



## MBA Degree Program – Course Offerings

### **MBA** **Course Offerings**

- Value Creation and Innovation** MGMT 6253  
This course explores the critical role that knowledge and innovation play in corporate entrepreneurship and intrapreneurship. Entrepreneurial thinking and innovative processes are vital for gaining and maintaining advantages in the marketplace. Topics include entrepreneurial processes, the types and management of knowledge assets, knowledge management processes and innovation processes. Prerequisites: MGMT 5123
- Organizational Problems, Diagnostics, and Solutions** MGMT 62333  
This course focuses on the role of the manager as a problem-solver, including the processes involved in anticipating, recognizing, diagnosing, and generating solutions for large-scale organizational problems. Students are exposed to the proper methodologies and are given the tools to go beyond events and “patterns of events” to the underlying systemic structures responsible for organizational and other problems. In addition to the managerial role in organizational problem-solving, the course will explore the possible roles of business in addressing large-scale social and global problems. Such problems represent legitimate business opportunities and threats and, thus, the role of business in solving them is explored in terms of emerging business and social models. Prerequisites: MGMT 5123
- Business Intelligence** CIS 5303  
This course is a study of business information systems and related technologies, as well as an introduction to the field and tools of Business Intelligence. The course includes selection, implementation, evaluation, management, and use of information systems for all major business areas. Students will explore Business Intelligence tools such as Descriptive, Predictive, and Prescriptive Analytics. System components (hardware, software, data, procedures, and personnel) are covered.
- Leading Organizational Change** MGMT 6243  
This course examines the forces that drive organizational change, including a special emphasis on transformational leadership as it applies to successful change processes. The course examines challenges to the transformational process as well as those strategies utilized by leaders for making change more effective. The emphasis is on planning, managing, evaluating, and surviving initiatives in dynamic environments. The course has both a macro and micro perspective as it will focus on leadership implications along two dimensions: (1) of large-scale organizational transformation; and (2) of significant personal transformation. Exams will be augmented by case analyses, exercises, and projects. Prerequisites: MGMT 5123
- Global Strategy Capstone** MGMT 6333  
A case- and simulation-oriented experience designed to integrate a student’s functional knowledge and skills. Students will learn to develop and execute appropriate strategies and policies in a competitive, global business environment. Students will also develop an applied analysis related to a modern business scenario. Typically, this course is taken during the last semester of course work. Students will also take the ETS MBA Major Field Test. Prerequisites: 18 hours of MBA credits; at least 3 hours from one or more of the following: MGMT 6253; or MGMT 6233; or MGMT 6243.
- Financial Accountability** ACCT 5923  
This course gives attention to the knowledge and skills needed to understand and sustain financial activities in an organization, whether a full company, a department, a division or other strategic business unit within an existing organization. The course addresses the common managerial and financial accounting functions in areas of financial statements, classifications, entries and adjustments, analysis, costing, budgeting, and other processes. The emphasis is on the effective use of accounting and finance principles and tools to achieve exceptional, comprehensive stewardship of all organizational resources.

## OBU Graduate College

- Competitive Analysis** ECON 5303  
This course is a study of tools that provide insight into competitive structures and relationships within industries, sectors, and economies.
- Financial Management** FINC 5803  
This course is a study of the numerous financial decisions confronting the modern corporation. Special consideration is given to the effective management of financial resources, financial analysis and planning, investments, capital budgeting, and capital structure issues.
- Marketing for Results** MKTG 5523  
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. The course addresses critical factors affecting product and enterprise competitiveness, including resource allocation, product design and positioning, creating awareness through marketing mix, creating accessibility through distribution strategies, pricing and the integration of the marketing function with other functions in the organization.
- Managing for Results** MGMT 5123  
This course places emphasis on acquiring the knowledge and skills typical of graduate level organization management courses. The 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.
- Leadership, Ethics and Responsibility in Business** MGMT 5603  
This course explores the ethical and corporate social responsibility challenges that leaders face in the marketplace, with a specific emphasis on imagining, lending, and implementing solutions to these problems.