

Online MBA

Course Name	Credits	Course Description
Foundational Core Classes – 27 credits		
BUS 500 Foundations for Business Impact	2	<p>BUS 500 is an introductory course to graduate business studies focused on business strategy, organizational performance, economic systems and opportunity, and the role of enterprise in value creation. This course provides graduate students with a general conceptual framework for the business processes, systems and structures that enable enterprises to provide value to society, while at the same time capturing economic value to sustain the business. Graduate students will be exposed to general business terminology, business functions, and fundamental aspects of business strategy. A goal of this course is to enable graduate students to develop capabilities in strategic thinking and to understand the integration of business disciplines as an organizational leader. Course objectives include:</p> <ul style="list-style-type: none"> • Understand fundamental concepts and perspectives in the fields of business strategy and entrepreneurship. • Understand a variety of frameworks that leaders can use to develop and implement business strategy and identify economic opportunities including tools such as value chain analysis, five-forces analysis, business model development, and the analysis of core capabilities and competencies. • Evaluate the implications of different strategic alternatives for businesses and make decisions based on such analysis. • Develop a sound understanding of business operations, competition, and market systems as a starting point for other business courses. • Develop an understanding of the role of market systems, corporations and entrepreneurs in economic and social systems, emphasizing how organizational action can create social value, address sustainability challenges, and help create a better world.
BUS 592 Special Topics in Business	2	<p>BUS 592 Special Topics is designed to ensure students engage with the most current and consequential developments shaping today’s business environment. The course provides a flexible framework for exploring emerging technologies, sustainability, global markets, and evolving organizational practices while maintaining the academic rigor expected of a core MBA experience. Course outcomes include:</p> <ul style="list-style-type: none"> • Analyze emerging business trends and their implications for organizational strategy, industry practices, and the global economy. • Apply modern frameworks and data-driven tools to real-world problems while evaluating ethical, social, and environmental considerations. • Develop and communicate strategic recommendations through written and oral formats using current cases and market insights.
BUS 601 Quantitative Business Analysis	2	<p>In BUS 601, students learn about the quantitative research process, data interpretation and translation, and model selection and analysis. Student takeaways include:</p> <ul style="list-style-type: none"> • A comprehensive decision matrix for model/test identification • Fundamentals of empirical tests and interpretation • The “what next” of statistical tests and outcomes • Using your findings to make decisions and tell stories that enable social responsibility and sustainability

BUS 614 Accounting Concepts	2	<p>In BUS614, students are introduced to financial statements and key concepts underlying their development and interpretation. Course objectives include:</p> <ul style="list-style-type: none"> • Explain financial accounting concepts • Interpret financial accounting information • Record transactions and prepare financial statements • Explain financial statement integration • Explain the role of ethics in accounting
BUS 615 Managerial Accounting	2	<p>In BUS 615, students explore the use of accounting information to plan, control, and measure activities inside organizations. Student takeaways include:</p> <ul style="list-style-type: none"> • The role of decision rights, performance measurement, and reward systems in strategy implementation as well as mitigation of incentive misalignments • Levers of Control framework • Design and implementation of accounting information systems (e.g. budgeting systems, Balanced Scorecards, etc.) • Cleaning and analyzing accounting data and communicating results.
BUS 620 Leadership and Teams	2	<p>In BUS 620, students grow their leadership competencies, enabling them to effectively create change and lead their teams, organizations, and communities. Students will:</p> <ul style="list-style-type: none"> • Develop the traits and behaviors that connect you with diverse employees to build trusting relationships and produce results. • Navigate the design, development, and performance of teams using shared leadership models. • Develop compelling visions that maximize engagement and craft equitable, inclusive, and ethical organizational cultures. • Enact decision-making approaches that support business strategy and resonate with diverse employee profiles.
BUS 626 Managing Human Capital	2	<p>BUS 626 is designed to teach the direct relationship between corporate financial results and business management practices that treat people as assets. Studies include the interplay between progressive leadership behaviors, effective communication practices and well-orchestrated HR policies. Emphasis is placed on understanding corporate culture and creating congruent and reinforcing management systems. Course goals include:</p> <ul style="list-style-type: none"> • To enable you to think strategically about how managing human resources effectively can help an organization achieve its mission. • To expose you to the key concepts, principles, and best practices for managing and enhancing human resources. • To enable you to think analytically (that is, scientifically) about human resource management problems.

