

ROBERT W. PLASTER COLLEGE OF BUSINESS AND COMPUTER SCIENCE

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<http://www.sbuniv.edu/academics/colleges/cobacs.php>

Mission Statement

The mission of the Robert W. Plaster College of Business and Computer Science is to provide educational programs in business, accounting, and computer and information sciences that integrate theories, concepts, and experiential applications with a Christian worldview.

Vision Statement

The Robert W. Plaster College of Business and Computer Science is committed to strong academic programs, the integration of faith in discipline, and a continued pursuit of student success.

Core Values

The Core Values of the Robert W. Plaster College of Business and Computer Science are:

- Provide a student-focused education
- Integrate Christian faith in discipline
- Pursue continuous program review and improvement
- Continue partnership development with current and potential employers

Accreditation

The MBA program at Southwest Baptist University is accredited by the Accreditation Council for Business Schools and Programs.

Faith Integration

Faculty in the College are committed to the University and College mission statements, which explicitly direct instruction of the College disciplines from the context of a Christian worldview. In addition to providing a strong and rigorous curriculum in each of our specialties, our duty as Christian scholars is to help frame both our discipline and the practice of that discipline within a biblical and more specifically, a Christian context. This commitment to integrate discipline with Christian faith and practice occurs throughout the courses taught within the College. Furthermore, the College has adopted Psalm 15 as a guiding principle for our students. The College is specifically dedicated to producing “Psalm 15 Professionals” for servant leadership roles in business and computer science. Using Psalm 15 as a basis, eight character traits that should be hallmarks of students and graduates of the College have been identified. These character traits are highlighted each semester and include: Integrity, Service, Respect, Charity, Faithfulness, Truthfulness, Humility, and Perseverance. Psalm 15 Lectures are held each semester featuring guest lecturers who speak on the specific theme for that semester and relate personal experiences that highlight integrity and a Christian worldview for business leaders.

Assessment

The College faculty believes assessing educational outcomes in business is important. Outcomes assessment is a way to evaluate College programs and academic achievement of students in relation to similar colleges. Therefore, all graduates

from Robert W. Plaster College of Business and Computer Science programs are required to participate in an appropriate College exit exam. The information obtained is used to measure student competencies and provide feedback to improve the quality of the educational experience for students.

Each student will be required to complete both an Inbound and Outbound Assessment. This assessment will measure their competency in the MBA core subjects (Accounting, Economics, Finance, Management, Marketing, and Statistics). Students will complete the Inbound Assessment as part of the application process and the Outbound Assessment during their last semester of coursework. More details about the assessment and scoring can be found under Prerequisites.

Master of Business Administration

Director: Levi Bridge

Office: Taylor Free Enterprise Center 102 – (417) 328-1758

Faculty: Troy Bethards, Aaron Black, Levi Bridge, Angie Brown-Peterson,
Allison Langford, Baochuan Lu, Jenell Wagner, Nathan Wright, John Zietlow

Mission of the MBA program

The mission of the Master of Business Administration program is to equip graduate students from a Christ-centered perspective, building on foundational business principles, with the interpersonal, critical thinking, and analytical skills to empower them to become servant leaders in a global community.

Admission Requirements

Admission to Unclassified Status

Students who do not wish to pursue a degree but who are eligible for graduate study may take up to nine graduate credit hours in the College of Business and Computer Science. Applicants who have not completed the application process are also placed in this status until requirements are met.

