

MBA CURRICULUM

12 COURSES | 36 CREDIT HOURS



MB501 Leading Leaders – 3 semester hours

Effective leaders drive performance, build lasting value, and make positive impacts on those around them. Leaders invest in the next generation of leaders and must deliver results. This course focuses on leader development using proven leadership models, current research trends, leader assessments, change management, and best practices in leading and mentoring high-potential leaders. Participants will gain practical experience with selected leaders in existing organizations and corporations.

MB 502 Building Healthy Culture and Performance – 3 semester hours

Leaders define and shape the cultures of the organization. Several factors contribute to an organization's culture, which impacts individual and collective behaviors and the work environment. Primary course topics include cultural components, core values, organization culture similarities and differences, transmission of culture, subcultures, culture change, behaviors and culture, business as mission and leading organizational culture. Learning experiences include the study of culture in several existing organizations and corporations.

MB503 Global Business Study Tour – 3 semester hours

Today's leaders frequently encounter business challenges and opportunities that require global awareness, intercultural competency and skills. This experiential course is designed for participants to experience cultural differences through a combination of business and corporate meetings, historic site visits, and unique cultural opportunities. Most study tours are 10-12 days in length and require international travel. Course may be repeated as an approved elective course.

MB504 Business Development and Sustainability – 3 semester hours

Organizations need leaders who can build sustainable business models established through successful business development strategies. This course includes such areas as market opportunity analysis, business value and risk, understanding new growth initiatives, stewardship of resources and the Triple Bottom Line. Practical applications include preparing effective business proposals, materials, and visuals needed for various presentations and meetings.

MB505 Management Strategies – 3 semester hours

Strategic, organizational, and leadership foundations are presented in this course, which provide perspectives for resource allocation, organizational culture, processes, products, and brand decisions. Three phases of strategy are addressed – formulation, integration, and implementation – within the context of dynamic and competitive environments. Course experiences include applications to business and non-profit industries that assist faith focused leaders in designing and implementing management strategies and business plans for growth and sustainability.

MB506 Performance Optimizing Organizations – 3 semester hours

Sustainable organizations are often identified by their high performance in several strategic areas. Such

optimizing organizations are committed to consistency, efficiencies, and quality across the company. Primary topics in performance optimizing are examined, including performance measurement, motivation and human worth, quality control, quality improvement, analysis tools, and implementing optimizing initiatives. Experiential learning opportunities emphasize the importance of the four phases of process management: assess, plan, prepare, and execute.

MB507 Business Creativity and Innovation – 3 semester hours

This applications-based course prepares participants to become more effective and appreciative leaders of creativity and innovation in organizations. Innovation helps ensure organizational relevance and often leads to sustainable competitive advantage. Practical experiences in this course include the application of proven creative techniques and the development of a new product or service concept.

MB508 Business Research Methods – 3 semester hours

This course is designed to develop an understanding and appreciation of business research through practical experiences and applications. Participants will be introduced to common research methods, research design, effective proposals, literature reviews, market profiles, question development, sampling strategies, data collection methods, data analysis and report presentation. Both qualitative and quantitative research methods are examined, including ensuring validity and reliability in studies. Research projects for existing organizations are completed to fulfill course requirements.

MB509 Product Design and Life Cycle Strategies – 3 semester hours

Effective product management strategies are essential to any organization. Specific areas of study include new product development, generating new product ideas, market entry strategies, diffusion, market adopters, and managing product life cycles. Application of relevant tools and analysis methods for product decision making are emphasized. Attention is given to both physical products and services.

MB510 Emerging Trends in Marketing and Branding – 3 semester hours

This course is designed to review new and relevant marketing and brand management strategies across several industry sectors. Recent trends are identified which impact value propositions, market positioning, consumer behaviors, brand strategies, customer relationship management, ethical behaviors and distribution networks. Lessons learned from today's market leaders are examined through case applications and company projects.

MB511 Effective Organizational Assessments - 3 semester hours

Organizational assessments provide the foundation for reviewing present performance and setting strategic initiatives. Key benefits of such assessments are to achieve greater results and help ensure sustainability. Organizational assessments identify areas of strength and vulnerability in the organization related to effectiveness: ownership, governance, management, resources, culture, processes, products, brand, and results. This course includes the study of best practices used in assessing organizations in both the for-profit and nonprofit sectors. Course experiences include the completion of assessments of leaders and existing organizations.

MB512 Financial Management Practices – 3 semester hours

This course provides applications of effective financial reporting tools and analysis techniques used in considering alternative strategies and making decisions. Traditional cost analysis concepts, cost-volume-profit (CVP) analysis, budgeting decisions, and financial performance reporting are covered through real world cases and applications. A focus on ethical practice will be included throughout the course. Participants will gain practical skills useful in portfolio management, financial statement analysis, and budget projections.