

BUSINESS

Programs Offered

- Master of Business Administration (MBA) (<https://catalog.uwp.edu/graduate-programs-policies/business/business-administration-mba/>)
 - Data Analytics Certificate (<https://catalog.uwp.edu/graduate-programs-policies/business/business-administration-mba/data-analytics-certificate/>)
 - Human Resource Management Certificate (<https://catalog.uwp.edu/graduate-programs-policies/business/business-administration-mba/human-resource-management-certificate/>)
 - Marketing Certificate (<https://catalog.uwp.edu/graduate-programs-policies/business/business-administration-mba/marketing-certificate/>)
 - Project Management Certificate (<https://catalog.uwp.edu/graduate-programs-policies/business/business-administration-mba/project-management-certificate/>)
 - Supply Chain Management Certificate (<https://catalog.uwp.edu/graduate-programs-policies/business/business-administration-mba/supply-chain-management-certificate/>)

MBA 502 | Accounting and Finance Fundamentals For Business | 2 cr

Introduces financial and managerial accounting principles and tools used in managing businesses.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Spring, Summer.

MBA 512 | Foundations in Statistics and Economics | 2 cr

Introduces descriptive statistics, probability and expectations, theoretical distributions, sampling distributions, estimation, and hypothesis testing. Focuses on three major macroeconomic variables (GDP, inflation and unemployment) and analysis of both fiscal and monetary policies.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Spring, Summer.

MBA 700 | Creative and Innovative Management | 2 cr

Focuses on challenges and opportunities associated with being an effective, creative, and innovative manager in the increasingly complex, disruptive, and competitive workplace.

Prerequisites: Admission to MBA program required; or consent of program director.

Offered: Fall, Spring, Summer.

MBA 702 | Managerial Accounting | 2 cr

Delves into the role of accounting in the successful management of business enterprises; identification of relevant cost and revenue information for managerial decisions; application of analytical reasoning and formal models to various business problems.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Spring, Summer.

MBA 715 | Advanced Operations Management | 2 cr

Reinforces and explores in detail the concepts and techniques of modern operations management. Uses case studies, simulation, and real life business issues to examine new and emerging trends.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Spring, Summer.

MBA 716 | Project Management | 2 cr

Explores the basics of project planning and control, PERT/CRM, work breakdown structure, cost control, matrix organization, resource scheduling and leveling, and outsourcing; introduces project management software.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Spring, Summer.

MBA 718 | Global Supply Chain Management | 2 cr

Covers basic terminologies, concepts, and state-of-the-art models that are involved in the design, control, and management of supply chain systems. Includes topics such as network planning, inventory management and risk pooling, strategic alliances, ethics, logistics, and sustainability.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Summer.

MBA 720 | Information Technology for Business Decision Making | 2 cr

Introduces various technologies for business decision making. Includes decision support systems, technologies for achieving operational excellence, enterprise systems, customer relationship management systems, business intelligence systems, data mining, strategic decision making based on data, forecasting.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Spring, Summer.

MBA 724 | Website Development | 2 cr

Examines how organizations use IT resources to implement web strategies; analyzes and assesses the IT infrastructure used in industries with regard to the organization's IT design and development of basic web pages.

Prerequisites: Admission to MBA Plan required; or consent of program director.

Offered: Occasionally.

MBA 725 | E-Commerce | 2 cr

Examines E-commerce in general. Covers e-commerce technology, developing an e-commerce architecture, business-to-consumer e-commerce, planning for e-commerce, and social implications.

Prerequisites: Admission to MBA Plan required; or consent of program director.

Offered: Occasionally.

MBA 726 | Globalization and Technology | 2 cr

Explores the issues related to international information systems and reviews the possible solutions that lead to successful international applications.

Prerequisites: Admission to MBA Plan required; or consent of program director.

Offered: Occasionally.

MBA 728 | Database Systems Development | 2 cr

Covers database querying, design, creation, developing applications and reports.

Prerequisites: Admission to MBA program required; or consent of program director.

Offered: Occasionally.

MBA 729 | Technologies For Data Analytics | 2 cr

Introduces technologies for data analytics. Includes database technologies and programming for data analytics. Admission to MBA plan required; or consent of program director.

Prerequisites: MBA 720.

Offered: Fall, Spring, Summer.