Admission to Classified Status

Students may be fully admitted or conditionally admitted to the graduate program. Classified status students are admitted to the program in one of four classification categories:

1. **Fully Admitted** - The student meets all admission standards and has been admitted to the program of study.
2. **Conditionally Admitted**
 - a. **Contingent Admission** - Any student who has not completed the academic program prerequisites is conditionally admitted to graduate study. However, the graduate student may take no more than nine semester hours of graduate courses without satisfying program prerequisites.
 - b. **Academic Probationary Admission** - The student meets all admission standards except that the student does not present a 2.75 grade point average. This student may be admitted as a probationary student pending completion of nine hours of graduate level work with grades of "B" or better.
 - c. **Senior Admission** – During the last year of their baccalaureate degree program, a current SBU student can apply for admission to the Master in Business Administration program. During this same timeframe, the individual can begin taking graduate courses as a dually-enrolled student if:
 - ii. The total number of hours taken does not exceed 18 semester hours, which includes no more than nine semester hours of graduate courses.
 - iii. The student has a minimum cumulative grade point average of 2.75.
 - iv. The student completes the bachelor degree at the end of a two-semester period.
 - v. The student meets all other standards for admission.

A student seeking admission to the Master of Business Administration program will need the following:

1. Bachelor or master degree from a regionally accredited college or university.
2. Minimum cumulative undergraduate grade point average of 2.75 on a 4.00 scale.

3. Completed "Application for Admission to the College of Business and Computer Science Master of Business Administration Program."
4. Two recommendation forms that speak to the character and academic ability of the applicant.
5. Official transcripts from all colleges or universities attended.
6. Complete the MBA Inbound Assessment.
7. Additional information or interview as requested by the Program Director or Dean.
8. Pay Application/New Student fee.

International Students

International students must meet the admission requirements for the MBA program. Official records not in English must be accompanied by an official translated record. All records should show the individual subjects studied and the grades received in each subject.

Prerequisites

The Master of Business Administration program requires that students have prior knowledge in certain areas of study before fully pursuing the MBA. The prerequisite of prior knowledge is required for three reasons:

- It establishes a baseline level of knowledge for all MBA students.
- Having a baseline level of knowledge helps to ensure SBU offers a quality MBA program.
- Ensuring each student has a given level of knowledge in the vital disciplines related to the MBA translates into a greater likelihood of student success in completing the program.

Each student is required to take the MBA Inbound Assessment comprised of the following subjects: Accounting, Economics, Finance, Management, Marketing, and Statistics. Based on the results of the student's assessment results will determine whether leveling module(s) or prerequisite course(s) will be required. Each student must earn a grade of 80% or higher in each of the subject areas to meet the prerequisite requirements.

If a student does not earn a grade of 80% or higher in each subject, the student will be required to take the leveling module associated with that subject. If the student earns an 80% or higher in the leveling module, they will show sufficient background knowledge to be able to succeed in the MBA program, and meet that subject's prerequisite requirement. If the student does not earn a grade of 80% or higher in the leveling course, that student will be required to take the prerequisite course to satisfy the prerequisite requirement.

Transfer Credit

Six graduate semester hours completed at another regionally accredited institution may be transferred and applied to the degree. These credits must be comparable to courses offered at Southwest Baptist University and must be approved by the Graduate Council or the Dean of the College of Business and Computer Science.

Degree Requirements

Students are eligible to graduate after fulfilling the requirements described below. Students who enroll in another college or university without prior permission of the Director of the Graduate Studies in Business and Computer Science are considered to have withdrawn from Southwest Baptist University. Students wishing to transfer work from another institution and not withdraw from Southwest Baptist University must obtain prior approval from the Director of the Graduate Studies in Business and Computer Science as well as the Dean of the College of Business and Computer Science.

Master of Business Administration

To receive the MBA degree, a student must:

1. Meet all graduate admission standards, including completion of a baccalaureate degree, and completion of admission application and file.
2. Complete a plan of graduate study consisting of at least 37 semester hours.
3. Maintain a graduate level GPA of at least 3.00 on a 4.00 scale with no grade below a C (2.00). Students receiving two grades of "F" are automatically dismissed from the graduate program. Students may reapply for admission after a mandatory one-year suspension.
4. Complete all degree requirements within a five-year period following admission to the graduate degree program.
5. Participate in commencement exercises unless absence is approved by the Provost.

Outbound Assessment

As part of the degree requirements, each student is required to pass a comprehensive examination at or near the end of their study. The examination will test the extent to which the student can analyze, synthesize, and apply that which has been learned from the various graduate study experiences.

