

MBA Core Courses

Course Descriptions

GBA 608 Managerial Accounting for Decision-Making (3)

Use of accounting information for planning and control. Special attention to managerial uses of budgeting and cost data for decision-making purposes. 3 lecture discussions. Concurrent enrollment in GBA 609 required. Prerequisite: GBA 511 or equivalent.

GBA 609 Directed Study in Managerial Accounting (1)

Independent investigation of selected problems in management accounting under the supervision of a faculty member. Individual conferences with the instructor to be arranged. 1 seminar. Concurrent enrollment in GBA 608 required.

GBA 615 Seminar in Organizational Behavior (3)

Human processes employed in accomplishing work tasks and creating employee satisfaction within the organization. Group experiences whereby students test their interpersonal skills in the organizational environment. Group activities; 3 lecture discussions. Concurrent enrollment in GBA 616 required. Prerequisites: Completion of all MBA prerequisite course and microcomputer proficiency. Unconditional standing required.

GBA 616 Directed Study in Organizational Behavior (1)

Independent investigation of selected problems in organization behavior under the direction of a faculty member. 1 seminar. Concurrent enrollment in GBA 615 required. Unconditional standing required.

GBA 628 Management Science Seminar (3)

Quantitative theory and techniques. Linear, integer, non-linear, and dynamic programming, transportation and assignment algorithms, replacement problems, game theory and Markov processes. Introduction to computer solutions. 3 lectures/problem-solving. Concurrent enrollment in GBA 629 required. Prerequisites: Completion of all MBA prerequisite courses and microcomputer proficiency. Unconditional standing required.

GBA 629 Directed Study in Management Science (1)

Independent investigation of advanced topics in management science under the direction of a faculty member. 1 seminar. Concurrent enrollment in GBA 628 required. Unconditional standing required.

GBA 645 Financial Decision-Making (3)

A seminar course in finance, utilizing comprehensive cases to simulate the role of the financial manager. Concurrent enrollment in GBA 646 required. 3 lectures/problem-solving. Prerequisites: Completion of all MBA prerequisite courses and microcomputer proficiency, GBA 608 and 609. Unconditional standing required.

GBA 646 Directed Study in Financial Decision-Making (1)

Independent investigation of selected problems in Advanced Financial Management under the direction of a faculty member. 1 seminar. Concurrent enrollment in GBA 645 required. Unconditional standing required.

GBA 652 Marketing Seminar (3)

Marketing decision-making. Application of marketing concepts and implementation of effective marketing programs. Analysis of marketing decision-making techniques. Present and future marketing trends. 3 lecture discussions. Concurrent enrollment in GBA 653 required. Prerequisite: completion of all MBA prerequisite courses and microcomputer proficiency. Unconditional standing required.

GBA 653 Directed Study in Marketing Seminar (1)

Independent investigation of selected problems in marketing under the direction of a graduate member. Unconditional standing required. 1 seminar. Concurrent enrollment in GBA 652 required. Unconditional standing required.

GBA 671 Management Seminar (3)

The development and evaluation of alternative corporate strategies drawing upon the functional areas within business and the outside environmental factors which affect business. 3 seminars. Completion all MBA prerequisite courses and microcomputer proficiency. Concurrent enrollment with GBA 672. Prerequisites: GBA 561 and all required 500-level courses. Unconditional standing required.

GBA 672 Directed Study in Management Seminar (1)

Independent investigation of selected problems in management under the direction of a faculty member. 1 seminar. Concurrent enrollment with GBA 671 is required. Unconditional standing required.

GBA 673 Information Systems Seminar (3)

Analyze, discuss challenges and opportunities for effective management and utilization of contemporary information

technologies. Develop frameworks for multifaceted decisions associated with planning, developing, implementing and using computer-based information systems in business organizations. Current and emerging IT issues and best practices. 3 lectures/problem solving. Unconditional standing required. Concurrent enrollment in GBA 674 required.

GBA 674 Directed Study in Information Systems (1)

Independent investigation of selected problems in management information systems under the direction of a faculty member. 1 seminar. Concurrent enrollment with GBA 673 required. Unconditional standing required.

GBA 683 Business Research Methods (3)

Identification and investigation of business problems. Stating hypotheses, problem statements, defining and collecting data, and selecting appropriate analysis techniques. Examination of types of business research (ex post facto, laboratory, field, Delphi or survey) and limitations for inference. 3 lectures/problem-solving. Unconditional standing required. Prerequisites: Completion of all MBA core courses and microcomputer proficiency. Concurrent enrollment in GBA 684 required.

GBA 684 Directed Study in Business Research Methods (1)

Development in hypotheses, problem statement and bibliography for business problems under the direction of a faculty member. 1 seminar. Concurrent enrollment in GBA 683 is required. Prerequisites: completion of all 600-level core classes. Unconditional standing required.

GBA 687 Management Policies and Strategies Practicum (3)

A capstone course on decision-making at the strategic management level. Cases and assigned reading utilized to focus on the various functional areas of business. Topics include consideration of business ethics and international issues. 3 seminars. Concurrent enrollment in GBA 688 required. Prerequisites: Completion of MBA core courses and microcomputer proficiency. Unconditional standing required.

GBA 688 Directed Study in Management Policies and Strategies (1)

Investigation in the overall operation of a business organization based on a computerized simulation program under the supervision of a faculty member. The program requires participants to make strategic decisions which involve the various functional areas of business. 1 seminar. Concurrent enrollment in GBA 687 required. Unconditional standing required.