BUS 630 Information Management	2	<p>BUS 630 covers the roles and values of information in business functions; risks and rewards of enterprise information; and the fundamentals of information storage and retrieval. By the end of the course, students should be able to:</p> <ul style="list-style-type: none"> • Understand how information systems support other functions of an organization; • Differentiate between the many integrated applications available; • Analyze the organizational consequences of IT, and the causes of successful and failed systems implementation projects; • Discern between the many data repositories and be able to extract information from a relational database; • Appreciate the concept of sustainable competitive advantage through IT; • Understand the alternative approaches for developing or acquiring information systems, and the advantages and disadvantages of each approach; and • Help shape IT strategy.
BUS 634 Business Strategies for a Better World	2	<p>BUS 634 integrates intellectual foundations of economics with entrepreneurial thinking and applied knowledge of the energy industry. It examines the economic drivers, industry structures, and competitive dynamics of sustainable enterprise with an emphasis on renewable and sustainable energy. Through simulations, readings, examples, and assignments, the course also focuses on specific venture strategies that are being utilized to capture economic opportunities in these and other sectors. Course objectives include:</p> <ul style="list-style-type: none"> • Recognize the economic sources of social and environmental problems and the transformation necessary to eliminate those underlying conditions. • Develop an understanding of the role of entrepreneurs in resolving market failures and social and environmental problems, and in transitioning to a more sustainable economy. • Discover the economic opportunities present in the resolution of social and environmental issues and the specific means of capturing those opportunities. • Become familiarized with sustainable and renewable energy and the technical, economic, and competitive issues associated with related technologies and business models.
BUS 640 Financial Principles and Practice	2	<p>In BUS640, students will look at how organizations make decisions regarding resources, with a focus on the financial component of how they create value for their owners and stakeholders. The purpose is to introduce students to the basics of financial decision-making in organizations and to help them develop ways to apply these concepts in problem solving. Many of these principles can and should be applied to decision-making, not only in corporations but all organizations and even in one's personal life. The course builds from a foundation of basic accounting and explores valuation concepts, capital budgeting, and selected advanced topics such as risk management. Course objectives include:</p> <ul style="list-style-type: none"> • Evaluate the financial health of the firm and strategies it employs to create shareholder value. • Apply basic Time Value of Money (TVM) concepts. • Value equity and debt securities utilizing discounted cash flow models. • Identify the cash flow to stockholders and cash flow to bondholders associated with a new project. • Calculate an estimate of the cost of capital for a publicly held firm. • Evaluate the profitability of a capital project based on discounted cash flow analysis. • Describe option related features of capital projects.

BUS 655 Marketing Management	2	BUS655 provides a broad overview of all the marketing activities involved in the provision of products and services to end consumers and organizational customers. Student takeaways include: <ul style="list-style-type: none"> • Mastery of marketing terminology and concepts. • Understanding of the perspectives and influences that shape marketing decision making • Ability to connect marketing functions to organizational goals of customer value creation
BUS 665 Integrative Applications for Business Impact	3	BUS665 contributes to a graduate education by synthesizing knowledge from various courses and applying it to business practice. The objectives of the course are achieved through the presentation of content and experiential learning, with emphasis on the development of a plan for a business venture. A primary goal of this course is to apply and integrate MBA program concepts, and this course enables students to understand and utilize the knowledge gained from prior courses. Course objectives include: <ul style="list-style-type: none"> • Evaluate the attractiveness of new business opportunities with respect to their potential market, competitive advantage, management team, and value creation. • Identify and analyze types of innovation and business models and be able to (i) integrate these concepts into the design of entrepreneurial ventures and (ii) assess investment opportunities. • Understand the process of launching a new venture, including market analysis, building a team, attracting resources, product development, financing, and business planning. • Determine an initial market entry strategy and write a business plan or its components for a new venture. Present a business pitch to experts, investors, partners, or lenders. • Integrate and apply the learnings from the MBA program and understand which learnings apply to different aspects of the value creation process.