Program of Study and Academic Regulations

The MBA degree program will consist of a minimum of 37 credit hours. Everyone enrolled in the MBA program will complete the MBA core. If no concentration is pursued, a student will complete the additional MBA requirements to finish the degree. An MBA with a concentration will complete the MBA core along with 12 additional credit hours of coursework specific to the concentration. The Master's program of study is based upon the belief that experienced administrators should have a working knowledge of business on which to build. The following programs of study will ensure that administrators have the tools and knowledge to succeed in their careers.

MBA Program of Study (37 credit hours)

MBA CORE Requirements (31 hours)

ACC 5113	Managerial Accounting	3 hours
ECO 5043	Managerial Economics.....	3 hours
MGT 5043	Organizational Behavior and Servant Leadership.....	3 hours
MKT 5023	Marketing Management	3 hours
FIN 5023	Financial Management.....	3 hours
MGT 5111	History of Management Thought	1 hour
CIS 5123	Management Information Systems and E-Commerce.....	3 hours
MGT 5093	Organizational Strategy.....	3 hours
MGT 5013	Managerial Communication	3 hours
MGT 5063	Entrepreneurship	3 hours
LDR 5063	Leadership Development	3 hours

Additional MBA Requirements when no concentration is pursued (6 hours)

BUS 5043	Ethics and Critical Thinking in Business Administration	3 hours
BUS 5053	Global Business Practice and Opportunity.....	3 hours

MBA Health Administration Concentration Additional Requirements (15 hours)

HAD 5013	Health Administration Law and Risk Management	3 hours
HAD 5043	Ethics and Critical Thinking in Health Administration.....	3 hours
HAD 5083	Research Methods in Health Administration	3 hours
HAD 5103	Health Service Systems.....	3 hours
HAD 5183	Health Service Organizations.....	3 hours

Dual-Listed Courses

The MBA program has three courses that are dual listed at the undergraduate level. The dual-listed courses offer undergraduate students an opportunity to complete an MBA course before they graduate and earn credit toward their graduate degree.

To take a dual-listed course, the undergraduate student must complete the MBA Application. All other application requirements are to be completed upon entering the MBA program. Eligible students must be in their last year of undergraduate study to enroll in a dual-listed course. The dual-listed course will be a 4000 level course, but is taught at the MBA level. Upon completion of the course, if the student wants the course to count as graduate level credit, the student will need to speak with the MBA Director who will coordinate with the Registrar's Office to ensure it is counted as graduate credit.

The three dual-listed courses and times offered are:

- Summer – CIS 4123 – Management & Info Systems and E-Commerce
- Fall – ACC 4113 – Managerial Accounting
- Spring – LDR 4063 – Leadership Development

COURSE DESCRIPTIONS

ACCOUNTING

ACC 5003. Accounting Foundations (cross-listed with ACC 2013) – 3 hours

A study of the basic fundamentals of Financial Accounting, concentrating on the complete accounting cycle for both the service and merchandising business. Included in this study are inventory systems, internal control, financial reporting and financial statement analysis. This course is a leveling course, which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

ACC 5010. Accounting Proficiency – 0 hours

This course is an academic leveling course in Accounting for incoming graduate students.

ACC 5013. Accounting Foundations II (cross-listed with ACC 2043) – 3 hours

A continuation of ACC 5003 that addresses managerial accounting and the role of accounting in the improvement of management practices. Particular attention is given to cost accumulation, cost behavior, analysis, budgeting, management decision-making and control, time-value-of-money and capital budgeting. This is a leveling course, which meets an MBA prerequisite. Prerequisite: ACC 5003 (or undergraduate equivalent).

ACC 5113. Managerial Accounting – 3 hours

The application of accounting principles and techniques to managerial planning and controlling activities. Areas emphasized will include behavior of cost, budgeting, accounting analysis, and improving managerial tools used in decision-making. Prerequisite: ACC 2043/5013.

