

**Master of Business Administration**  
**Program code: 100010**

***INTRODUCTION***

The College of Business Administration offers a Master of **Business Administration** (MBA) degree which prepares students for careers as effective leaders and managers to satisfy the needs of the private and public sectors. The MBA program accepts both business and non-business undergraduate degree holders. The language of instruction in the program is English.

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**PROGRAM REQUIREMENTS**

**36 TOTAL DEGREE CREDITS**

**27 COMPULSORY CORE (Credits in parenthesis)**

1015-505	Marketing Management Strategy	(3)
1015-506	Leadership and Organizational Behavior	(3)
1015-507	Strategic Management	(3)
1015-521	Financial Management	(3)
1015-532	Technology and Operations Management	(3)
1015-541	Financial Reporting and Accounting for Control	(3)
1015-551	Managerial Economics	(3)
1015-555	Research Methods for Business	(3)
1015-580	Legal Business Environment	(3)

**9 ELECTIVE COURSES**

Students may choose to focus on an area of concentration as offered by the College of Business Administration, or select a more broad-based general management curriculum. For a general MBA degree, students may choose three courses (3 credits each) from a list of elective courses offered by the college. Students wishing to specialize in an area of concentration are required to take three elective courses in the chosen area of concentration. Elective course offerings may vary depending on the interest of students and the availability of faculty.

**Note:** With the approval of the Program Director, students may substitute up to 3 credit hours with graduate courses from outside the College of Business Administration.

**Management & Marketing:**

1015-508	Organizational Design and Development
1015-509	Managerial Planning and Decision Making
1015-510	Managing Change in Organizations
1015-511	Human Resource Management and Development
1015-512	Entrepreneurship and Creativity
1015-513	Global Business Environment
1015-514	Consumer Behavior

- 1015-515 Marketing Research
- 1015-519 Independent Study

**Finance & Financial Institutions:**

- 1015-522 International Corporate Finance  
**Equivalent to** 1012-502 International Finance
- 1015-523 Investment Analysis and Portfolio Management  
**Equivalent to** 1012-501 Investment and Portfolio Management
- 1015-524 Financial Institutions and Markets
- 1015-525 Risk Management **Equivalent to** 1012-503 Risk Management
- 1015-526 New Venture Finance
- 1015-527 Real Estate Appraisal and Investment
- 1015-529 Independent Study

**Accounting:**

- 1015-544 Accounting and Control for Non-Business Organizations  
**Equivalent to 1020-578**
- 1015-545 Advanced Financial Statement Analysis  
**Equivalent to 1020-571**
- 1015-546 Advanced Topics in Financial Communication and Reporting  
**Equivalent to 1020-573**
- 1015-547 Advanced Topics in Auditing  
**Equivalent to 1020-574**
- 1015-549 Independent Study

**FOUNDATION COURSES**

A student possessing a non-business undergraduate degree may be admitted conditionally on passing three foundation courses (3 credits each). Any of these courses could be waived by successfully passing a placement examination. The student must obtain an average grade of B (3 points) in the required foundation courses in order to be admitted to the MBA program.

- 1015-570 Management and Organizational Behavior
- 1015-571 Financial and Managerial Accounting
- 1015-572 Survey of Economics

**AREAS OF CONCENTRATION:**

- Accounting
  - Finance
  - Management
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## ***COURSE DESCRIPTION***

### **1015-505: MARKETING MANAGEMENT STRATEGY CR: 3**

The course provides a managerial orientation to marketing in complex, rapidly changing global environment. The course provides students with a working knowledge of the activities involved in developing marketing programs and strategies to achieve a competitive advantage. Consumer behavior, competitive analysis, environmental analysis, market segmentation, marketing research and other conceptual and analytical tools will be introduced to facilitate the management of markets. Major decisions analyzed include market selection, product development, positioning, pricing, distribution and promotion. The global, ethical and regulatory dimensions of such marketing decisions are emphasized.

### **1015-506: LEADERSHIP AND ORGANIZATIONAL BEHAVIOR CR: 3**

A comprehensive study of individual and group behavior in work organizations. Behavioral science theories are studied and applied to organizational problems. Topics include perception, values, communication, motivation, group behavior, leadership, and management of conflict, decision-making, power, organizational structure, managing change and the organization environment interaction. Course emphasis is on executive leadership as an essential for making a difference in business, government, and not for profit settings. One objective of this course is to improve inspirational skills to persuade people to focus their efforts towards achieving a shared purpose or goal. A second objective is to improve the ability to manage the dilemmas of leadership.

### **1015-507: STRATEGIC MANAGEMENT CR: 3**

Analytical, integrative and decision-making skills are developed through case discussions, presentations and written research reports. The objective of the course is to give students exposure to major issues involved in planning, organizing and controlling complex organizations, and to integrate specific tools and visions of functional areas into the larger organization's perspective. Topics include strategy formulation and implementation in domestic and global setting, the industry and competitors analysis, industry and

firm value chain, goal setting, and assessing the impact of globalization and ethics on strategic decision-making.

