

# Master of Business Administration (MBA)

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## **MBA 706. Managing Information Resources. 2 Credits.**

Managerial perspectives on the role of information resources in supporting organizational functions including the strategic use of information systems; use, design, and evaluation of information resources; use of information technologies for managerial decision making, and IT support of different and business functions. Prereq: Admission to the MBA program.

## **MBA 711. Financial Risk Management. 2 Credits.**

Financial Risk Management covers the fundamental tools and techniques used in financial risk management and the theories that underlie their use. It deals with the ways in which risks are quantified and managed by financial institutions. The course equips you with the right tools and insights to measure and manage risk. After a brief introduction to risk management, the course discusses Value-at-Risk (VaR), Monte Carlo simulation, measurement errors, model risk, back testing, stress testing, fat tails, extreme value theory (EVT and CVaR), liquidity risk and leverage, hedge fund risk measures, credit risk, operational risk and its Basel requirements. At the end of the course, we review the major financial disasters in the history. Understanding the materials covered in this course will be helpful to all risk management professionals and practitioners - treasurers, CFOs, CROs, CEOs, FDs, traders; accountants, consultants; corporate bankers, coverage officers, corporate financiers, private equity investors. Prereq: Admission in the MBA program or permission of the MBA program coordinator or MBA program director.

## **MBA 712. Advanced Investment Management. 2 Credits.**

This course provides students with a fundamental understanding of investments and the theory and practice of modern portfolio management. Students will gain in-depth knowledge of portfolio construction and performance evaluation. Students will use Bloomberg terminals in the Commodity Trading Lab to gain hands-on experience through valuation analysis and portfolio management and have the opportunity to participate in the Student Managed Investment Fund (Bison Fund). Prereq: Admission in the MBA program or permission of the MBA program coordinator or MBA program director.

## **MBA 713. Financial Derivatives. 2 Credits.**

This course is designed to enable students to understand the nature and functions of financial derivatives, including the various futures and options contracts. It covers the role of derivatives markets, the characteristics of derivative products, pricing methodology, and trading strategy of derivatives.

## **MBA 714. Valuing the Enterprise: Acquisitions and Buyout. 2 Credits.**

In-depth coverage of methods used to value companies in a merger-and-acquisitions (M&A) setting through analyzing a number of well-chosen cases. Issues such as origination, valuation, and deal structures of M&A will be discussed. Prereq: Admission to the MBA program.

## **MBA 721. Creating and Marketing Innovations. 2 Credits.**

This course focuses on creating and enhancing customer value through new products and services. Students will learn the value of new product strategy and new product development process from opportunity identification to launch. Prereq: Admission in the MBA program or permission of the MBA program coordinator or MBA program director.

## **MBA 722. Marketing Analytics and Customer Intelligence. 2 Credits.**

This course takes a very hands-on approach with customer intelligence and equips students with the marketing science understanding and techniques they need to solve real-world marketing challenges. This course uses a combination of lectures, cases, and exercises. Prereq: Admission in the MBA program or permission of the MBA program coordinator or MBA program director.

## **MBA 723. Digital Marketing. 2 Credits.**

This course focuses on understanding, managing and analyzing an organization's digital marketing strategy. Topics related to online business models, search engine optimization, paid search and display advertising, web analytics, email marketing, social media marketing and reputation management will be considered. Prereq: Admission to the MBA program.

## **MBA 724. Integrated Marketing Communications. 2 Credits.**

This course focuses on marketing communications management in terms of strategy development, implementation, and evaluation. It examines the effects of changing environmental circumstance on integrated marketing communications and promotional strategy - budget allocation, messages, and media vehicles adopted. Prereq: Admission in the MBA program or permission of the MBA program coordinator or MBA program director.

## **MBA 732. Managerial Leadership: Essential Competencies. 2 Credits.**

This course is designed to prepare graduate students for the role of being a managerial leader. We will examine and practice the essential competencies such as creating a compelling purpose, role clarification inspiration/motivation, problem solving, team building needed as a manager and a leader. Prereq: Admission in the MBA program or permission of the MBA program coordinator or MBA program director.

## **MBA 733. Management Decision Making. 2 Credits.**

This course provides tools and experiences to allow managers to become more sophisticated and effective decision makers. It examines logical processes relating to decision making, but also incorporates behavioral and organizational aspects of decision making. Prereq: Admission in the MBA program or permission of the MBA program coordinator or MBA program director.

**MBA 734. Negotiations and Alternative Dispute Resolution. 2 Credits.**

This course is designed to provide practical negotiating knowledge primarily through hands-on experiential exercises. Topics covered are useful to the practicing manager and readings and lectures are designed to reinforce lessons learned during actual negotiations. Some of the topics covered: using agents in negotiation, conflict resolution, alternative dispute resolution, establishing value, working across diverse contexts, and employing (and defending) against common negotiation tactics. Prereq: Admission in the MBA program or permission of the MBA program coordinator or MBA program director.

**MBA 735. Global Business. 2 Credits.**

This course exposes students to economic, financial, marketing, and strategic views of international business to enable students to better understand the challenges and opportunities firms face competing in the global business arena. Prereq: Admission to the MBA program.

**MBA 751. Business Analytics Concepts. 2 Credits.**

This course covers important business data analytics concepts including data warehousing, OLAP, ETL, data mining, self-service business intelligence, and business reporting and visualization tools. It provides hands-on experience in the use of some popular data analytics software tools with a focus on aiding managerial decision-making across different business functional areas. Prereq: Admission in the MBA program or permission of the MBA program coordinator or MBA program director.

**MBA 752. Business Analytics Strategy. 2 Credits.**

Case-based discussion course examining how data analytics impact organizations today and issues related to the development of an overall business data analytics organizational strategy. Topics include business data analytics in organizations and its impact on business functional areas, strategic use of data and information, ethical issues related to data collection and usage, social and legal implications of pervasive digitization, and management of intellectual property. Prereq: Admission in the MBA program or permission of the MBA program coordinator or MBA program director.

**MBA 753. Business Analytics Methods. 2 Credits.**

This managerially-oriented course covers the use of analytic tools to generate predictive models such as logistic regression, decision trees, neural networks, and cluster analysis to generate deeper business insights in direct support of managerial decision making. Prereq: Admission in the MBA program or permission of the MBA program coordinator or MBA program director.