ACC 5223. Financial Accountability – 3 hours

This is a two-part course that addresses the issues typically included in graduate level courses in managerial accounting and finance principles and tools to achieve exceptional, comprehensive stewardship of all organizational resources. Prerequisite: ACC 2013/5003.

ACC 599(1-3). Independent Study in Accounting – 1-3 hours

Independent study of some problem or area not covered in organized courses. The study is under the direction of a department member in whose field of specialization the problem lies.

BUSINESS

BUS 5000. Continuous Enrollment

This course designation provides a mechanism for tracking students who have received a grade of "I" or "IP" in a graduate course and are not currently enrolled in another graduate offering at SBU. The course designation neither carries graduate credit nor requires tuition. The student is assessed a course fee utilized by the University to provide a current student identification card, allowing access to library resources at SBU and other university/college libraries, as well as providing funds to support related program record keeping. Course fee \$50 per eight-week term.

BUS 5003. Statistics Foundations (cross-listed with BUS 2023) – 3 hours

Emphasizes collection, tabulation, graphic presentation and interpretation of business and economic data. Includes measures of central tendency and dispersion, elementary probability, sampling theory and linear correlation, computer applications. A practical research project in business or health administration will be conducted. This course is a leveling course which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

BUS 5010. Business Statistics Proficiency – 0 hours

This course is an academic leveling course in Business Statistics for incoming graduate students.

BUS 5023. Business Communication and Culture – 3 hours

This course prepares students to deal with the challenges of language and culture in global legal, social and political settings that may vary significantly from that of the parent company.

BUS 5043. Ethics and Critical Thinking in Business Administration – 3 hours

This course will consider biblical, traditional (classic) and contemporary methods in the field of ethics and moral philosophy and will assess their usefulness in everyday organizational life. In analyzing contemporary organizational issues, the learner will be expected to look carefully at the factors within the work environment and society which contribute to ethical dilemmas, to think constructively about how these might be changed, and where the responsibility for such change lies. Using established critical thinking methods, tools, and concepts, learners will explore and analyze the nature of work, the role of ethical leadership, the ethical characteristics of human organization, the relationship of the organization to society, and the development of an ethical organizational culture.

BUS 5053. Global Business Practice and Opportunity – 3 hours

This course equips students to deal effectively with the challenges of establishing and managing international subsidiaries. It includes identifying and evaluating international opportunities and risks as well as the fundamentals of

international sales and distribution. It also introduces students to the important roles of international organizations such as the World Bank, IMF, WTO, EXLM, PEFCO, OPIC, OPEC, regional development banks and a variety of key trade agreements. Students enrolled in the course will either participate in an extensive course project or a structured one week international business experience. The cost of the trip will vary from year to year and will be an additional expense borne by the students choosing to participate. Prerequisite: MGT 3013/5003 and ECO 2033/5013.

BUS 5063. Law of Commerce and International Trade – 3 hours

This course explores the key concepts, laws and application of the legal system governing international economic transactions and international economic relations. The course examines the World Trade Organization, the General Agreement on Tariffs and Trade, debates centered on Trade-Related Intellectual Property Rights, the growing economic interdependence of the world, and the role of law in international affairs.

BUS 5083. Quantitative Business Research – 3 hours

This course equips students to understand and use the principles and tools of quantitative analysis for decision making across all functional areas of the organization. It includes decision theory and contemporary practices, including a familiarization with many of the most widely used software packages. Prerequisite: BUS 2023/5003.

BUS 5192. Comprehensive Exam Review – 2 hours

This course is an interactive comprehensive review of all the course material in the program and includes additional contemporary readings that familiarize the students with the most recent global economic, ethical, legal, political, social and competitive challenges facing today's enterprise.

BUS 598(1-3). Internship – 1-3 hours

Academically planned and supervised work experience (160 hours) in area(s) of the student's specialization, approved by a graduate faculty member. A paper will be required related to the internship experience in business.

BUS 599(1-3). Independent Study in Business – 1-3 hours

Independent study of some problem or area not covered in organized courses. The study is under the direction of a department member in whose field of specialization the problem lies.