Elective Courses – 9 credits

BUS 503 Business Immersion	1	BUS 503 bridges the gap between academic theories and practical application in the business world. By focusing on key areas such as the impact of the economic climate, artificial intelligence, innovation strategies, and supply chain dynamics in contemporary business practices and other key business areas, students will develop an understanding of factors shaping businesses across the United States. Course outcomes include: <ul style="list-style-type: none"> • Assess economic, technological, and ESG forces shaping businesses – from global markets and supply chains to AI-driven innovation. • Evaluate innovation strategies across products, services, business models, and operations through real-world sector examples. • Strengthen analytical and communication skills through executive discussions and a research paper tied to business landscapes.
BUS 515 Career Management	1	In BUS515, students will learn tools to create a career strategy and personal brand. Course outcomes include: <ul style="list-style-type: none"> • Create a well-developed career and personal marketing plan • Gain an understanding of your personal competitive advantages and strengths • Customize personal marketing tools (cover letter/resume/LinkedIn profile) to fit identified career path • Gain competency in reactive and proactive job searching strategies • Develop lifelong career management skills including networking, interviewing and offer negotiation

BUS 518 Sustainability Reporting and Analysis	2	<p>BUS 518 examines contemporary approaches to sustainability reporting in business, with a focus on leading frameworks, disclosure standards, rating systems, and evolving regulatory requirements. Students will analyze how organizations measure and communicate environmental, social, and governance (ESG) performance, evaluate the strategic implications of transparency and compliance, and explore how sustainability reporting influences stakeholder trust, investment decisions, and long-term value creation.</p>
BUS 522 Self-Leadership in Organizations	2	<p>In BUS 622, students develop their competence in leading themselves as a foundation for leading others. Students will:</p> <ul style="list-style-type: none"> • Identify their own personality and behavioral capabilities and see connections to their leadership roles and life goals. • Become aware of and regulate their own emotions, thoughts and behaviors and embed them in productive and satisfying habits. • Practice a learning orientation, a growth mindset and problem-solving skills to promote resilience and fortitude in the face of organizational and personal challenges, stresses, and failures. • Create a vision of their careers reflecting their authentic personal values that helps them lead, build productive relationships, and create value in their organizational roles.
BUS 602 Dynamic Decision Making	2	<p>In BUS 602, students not only learn about theories regarding decision making process and heuristics and biases but will enhance their qualitative and quantitative decision-making capabilities. Student takeaways include:</p> <ul style="list-style-type: none"> • Rules and processes to help when faced with complex decisions. • Understand theories of decision analysis to avoid biases and navigate heuristic tendencies. • Techniques such as probability assessments and risk analysis that can be used when decision include changing factors. • Tools to evaluate decision quality and assess decision implications.
BUS 616 Financial Reporting and Analysis	2	<p>In BUS 616, students will learn tools and techniques for assessing and predicting the financial condition of the firm, including statement construction, performance evaluation, forecasting and shareholder value analysis. Student takeaways include:</p> <ul style="list-style-type: none"> • Prepare and analyze basic financial statements • Interpret basic GAAP • Account for how GAAP is established in US • Analyze equity transactions • Interpret financial accounting information using analytical tools
BUS 618 Crisis Leadership	1	<p>Every organization is vulnerable to crises; they <i>will</i> happen, even to the best of organizations. <i>Fundamentals of Crisis Leadership and Preparation</i> covers the foundational concepts and skills leaders <u>at every level</u> of the organization need to effectively prepare for crises, and to identify, assess, and address crisis events and lead the team effort to do so. Course outcomes include:</p> <ul style="list-style-type: none"> • Understand how different types of crises drive different responses • Learn how to assess your operation for crisis vulnerability • Develop a solid crisis management plan • Understand how key stakeholders interpret what you say and do during a crisis • Prepare your crisis management team to act effectively during a crisis