### **1015-508: ORGANIZATIONAL DESIGN AND DEVELOPMENT CR: 3**

The course examines various ways to create an organizational structure to operate effectively in different environments. It focuses on key managerial decisions regarding choice environmental niches, structural arrangements, and the design of policies, plans, programs and practices that enhance organizational performance.

### **1015-509: MANAGERIAL PLANNING AND DECISION MAKING CR: 3**

The course introduces the strategies and tactics of managerial planning and the concepts of decision analysis. Topics include: planning structure, strategic, tactical and operational planning, planning techniques, integrating planning with organizational process as decision making models, and techniques, and evaluating decision effectiveness.

### **1015-510: MANAGING CHANGE IN ORGANIZATIONS CR: 3**

The course is an integrated approach to large-scale change in organizations. Change is analyzed from three levels: Top management where planning and vision is critical, middle management where implementation is the focus, and lower levels where receptivity and supervising are the emphasis. Cases are used to develop change management skills that cut across the three levels. The course also covers areas such as analysis and diagnosis, effective communications, employee involvement, and overcoming resistance to change.

### **1015-511: HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT CR: 3**

The course is an in-depth look at the major Human Resource Management and Development (HRMD) systems and their impact on the effectiveness of human resources and organizational performance. It introduces the students to issues in staffing, performance evaluation, career planning, training and compensation from both a technical and

strategic perspective. Cases are used to develop HRMD skills, and group discussions to articulate the critical issues of implementing HRMD systems.

**1015-512: ENTREPRENEURSHIP  
AND CREATIVITY  
CR: 3**

This course comprehensively covers the activities required for the formation of new enterprises and certain aspects of managing growing organizations, as well as the determinants and approaches of creativity and innovation related to the entrepreneurial process. It considers topics such as the new venture creation process: business idea generation and evaluation; resource acquisition; customer identification and selling; developing a business plan; organization building; networking; and the technical issues entrepreneurs face in the legal and accounting areas. Teaching techniques include case studies and discussion, in-class exercises, readings, guest speakers, and developing and presenting a business plan .

**1015-513: GLOBAL BUSINESS  
ENVIRONMENT  
CR: 3**

The course deals with the special issues and problems of managing organizations with cross-border business transactions. Global strategic processes are reviewed. The topics include: planning, organizing and controlling international business operations, human resources, cross-cultural issues, joint ventures and international negotiations.

**1015-514: CONSUMER BEHAVIOR  
CR: 3**

The course provides students with the appropriate tools to understand customers. The course covers the models, concepts and frameworks that explain how people behave as customers of goods and services. An emphasis on how to apply these ideas to marketing strategy and tactics is placed.

**1015-515: MARKETING RESEARCH  
CR: 3**

The course provides students with a systematic approach for conducting marketing research. Topics include: methods of measuring, examining and predicting factors that affect the marketing process, the aspects of the research process, including problem formulation, research design, data collection methods, sampling, statistical analysis, and results presentation.

**1015-521: FINANCIAL MANAGEMENT  
CR: 3**

Provides knowledge and tools to make informed investment and financing decisions. Topics include: capital markets, advanced capital budgeting, asset pricing models, capital structure, dividend policy, working capital management, mergers, restructuring and corporate control, financial risk management, exchange rate systems and international finance.

**1015-522: INTERNATIONAL CORPORATE  
FINANCE  
CR: 3**

An introduction to value-maximization and risk management in firms with emphasis on multinational corporations. Concepts from finance are used to analyze the cost of capital, direct foreign investment, foreign exchange exposure, risk hedging, and international capital budgeting. Emphasis is on applying economic and financial theory to management decisions through a series of assignments and case studies.

**1015-523: INVESTMENT ANALYSIS  
AND PORTFOLIO MANAGEMENT  
CR: 3**

Study of the basic theory and practice of security valuation and investment management. Topics include security and portfolio analysis, selection of investment media and measurement of performance.

**1015-524: FINANCIAL INSTITUTIONS  
AND MARKETS  
CR: 3**

Analyzes the management and operations of firms in the financial services industry, and studies the competitive money and capital markets in which they operate. Risk management in the financial institution is emphasized in detail using a variety of techniques.

**1015-525: RISK MANAGEMENT  
CR: 3**

Discusses the use of financial contracts in managing some of the risks associated with business and investment. Theoretical issues are discussed to provide a basis for understanding the practical uses of these securities. Also, the course is designed to provide students with the skills necessary to identify business loss exposures and analyze various risk financing and control techniques. Topics include: loss control, self-insurance, options, study of the insurance

institution, and fundamentals of insurance.

**1015-526: NEW VENTURE FINANCE  
CR: 3**

Studies the problems of valuing and financing new ventures. Considerable emphasis is placed on deal structuring, both within a case and project context. Valuing a local new venture as well as developing a detailed financial plan, including a recommended deal structure.

