



Course Descriptions

The Executive MBA Program is a general business degree designed to supplement the specialized knowledge of executive students. The curriculum synthesizes both academic theory and real-life scenarios to provide a relevant and cross-functional education. This approach allows students to implement business solutions across numerous functional units.

Management Perspectives/Orientation | MGMT 700 – 1 credit hour

Orientation establishes the conceptual foundation of the Executive MBA program, while preparing students for the program's collaborative learning environment. It also includes an individual assessment of students' management/personality profile, which provides insight into the students' leadership and communication styles.

Organizational Behavior & Diversity | MGMT 706 – 3 credit hours

MGMT 706 draws on behavioral science, research, and theory in order to teach students to manage dynamic organizations. Students will examine the following topics: individual and group behavior, communication, power and politics, conflict resolution, negotiation, leadership, motivation, management of a diverse workforce, organization design, decision-making, and change management.

Business Communication | MGMT 712 – 3 credit hours

This class helps students to develop their written and oral communication style. The course focuses on providing actionable tactics for various types of workplace communication, including: public speaking, personal communication styles, audience analysis, business writing essentials, and choosing the optimal medium.

Financial Accounting | MGMT 702 – 3 credit hours

MGMT 702 explores accounting concepts and procedures used in the creation of financial statements. Students will learn to create and analyze balance sheets, income statements, and cash flow statements. The class also introduces students to Generally Accepted Accounting Principles and explains their relationship to organizational performance.

Economics for Managers | MGMT 704 – 3 credit hours

This class is a survey of both microeconomics (the study of individual decision-making) and macroeconomics (the study of economics on a national and international scale). Students will learn to evaluate competitive economic strategies in various areas, including: supply, demand, production, cost, and pricing. Discussions about current economic issues compliment lectures on economic theory.

Managerial Accounting | MGMT 703 – 3 credit hours

MGMT 703 teaches students to utilize spreadsheets to solve managerial accounting problems and make sound business decisions. Students engage in the following topics: managing strategic and operational choices, determining pricing and profitability, controlling costs, and evaluating performance.

Ethical, Social, Political & Legal Environment | MGMT 708 – 3 credit hours

This class examines the ethical and social responsibilities of businesses and consumers in regards to both the individual decision maker and organization's stakeholders. Topics include: the ethical responsibilities of businesses, relationships with stakeholders, key legal concepts, ethical decision-making processes, and political and social interests. The class will help students recognize, understand, and effectively address real-world ethical problems and dilemmas.

Statistical Analysis for Management Decisions | MGMT 701 – 3 credit hours

MGMT 701 teaches the practical application of statistical data, while exploring its place in organizational decision-making. Topics include: probability, sampling, confidence intervals, hypothesis testing, and regression analysis. Students will learn to use quantitative analysis to aid managerial decision-making.

Management of Technology & Innovation | MGMT 711 – 3 credit hours

This course examines the ways in which organizations can maximize their competitive advantage through technological innovation. Topics include: processes involved in technological innovation, models for innovation, and the protection of intellectual property. Students will learn how to manage within a technological environment and cope with continually changing technology.

Marketing Management | MGMT 722 – 3 credit hours

Marketing Management introduces students to the foundations of marketing. The class focuses on applying actionable strategies within a rapidly changing business environment to gain a competitive advantage. Students will learn to apply the following marketing concepts and strategies: consumer behavior, segmentation, marketing research, competitive positioning, marketing information systems, distribution, pricing, promotional considerations, and customer relationship management. To demonstrate mastery, students will develop an actual marketing plan for a local business.

Practicum | MGMT 751 – 3 credit hours

MGMT 751 guides students through the field of international management. The class provides an understanding of international operations, managerial strategies, and environmental problems. Students will analyze the structure, functions, and decision-making processes of international organizations.

Students are also given the opportunity to participate in a ten-day international residency, an overseas course designed to provide direct insight into the international business environment. Students will visit businesses and industries while observing live case studies and engaging in discussions with local business leaders, government administrators, and industry experts.

Operations Management | MGMT 720 – 3 credit hours

Operations Management explores the fundamentals of manufacturing and service operations and their role in an organization. The class surveys a wide range of topics including: process flow analysis, supply chain management, capacity planning, facility location, total quality management, human resource management, technology management, manufacturing and service strategy, and the theory of constraints. The class utilizes readings, case analyses, and student projects.

Financial Management | MGMT 726 – 3 credit hours

Financial Management teaches students the role of finance within a business or organization. Topics include: ratio analysis, financial statements, forecasting, budgeting, cash and credit management, capital structure, risk analysis, budgeting and working capital management.

Special Topics | MGMT 794 – 2 credit hours

Special topics electives are selected based on student interest and faculty specialties. Past courses include: E-Commerce, Management Information Systems, Employment Law, Negotiation Skills, Investment, Project Management, Entrepreneurship, Power and Influence, and Detecting and Preventing Fraud.

Executive Leadership | MGMT 707 – 2 credit hours

Executive Leadership teaches students to apply theories of individual behavior and organizational dynamics to solve a host of performance-based problems. The class focuses on leadership competency assessment, changing corporate culture, analysis of leading companies, and skill building strategies.

Strategic Management | MGMT 798 – 3 credit hours

Strategic Management is the final course in the Executive MBA Program, and it allows students to demonstrate mastery of their business education. The class helps students apply strategic management concepts through case analyses. It also draws upon the concepts learned in other classes to help students develop their management style and impact their organization's performance.