

## PROFESSIONAL MBA PROGRAM COURSE DESCRIPTIONS

### Foundation Courses

AC 521. FUNDAMENTALS OF ACCOUNTING 3 cr. This course provides students with an understanding of the purpose and use of accounting information through the study of generally accepted accounting principles and concepts as applied to financial statements. Included is the measurement of assets, debt, and equities; determination of income; preparation of statement of cash flows.

EC 521. FUNDAMENTALS OF ECONOMICS 3 cr. This course investigates basic economic principles, with an emphasis on aggregate economic phenomena (macroeconomics). Microeconomic topics include supply and demand analysis, and elasticity and their applications. Macroeconomic topics include measurement of macroeconomic activity, national income accounting, aggregate demand and aggregate supply, money, fiscal and monetary policy.

EC 522. BUSINESS STATISTICS 3 cr. This is a one semester course designed to introduce the concepts of statistics, including descriptive statistics, probability, statistical inference, hypothesis testing, correlation, and regression.

FN 521. FUNDAMENTALS OF FINANCE 3 cr. Prerequisites: AC 521, and EC 521, EC 522. The concepts of financial planning, analysis, forecasting, and control are examined. Emphasis is on financial decision making from the perspective of the business firm. Topics include time value of money, ratio analysis, mergers, capital budgeting, risk, cost of capital, valuation, dividend policy, financial structure, and related financial topics.

MK 521. PRINCIPLES OF MARKETING 3 cr. Students in this course will study the various aspects of marketing for developing sound marketing programs. Product planning, distribution policies, promotional activities, pricing strategies, marketing planning and evaluation are included. Emphasis is on the value added to customers and the organization through marketing.

MN 531. ORGANIZATIONAL BEHAVIOR 3 cr. This course is an intensive survey of selected theoretical and empirical studies from the behavioral sciences relevant to the structure and processes of an organization. We consider formal and informal organizations, the individual, group dynamics, communication, leadership, motivation, and organizational design, development, and change.

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### Core Courses

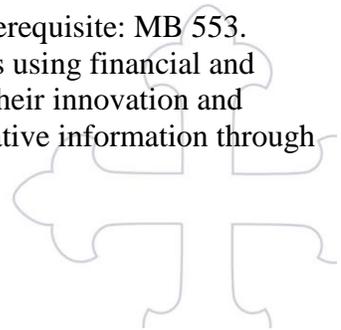
MB 550. ANALYTICAL MODELING 1 cr. Prerequisites: All Foundation Courses or equivalents and acceptance into the Professional MBA Program. This course will introduce students to the process of creating quantitative models to represent business problems and then applying these models to real life settings. Some knowledge of Excel spreadsheets is necessary.

MB 551. ETHICAL DECISION MAKING 1 cr. Prerequisites: All Foundation Courses or equivalents and acceptance into the Professional MBA Program. This course will introduce students to alternative frameworks for ethical decision-making. Students will be challenged to use course content to navigate course assignments and ultimately design their own model of ethical decision-making.

MB 552. LEADERSHIP LAB 2 cr. Prerequisites: All Foundation Courses or equivalents and acceptance into the Professional MBA Program. Corequisite: MB 551. Through experiential skill building activities, assessment and coaching, this course provides students with a wide variety of skills necessary for success. The course requires students to demonstrate strong conceptual understanding of leadership, the ability to diagnose and plan interventions, and ultimately their capacity for effectively leading others.

MB 553. INFORMATION, ANALYTICAL TOOLS AND INNOVATION 3 cr. Prerequisite: MB 552. Students will learn to identify opportunities that create value for the organization and will learn to apply alternative business models for executing those opportunities. Students will also learn a variety of techniques for analyzing situations, generating ideas and communicating them.

MB 554. INNOVATION PLANNING AND FORECASTING 3 cr. Prerequisite: MB 553. Students will learn to refine their innovative ideas to fit customer needs using financial and planning tools. Students will learn how to plan the implementation of their innovation and forecast its impact. The ability to communicate qualitative and quantitative information through the process is also stressed.



