

Master of Business Administration

Course #	Course Name	Course Description & Objectives	Core Course
MBA 500/500OL	Management Information Systems (3 units)	<p>Foundation and infrastructure of information technology applied to strengthen competitiveness. Effective utilization of strategic information systems, telecommunications, system development process, database concepts and electronic commerce to enhance organizations' operations.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Demonstrate the understanding of various management information Systems concepts and practice including database, telecommunications, information security, e-commerce and enterprise systems. - Solving problems by applying information models and technologies to improve business efficiency and effectiveness. <p>Examine and analyze different MIS alternatives based on system analysis and design process.</p> <p>MBA 500 mode of instruction: Face-to-Face MBA 500OL mode of instruction: Online Letter grade only (A-F).</p>	X

<p>MBA 501/501OL</p>	<p>Decision Technologies and Statistics (3 units)</p>	<p>This course provides statistical tools and concepts that aid managerial decision making in business. Statistical analysis includes probability, estimation, hypothesis testing, forecasting, and decision process. Management Science includes quantitative modeling, math programming, decision support systems and simulation applicable to various business functions.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Demonstrate the understanding of basic principles and techniques of applied mathematical modeling for managerial decision making. - Solving problems by applying decision technologies and mathematical modeling. Examine and analyze different alternatives by decision tools, models and research. <p>MBA 501 mode of instruction: Face-to-Face MBA 501e mode of instruction: Online Letter grade only (A-F).</p>	<p>X</p>
<p>MBA 502/502OL</p>	<p>Management Strategies (3 units)</p>	<p>Principles and theories of management, organization theory, planning and control techniques. Management of the overall organization and the production/operation systems of organizations.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Demonstrate the understanding of the definitions, theories of management, organization theory, planning and control techniques. - Solving problems by applying theories of strategic management. - Examine and analyze different alternatives by using management, organization theory, planning and control techniques. <p>MBA 502 mode of instruction: Face-to-Face MBA 502OL mode of instruction: Online Letter grade only (A-F).</p>	<p>X</p>

MBA 503/503OL	Financial Management (3 units)	<p>Introduction of Financial Management. Theories, models and practice in Financial management. Integration of computers, management information systems and cases to: (1) time value of money, risk, valuation, cost of capital, capital structure; (2) capital budgeting; (3) long-term financing decisions; (4) working capital policy and management; (5) financial analysis and planning.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Demonstrate the understanding of the theories, models and practice of finance management. - Solving problems by applying theories of finance management - Examine and analyze different alternatives in financial decisions based on financial analysis and planning technologies. <p>MBA 503 mode of instruction: Face-to-Face MBA 503OL mode of instruction: Online Letter grade only (A-F).</p>	X
MBA 504/504OL	Accounting Management (3 units)	<p>The use and reporting of accounting data for managerial planning, cost control, and decision-making purposes. Includes broad coverage of concepts, classifications, and behaviors of costs.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Demonstrate the understanding of the theories and practices of accounting information in investing and lending decisions and how accounting information impacts business strategy. - Solving problems by applying accounting theories and practices in a business environment. - Examine and analyze different accounting solutions based on accounting theories and practices. <p>MBA 504 mode of instruction: Face-to-Face MBA 504e mode of instruction: Online Letter grade only (A-F).</p>	X
		<p>The theories and practice of marketing management. Buyer behavior, marketing research, pricing, distribution, promotion, product strategies, and the influence of external factors. Ethic, corporate social responsibility, and public policy that are intrinsic to marketing decision making in global environments are explored. Human Subject Pool participation required.</p>	

