

## PART-TIME MBA PROGRAM COURSE DESCRIPTIONS

### **MBA Business Foundation Courses**

AC 521. FUNDAMENTALS OF ACCOUNTING 3 cr. This course provides students with an understanding of the purpose and use of accounting information through the study of generally accepted accounting principles and concepts as applied to financial statements. Included is the measurement of assets, debt, and equities; determination of income; preparation of statement of cash flows.

EC 521. FUNDAMENTALS OF ECONOMICS 3 cr. This course investigates basic economic principles, with an emphasis on aggregate economic phenomena (macroeconomics). Microeconomic topics include supply and demand analysis, and elasticity and their applications. Macroeconomic topics include measurement of macroeconomic activity, national income accounting, aggregate demand and aggregate supply, money, fiscal and monetary policy.

EC 522. BUSINESS STATISTICS 3 cr. This is a one semester course designed to introduce the concepts of statistics, including descriptive statistics, probability, statistical inference, hypothesis testing, correlation, and regression.

FN 521. FUNDAMENTALS OF FINANCE 3 cr. Prerequisites: AC 521, and EC 521, EC 522. The concepts of financial planning, analysis, forecasting, and control are examined. Emphasis is on financial decision making from the perspective of the business firm. Topics include time value of money, ratio analysis, mergers, capital budgeting, risk, cost of capital, valuation, dividend policy, financial structure, and related financial topics.

MK 521. PRINCIPLES OF MARKETING 3 cr. Students in this course will study the various aspects of marketing for developing sound marketing programs. Product planning, distribution policies, promotional activities, pricing strategies, marketing planning and evaluation are included. Emphasis is on the value added to customers and the organization through marketing.

MHR 531. ORGANIZATIONAL BEHAVIOR 3 cr. This course is an intensive survey of selected theoretical and empirical studies from the behavioral sciences relevant to the structure and processes of an organization. We consider formal and informal organizations, the individual, group dynamics, communication, leadership, motivation, and organizational design, development, and change.

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### **MBA Core Courses**

MB 560. LEADERSHIP LAB 3 cr. Prerequisites: all Business Foundation Courses or equivalents; acceptance into the Part-time M.B.A. Provides a wide variety of skills necessary for success through experiential skill building activities, assessment and coaching. Requires students to demonstrate strong conceptual understanding of leadership, ethical decision-making, the ability to diagnose and plan interventions, and ultimately their capacity for leading others.

MB 561. OPPORTUNITY IDENTIFICATION AND INNOVATION 2 cr. This course explores a variety of customer-centric techniques for identifying opportunities, generating ideas to fit those opportunities and translating those ideas into value propositions that, in turn, create value for the organization. A framework for understanding the application of business models to new ideas and methods for communicating those ideas are also a fundamental part of this course.

MB 562. ORGANIZATIONAL AND TEAM LEADERSHIP 1 cr. Prerequisite: MB 560. An interactive and experiential course that challenges students to begin thinking about leadership at the group/organizational levels. Through presentations, small group discussion and various activities, students have an opportunity for deliberate practice as they continue to develop their skills.

MB 563. MANAGERIAL ACCOUNTING. 3 cr. Prerequisite: AC 521. This course emphasizes the role of accounting information for decision making with an emphasis on planning and control. Topics include activity-based costing, just-in-time production systems, product costing, cost behavior, CVP and ratio analysis tools, operations budgeting, capital budgeting, responsibility accounting and an exploration of lean accounting principles and their implications for decision making.

MB 564. INNOVATION PLANNING AND FORECASTING 3 cr. Prerequisite: MB 563. How to refine innovative ideas to fit customer needs using financial and planning tools. Students will learn how to plan the implementation of their innovation and forecast its impact. The ability to communicate qualitative and quantitative information through the process is also stressed.

MB 565. RESOURCE ALLOCATION DECISIONS 3 cr. Prerequisite: MB 564. How to identify and develop resources critical to a firm's competitiveness. Also, the effective and efficient allocation of financial, distribution, technology, brand, and leadership resources to maximize the firm's value, value to customers and value to society.

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MB 566. EXECUTIVE COMMUNICATION 1 cr. Prerequisite: MB 560. Great leaders are great communicators who can communicate a vision, energize others, and capture the hearts and minds of followers. This course will help students more effectively communicate their thoughts, ideas and passions.

MB 567. IMPLEMENTATION & KEY PERFORMANCE ASSESSMENT 3 cr. Prerequisite: MB 565. Focuses on the skills necessary to implement plans and manage projects, and to assess the performance of those plans and projects. Stresses project management, budgeting, quantitative performance evaluation, tactical programs, and the leadership and communication skills vital to successful implementation processes.

### **MBA Elective Courses**

MHR 562. GLOBAL BUSINESS 3 cr. Prerequisite: Permission of Assistant Dean for Graduate Business Studies. Students will study the challenges businesses face in a global environment. Economic, social, technological and political factors will be explored as well as technical issues in international business. This course includes an international trip with on-site visits to organizations and cultural experiences within the countries visited.

Other elective courses may be found in the John Carroll University Graduate Studies Bulletin.

### **MBA Capstone Courses**

MB 568. STRATEGY 3 cr. Prerequisites: MB 565 and at least 1 Elective Course. Principles of strategy at the business and corporate levels, with a focus on applying those principles to business problems. Topics include industry analysis, firm resources and their implications, strategic fit, leadership and governance, the implementation of strategy, and the ethical implications of strategic decisions.

MB 590. EXECUTIVE LEADERSHIP 1 cr. Prerequisites: MB 565 and at least 1 Elective Course. Executives face a unique set of responsibilities in organizational life and must have a clear understanding of their approach to navigate leadership challenges. Based on various forms of research, students will design their own model of executive leadership and share their findings with community leaders.

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MB 593. CEO INSIGHTS 1 cr. Prerequisite: permission of Assistant Dean of Graduate Business Programs. Introduces students to men and women who are leading major organizations in Northeast Ohio and beyond. Conversations will revolve around innovation, strategy, leadership and other current topics. Students will network with leaders from various sectors in an effort to provide a well-rounded perspective on what it takes to successfully lead an organization in an ever-changing landscape.

MB 594. CORPORATE SOCIAL RESPONSIBILITY 2 cr. Prerequisites: MB 565 and at least 1 Elective Course. Students evaluate business decision problems from the perspective of corporate social responsibility; apply different approaches to understanding corporate social responsibility to the evaluation of business decision problems; and learn to communicate the values associated with social responsibility from a leadership position.

### FOR MORE INFORMATION ABOUT BOLER'S GRADUATE BUSINESS PROGRAMS:

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