BUS 619 Ethical Leadership Symposium	1	<p>This BUS 619 course provides an examination of both business and personal ethics, and how they intersect. Student takeaways include:</p> <ul style="list-style-type: none"> • Relationship between principles, values, ethical culture, and competitive advantage • Application of ethical concepts for personal development and developing a personal brand • Coverage of a variety of topics dealing with ethics in organizational leadership, discipline-based decision-making, and larger issues dealing with business and society • Practical application of ethical principles
BUS 623 Building and Leading Exceptional Teams	1	<p>BUS 623 explores factors that contribute to exceptional organizational teams with an emphasis on effective and ineffective leadership. From the shop floor to the boardroom, organizations are increasingly leveraging teams and place a premium on effective leadership to garner the synergistic benefits that are assumed to accrue from the use of such teams. Examine effective teamwork and leadership and survey current trends and developments in theory and practice. Course objectives include:</p> <ul style="list-style-type: none"> • Expose students to current thinking and research regarding the study and practice of teamwork and leadership. • Gain a deeper understanding of human behavior in the workplace – particularly within the context of organizational teams. • Study characteristics of effective and ineffective leadership to assist students in generating their own “ideal” leadership model.
BUS 627 Essentials of Negotiations	2	<p>In BUS 627, students will gain new insights about negotiation styles and explore how to become a more effective negotiator. Upon successful completion, students will be able to:</p> <ul style="list-style-type: none"> • Distinguish cultural myths from research-based facts regarding negotiation effectiveness. • Analyze their own intuitive strengths, weaknesses, and potential biases vis-à-vis negotiation behaviors. • Distinguish between distributive bargaining and integrative negotiation, as well as the approaches and strategies pertaining to each. • Recognize and manage others’ manipulative or “hardball” negotiation tactics. • Identify potential ethical dilemmas associated with negotiation situations, and analyze how different behavioral choices are likely to be interpreted by negotiation partners in such situations.
BUS 635 Business Economics for the World Market	2	<p>BUS 635 provides an introduction to the basic micro- and macroeconomic ideas and how they apply to a “real-world” context. Course objectives include:</p> <ul style="list-style-type: none"> • Analyze and interpret broad economic trends and indicators • Utilize basic economic principles to analyze fundamental business problems • Explain imperfect competition, monopoly, and regulation • Discuss implications of government action in the marketplace • Describe patterns of international trade and impacts of trade agreements • Demonstrate knowledge of exchange rates and their impact on the business sector • Discuss recent economic events around the world and their impact on business

BUS 638 Sustainability Ethics and Business Practice	2	<p>BUS 638 examines the ethical foundations of sustainability in business and the economy, integrating philosophical, economic, and managerial perspectives. Students explore how ethical reasoning shapes sustainable business practices, including corporate responsibility, ESG, social enterprises, and benefit corporations, while assessing implications for strategy, risk, reputation, and long-term value creation. Emphasis is placed on developing leadership capacity to advance ethics-driven sustainability initiatives within organizations and across evolving economic systems. Course objectives include:</p> <ul style="list-style-type: none"> • Analyze the ethical foundations of sustainability and their influence on business, management decisions, and economic transformation. • Apply sustainability ethics frameworks to organizational contexts to identify opportunities and recommend strategic action. • Demonstrate ethical leadership by advancing responsible business practices that contribute to long-term success and societal impact.
BUS 639 Corporate Social and Sustainable Responsibility	2	<p>BUS 639 focuses on the practical application of sustainable business strategy within organizations. Students examine the evolution and theoretical foundations of corporate responsibility and reform, along with best practices across the pillars of environmental stewardship, social responsibility, and governance (ESG). Emphasis is placed on how firms identify, prioritize, implement, manage, and measure sustainability initiatives, and how these efforts align with organizational strategy, stakeholder expectations, risk management, and long-term value creation.</p>
BUS 641 Financial Markets and Investments	2	<p>In BUS 641, students learn about operation of financial markets, techniques for security valuation and portfolio management. Student takeaways include:</p> <ul style="list-style-type: none"> • Analyzing and evaluating active and passive portfolios • Understanding the structure and valuation of stocks, bonds, mutual funds, exchange traded funds and options. • Measuring risk and return in investments • Examining and analyzing company's financial statements
BUS 646 Building Value thru Creativity and Innovation	2	<p>In BUS 646, students will develop their skills and abilities relating to the creation of new value in new and existing organizations as they learn about theoretical conceptualizations of creativity and innovation as well as the processes and practices that underlie the fostering of creativity and innovation in the workplace. Student takeaways include:</p> <ul style="list-style-type: none"> • Problem-solving techniques, group processes, and environmental conditions related to creativity in organizations • Processes underlying innovative organizations and their role in creating value in an organization • Process involved in managing creativity or innovation effectively • Organizational practices that facilitate creativity and innovation • Pathways in which organization can better innovate and create value