BUS 6002. Non-Profit Financial Management – 2 hours

This course provides an understanding of the fundamental concepts underlying financial management, controls, and analysis in the nonprofit sector. Various topics, including strategy, budgeting process techniques, major budgetary issues, financial statement analysis, revenue sources, fund development, tax strategies, debt management, human resources, risk management, cash management, basic categories of nonprofit expenditures, organizational controls, and relevant information technology will be discussed. A working knowledge of Excel is required for this course.

BUS 6012. Organization Consulting Practice – 2 hours

This course introduces the task and relationship dimensions of organizational consulting and develops foundational competency in the areas of assessment, diagnosis, and problem-solving relative to organizational performance. Students will learn key aspects essential in creating and implementing effective independent consulting practices to support schools and non-profit organizations. Data collection and analysis are key components of the course to assist students in developing skills related to conducting effective organizational evaluations.

COMPUTER AND INFORMATION SCIENCES

CIS 5123. Management Information Systems and E-Commerce – 3 hours

This course equips students with the knowledge and skill needed to use effectively integrated (ERM, ERP) computer based information systems for planning and decision support and operational control throughout all functional areas of the organization. It also equips students to understand and interact with e-business systems and to keep up with rapidly changing technologies. Prerequisite: computer proficiency.

ECONOMICS

ECO 5003. Economic Foundations (cross-listed with ECO 2023) – 3 hours

A study of economic principles with emphasis upon microeconomics. Includes a study of economics of the firm, consumer demand theory and current problems. A practical research paper in managerial economics will be conducted. This course is a leveling course which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

ECO 5010. Microeconomics Proficiency – 0 hours

This course is an academic leveling course in Microeconomics for incoming graduate students.

ECO 5013. Economic Foundations II (cross-listed with ECO 2033) – 3 hours

A study of economic principles with emphasis on macroeconomics designed to provide a broad understanding of the economy. Emphasis is on aggregate problems and issues considered important in society. This course is a leveling course which provides a foundation for the MBA program; therefore, it cannot be substituted for another MBA course.

ECO 5020. Macroeconomics Proficiency – 0 hours

This course is an academic leveling course in Macroeconomics for incoming graduate students.

ECO 5043. Managerial Economics – 3 hours

Combines basic microeconomic theory with statistical methods to provide a basis for practical application of economics attaining desired objectives. Particular attention is given to using quantitative methods to choose optimal production, marketing, management, and finance options. Prerequisite: BUS 2023/5003 and ECO 2023/5003.

ECO 5053. International Trade – 3 hours

This course equips students to initiate and sustain effective exporting and sourcing strategies. It addresses tariffs and duties, shipping, insurance, customs, clearance, bonded warehousing, Incoterms, the use of export management companies, import and export documentation, and regulations. Prerequisite: Economics proficiency ECO 2023/5003 and ECO 2033/5013.

ECO 599(1-3). Independent Study in Economics – 1-3 hours

Independent study of some problem or area not covered in organized courses. The study is under the direction of a department member in whose field of specialization the problem lies.

FINANCE

FIN 5010. Finance Proficiency – 0 hours

This course is an academic leveling course in Finance for incoming graduate students.

FIN 5013. Finance Foundations (cross-listed with FIN 3053) – 3 hours

Study of the principles of financing short-term and long-term capital needs of business firms in keeping with an objective of maximizing the firm's value to its shareholders, i.e. stock price. Special attention given to Capital Asset Pricing Model, the various capital budget theories, computer applications, and spreadsheet analysis. A practical research project in Business Finance will be conducted. This course is a leveling course which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

FIN 5023. Financial Management – 3 hours

The study of management techniques for the effective utilization of the financial resources, personnel, and facilities of a physical resources institution. Topics include analyzing organizational, financial performances, financial management strategies, and financial decision making for capital acquisitions. Prerequisite: ECO 2023/5003 and FIN 3053/5013.