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**MB 555. RESOURCE ALLOCATION DECISIONS** 3 cr. Prerequisite: MB 554. Students will learn to identify and develop those resources critical to the firm's competitiveness. They will also learn to effectively and efficiently allocate financial, human, distribution, technology, brand, and leadership resources to maximize the firm's value, value to customers and value to society.

**MB 556. IMPLEMENTATION & KEY PERFORMANCE ASSESSMENT** 3 cr. Prerequisite: MB 555. Students will learn the skills necessary to implement plans and manage projects, and to assess the performance of those plans and projects. The course stresses project management, budgeting, quantitative performance evaluation, tactical programs, leadership and communication skills, which are vital to successful implementation processes.

**MB 557. EXECUTIVE COMMUNICATION AND TRUST** 1 cr. Prerequisite: MB 552. Great leaders are great communicators. They have the ability to communicate a vision, energize others, and capture the hearts and minds of followers. This course will help students more effectively communicate their thoughts, ideas and passions.

**MB 558. ORGANIZATIONAL AND TEAM LEADERSHIP** 1 cr. Prerequisite: MB 552. An interactive and experiential course that challenges students to begin thinking about leadership at the group/organizational levels. Through presentations, small group discussion and various activities, students have an opportunity for deliberate practice as they continue to develop their skills.

**MB 559. CREATIVITY IN BUSINESS PROBLEM SOLVING** 1 cr. Prerequisite: MB 552. This course examines the evolution of creative problem solving in business and the main factors responsible for driving improved solutions through creative behaviors, environments, tools and communication. The focus is on understanding the positive and negative drivers for creative output and the impact of personality and learning styles on student preferences for different types of creativity. Key steps and tools will be identified and then used to develop actual creative solutions to real problems.

### **In-Depth Study Courses**

**MB 561. INTERNATIONAL BUSINESS** 3 cr. This course examines the changing international business landscape, focusing on the opportunities and challenges that companies face in the global marketplace. Special attention is given to the phenomena of globalization – of markets and production –and its implications for firms. Students will also examine the impact of a variety

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of issues including international trade agreements, foreign exchange rates and risks, mode of market entry, logistics, and security. Students will assess the economic, political, legal, cultural and ethical factors that affect multinational enterprises and the role of governments, central banks, financial markets, regional and multilateral institutions (e.g., World Bank, IMF, WTO) in shaping the international economic environment.

**MB 571. CONTEMPORARY TOPICS IN BUSINESS I 3 cr.** This course is an in-depth study of issues and challenges in a business environment. Topics may change from year to year as a reflection of the changing business landscape. Application of a variety of concepts to new issues and challenges confronting business will be the focus.

**MB 581. Contemporary Topics in Business II 3 cr.** This course is an in-depth study of issues and challenges in a business environment. Topics may change from year to year as a reflection of the changing business landscape. Application of a variety of concepts to new issues and challenges confronting business will be the focus.

### **Capstone Courses**

**MB 590. EXECUTIVE LEADERSHIP 1 cr.** Prerequisites: MB 556, MB 557, MB 558 and at least 2 In-Depth Study courses. Executives face a unique set of responsibilities in organizational life and must have a clear understanding of their approach to navigate leadership challenges. Based on various forms of research, students will design their own model of executive leadership and share their findings with community leaders.

**MB 591. ETHICS AND SOCIAL RESPONSIBILITY 3 cr.** Prerequisites: MB 556, MB 557, MB 558. Students evaluate business decision problems from the perspective of corporate social responsibility; apply different approaches to understanding corporate social responsibility to the evaluation of business decision problems; and learn to communicate the values associated with social responsibility from a leadership position.

**MB 593. CEO INSIGHTS 1 cr.** Prerequisite: Permission of Assistant Dean of Graduate Business Programs. This course introduces students to men and women who are leading major organizations in Northeast Ohio and beyond. Conversations will revolve around innovation, strategy, leadership and other current topics. Students will network with leaders from various sectors in an effort to provide a well-rounded perspective on what it takes to successfully lead an organization in an ever-changing landscape.