BUS 650 Supply Chain Management	2	<p>In BUS 650, students learn about managing a supply chain that plans, sources, makes, and delivers an organization's goods and/or services – from suppliers of raw materials and service inputs through to the final customer (and sometimes the reverse). Student takeaways include an appreciation for and ability to understand, articulate, and apply the fundamentals of:</p> <ul style="list-style-type: none"> • Showing how businesses work together efficiently and effectively to build business relationships and integrate demand and supply throughout the supply chain. • Use of core processes for demand forecasting and logistics, production, and sourcing/procurement. • Integration of the above processes to increase customer value and create a competitive advantage through the use of coordinated supply chain strategy, lean and agile supply chain practices, and business relationship management. • Incorporating concepts of risk management, sustainability, and ethical business practices into decision-making about global supply chains.
BUS 656 Marketing Strategy and Planning	2	<p>In BUS 656 students are introduced to marketing strategy planning. The course builds on learnings from BUS 655, Marketing Management, with an emphasis on analyzing markets to develop effective marketing strategies. Student takeaways include fostering skills to:</p> <ul style="list-style-type: none"> • Analyze marketing problems and propose and evaluate alternative solutions. • Evaluate and prioritize information that influences marketing decisions. • Apply a process for developing a marketing strategy. • Effectively communicate a recommended strategy and its underlying rationale.

BUS 660 Ethical, Legal, and Regulatory Issues	2	<p>BUS 660 is an introduction to business ethics, business law, and the regulatory environment in which modern businesses operate. The focus will be on ethical and legal dilemmas that business managers and executives frequently encounter. Students will participate in: (i) analysis of legal and ethical cases; (ii) discussions of rules and guidelines governing business operations; and (iii) debates about the competing interests faced by business managers and executives. Student takeaways include:</p> <ul style="list-style-type: none"> • Ability to recognize and analyze legal and ethical issues that they will face as MBA graduates. • Be better equipped to make informed legal and ethical business judgments. • Be prepared to discuss legal and ethical issues with attorneys and other legal professionals.
BUS 662 Managing Diversity in a Global Context	2	<p>BUS 662 is designed to help students broaden their understanding of cultural diversity and inclusion, to identify their and others' areas of bias or parochialism in preparation for undertaking global commerce, and, through a series of readings and exercises, to become more interculturally competent leaders. Through this course, you will develop a greater ability to:</p> <ul style="list-style-type: none"> • Describe the influence of globalization on cultures and cultural change. • Recognize your own cultural background and potential biases vis-à-vis other cultures. • Accurately assess cultural contexts and the forces that lead to differences in social culture. • Understand the skills and behaviors necessary in creating inclusive intra-organizational cultures. • Develop an understanding of key differences in leading and motivating organizational participants across cultures. • Understand and anticipate key interpersonal communication differences for various business settings across cultures.
CIS 505 Database Concepts	1	<p>Organizations cannot survive without access to accurate, timely, and reliable information. This information comes from various systems (e.g., mobile devices, sensors, point-of-sale systems, ERP systems, online ordering systems, data warehouses, social media), all of which have databases at their core. The ability to manipulate and manage a database are necessary skills for students in analytics. CIS505 provides a foundation in relational database management systems, the SQL language and their value in the creation of business intelligence. By the end of this course, students should be able to:</p> <ul style="list-style-type: none"> • Recognize patterns of data relationships that exist in most business applications; • Analyze the organizational consequences of poor data quality and noncompliance; • Be able to write basic SQL statements to operate against a relational database; • Understand the fundamental principles behind relational data structures; • Help shape data and analytics strategy.
CIS 570 Business Intelligence	3	<p>Organizations are awash with data that they collect and store as part of their routine operations. Business intelligence refers to the harnessing of these vast data stores to understand and solve problems, enhance decision-making, and discover new opportunities. CIS570 will focus on the concepts, processes, techniques, and technologies that managers can use to store, access, transform, analyze, mine, and visualize data for the purpose of deriving business value from it. Upon successful completion of the course, students should have:</p> <ul style="list-style-type: none"> • Acquired a sound knowledge of the field of business intelligence (BI) including its impacts, capabilities, and role in decision making, • Learned about BI technologies and the vendors that shape the industry, • Gained hands-on experience with some popular BI tools.

