Degree Requirements – Online Master of Business Administration

The online MBA is a 36 credit-hour program consisting of 12 three credit-hour classes. Students choose between healthcare and leadership concentrations. All students complete nine common courses together in a team approach and three courses that are specific to their concentration.

Core Coursework

BUSN 681 Organizational Behavior
Provides an overview of topics and concepts in the field of Organizational Behavior. Emphasis is on developing a theoretical grasp of issues and problems and an understanding of practical implications of various theories of human behavior at work. Specific topics include leadership, motivation, teamwork, career issues, work roles, job enrichment, and employee participation activities necessary to generate goods and services in profit and non-profit organizations.

BUSN 682 Managerial Accounting
This course introduces the basic concepts of financial and managerial accounting. It examines the way in which managers analyze and use accounting information to make effective managerial decisions. The course focuses on how to compute and prepare special analyses and reports as well as how to interpret those results for decision making purposes. Major topics include financial statements, product costing, budgeting, cost-volume-profit relationship, and planning and control.

BUSN 683 Leadership Development
The primary objective of the course is to provide a developmental opportunity for students to be more effective and intentional as leaders. Based on the finding that increased self-awareness is key to leadership effectiveness, students will be exposed to a variety of assessments and experiences including personality assessment, 360-degree feedback, and coaching in order to increase their capacity to lead effectively. Components of the course will be held in person during the scheduled residencies.

BUSN 684 Managing in a Global Context
This course develops an understanding of the challenges that firms and their managers face in attempting to operate in an increasingly global business environment. The course explores the causes and consequences of the evolving global business environment including the changing patterns of international trade and investment, the nature and impact of international trade policies and institutions, exchange rates and the management of exchange rate risk. Case analysis is used to explore management of the multinational enterprise including strategic options for international expansion,
parent-subsidiary relationships, and the challenges of operating in a multi-cultural business environment.

**BUSN 685 Managerial Finance**
Introduces students to the theory and practice of corporate finance in a valuation and decision making context. In particular, students will learn to employ a valuation approach for making decisions in areas including capital budgeting, capital structure, cash distributions, raising capital, and mergers and acquisitions. The course blends theoretical aspects of corporate finance with case discussions.

**BUSN 686 Business Analytics**
An overview of concepts, techniques and applications of statistical data analysis and management science as they support decision making processes throughout the organization. Includes quantitative methods commonly used to support business decision modeling and to investigate past business performance to drive business planning. Includes the application of current computer software.

**BUSN 687 Marketing Management**
The marketing manager’s requirements include analyzing markets, designing and implementing marketing strategies, and managing brands. These requirements are achieved by identifying and targeting customer needs that can be satisfied by the organization’s value proposition. A successful marketer, therefore, focuses an organization’s resources to meet customer needs and to maximize internal objectives. In this course, students will utilize quantitative and qualitative methods that enhance the likelihood of successfully achieving these goals.

**BUSN 688 Management Information Systems**
This course examines how information systems are developed and used in organizations to achieve business success and competitive advantage. Emphasis on information technology as an enabler to support business strategy, define business models and provide for more efficient operations in both domestic and global business environments.

**BUSN 689 Operations Management**
This course explores the relationship between operating systems of the organization and the marketing, financial and human resource systems. Tactical day-to-day operating decisions and long-range strategic decisions are covered and discussed. The student will learn strategies and methods that will assist in discerning how productive entities work and ways to improve performance.
Concentrations

Healthcare Concentration:

BUSN 693 Healthcare Delivery: A Managerial Economics Framework
This course examines how decisions are made by consumers, healthcare providers, and health insurers with a special emphasis in the US Healthcare market. The course is built around individual's demand for healthcare and the supply of services by doctors and hospitals. Topics covered include cost-benefit analysis/cost-effectiveness analysis, the role of the government as a provider of care, health insurance, managed care, long-term care, and the pharmaceutical industry.

BUSN 694 Legal and Ethical Issues in Healthcare Management
This course examines the roles of the legal and regulatory oversight in the US healthcare system. Students will analyze important ethical, legal and policy issues in healthcare. Students will develop critical thinking skills needed for ethical decisions in the healthcare environment. Practical and theoretical applications of law are addressed with a focus on the identification of legal and bioethical issues arising from and affecting various healthcare employment settings.

This course provides a broad overview of the US healthcare system, and surveys the theory and practice in the management and policy sciences as applied to the field of public healthcare. Students will gain an understanding of the U.S. public healthcare system, methods of policy analysis, and public and private sector institutions. Students will analyze and discuss topics related to health policy initiatives, resource allocation planning, and the strategic problems faced by healthcare managers in applying modern business concepts to healthcare systems.

Leadership Concentration:

BUSN 690 Economics for Managers
Introduces core economic concepts and relationships pertinent to business strategy formulation and managerial decisions. Topics covered include the role and interaction between consumer demand, firm costs, and industry market structure in guiding informed managerial decisions, the impact of alternative public policies at the industry and firm level, and assessment of broader macroeconomic policies. Students learn and
apply basic economic concepts to gain understanding of their use and importance for business management and effective decision making.

**BUSN 691 Corporate Governance and Ethics**

This course focuses on the practice of corporate governance and ethical behavior. Students will deepen their understanding of the legal and ethical responsibilities of shareholders, boards of directors, and management of a corporation with the goal of learning to develop a sound corporate governance framework. Students will analyze and discuss cases and real-world situations to better understand the interplay between law, ethics, corporate governance, and social responsibility in the context of business and public policy.

**BUSN 692 Strategic Planning & Implementation**

This is the capstone course of the MBA program in which the emphasis is on the strategic planning necessary for an organization to define and achieve its overall objectives. Cases include problems in which economic, moral, personal, social and political factors are involved. A major theoretical or practical project is required. The final exam of the course is comprehensive and is designed to evaluate overall synthesis of content of the foundation and core courses.