

MASTER'S OF BUSINESS ADMINISTRATION

BUSM 500 Strategic Management (3)

Strategic Management presents the essential tools and concepts of strategic development and implementation. The course has three distinct parts: a) strategic analysis; b) strategic choice (generic and/or grand strategy options; c) strategic implementation and control. Topics covered will include: mission, vision, values, internal and external environmental analysis, competition, strategic choices).

BUSM 510 Economic Analysis For Business Decision-Making (3)

The focus of Economic Analysis for Business Decision-making is the practical application of microeconomic principles to the management of a business enterprise. Since all business firms survive because there is a demand for the products or services that they produce, the behavior of consumers under various general economic and externality conditions is of primary interest to business managers. Because of this, the Theory of Consumer Choice is the first general area of investigation in the course. The second primary area of concern to management is, given demand conditions, at what level to plan production in order to maximize net profits. This requires an understanding of Production and Cost theory. The third area of concern is the effect of the structure of the market in which the firm operates on its pricing power and, ultimately, its pricing decision. Given the first three areas of interest, the final area of concern relates to the effects of externalities such as government intervention on consumer behavior and the firm's pricing power. These major areas of interest to management will be examined sequentially.

BUSM 520 Leadership and Effective Decision Making (3)

Leadership is a process by which a person influences others to accomplish an objective and direct the organization. This course is designed to help learners understand the leadership process, use critical thinking to make sound decisions, and understand the ethical ramifications of their decisions.

BUSM 530 Management Issues (3)

Management Issues addresses the challenges that students face in working with groups in the workplace, and assists students in identifying their own individual management strengths and weaknesses. Attention will be given to identifying the major management issues confronting today's executives.

BUSM 540 Organizational Behavior (3)

The course focuses on the patterns of interaction that occur among people and teams in organizations, and how these interactions impact the organization. Organizational Behavior assists a learner in developing a clear understanding of the organization internally and with that also the understanding that an organization can transform its competitiveness externally by virtue of how well it copes with and develops major behavioral issues in the day-to-day management of the enterprise.

BUSM 550 Business Law (3)

Overall the course examines issues such as business structure, taxes, personnel, intellectual property rights, and indemnity issues. Specifically students are provided with an introduction to legal reasoning, briefing a case, the judicial system and civil procedure, and business ethics. . Students then move on to studying intentional torts, negligence and strict liability.

BUSM 600 Strategic Marketing Management (3)

Strategic Marketing Management demonstrates differences between a product-oriented organization, a sales-oriented organization, and a marketing-oriented organization. The course stresses that organizations need to be customer-led (buyer behavior), and adopt an 'outside-in' rather than an 'inside-out' approach.

BUSM 620 Global Business (3)

Global Business Strategy focuses upon the multinational corporation (MNC). The course begins by exploring the strategies and management practices of large global entities, comparing and contrasting U.S. MNCs with those from Europe, and Asia, notably Japan and South Korea. MNCs are now headquartered in a number of diverse economies, and tend to have dispersed their activities very widely. MNCs are operating in locations with very different business environments, and that this diversity poses many challenges. Attention is also paid to MNCs from emerging economies, such as China. It will be seen that there is such thing as a 'conventional' multinational corporation. This class also considers the international business environment.

BUSM 630 Financial Management (3)

Financial Management is a multi-faceted area of academic inquiry and managerial responsibility. The primary theme of the course involves the development and application of theoretical and empirical principles for financing a business concern's assets so as to maximize the value of ownership interest. Emphasis will be placed on the application and interpretation of analytical techniques for financial evaluation of investment opportunities. Topics covered include financial statement analysis, the time value of money, sources of money and capital market financing, asset and liability valuation, risk adjusted rates of return, capital budgeting, the effects of capital structure on the firm's cost of capital, and the effects of financial leverage on the viability of the firm and the return on owner equity. This course provides the student with the knowledge and skills to evaluate alternate investment and financing options.

BUSM 640 Operations Management (3)

In this course students explore the problems and issues confronting operations managers, as well as exposure to the language, concepts, insights and tools to deal with these issues in order to gain competitive advantage through operations. Because the course deals with the management of "processes," it applies to both for-profit and non-profit organizations, to both service and manufacturing organizations, and to virtually any functional area or industry.

BUSM 650 Capstone Course – Business Dossier (6)

In the Capstone Course students are required to complete a research project, a dossier reflecting the skills acquired during their time in the MBA program, and complete the ETS's Major Field Test for an MBA.