FIN 5033. International Finance – 3 hours

This course prepares students to deal with the challenges and opportunities of operating in a world of multiple currencies, including the effects of IRP, PPP, IFE, methods for forecasting FX rates, estimating FX transaction and translation exposure, hedging, and short-term and long-term financing. Prerequisite: FIN 3053/5013.

FIN 599(1-3). Independent Study in Finance – 1-3 hours

Independent study of some problem or area not covered in organized courses. The study is under the direction of a department member in whose field of specialization the problem lies.

HEALTH ADMINISTRATION

HAD 5073. Human Resource Management in Health Care – 3 hours

The purpose of this course is to examine the foundation of human resource management in the healthcare environment. Students will examine local, state, and federal health care laws, professional regulatory requirements, code of ethics, staffing, training, development, employee relations, and strategic planning. The course also emphasizes recruitment, retention, and employee performance.

HAD 5093. Organizational Analysis & Innovation – 3 hours

The purpose of this course is to learn the complex dynamics of organizational process, structure, culture, and outcomes, as well as, the method of organizational analysis. Also included are large and small organizational responses and resistance to change and innovation, as well as, methods of fostering creativity and positive change.

HAD 5113. Advanced Healthcare Leadership & Administration – 3 hours

This course prepares leaders who facilitate and integrate complex structures and processes in healthcare systems. Students will gain an understanding of partnerships, accountability, continuum-defined healthcare systems, self-managed teams and value-based organizations as well as develop a plan for career development.

HAD 5123. Health Care Organizations – 3 hours

This course examines historical perspectives and the current U.S. health care system and health care delivery models. Factors influencing the health care delivery system including managed care, cost, access, and quality of care,

health services for vulnerable populations and leadership principles are emphasized. Students analyze the U.S. health care system on a global perspective with countries offering universal health care plans.

HAD 5153. Quality & Safety in Health Care – 3 hours

This course focuses on the relationship of patient safety and quality in the healthcare profession. The goal is to introduce fundamentals of patient safety, evaluation of quality, quality measures, and concepts of quality improvement. The student is introduced to the rationale for performance management and the role of the governing body of the healthcare organization in ensuring compliance with the standards of regulatory and Accreditation organizations. Improving the quality, safety, and value of health care involves a multi-disciplinary approach and diverse knowledge.

HUMAN RESOURCE MANAGEMENT

HRM 5033. Human Resource Employment Law – 3 hours

This course explores the key concepts, theories, and application of employment law in human resources. The course examines all facets of employment law relation to Title VII, EEO, Employment-at-will, affirmative action, legal issues in compensation, benefits, performance management, and labor relations.

HRM 5043. Human Resource Compensation and Benefits – 3 hours

This course explores the key concepts, theories and application of compensation and benefits in human resource management. The course examines salary structure and analysis, job evaluation, incentive programs, compensation systems, development of benefit programs, executive compensation, and compliance with applicable government regulations related to benefits and compensation.

HRM 5053. Human Resource Performance Improvement – 3 hours

This course explores the key concepts, theories and application of employee training and development in human resource management. The course examines strategic training and assessment, performance management, motivational theories, program design and practices, and career development.

HRM 5073. Human Resource Management – 3 hours

This course explores the key concepts, theories and application of human resource management. The course examines the human resources administrative environment, planning, and recruitment strategies, assessment, development and performance management, compensation and benefit design, and labor relations and collective bargaining. Additional focus will be centered on the strategic use of human resources management to gain competitive advantage in a global economy.

LEADERSHIP

LDR 5063. Leadership Development – 3 hours

A review of leadership theory with an emphasis given to the moral and ethical aspects related thereto. The identification and development of leadership characteristics will be stressed with the intent to inspire moral gains on a personal and organizational level. Various tools will be utilized throughout the course to facilitate the identification or development of a student's leadership traits.

LDR 5043. Ethical Leadership in Organizations – 3 hours

A significant percentage of those completing the requirements for the master program are destined for positions of authority in government, industry, NGOs and church organizations. This course equips the students to determine if they have the desire to lead, to determine if they are willing to accept the responsibility and accountability that comes with leadership and to equip them with leadership perspectives, principles and skills they will need to lead.

