

MSBA Course Descriptions – AY 2019/20

Fall Semester

Accounting and Financial Analysis (MSB 502)

Provides a firm foundation in accounting - the language of business – to help understand and use the results in financial reporting and managerial decision-making. The accounting process entails the: recording of financially measurable events in the life of a business, reporting of those events to outside stakeholders (investors, creditors, regulators, employees), and analyzing accounting information for individual proposals (e.g. make to buy, profit planning, etc.) Emphasis is placed on interpreting financial data and learning financial statement analysis through real business world situations. – 3 hours

Quantitative Analysis (MSB 503)

Introduces statistical analysis, applied specifically to business decision making (including probability theory, sampling estimation, inference, and hypothesis testing) and provides tools and practice in communicating the results of such analysis clearly and effectively in a business context. - 3 hours

Integrated Marketing (MSB 504)

Explores managerial policies, strategies, and decisions regarding products/services, pricing, promotions, and distribution. We follow the course of an integrated marketing plan from the identification of a business problem through research, ideation, development, execution and finally measurement. Digital marketing will be introduced. Through every phase of the course we will examine the impact on the human person and society. – 3 hours

Consultative Professional Sales (MSB 510)

Sales is a lucrative vocation that focuses on solving a customer's problems. Students will learn how to successfully match the selling process with a decision maker's buying process. Many different types of sales to be explored including Tech Sales, Financial, Business Development and more. – 2 hours

Leadership as Service (MSB 512)

Successful business executives will conduct periodic interactive seminars relating their personal experiences in observing and practicing leadership traits. Speakers will address the virtues that successful business people must embrace. This one credit hour series will expose the students to people and vocations that will help inform their journey. – 1 hour

Business Research Methods (MSB 513)

This course prepares students for their Field Team Study capstone project. Provides understanding of the methods and technologies involved in designing and conducting market studies, including data mining, competitive analysis and proprietary market/consumer research. Guidelines for ethical research conduct are integrated in all aspects of the course. – 1 hour

Operations Management (MSB 517)

OM is about designing, managing, and improving the processes by which businesses operate. This course will focus on how to make the organization execute effectively and efficiently at every level of the organization. The overall goal of Operations Management is to delight customers and generate profits for reinvestment into the business. – 3 hours

Career Strategy (MSB 598)

Career strategy will meet across both semesters and is designed to teach graduate students how to get the most value out of their internships and secure employment upon graduation. Includes career self-assessment skills, resume and cover letter writing skills, interviewing skills, how to build a professional network, how to develop and execute an internship search strategy that includes creating potential employer target lists, utilizing networking and online job search resources, developing a corporate persona, and transitioning into the corporate world post-graduation. – 1 hour

Spring Semester

Managing the Enterprise (MSB 501)

Examines the “high order thinking skills” successful Chief Executive’s exhibit in managing their enterprises. Whether it is a large public corporation, a small-to-medium private firm, the enterprise is a complex collection of risks and opportunities that must be managed intelligently. In order to understand various techniques for managing such complexity, we will examine the thinking and behaviors of some of the modern era’s best Chief Executives – in a wide variety of challenging real-world contexts. Through such examination, students will learn the powerful advantages of managing an enterprise simplistically through straightforward strategies, uncomplicated communications, and meticulous attention to operating details. – 3 hours

Spirit of Enterprise (MSBA 505)

Develops a comprehensive view of the contributions of business and not-for-profit enterprises, from a historical perspective. Examines to what extent the principles of solidarity, subsidiarity, and human dignity have been observed in the practice of commerce across the centuries. Draws implications for their application today through discussion of specific, complex and multi-faceted ethical and social issues in business. – 2 hours

Applied Financial Management (MSB 511)

Provides a practical understanding of financial theory underpinning managerial decision making and enterprise valuation. Building upon MSBA 502 (Accounting and Financial Analysis), the course will first focus on revenue and expense forecasting (taking into account market structure, regulation, pricing and demand dynamics), operational and capital budgeting. The second half of the course will concentrate on valuing and financing an enterprise, addressing topics such as capital markets, time value of money, discounted cash flow and financial ratio analysis. A heavy emphasis will be placed upon hands-on P/L, B/S and CF modeling in excel. – 3 hours

Business Law (MSB 516)

Introduces the U.S. legal system from the perspective of a business leader who must understand how laws affect potential courses of action available to the enterprise. The course provides an overview of the laws pertaining to: corporations, agency, contracts, property, product liability, and personal injury. Learning occurs through the case method of teaching, using real-life legal cases that have been adjudicated in our national court system. – 2 hours

The Entrepreneurial Mindset (MSB 520) All enterprises today need an entrepreneurial mindset. This course will stretch the Student’s minds by introducing concepts, frameworks, and alternative thinking patterns of the entrepreneur. – 1 hour

Field Team Study (MSB 515)

Capstone Project. Students work in teams to analyze a real world business problem under the guidance of a sponsoring company. Team develops solutions to the problem, drawing on the lessons learned in the classroom, and present their final recommendation to faculty and representatives from the sponsoring company. – 5 hours

Data Analytics (MSB 519)

Every day we create 2.5 quintillion bytes of data – 90% of the data in the world today has been created in the past two years alone. Data Analytics is a process of inspecting, cleaning, transforming and modeling data with the goal of discovering useful information, suggesting conclusions and supporting decisions. – 1 hour

Business as a Profession (MSB 514)

A diverse group of experienced business people will present interactive seminars relating their personal knowledge and experience in a range of activities that contribute to a well-lived life as a business professional. Topics will vary from leadership and ethics to entrepreneurship to health and wellness, personal finance, etc. Attendance is mandatory and participation is expected. – 1 hour

Career Development (MSBA 697)

Building on the lessons learned in MSBA 598 in the fall, students will work one on one with the Director of Career Development to design and execute a career search plan with the goal of securing a career building job upon graduation.