**1015-527: REAL ESTATE APPRAISAL AND INVESTMENT  
CR: 3**

Study of the setting and measurement of property values in real estate markets and an analysis of real estate as an investment. Debt and equity financing of residential and commercial properties, to go with style of mortgages markets and instruments, lender and investor decisions in real estate financing.

**1015-529: INDEPENDENT STUDY  
CR: 3**

**1015-532: TECHNOLOGY AND OPERATIONS MANAGEMENT  
CR: 3**

A study of the methods used by organizations to design, develop and produce products and services. Managerial approaches for developing effective systems for material and information flow, quality assurance, and implementation of new technologies are analyzed, while taking into account current approaches used by international companies. Topics include: operations strategy, strategic planning of products and services, quality management, statistical quality control, process design, technology management, forecasting, inventory planning and control, and just-in-time systems.

**1015-541: FINANCIAL REPORTING AND ACCOUNTING FOR CONTROL  
CR: 3**

The perspective of the course is that of managers as knowledgeable users of accounting information. This course develops the necessary concepts and skills to comprehend and use financial statements and management accounting information in decision-making processes. Topics include: the impact of alternative accounting principles on financial statements, management's financial reporting strategy, usefulness of financial statements for assessing profitability and risk and

for managerial decisions, cost analysis for decision making and performance evaluation, strategic cost analysis, and management control systems.

**1015-544: ACCOUNTING AND CONTROL FOR NON-BUSINESS ORGANIZATIONS  
CR: 3**

Preparation of financial statements for non-business organizations, and use of accounting information for managerial decision-making, planning and control. Lectures and case studies of governmental entities, schools, hospitals and other non-business institutions.

**1015-545: ADVANCED FINANCIAL STATEMENT ANALYSIS  
CR: 3**

This course provides an in-depth study of the concepts, skills and tools needed to interpret and analyze financial statements. Topics include: assessing the profitability and risk of healthy and distressed firms, analysis of corporate acquisition, analysis of multinational operations, derivatives and hedging activities, analyzing pro forma financial statements and their use in valuation and industry analyses.

**1015-546: ADVANCED TOPICS IN FINANCIAL COMMUNICATION AND REPORTING  
CR: 3**

A focus on the impact of economic events such as mergers and acquisitions, divestitures, bankruptcies, and foreign currency transactions on the firm's external accounting reports. Specialized financial contracts, such as: swaps, forward and futures contracts, and off balance sheet financing are analyzed.

**1015-547: ADVANCED TOPICS IN AUDITING  
CR: 3**

Considers special auditing topics announced each semester. Topics may include: appraisal of current auditing standards for examining corporate financial statements, concepts and techniques of organizational auditing as an extension of financial audit methodology, nature of evidence in the audit, significance of statistical sampling, ethical conduct in professions, and problems in auditing computerized systems.

**1015-551: MANAGERIAL ECONOMICS**  
**CR: 3**

The course emphasizes the practical application of economic theory to managerial decision making and problem solving. Topics include: an overview of managerial economics, maximization and optimization, decision analysis under risk and uncertainty, demand analysis and the theory of consumer behavior, demand elasticity, empirical demand functions, demand forecasting, the theory of cost, cost analysis and estimation in the short run and in the long run, market structure, competition, monopolistic competition, pricing practices and the impact of government on business today.

**1015-555: RESEARCH METHODS FOR BUSINESS**  
**CR: 3 PR: 1015-531**

This course seeks to provide students with necessary skills and knowledge for successful completion of a piece of research. Topics in the course cover: identifying a research topic, literature review, research ethics, research strategy, sampling, primary and secondary data collection, data analysis and writing up the project.

**1015-570: MANAGEMENT AND ORGANIZATIONAL BEHAVIOR**  
**CR: 3**

A survey of the main approaches and perspectives of management and their theoretical and empirical implications. The course also covers the major determinants of organizational behavior and performance. Topics include: the classical management approach, the behavioral management approach, the quantitative management approach, the contingency perspective, the system's perspective, individual behavior, group behavior and organization behavior.

**1015-571: FINANCIAL AND MANAGERIAL ACCOUNTING**  
**CR: 3**

Provides a framework for the preparation and interpretation of corporate accounting reports. The primary emphasis will be on the accounting cycle, financial statement disclosure and how accounting is intrinsically linked to operating, investing and financing activities. An introduction to product-cost determination and the uses of cost analysis in management decision-making are covered.

**1015-572: SURVEY OF ECONOMICS**  
**CR: 3**

A survey of economics from a managerial perspective. The course examines macroeconomic and microeconomic theories relevant to today's business environment. Topics include an overview of macroeconomics, measuring national output and income, consumption and investment fundamentals of aggregate supply and demand, the multiplier model, money and commercial banking and monetary policy, economic growth, unemployment and inflation. Additionally, an analysis of microeconomics examines topics such as supply and demand in individual markets, theory of consumer behavior, theory of the firm, theories of price, cost, production, and organization structures.