas will be examined, in depth, from the perspective of the decision maker, the company, applicable regulatory bodies if any, and the consumer. Students will consider the ethical and legal implications inherent in each of these areas, from each of the four perspectives. Credit, three hours.

616. APPLIED STRATEGIC MANAGEMENT

This course is a study of policy formulation and implementation by middle- and senior-level management. This course integrates previous course work in the other core courses. This capstone (integrated management course) is intended to apply theoretical concepts to a variety of organizational situations from a top-management perspective. The concepts and techniques of strategic management in organizations will be the focus of this course. Topics include developing a strategic vision, setting objectives and crafting a strategy. Students will be expected to develop a competitive analysis portfolio; match strategy to an organization's situation; build resource capabilities, support systems, budgets, align culture and strategy; and structure the organization to implement the organization's strategic vision in a dynamic global marketplace. Prerequisite: Completion of all other core course requirements. Credit, three hours.

617. FINANCIAL STATEMENT ANALYSIS

This course provides the fundamentals managers need to analyze financial statements in making non-routine decisions, as well as in discharging their day-to-day operating responsibilities. Accordingly, it addresses the following issues: (1) basic accounting and applications in the context of financial statement analysis; (2) analyses of financial position, results of operations, and cash flows; (3) intercorporate investments; (4) financial statement data issues, including "other financial data" and information economics; and (5) financial statement audit opinions. Prerequisite: Business 603. Credit, three hours.

618. ACCOUNTING INFORMATION SYSTEMS

This course addresses the analysis, design, and installation of accounting systems, including understanding the control procedures required (with emphasis on computer-based systems). Prerequisite: Business 603. Credit, three hours.

625. INTERNATIONAL MANAGEMENT

An exploration of the issues which face a manager operating in an international environment. The course will expose students to the constraints and opportunities in the global economy to provide an understanding strategic and functional aspects of international business management. Topics include: an overview of global management, cultural, legal, and political influences on international management; international trade and investment; transnational operations and marketing; international human resource management; cross-cultural communication and decision-making; international strategies; and organizing international enterprises. Credit, three hours.

626. HUMAN RESOURCE MANAGEMENT

An advanced study of the human resource management function and its importance in organizations. Discussion topics include human resource planning, selection, training and development, performance appraisal, compensation, equal employment opportunity, safety and health, and employee labor relations. The impact of laws and business trends on the human resource function is presented. The manager's role in dealing with the challenges presented by human resources is emphasized.

627. ORGANIZATIONAL CHANGE AND DEVELOPMENT

A study of the models, intervention strategies, processes, and techniques for planned organizational change and development. Focus will be on system-wide change and development in complex organizations and the application of behavioral science knowledge to the planned creation and reinforcement of organizational structures, strategies, and cultures for improving organizational effectiveness. Prerequisite: Bus 605. Credit, three hours.

631. STRATEGIC INFORMATION SYSTEMS

This course examines the use of information technology to achieve competitive advantage, effective decision-making, and efficient operations. The course will explore the usage of many kinds of information systems and technology in organizations and analyze their role, functions, and effects on competitive strategy and organizational operations. Prerequisite: Bus 600. Credit, three hours.

632. MANAGING ELECTRONIC COMMERCE

With an emphasis on managing electronic organizations, this course examines electronic commerce infrastructures, various types of electronic commerce, issues in designing and managing on-line business, electronic payments as receivables and payables and Internet security issues. Additional topics such as database marketing will be discussed. Prerequisite: Business 600. Credit, three hours.

633. TOPICS IN INFORMATION SYSTEMS

Information technology is continuously evolving as so is the usage of information systems in the ever-changing business environment. Managers need to adapt operations and processes to the latest trends in information systems and technology. This course will deal with various topics and problems in many functional areas, such as marketing, accounting, production, human resources, and management information systems with information systems and technology. Case studies and lectures will reinforce lectures.

641. INVESTMENTS AND PORTFOLIO MANAGEMENT

This course addresses principles in determining investment vehicles for individual and institutional investors. It focuses on investment information sources, features of various securities instruments, as well as strategies and techniques for portfolio construction, management and protection. Prerequisite: Business 604. Credit, three hours.

642. DERIVATIVE SECURITIES AND RISK MANAGEMENT

This course examines the fundamental issues in risk management by utilizing futures, options, swaps, and various other derivative securities. Other topics include hedging techniques, mergers and acquisitions, and financial engineering. Prerequisite: Business 641. Credit, three hours.

643. DOMESTIC AND GLOBAL FINANCIAL MARKETS AND INSTITUTIONS

This course examines structures and functions of international and domestic financial markets such as stock, bond, mortgage, and money markets. It also addresses financial management aspect of different financial institutions including banks, savings and loans association, investment companies, and pension funds. Theories of comparative advantage, foreign exchange markets, financial risk management, and funds transfer and investments will be discussed. Prerequisite: Business 604. Credit, three hours.

645. ECONOMIC AND FINANCIAL ENVIRONMENT OF THE ORGANIZATION

This course examines the macroeconomic and financial environment within which the organization operates. The course focuses on identifying and assessing the macroeconomic and financial factors affecting the organization and on developing strategies to deal with changes in the macro environment. Prerequisites: Business 604. Credit, three hours.

646. INTERNATIONAL FINANCIAL MARKETS

This course examines the theory and practice of international trade and financial management issues faced by multinational corporations. The topics include theories of comparative advantage and international specialization; international trade policies and restrictions; foreign exchange markets and balance of payments; financial risk management of foreign operations; and transfer of funds and investment decisions. Prerequisite: Business 604. Credit, three hours.

650. INTERNATIONAL MARKETING

This course explores the globalizations of markets and the challenges presented to business managers. The course will examine the impacts of international market segmentation, product attributes, cultural differences, economics differences, differences in product and technical standards, global advertising, and international pricing, etc. on transnational business operations. Credit, three hours.

651. SUPPLY CHAIN MANAGEMENT

This course considers the components of modern-day distribution systems, with emphasis on facility location, transportation, warehousing, inventory control, and communication. Students will develop a conceptual understanding of issues relating to designing, planning, control, product design, information systems, inventory management, quality control and warehousing. Prerequisite: Business 602. Credit, three hours.

680. MBA CASE PROJECT

The MBA Case Project tests the student's strategic thinking and analytic skills. There are three different approaches to the Case Project:

1) Students will be provided with the income statement and balance sheet, annual reports, and other pertinent information to make

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recommendations on a broad range of strategic issues facing a company.

2) Students will be provided with a portfolio and other pertinent information to make trades on investments and maximize their portfolios.

3) Students will be given a series of general management cases that cover a broad range of strategic issues facing companies.

The students will submit a final presentation discussing their analysis and recommendations of the company or real-world cases they have investigated. A Project Thesis is required. Credit, three hours.

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