CIS 575 Applied Data Mining and Analytics in Business	3	<p>In CIS 575, students learn data mining concepts, methodologies, models, tools, and its applications to business for statistical analysis, prediction, classification, segmentation, and textual analysis. Upon successful completion of the course, students would know:</p> <ul style="list-style-type: none"> • The importance of data mining and its applications in business • The data mining process • Data mining methods/techniques for prediction, classification, segmentation, association, and textual analysis. • How to build, run and validate data mining models, and how to interpret model results • How to use data mining software applications/tools
CIS 576 Business Data Visualization	3	<p>In CIS 576, students learn both the ideas and methods of data visualization, and also develop the skills necessary to solve visualization problems and evaluate visualizations. Student takeaways include:</p> <ul style="list-style-type: none"> • Understand the basic theories and principles behind effective data visualization • Develop a practical appreciation of why some visualizations work well, while others fail to communicate or even mislead • Create a wide range of visualizations • Refine visualizations for effective presentation
CIS 601 Enterprise Computing & Systems Integration	3	<p>In CIS 601, students will learn the strategic value of enterprise systems, evaluate risks associated with enterprise system implementations, gain hands-on experience with SAP (an ERP system), and understand the MRP process. Student learning outcomes include:</p> <ul style="list-style-type: none"> • Defining of enterprise systems and their role in business process integration • Understanding the strategic value of using an enterprise systems to manage information across functional areas of businesses • Evaluating the risks and challenges of enterprise system implementations • Demonstrating hands-on knowledge of how to use enterprise systems
FIN 602 Options and Futures	1	<p>In FIN 602, students learn about introduction to option pricing concepts, tools, and applications. Student takeaways include:</p> <ul style="list-style-type: none"> • Foundations and mechanics of derivatives markets • Types of available derivative investments • Most popular and some advanced options strategies • An introduction to determination of derivative product values including the Black-Scholes model and binomial tree model

FIN 605 Enterprise Valuation	2	<p>In FIN 605, students will learn several quantitative approaches to valuing companies and projects. These valuation techniques are useful both to managers inside of firms in corporate finance settings, as well as to investors and financial analysts outside of firms trying to evaluate whether specific stocks are undervalued. Student takeaways include:</p> <ul style="list-style-type: none"> • An understanding of how to think about financial statements from a valuation perspective. • An understanding of how to make reasonable forecasts of firms' future cash flows. • An understanding of how to use discounted cash flow and multiples approaches in valuation. • An understanding of how financial analysts create their value estimates.
FIN 606 Fundamentals of International Finance	1	<p>FIN 606 presents the economic and institutional backdrop that underlies currency markets and international trade. Topics covered include financial globalization, balance of payments accounting, international monetary systems, exchange rate behavior and determination, and international parity conditions. At the end of the course, students will be able to:</p> <ul style="list-style-type: none"> • Discuss the causes and consequences of globalization and international transactions account balances • Analyze arbitrage opportunities, real world exchange rate changes, and international investment returns
FIN 609 Fundamentals of Personal Finance	1	<p>FIN 609 addresses issues dealing with the financial planning process which involve formulating, implementing and monitoring multifunctional decisions that enable an individual or family to achieve financial goals. Topics of focus:</p> <ul style="list-style-type: none"> • Time Value of Money • Personal financial statements and analysis of current financial position • Retirement plans • Government sponsored benefits • Education planning • Economic factors affecting financial planning decisions • The financial planning process
FIN 613 Alternative Investments	2	<p>In FIN 613, students learn how alternative investments can affect the risk and return characteristics of portfolios. Examples of alternative investments covered in the course include hedge funds, ETFs, private equity, futures, commodities, and real estate. Student takeaways include:</p> <ul style="list-style-type: none"> • An understanding of the risk and return characteristics of traditional portfolios created using stocks and bonds. • An understanding of how adding alternative investments can improve portfolio outcomes. • An understanding of how the different alternative investments tend to perform over time as the economy goes through periods of growth and recession.