MBA 505/505OL	Marketing Management (3 units)	<p>Objectives:</p> <ul style="list-style-type: none"> - Demonstrate the understanding of all marketing functions, practices, and related theories. - Solving problems by applying marketing mix (product, price, place, and promotion); marketing research, e-commerce/Internet marketing and explain how marketing decisions are made using the basic business functions in a marketing context. - Examine and analyze different marketing decisions based on quantitative analysis using performance metrics and analyzing financial performance including a pro forma analysis and their performance in two examinations which involve quantitative analysis of marketing issues. <p>MBA 505 mode of instruction: Face-to-Face MBA 505OL mode of instruction: Online Letter grade only (A-F).</p>	X
MBA 520/520OL	Data Analytics using Excel (3 units)	<p>Learn to perform big data analysis using Excel's most popular features such as Excel Macros, Visual Basic, Pivot Tables, and the other intermediate-to-advanced Excel functionality.</p> <p>The ability to analyze big data is a powerful skill that helps you make better decisions. Microsoft Excel is one of the top tools for data analysis and data visualization. This course will prepare you to design and implement advanced Excel formulas that aggregate data to create meaningful reports.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Fluent in Excel's most commonly used business functions such as VLOOKUP, HLOOK, LOOKUP, INDEX and MATCH, summarize data in flexible ways, enabling quick exploration of data and producing valuable insights from the accumulated data. - Demonstrate understanding of how pivot tables, pivot charts and slicers work together for analyzing big data and help in creating automated dynamic dashboards/reports. - Become proficient in Excel macros and VBA userforms. <p>MBA 520 mode of instruction: Face-to-Face MBA 520OL mode of instruction: Online Letter grade only (A-F).</p>	X

<p>MBA 601/601OL</p>	<p>Database Management Systems using SQL (3 units)</p>	<p>Introduction to database design and creation using a DBMS product such as MS SQL Server. Develop SQL programming proficiency. Emphasis is on data dictionary, data manipulation, data integrity, data normalization, data control statements as well as on report generation. Upon completion, students should be able to write Structured Query Language (SQL) programs which create, update, and produce computerized business forms and reports.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Demonstrate the understanding of essential database management theory and concepts, database design and implementation with an emphasis on the relational database model. - Utilize database design techniques such as Entity-Relationship Diagram, normalization, and data warehouse. - Develop SQL programs to create complex forms and reports that integrate data from multiple sources. <p>MBA 601 mode of instruction: Face-to-Face MBA 601OL mode of instruction: Online Letter grade only (A-F).</p>	
<p>MBA 621/62OL</p>	<p>E-Commerce and Internet Marketing using FB and Google Analytics (3 units)</p>	<p>Introduction to E-Commerce and Internet Marketing concepts and technologies. Examines the concepts of media marketing and the role that digital technology plays in making marketing more effective. The course demonstrates how social media and digital technology can improve marketing strategy formulation and execution, in understanding and utilizing the many tools and techniques of media marketing. The focus will be on Facebook and Google Analytics.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Understand internet users, e-business models, and identify profitable E-Marketing strategies. - Describe marketing strategies of segmenting, targeting, positioning, and differentiation. - Analyze digitally based market research techniques, such as Facebook and Google Analytics - Identify features of successful website. - Evaluate and assess the context and content that is interesting to the target audience and increases traffic to the website. - Design a marketing plan for a product that will 	

		<p>effectively advance customers from awareness to commitment.</p> <p>MBA 621 mode of instruction: Face-to-Face MBA 621OL mode of instruction: Online Letter grade only (A-F).</p>	
MBA 650/650OL	Project Management and Internship (3 units)	<p>Theory and applications of electronic commerce including issues such as E-cash, E-banking, E-tailing, SCM, E-marketing, B2C, B2B, C2C, E-government, Internet business opportunities, Internet security homepage maintenance, Internet database interface and cooperative computing.</p> <p>Objectives:</p> <ul style="list-style-type: none"> - Demonstrate the understanding of Project Management analytical functions, practices and tools and be able to integrate this functional knowledge to address project issues. - Solving problems by applying quantitative and technological skills that are required to enable them to analyze and interpret project data to improve project performance. - Examine and analyze different projects based on project data collected. <p>MBA 650 mode of instruction: Face-to-Face MBA 650e mode of instruction: Online Letter grade only (A-F).</p>	