MBA 730 | Financial Technology and Innovation | 2 cr

Explores various changes in financial technology: financial service to Robo-advising, the banking industry to peer-to-peer lending, digital payments, the capital market to crowdfunding, Initial Coin Offerings (ICO), investments to cryptocurrency, NFT, and risk management to InsurTech.

Prerequisites: Admission to MBA or MBAO plan required; or consent of program director.

Offered: Yearly.

MBA 732 | Corporate Financial Management | 2 cr

Examines the theory and practice of corporate finance; fundamental ideas such as the time value of money and its role in valuation. Applies techniques to major decision areas that face financial managers.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Spring, Summer.

MBA 733 | Investments | 2 cr

Explores financial investments, theoretical and applied valuation techniques, and modern investment portfolio theory.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Spring.

MBA 735 | International Financial Management | 2 cr

Discusses the principles of international finance and foreign exchange risk management for multinational corporations.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Spring.

MBA 738 | Investment Portfolio Management | 2 cr

Deals with the theory and practice of evaluating investments with an emphasis on developing skills for appraising the value of equities and fixed-income securities. A comprehensive internet financial markets trading simulation provides experience in the theory and practice of securities trading and portfolio management.

Prerequisites: MBA 733.

Offered: Occasionally.

MBA 739 | Financial Institution Management | 2 cr

Examines the structure and operation of financial institutions including commercial banks, thrifts, credit unions, insurance companies, security firms and investment banks, finance companies, mutual funds, and pension funds. Covers the techniques used to analyze and manage risks of financial institutions.

Prerequisites: Admission to MBA or MBAO plan required; or consent of program director.

Offered: Fall, Summer.

MBA 741 | Contemporary Challenges in Managing Organizations | 2 cr

Examines traditional theories and contemporary managerial perspectives to optimize organizational effectiveness. Includes leadership, motivation and performance, decision making and empowerment, organization climate, culture and change, individual human processes, and overall global management.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Spring, Summer.

MBA 742 | Leadership: Theory, Application, and Skill Development | 2 cr

Focuses on the demands of organizational leadership. Examines theories, strategies, and approaches to leadership including the effect of globalization and the role of ethics on leadership.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Spring, Summer.

MBA 743 | Emotional Intelligence | 2 cr

Explores theory and science behind emotional intelligence, the ability to recognize one's own feelings, and those of others to manage emotions and relationships. Examines application of the component emotional intelligence competencies vital to managing self and others in order to create effective performance and success in the workplace.

Prerequisites: Admission to MBA Plan required; or consent of program director.

Offered: Fall, Spring.

MBA 744 | Management Techniques | 2 cr

Delves into improving management skills, including stress management, oral and written communication, team building, leadership, motivating and empowering others, and conflict management.

Prerequisites: Admission to MBA Plan required; or consent of program director.

Offered: Occasionally.

MBA 745 | Resilience in Organizations | 2 cr

The ability to remain positive under challenging conditions and emerge strengthened is a function of an organization's culture, as well as an employee's individual character. Strategies for reducing risk, increasing protective factors and enhancing coping, with an emphasis of identifying and supporting strengths.

Prerequisites: MBA 541.

Offered: Occasionally.

MBA 746 | Advanced Global Management | 2 cr

Focuses on managing and coordinating diverse workers across national boundaries using case studies and current managerial dilemmas in different cultures.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Spring, Summer.

MBA 748 | New Venture Formation | 2 cr

Explores the process by which entrepreneurs recognize opportunities, plan, and launch new businesses. Includes extensive casework and the development of a startup business plan as an illustration of principles learned.

Prerequisites: Admission to MBA Plan required; or consent of program director.

Offered: Occasionally.

MBA 749 | Seminar On Executive Management | 2 cr

Explores current challenges of executive management and leadership in complex organizations. Topics vary depending on executive level manager teaching the class. May be repeated for credit with approval of MBA Director.

Prerequisites: Admission to MBA Plan required; or consent of program director.

Offered: Occasionally.

MBA 750 | Global Marketing Management | 2 cr

Examines management techniques in the global context, including increasingly competitive international market dynamics and environmental factors.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Summer.

MBA 752 | Marketing Management | 2 cr

Utilizes case studies to hone analytical and decision making skills for marketing. Focuses on the various kinds of problems in marketing that the modern decision maker must resolve.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Spring, Summer.