FIN 650 Behavioral Finance	2	<p>In FIN650, students learn about how human emotions and psychological factors influence financial decision-making and financial markets. Student takeaways include:</p> <ul style="list-style-type: none"> • Understanding differences between traditional and behavioral schools of thought\ • Analyzing behavioral patterns in asset returns that relate to mood, sentiment and anomalies • Examining asset price bubbles • Examining heuristics, cognitive errors, and emotional biases that affect financial decisions
MGT 675 Purchasing and Supply Chain Management	1	<p>MGT 675 examines contemporary philosophies, methods, and analytical techniques used in strategic purchasing and negotiation. Students explore cost and price analysis, sourcing strategies, supplier relationship management, ethical decision-making, and negotiation frameworks, with an emphasis on applying these tools to real-world business situations to create competitive advantage. Course outcomes include:</p> <ul style="list-style-type: none"> • Apply supply and purchasing management tools, including sourcing strategy, cost analysis, negotiation, and ethics, to support organizational competitiveness. • Evaluate complex business scenarios and make informed decisions in ambiguous environments using data-driven approaches. • Strengthen professional communication and problem-solving skills through written assignments, presentations, and collaborative exercises.
MGT 676 Service and Production Operations	1	<p>MKT 676 examines core operations management concepts and their role within the broader supply chain. Students learn how firms design, manage, and improve manufacturing and service operations to deliver customer value, financial performance, and competitive advantage. Course outcomes include:</p> <ul style="list-style-type: none"> • Align operations strategy with corporate goals while evaluating financial, quality, capacity, and sustainability impacts. • Apply planning and process improvement tools—including forecasting, MRP, lean systems, and statistical control—to manage uncertainty and match supply with demand. • Analyze real-world operations cases and communicate data-driven recommendations clearly and effectively.
MGT 677 Logistics and Distribution	1	<p>MGT 677 teaches the current philosophy, methods and techniques used to conduct strategic logistics practice and operations. Course objectives include:</p> <ul style="list-style-type: none"> • Analyze modern logistics systems and global supply chains, including resilience strategies, disruptions, and core operational components. • Evaluate digital transformation in supply chains, emerging technologies, and future-focused design through the 2030s. • Develop and communicate strategic logistics solutions using critical thinking, problem-solving, and professional communication skills.

MKT 610 Qualitative Marketing Research Methods	1	<p>In MKT 610, you will be introduced to qualitative marketing research methods including observation, in-depth interviews, group discussions, and ethnographies; face-to-face and on-line modalities. You will:</p> <ul style="list-style-type: none"> • Learn which tools to apply to which types of marketing challenges • Learn how to ask good questions • Learn how to design and execute qualitative marketing research projects: articulate business objectives, select tools and methods, craft discussion guides, collect and analyze data, draw insights and recommendations. • Execute a piece of qualitative marketing research to answer your own real-world current business challenge. Most students do real projects useful to them in their current jobs. Some leverage this opportunity to do a project for a company they want to work for - adding an impressive item to their resume.
MKT 611 Quantitative Marketing Research Methods	1	<p>In MKT 611, you will be introduced to quantitative marketing research concepts and tools including experimental design and causal inference, survey design and execution, sampling, finding and leveraging secondary data, segmentation and targeting, and positioning and mapping. In addition, a brief introduction is offered on big data, machine learning, artificial intelligence, and neuro/physiological marketing research. You will:</p> <ul style="list-style-type: none"> • Design an experiment to answer a marketing question • Calculate sample size needed • List and describe secondary sources; find some useful to you in your industry • Use cluster analysis to group consumers into segments. Design marketing programs for those segments. You have an opportunity to code the cluster analysis in R with step-by-step instructions; or take the instructor-generated output. • Design, execute, and draw insights from a survey. Most students do a real project useful to them in their day-job. Some leverage this opportunity to do a project for a company they want to work for - adding an impressive item to their resume.
MKT 621 Search Engine Marketing and Optimization	1	<p>MKT 621 focuses on search engine optimization (SEO) and search engine marketing (SEM). As part of the course, students will improve the visibility of webpage(s) in the “organic results” and “local search results” through a variety of SEO tactics. Students will also learn how to use paid activities (using the Google AdWords platform) to drive traffic from the search engine results page. At the end of the course, students should be able to:</p> <ul style="list-style-type: none"> • Understand how a search engine functions and the criteria that Google uses to rank web pages. • Improve the search engine optimization of webpage(s) through the technical, on-page optimization, and off-page optimization SEO activities. • Understand the basics of the Google Ads auction mechanism. • Develop a search engine marketing campaign using the Google Ads platform. • Interpret and analyze the results of a search engine marketing campaign. • Understand how SEO and SEM activities fit within an organization's overall marketing strategy.

