

Course Overviews

Core Curriculum (27 hours)

ACC 510 Strategic Cost Management (3 hrs.)

A review of both traditional and contemporary systems for providing timely and relevant information for decision-making. Emphasis is on recent and emerging accounting strategies developed to support management in implementing world class concepts such as value chain analysis, activity based management, just-in-time management, life cycle cost management, costs of quality, and productivity measurement and control. Qualitative as well as quantitative measures and techniques are examined.

ECO 510 International Economics and Finance (3 hrs.)

Survey of corporate financial management and the global economic environment. Primary course topics emphasize sophisticated pricing policies, managing under uncertainty, global competition considerations, global financial markets, corporate finance policies, and the various impacts of government policy. This course provides a basis for analyzing financial and economic decisions based on modern financial and economic theory.

MGT 515 Leadership and Ethics in Business Strategy (3 hrs.)

This course seeks to foster the practice of robust Christian leadership in business (and other organizational settings). The foundation for effectiveness in leadership is built on Christian character and virtue as well as understanding of leadership theory and research. The leader is prepared for ethical decision-making and for strength of character by which to execute those decisions. The course draws first from the Bible and then from philosophy, psychology, history, literature and current events for its principles, exemplars, and case studies.

MGT 575 Business Research Methods and Metrics (3 hrs.)

Study of the Business Research Process and Techniques. Students will learn and utilize specific steps within the research process including Hypothesis, Exploration, Refining Hypothesis, Data Collection, Data Preparation, Data Analysis & Interpretation, and Research Reporting within course projects and assignments. Various Research Methods will be examined and utilized within course projects. Methods that will be introduced include Case Study Design, Focus Groups, Questionnaires, Surveys, Appreciative Inquiry, and Listening. Upon completion of the course students will be able to effectively use research methods within their organizations to tackle issues as they arise and produce quantitative analysis to be used in their decision making.

MGT 610 Management Theory and Strategy (3 hrs.)

Current and historical perspectives related to the organization and business strategy foundational to top management development, including organizational analysis that leads to strategy formulation and implementation. This course emphasizes the examination of present and historical management theory and practice, as well as current trends in business literature and numerous industry applications.

MKT 510 Global Marketing and Business Cultures (3 hrs.)

Study and application of the current challenges confronting marketing organizations in today's global marketing environment. Critical success factors essential to effective and efficient marketing efforts are developed through numerous industry applications. Individual, organizational, and industry factors that impact market-oriented planning, global market development, effective channels management, integrated marketing communications, and attention to competitive advantages are examined. Marketing leadership skills are emphasized, including intercultural communication, cultural sensitivity, acculturation, collaboration, and cultural synergy. The examination of competitive strategy, positioning, advantages, and opportunities are analyzed and discussed.

MKT 515 Global Business Study Tour (3 hrs.)

Students experience the variations in business and industry sectors and cultural differences first-hand by visiting other global markets. Tours include a combination of business and corporate meetings with visits to historic sites and the unique communities of selected countries. Particular emphasis is given to identifying cultural differences in values, customs, attitudes and behaviors that impact the marketplace and organizational environments. Students are encouraged to explore and examine particular areas of business interest during the study tour and while completing course requirements. This course may be repeated as an elective with permission of MBA Program Chair. Requires international travel.

MKT 520 Business Creativity and Innovation (3 hrs.)

Processes that are used to develop new ideas and opportunities are covered from a managerial perspective, including how to stimulate creativity and imagination in employees and associates. Challenges to innovation management, new product development, collaborative efforts, and the learning organization are examined through theory and application. Course includes both individual and group processes used to strengthen organizational creativity.

MKT 610 Strategic Marketing Management (3 hrs.)

The marketing concepts and theories underlying marketing decision making are developed, including market analysis, segmentation strategies, new product development processes, marketing performance assessment, channels management, and business-to-business environments. Applications of marketing practice are made to a variety of organizations and industries.

MBA Discretionary Courses (9 hours)

MGT 510 Organizational Design and Change (3 hrs.)

The behavior of groups and individuals in organizations is examined using current management theory and research. Emphasis is given to understanding, predicting, motivating, and changing work-related behaviors in organizations. Key topics include organizational structure, culture, power, diversity, performance, resistance, and communication, particularly related to the rapid pace of organizational growth and change.

MGT 540 Effective Coaching and Mentoring (3 hrs.)

This course highlights the development of dynamic and productive coaching relationships in a variety of industry and organization settings. Emphasis is given to increasing credibility and performance through communicating awareness of intent and impact. Mentoring in such business areas as dealing with difficult people, talents and skills assessments, workplace improvements, and high performance patterns will be examined. Ethical issues in coaching and maintaining confidentiality are emphasized.

MGT 620* Leading Strategies and Organizations (3 hrs.)

This course addresses current trends and practices regarding organizations, their structures, intended outcomes and how they deal with culture, employee behavior, and values. Students will examine best practices and innovative strategies designed to create and evaluate organizational behaviors, individual and organizational learning, communicating across cultures, and intellectual capital. This course also examines organization leaders in such areas as communication, motivation, work teams, organizational change, stress, influence, loyalty, and trust. This course may be repeated with permission of MBA Program Chair.

MKT 515 Global Business Study Tour (3 hrs.)

Students experience the variations in business and industry sectors and cultural differences first-hand by visiting other global markets. Tours include a combination of business and corporate meetings with visits to historic sites and the unique communities of selected countries. Particular emphasis is given to identifying cultural differences in values, customs, attitudes and behaviors that impact the marketplace and organizational environments. Students are encouraged to explore and examine particular areas of business interest during the study tour and while completing course requirements. This course may be repeated with permission of MBA Program Chair. Requires international travel.

MKT 540 Business and Organizational Sustainability (3 hrs.)

The study of various alternatives and opportunities for business growth and sustainability, including the importance of shared values and culture, organizational commitment and alignment, market and product development, diversification, strategic alliances and partnerships, global market entry strategies, mergers, knowledge management, and industry life cycles. Several case analyses and applications from industry are examined to highlight successful development and growth practices.

MKT 550* Emerging Practices for Marketing Leaders (3 hrs.)

Given today's highly competitive business environments, marketing strategies have become more critical to organization success and sustainability. This course emphasizes current and emerging trends in business marketing and innovation from both an individual and organization perspective. Lessons from leading marketers and industry leaders are discussed and applied within various business environments. Course content includes projects, assignments, discussions, and techniques needed to launch and sustain new marketing ideas and strategies. This course may be repeated with permission of MBA Program Chair.

Notes: (1) The total number of credit hours is 27 in the core curriculum, 9 credit hours in discretionary courses, and a total of 36 credit hours in order to complete the MBA. (2) MBA students interested in global leadership may repeat MKT 515; course requirements will be adapted for second tour destination and include alternative projects and assignments; (3) courses denoted by * may be repeated for course credit as they are designated as selected/"special topics" courses of emerging business interest. (4) Discretionary courses are offered based on enrollment and faculty availability.