MBA 753 | Integrated Marketing Communications | 2 cr

Reviews aspects of advertising, promotions, and personal selling from the perspective of market management.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Spring.

MBA 754 | Online Market Research | 2 cr

Provides opportunity to apply multidisciplinary approach to research a product and market segment of interest. Develops skills in finding, assessing, and using online marketing information.

Prerequisites: Admission to MBA Plan required; or consent of program director.

Offered: Occasionally.

MBA 756 | Buyer Behavior | 2 cr

Covers theoretical and applied research and concepts in buying decision processes pertinent to individuals, households, businesses, and other institutions. Includes discussions relating to development, implementation, and evaluation of marketing strategies and implications for e-commerce.

Prerequisites: Admission to MBA Plan required; or consent of program director.

MBA 757 | Sales and Key Account Management | 2 cr

Reviews theory and best practices related to sales and key account management, includes discussion of motivation and incentives, selection, recruitment, and major account strategy.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Summer.

MBA 758 | Social Media Marketing | 2 cr

Explores the use of social media by marketers to increase brand awareness, identify key audiences, generate leads and build meaningful relationships with customers.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Yearly.

MBA 759 | Product Management | 2 cr

Examines the process of developing new products and services and managing existing offerings in a competitive market environment. Includes case studies to illustrate principles.

Prerequisites: Admission to MBA Plan required; or consent of program director.

Offered: Occasionally.

MBA 760 | Digital Marketing | 2 cr

Explores best practices for using data to create and optimize a digital marketing strategy. Introduces digital analytics platforms from a practical marketing perspective. Covers web analytics, simulations, and industry certifications.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Yearly.

MBA 761 | Optimization Techniques | 2 cr

Covers quantitative techniques managers use to enhance decision-making, including topics such as linear programming and its application, integer linear programming, non-linear programming, decision and risk analysis, and multi-criteria decision.

Prerequisites: Admission to MBA plan required; or consent of program director; MBA 720.

Offered: Fall, Spring, Summer.

MBA 762 | Supply Chain Analytics | 2 cr

Covers quantitative techniques managers use to enhance decision-making, including topics such as supply contract methods, inventory management techniques, network planning, distribution strategies, and supply chain decision making under uncertainty.

Prerequisites: Admission to MBA plan required; or consent of program director; MBA 720.

Offered: Fall, Spring, Summer.

MBA 764 | Strategic Sourcing in Digital Supply Chains | 2 cr

Focuses on skills and management tools to effectively source and procure resources using up-to-date technology.

Prerequisites: Admission to MBA program.

Offered: Yearly.

MBA 765 | Sustainable Logistics and Disaster Management | 2 cr

Examines how to improve logistics and supply chain operations to increase efficiency and create value. Focuses on preventing and overcoming disasters.

Prerequisites: Admission to MBA program.

Offered: Yearly.

MBA 771 | Agile and Waterfall Project Management | 2 cr

Explores application of agile and waterfall project management methodologies.

Prerequisites: Admission to MBA program.

Offered: Yearly.

MBA 773 | Resource Management and Budgeting | 2 cr

Covers efficient ways to allocate and track resources. Examines assigning costs, creating budgets and managing the cash flow.

Prerequisites: Admission to MBA program.

Offered: Yearly.

MBA 774 | Project Leadership and Change Management | 2 cr

Focuses on leadership skills for managing projects through organizational change.

Prerequisites: Admission to MBA program.

Offered: Yearly.

MBA 775 | Team Building and Communications in Projects | 2 cr

Explores team empowerment, diversity and inclusion, communication, and conflict resolution to ensure a project's intended outcome and overall organizational success.

Prerequisites: Admission to MBA program.

Offered: Yearly.

MBA 777 | Business Simulation and Modeling | 2 cr

Focuses on modeling the situations that are commonly observed in manufacturing or service industries. Includes analysis of simulation results and how to make appropriate business decisions.

Prerequisites: Admission to MBA Plan required; or consent of program director.

Offered: Spring.

MBA 781 | Strategic Compensation | 2 cr

Explores strategic use of compensation and benefits to attract, retain and motivate qualified employees. Covers theories underlying effective compensation and benefits systems design including internal alignment, external competitiveness and pay-for-performance.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall.