MKT 650 Data Analytics	2	<p>MKT 650 examines the pivotal role of marketing research in the data analytics process with an emphasis on primary, quantitative research. Students will develop an understanding of research design, including exploratory, causal (experimental), and descriptive research, measurement, survey development, sampling, data collection, and fundamentals of marketing analytics. Student takeaways include:</p> <ul style="list-style-type: none"> • Define research problems and design studies by selecting appropriate research designs, measures, samples, and data-collection methods. • Develop data-gathering instruments including questionnaires, experiments, and online surveys while addressing validity concerns. • Analyze marketing data using descriptive, inferential, and associative techniques to generate strategic insights. • Interpret and communicate findings clearly to support managerial decision-making.
MKT 651 Applied Data Analytics	2	<p>In MKT 651, students learn analytic techniques used by marketers to transform data into strategic decision-making information. Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Perform advanced statistical analysis including regression, factor, cluster, multidimensional scaling, conjoint, and forecasting analysis. • Use data from analyses to guide marketing strategies including marketing segmentation, market positioning, new product design, pricing strategies, advertising choice, and others. • Present and interpret data in a meaningful way to internal and external stakeholders. • Develop high quality reports, dashboards and visualizations with marketing data.
MKT 661 Consumer Behavior	1	<p>MKT 661 is designed to provide an overview of consumer behavior. Often times, effective marketing practices center on understanding and satisfying consumers' needs and wants. The focus of the course is to understand the role of consumers in society and on its relevance to marketing managers. Course objectives include:</p> <ul style="list-style-type: none"> • Critical and Analytical Thinking. You will understand the usefulness of buyer behavior theories. In addition, you will learn to use theories to explain buyer behavior and marketing practices. • Problem Solving Skills. You will be able to apply the buyer behavior concepts, theories, and frameworks that you have learned. • Customer Focus. You will gain experience in, and develop an appreciation for, adopting a customer focus. • Sensitivity toward the Effects of Marketing. You will gain an improved understanding of both the positive and negative impacts of marketing efforts on consumers.
MKT 662 Strategic Selling for Business Customers	1	<p>MKT 662 blends managerial and theoretical perspectives in an examination of sales strategies, sales tactics and best practices in professional selling. The primary context for the course is business-to-business (B2B) selling, although many of the course concepts are relevant for direct-to consumer situations. The course examines the entire sales process, with particular emphasis on relationship selling, planning and delivery of sales presentations, and trust-building techniques. Course objectives include:</p> <ul style="list-style-type: none"> • Apply personal selling strategies grounded in trust, ethics, and buyer understanding. • Develop effective sales communications through strategic prospecting, dialogue planning, and persuasive presentations. • Manage objections and close successfully by addressing concerns and earning customer commitment.

MKT 667 Services Marketing	1	<p>In MKT 667, the unique features that distinguish the marketing of services from the marketing of goods are presented and examined. In addition, key concepts such as customer satisfaction, service quality, service failure and recovery, customer retention, and creating a service culture are explored. Student takeaways include:</p> <ul style="list-style-type: none"> • Identify differences between the marketing of services and the marketing of goods. • Explore the use of the servicescape, process, and people as additional marketing mix variables. • Understand and discuss key issues required in managing customer satisfaction and service quality. • Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery. • Appreciate other key issues in service businesses such as managing supply and demand, relationship management, and the overlap in marketing/ operations/human resource systems.
MKT 670 Digital Marketing	1	<p>MKT 670 focuses on digital marketing tactics and the practical application of those tactics in support of basic business strategies as they apply to the online world of marketing, including websites, analytics, content marketing, email marketing, and emerging technologies, among other digital based topics. Particular focus will be given to measurement in a digital world through analytics and metrics. Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Understand the scope of digital marketing and its influence on a firm's overall marketing strategies • Plan and implement an effective web presence • Navigate a website CMS to create to maintain and update a website. • Install, interpret and utilize website analytics data. • Use an inbound marketing strategy to attract, nurture and convert leads.
REL 602 Real Estate Finance and Investments	2	<p>REL 602 provides an introduction to various aspects of real estate finance and investment. The course covers a broad spectrum of real estate principles and terms including legal concepts, financing methods, calculations and decisions, valuation and investment. This course is an excellent elective for all students as it provides practical and important material relevant to the students' personal and professional lives.</p> <ul style="list-style-type: none"> • Explain the nature and basic characteristics of real estate and its markets. • Recognize and apply time value of money concepts as they relate to market value, borrower decisions and investment analysis. • Utilize and apply the appraisal process to determine market value. • Demonstrate understanding of basic real estate financing methods such as applicable laws, contracts and financing decisions.