

# WMBA - WEB MASTER OF BUSINESS ADMIN

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## **WMBA 6000 Human Behavior in Organizations (3-0-3)**

An examination of the behavioral and structural factors affecting the performance of organizations including both micro and macro organizational issues. This course provides an overview of the field of organizational behavior with an emphasis on employing the human resources of the firm to achieve organizational performance. Topics include motivation, leadership, job satisfaction, selection, training, and the dynamics of teams.

### **Restriction(s):**

Enrollment is limited to Graduate Level level students.  
Enrollment limited to students in a Master of Business Admin. degree.  
Enrollment limited to students in the Department Prerequisite college.

## **WMBA 6010 Managerial Accounting (3-0-3)**

Emphasizes the use of both internal and external data to enhance the decision-making skills of managers. Concepts include an overview of the management accounting function within the organization, cost management and cost accumulation systems, planning and control systems, use of historical data in forecasting costs, and the use of accounting information in management decision-making. Case readings enhance students' critical thinking, problem solving, and communication skills. Students are challenged to defend their rationale for decisions.

### **Restriction(s):**

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## **WMBA 6020 Managerial Communications (3-0-3)**

Designed to meet the needs of the practicing manager. Included are the internal and external communications carried out by managers in organizations and the organizational and human variables that influence these communications. Management of information systems is addressed. Communication styles of managers from different cultures are discussed.

### **Restriction(s):**

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## **WMBA 6030 Global and International Business (3-0-3)**

Provides students an understanding of how companies enter and operate in the global market. Students learn how culture, politics, legal and economic systems impact the marketing and trading of products in other countries. Students develop an understanding of the business strategies and structures in the global arena, and learn how managers interact and manage diverse groups. An international team experience is also provided.

### **Restriction(s):**

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## **WMBA 6040 Managerial Decision Analysis Using Business Intelligence (3-0-3)**

This course presents an introduction to the statistical and management science techniques that are most commonly applied by managers in both the public and private sectors. It focuses on three main themes: data analysis, optimization, and decision making under uncertainty. The content is covered in order to provide the opportunity to see tools that many learners probably use often (e.g., descriptive and graphical methods plus forecasting) and then move into topics with which learners may not be as familiar. Students will be exposed to descriptive analytics, predictive analytics (e.g., forecasting), prescriptive analytics (e.g., optimization), and emerging trends in Business Intelligence.

### **Restriction(s):**

Enrollment limited to students in a Master of Business Admin. degree.  
Enrollment limited to students in the Department Prerequisite college.

## **WMBA 6050 Strategic Marketing (3-0-3)**

Provides a study of the strategic managerial aspects of marketing given the growth of E-Commerce. Topics focus on product, price, promotion, and place in the ethical planning, implementing, and controlling of marketing operations.

### **Restriction(s):**

Enrollment limited to students in the MBABD02 or MBABD02\_ONL programs.  
Enrollment is limited to Graduate Level level students.  
Enrollment limited to students in the Department Prerequisite college.

## **WMBA 6060 Managerial Finance (3-0-3)**

A study of financial risk and return, capital budgeting, valuation, capital structure, working capital management and current topics in financial management. Develops a student's knowledge, analytical skills and communication skills in the area of financial management. The course gives students tools to analyze a company's financial position relative to the industry, apply time value of money concepts to business cash flows, evaluate the acceptability of a short-term and long-term financial decision, and understand the relationship between capital structure, risk, and the cost of capital.

### **Restriction(s):**

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## **WMBA 6070 Entrepreneurship (3-0-3)**

This course is designed for students to examine entrepreneurship in new or established businesses. It describes the new venture startup process and strategies for increasing the likelihood of successful venture launch. Topics covered include models of new venture formation, strategic resource acquisition and deployment, corporate entrepreneurship, value chain analysis, and harvesting the business.

### **Restriction(s):**

Enrollment is limited to Graduate Level level students.

## **WMBA 6080 Management Information Systems (3-0-3)**

A study of the effects of information technology on firms, industries, and the organization of work. Includes the development of strategies for corporate growth based on effective use and management of information technology, the analysis of business problems and relevant information systems solutions, and the use of IT to transform business processes and provide more effective management control and decision systems.

### **Restriction(s):**

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**WMBA 6100 Operations and Supply-Chain Management (3-0-3)**

An introduction to the concepts, principles, problems, and practices of operations management. Emphasis is on managerial processes for achieving effective operations in both goods-producing and service-rendering organizations. Topics include operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, and quality management and control. Topics are integrated using a systems model of the operations of an organization.

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**WMBA 6110 Business Strategy (3-0-3)**

An integrative capstone course providing an executive viewpoint of strategy formation and management of an enterprise. Students analyze complex business situations in order to determine a firm's strategies for long-run survival and growth in competitive markets, and examine techniques for analysis of environmental conditions and trends, opportunities and threats, and resource strengths and limitations. Focus is on developing plans and implementing and controlling those plans at both the strategic and operating levels. Students use real-time case studies that cover policy formulation and administration. A strategy simulation is also used.

**Restriction(s):**

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