MBA 786 | Strategic Human Resource Management | 2 cr

Examines human resources management systems to create and sustain competitive advantage; emphasizes an integrate framework that requires linkage between, as well as consistency among, functional HR activities and their alignment with and reinforcement of the organization's competitive strategy.

Prerequisites: Admission to MBA Plan required; or consent of program director.

Offered: Yearly.

MBA 787 | Workforce Planning and Staffing | 2 cr

Explores planning for, recruiting, selecting and retaining an organization's labor force in context of the staffing environment (e.g. EEO laws and regulations, the economy and labor markets) using necessary tools (e.g. statistical measurement).

Prerequisites: Admission to MBA Plan required; or consent of program director.

Offered: Occasionally.

MBA 788 | Performance Management | 2 cr

Examines performance management methods and applicable motivation theories that managers can apply to encourage employees to support the strategic objectives of the organization in different business environments.

Prerequisites: Admission to MBA program required; or consent of program director.

Offered: Occasionally.

MBA 789 | Employee Training and Development | 2 cr

Strategic development of the skillset of employees for an organization's competitive advantage, including training needs assessment, program design, implementation of training programs and training evaluations.

Prerequisites: Admission to MBA program required; or consent of program director.

Offered: Fall, Spring.

MBA 790 | Special Topics | 1-3 cr

Explores special topics in the functional areas of business including topics such as market research, labor/management relations, social responsibilities/ethics, applied multi-variant statistics, management techniques, issues in financial accounting, financial analysis, and information systems evaluating and management. May be repeated with change in topic.

Prerequisites: Admission to MBA or MBAO Plan required; or consent of program director.

Offered: Occasionally.

MBA 793 | Competitive Decision Making | 2 cr

Provides advanced learning experience in competitive decision making through the use of an online business simulations.

Prerequisites: Admission to MBA plan required; or consent of program director.

Offered: Fall, Spring, Summer.

MBA 794 | Internship | 1-3 cr

Provides actual or quasi on-the-job learning experiences in which a student works with a single sponsoring organization under the supervision of a faculty member. Students may not use their current employment for internship credit. May be repeated for credit with different topic. A maximum of four credits of internship, and a total of six credits of internship plus independent study, can be applied toward MBA degree completion. Credit/no-credit grading basis.

Prerequisites: Admission to MBA program required; consent of instructor and program director.

Offered: Fall, Spring, Summer.

MBA 796 | Advanced Strategic Management | 2 cr

Focuses on strategic management as an essential function for all types of organizations and firms. Emphasizes advanced strategic management concepts, particularly business-level and corporate-level strategy formulation, implementation, and control.

Prerequisites: Admission to MBA program required; consent of program director; and any 4 of these 5 courses: MBA 700, MBA 702, MBA 720, MBA 732, and MBA 752.

Offered: Fall, Spring, Summer.

MBA 799 | Independent Study and Research | 2 cr

Provides an opportunity to work on an independent research study or project under the guidance of a faculty member. A maximum of four credits of independent study, and a total of six credits of internship plus independent study, can be applied toward MBA degree completion.

Prerequisites: Admission to MBA or MBAO Plan required; consent of instructor and program director.

Offered: Fall, Spring, Summer.

MBA 801 | Financial Statement Analysis and Business Valuation | 2 cr

Explores financial reporting topics in terms of its effect on assessments of a firm's profitability and risk; illustrates how to use financial statements for decision making.

Prerequisites: Admission to MBA program.

Offered: Yearly.

MBA 802 | Auditing and Forensic Accounting Methods | 2 cr

Focuses on auditing theory and forensic methods. Includes fulfilling internal and external auditing requirements by applying auditing theory and practice, emphasizing audit standards and evidence, and implementing, and adhering to internal controls.

Prerequisites: Admission to MBA program.

Offered: Yearly.

MBA 803 | Corporate Taxation for Managers | 2 cr

Focuses on corporate tax compliance including compliance with federal filing requirements. Concentrates on the managerial tax function, including both administrative input and the use of tax accounting information.

Prerequisites: Admission to MBA program.

Offered: Yearly.

MBA 804 | Accounting Data Analytics | 2 cr

Covers data analytics in accounting while addressing skills to help management identify risks, gain actionable insights, and react quickly to opportunities and/or competitions.

Prerequisites: Admission to MBA program.

Offered: Yearly.