

CUSBLT MBA COURSE DESCRIPTIONS

MBA510 – BUSINESS COMMUNICATION

3 credit hours

Prerequisite: None

This course is designed to improve students' practical business communication skills. It introduces students to the implications and consequences of good and poor communication and offers valuable ways to optimize interpersonal interactions. This course will develop the student's ability to use clear, concise and unambiguous communication styles. This course also introduces students to a variety of different writing challenges including minutes, technical writing, web page design and sales and promotional material generation.

MBA515 – BUSINESS FINANCE

3 credit hours

Prerequisite: None

This course provides an advanced study of corporate/business finance and addresses five major areas: the corporation and financial statements; time, money, and interest rates; valuing projects and firms; risk and return, and capital structure.

MBA520 - AGILE LEADERSHIP

3 credit hours

Prerequisite: None

This course will expose students to the basic definition of a board of directors and to distinguish between different types of boards and understand what the role, functions and responsibilities of the board in a company entails. This course also helps the student to determine how the board can assist the management with strategic planning to distinguish the difference between the daily management of a business and the strategic responsibilities of the board. This course guides the student to understand how coaching can be used to develop his/her team and to develop the coaching skills that help improve individual performance and to demonstrate the behaviours and practices of an effective coach.

MBA525 - MARKETING AND SALES MANAGEMENT

3 credit hours

Prerequisite: None

This course focuses on formatting and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. Course topics covered include corporate business strategies, marketing management process, SWOT analysis, consumer behaviour, developing strategic marketing programme, e-marketing and marketing communications.

MBA530 – PROJECT MANAGEMENT

3 credit hours

Prerequisite: None

This course introduces the student to characteristics, problems, techniques, and methods of project management and also of decision-making in organizations using the Program Evaluation and Review Techniques ("PERT) method, software computer models and practices will be used to solve practical problems in an organization.

MBA535 – INFORMATION SYSTEM MANAGEMENT

3 credit hours

Prerequisite: None

This course provides students with a practical look at the evaluation of IT in business. Students will study more than 80 cases to see how real companies have used IT in the past, the present and how they use IT in the future. Examples include blogs, instant messaging, and social networking services.

MBA540 – QUANTITATIVE ANALYSIS FOR MANAGERS

3 credit hours

Prerequisite: None

The purpose of the course is to provide a thorough knowledge in the utilization of statistical and computing tools for analyzing business data at a managerial level for competent and proficient business decision making. This course presents current statistical and quantitative tools and techniques that can lead to better decisions by managers and entrepreneurs. The topics focus on decision making under uncertainty, forecasting, multiple regression

methodologies, linear programming, and advanced statistical analysis. The course relies heavily on the use of statistical software for data analysis.

MBA545 - GLOBAL BUSINESS STRATEGY

3 credit hours

Prerequisite: None

This course discusses the overall global environment (macro level) impacting on businesses and the strategies used by companies around the world operating in a dynamic, rapidly changing highly competitive environment. Course topics include industry analysis, strategy formulation, and strategy implementation.

MBA550 - ENTREPRENEURSHIP MANAGEMENT

3 credit hours

Prerequisite: None

Establishing new businesses, capturing new markets, and enhancing organizational effectiveness can happen only by improving productivity and innovation. New technologies, new discoveries, competition, and globalization force both entrepreneurs and existing firms to foster innovation and agility, Entrepreneurship Management has three different aspects: The process of entrepreneurship, the finance of entrepreneurship, and the context of entrepreneurship.

This course examines the theory and practice of promoting and managing innovation in start-ups and existing firms. It explores successful frameworks, strategies, funding techniques, business models, risks, and barriers for introducing break-through products and services. Topics include business model innovation, design-driven innovation, leadership, strategy, information technology, knowledge management, process improvement, performance measurement, and change management.

MBA560 – BUSINESS STRATEGY

3 credit hours

Prerequisite: All nine (9) standard core courses

This course examines strategic management in the field of business administration in terms of contents, process and context and provides the foundation for the student's capstone project and paper. The course addresses issues of internal and external environment analysis and associates them with the notion of competitive advantage. The course defines strategy at three levels (corporate, business and functional) and is thoroughly discussed at the business and functional level. The roles and responsibilities of managers involved in the decision-making process are also examined.

MBA600 – THESIS

6 credit hours

Prerequisite: All ten (10) standard core courses

The thesis is a project that marks the end of the student's MBA program. In this course, the student will demonstrate that he/she is knowledgeable about the information learned core and elective courses in the MBA program. The purpose of this course is for the student to demonstrate his/her ability to conduct research on a specific business/management topic/problem, to think critically about a topic, to knowledgeably discuss the information in-depth, and to present the results in a well written and articulate paper. This course allows the student to explore or expand upon a topic/subject that is most relevant to a specialty area he/she wishes to pursue professionally.

MBA605 – BUSINESS ETHICS AND SOCIAL RESPONSIBILITY

3 credit hours

This course covers the study of ethical problems in business, as well as the foundations for decisions involving ethical issues. Topics included in this course are ethical concepts, personal integrity, individual conscience, and company loyalty and responsibility conflicts as they impact on the decision process in the functional areas of business.

MBA610 – BUSINESS LAW

3 credit hours

The course is an introduction to the relationship of law and business. It will focus on specific principles of commercial law in certain subject areas. Topics in this course include contracts, sales, agencies, the Uniform Commercial code, harassment and unemployment laws, and other current legal issues.