MANAGEMENT

MGT 5003. Management Foundations (cross-listed with MGT 3013) – 3 hours

The study of the process of management which is the coordination of all the resources of organizations in order to achieve organizational objectives. The management process will be described, analyzed, and applied to all types of organizations indicating the universality of management. A research project in management will be conducted. This course is a leveling course which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

MGT 5010. Management Proficiency – 0 hours

This course is an academic leveling course in Management for incoming graduate students.

MGT 5013. Managerial Communications – 3 hours

This course is designed to strengthen the student's ability to effectively communicate within an organizational setting. Emphasis is placed on effective written and oral communication within and between organizations including reports

and presentations. Additional areas of emphasis relate to recruitment, selection, interviewing, development, supervision, and performance evaluation.

MGT 5043. Organizational Behavior and Servant Leadership – 3 hours

This course integrates concepts, principles, and theories concerned with human behavior in organizations. Three core areas are addressed: factors related to the individual, factors related to groups and teams, and factors related to organizational systems and culture. Principles of leadership are integrated into each of the three core areas, with emphasis on servant leadership attitudes and practices. Prerequisite: MGT 3013/5003.

MGT 5063. Entrepreneurship – 3 hours

Explores the development of the entrepreneurial venture and the unique challenges facing these organizations. Attention is given to determining the viability of the business, the various alternatives of financial capital, small business strategy, growth management and leadership. The course incorporates the development of a business plan. Prerequisite: ECO 2033/5015; FIN 3053/5013 and MGT 3013/5003.

MGT 5093. Organizational Strategy – 3 hours

This course equips the students to deal with the complexities of managing entire organizations from the perspective of the CEO or COO. It teaches the students to deal with the competing demands for limited resources and the challenges of a competitive global marketplace. It follows up on the concepts of the Balanced Score Card and sustainable returns introduced in earlier returns introduced in earlier courses. Prerequisites: all prerequisites to the MBA.

MGT 5111. History of Management Thought – 1 hour

This course explores many of the contributions and contributors to the field of management from ancient times to the present. Its purpose is to help the student grasp the evolving nature of the field and to compare and contrast perspectives, principles and practices suggested by various approaches. In particular it helps the student understand the impact of the secular materialist worldview and to compare and contrast secular materialism with alternative perspectives.

MGT 5233. Management for Results – 3 hours

This course places emphasis on acquiring the knowledge and skills typical of graduate level organization management courses. Its primary topics are business intelligence, planning, organizing, controlling and leading. The distinctive focus is teaching the student to manage self and to be accountable for measurable results of other individuals and teams.

MGT 599(1-3). Independent Study in Management – 1-3 hours

Independent study of some problem or area not covered in organized courses. The study is under the direction of a department member in whose field of specialization the problem lies.

MARKETING

MKT 5003. Marketing Foundations (cross-listed with MKT 3023) – 3 hours

The study of the system of activities that constitute marketing with emphasis on the theories, principles, policies, and strategies utilized to identify and satisfy the needs and wants of customers. The universal application of marketing management in all forms or organizations is stressed and a research project in marketing will be conducted. This course is a leveling course which meets an MBA prerequisite; it cannot be counted or substituted for another MBA course.

MKT 5010. Marketing Proficiency – 0 hours

This course is an academic leveling course in Marketing for incoming graduate students.

MKT 5023. Marketing Management – 3 hours

This course equips students with the knowledge and skills necessary to plan and execute strategies and tactics typically assigned to the marketing function of organizations. It addresses critical factors affecting product and enterprise competitiveness, including allocating resources; designing, pricing and positioning products; creating awareness through promotion; creating accessibility through distribution strategies; and integrating the marketing function with other functions in the organization. Prerequisite: MKT 3023/5003.

MKT 599(1-3). Independent Study in Marketing – 1-3 hours

Independent study of some problem or area not covered in organized courses. The study is under the direction of a department member in whose field of specialization the problem lies.