Capital University

Master of Business Administration

Course Sequence

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<tr><th colspan="2">SPRING</th><th colspan="2">SUMMER</th><th>FALL</th></tr>
<tr><td colspan="2"></td><td>613: Organizational Behavior</td><td>500: Foundations</td><td>611: Analytical Methods</td><td>614: Managerial Accounting</td></tr>
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<tr><td>720: Financial Management</td><td>730: Operations Management</td><td colspan="2" rowspan="2">BREAK</td><td>612: Managerial Economics</td><td></td></tr>
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<tr><td>700: Business Policy & Strategy</td><td>710: Marketing Management</td><td colspan="2" rowspan="2"></td><td colspan="2" rowspan="2"></td></tr>
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* Each course listed is 7 weeks and runs in a hybrid format.
* Case 1 and Case 2 will run the entire length of the semester.
* Courses and Cases are 3 credit hours each, for a total of 33 credit hours for the MBA program.

Constraints: Students must follow the above schedule to remain in the cohort and receive the partnership pricing.

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Master of Business Administration

Course Descriptions:

MBA 500 - Foundations

This course is a rigorous overview of accounting, economics, finance, strategy, marketing, operations, and statistics, while building the students' self-awareness and skills in quantitative methods, use of information technology, written and verbal communications, leadership and motivation, and problem-solving.

Credits: 3

MBA 611 - Analytical Methods

Managers must understand the basic mathematical underpinnings of finance, economics, and operations. Quantitative and analytic methods provide students an opportunity to learn, practice, and apply these essential quantitative skills used to formulate sound decisions in complex environments. The course begins with an exploration of maximization. Students learn how to model resource maximization and interpret the results. It then examines statistical methods for interpreting and analyzing data, including regression analysis and hypothesis testing. Applications include scheduling, product mix, inventory management, demand analysis, portfolio analysis, and survey analysis. Excel functions and tools are introduced and used throughout the course.

Prerequisites & Notes
MBA 500.
Credits: 3

MBA 612 - Managerial Economics

Local, national, and global economics have a profound influence on all organizations. When making decisions, managers must consider how the aggregate economy and business cycles will affect the firm. Managerial Economics provides students with the conceptual tools they need and then uses those tools to analyze decisions, events, and policies. Students learn the art of forecasting and economic determinants of consumer demand, firm supply, and industry behavior. An economic framework is applied to a wide variety of individual, business, and governmental decisions.

Prerequisites & Notes
MBA 500 and MBA 611.
Credits: 3

MBA 613 - Organizational Behavior

Success depends on a clear understanding of yourself, organizational dynamics, and how to influence the actions of both individuals and groups. This course focuses on understanding human behavior in organizations. We combine theory and experiential exercises to provide you with the tools and language you need to better understand and influence behavior in a variety of settings. You will work individually and in groups as you explore the difficulty of effectively managing and how best to organize, manage, and motivate people. Students will endeavor to discover their personal strengths and management styles, learn to solve organizational problems, and consider how to influence the actions of individuals, groups, and organizations.

Prerequisites & Notes
MBA 500.
Credits: 3

MBA 614 - Managerial Accounting

As a manager, understanding the impact of accounting decisions is essential to achieving strategic goals. Building on financial accounting concepts, Managerial Accounting provides students with an opportunity to learn and apply skills that support the use of internal financial information to support effective decision-making. In the course, students learn to utilize financial data available for budgeting, costing, and forecasting and to connect these skills to cash flow and operations management. Students apply managerial accounting concepts to real-world case studies to understand the linkages between accounting information and management planning.

Prerequisites & Notes
MBA 500.
Credits: 3

MBA 700 - Business Policy and Strategy

Senior managers must orchestrate all the functional areas of an organization to develop and execute a cohesive strategy that produces results. Understanding the complexity of this task requires that the business be viewed as an integrated system. In Strategy and Policy, students integrate and apply all they've learned throughout the MBA program to determine the strategic direction of the firm, the competitive environment of the firm, organizational design issues related to the implementation of a strategy, and the management of strategy processes within the firm. Students develop the capability to assess a firm's strategic situation in depth and to develop viable alternatives for dealing with the key issues facing it.

Prerequisites & Notes
All MBA Core courses.
Credits: 3

MBA 710 – Marketing Management

Effective marketing planning and execution is essential for the success of any organization. Marketing Management takes an analytical approach to the study of marketing problems. Students sharpen their skills for analytical thinking and effective communication while being introduced to the elements of marketing analysis and management. Students become adept at analyzing and developing the elements of the marketing mix, including product and brand strategy, pricing, communication, and distribution.

Prerequisites & Notes
MBA 500, MBA 611,
MBA 612
Credits: 3

MBA 720 - Financial Management

All organizations face a variety of financial decisions. In order to understand and make informed decisions, managers must be comfortable with the application of financial theories and models. Students in Financial Management examine these, enhancing their ability to evaluate the influence of financial decisions on organizational performance. This course focuses on how management decisions positively or negatively affect shareholder value. Some of the topics covered include the valuation and pricing of securities, capital budgeting, capital structure decisions, and the evaluation of capital projects and investment options.

Prerequisites & Notes
MBA 500, MBA 611, MBA 612, and MBA 614.
Credits: 3

MBA 730 - Operations Management

Operations management involves the synchronization of business processes to optimize performance. Production and Operations Management focuses on managerial issues arising in the operation of both manufacturing and service industries. Students consider the language, concepts, insights, and tools to deal with operational issues, and how to gain competitive advantage through operations. A process view of operations is used to analyze key operational dimensions, such as capacity management, cycle time management, supply chain and logistics management, and quality management.

Credits: 3

Case Project 1

Students will tie together key concepts from Managerial Economics, Data Analysis, and Managerial Accounting. They will work in teams and apply learning from Organizational Behavior. Students will create a macroeconomic analysis of the environment affecting a company using a large data set and relate the findings to the company's financial statements.

Prerequisites & Notes
MBA 611, MBA 612, MBA 613, and MBA 14 must be taken prior or concurrently.
Credits: 3

Case Project 2

Students will tie together key concepts from Marketing Management, Operations, Finance, and Strategy. They will work in teams to create a new product for a live company. Students will present their business case to the company's management.

Prerequisites & Notes
MBA 700, MBA 710, MBA 720, and MBA 730 must be taken prior or concurrently.
Credits: 3