
MA in Business Administration







The Master of Business Administration (MBA) degree is for those who seek graduate level understanding, research and analytical capabilities, and practical application grounded in theory and in actual practices of management, human resource management, finance, IT, business law, accounting and entrepreneurship. The LAIU MBA was developed to provide advanced business knowledge and know-how as a foundation for the executive manager or entrepreneur, the MBA also dovetails with several University specialties so that students can specifically concentrate in areas of professional or personal interest, to include entrepreneurship, business management, human resource management, etc.

Areas of Concentration

The following are overviews of the different areas of concentration.

General Master of Business Administration

Graduates of the Master's in Business Administration General Program will be expected to demonstrate knowledge of:

-  Quantitative and qualitative decision-making process
-  How to identify problems, evaluation of options, and implementation of recommended solutions
-  Research methods
-  How to apply managerial strategies
-  Communication strategies within the global and local business environment
-  The importance of today's manager as a leader and facilitator

Graduates will be able to:

- ✓ Conduct advanced business analysis by incorporating the use of various data tools in the discovery of possible solutions for implementation.
- ✓ Compare and contrast various organizational managerial approaches to analyze their effect on the individual, group, and organization.
- ✓ Analyze the legal, regulatory, and compliance issues impacting managers in today's market place, and emphasize the importance of continuing education for managers for future legal changes.
- ✓ Evaluate and analyze Management Information System components to determine their user interdisciplinary applicability in order to meet current and future technological needs, and evaluate the need for changes in policies and procedures.
- ✓ Distinguish and implement various analytical financial tools to conduct business analysis and to communicate possible solutions and implementation plans for business decisions.
- ✓ Focus on various business strategies and approaches used by organizations in their mission to sustain and obtain various marketing segments in order to increase their growth potential and integrate business functions into a coherent business strategy.
- ✓ Compare and contrast various market-driven strategies used by organizations to effectively plan for current and future needs of customers.

Entrepreneurship

Graduates of the Master's in Business Administration – Major in Entrepreneurship program will be expected to demonstrate knowledge of:

- 💡 Communication strategies in organizations, with emphasis on understanding the role of entrepreneurs in team building through communications
- 💡 The different sources of financing for ventures
- 💡 Financial components of venture formation: financial statements, various sources of capital, and the structuring of financing deals
- 💡 Motivational theory and practices, with emphasis on understanding the role of
- 💡 Entrepreneurs in motivating individuals as members of new organizations
- 💡 Individual and group behavior in organizations, with emphasis on understanding the role of entrepreneurs in coordinating the efforts of people
- 💡 How to create organizations, units and jobs that foster commitment excellence
- 💡 Theories and styles of entrepreneurship, with emphasis on understanding how to achieve Startup effectiveness
- 💡 The market environment, with emphasis on understanding the role of entrepreneurs in adapting to economic change
- 💡 Strategic management, with emphasis on the role of entrepreneur in establishing direction for organizations.
- 💡 Technological change, with emphasis on understanding the role of entrepreneur in adapting to such change

💡 The processes through which ethical conflicts are resolved by organizations, with emphasis on understanding the role of entrepreneurs in setting and maintaining ethical standards

💡 Cultural differences and their influence on organizational behavior, with emphasis on understanding the role of entrepreneurs in adapting to such differences

Graduates will able to:

Pursue new ideas aggressively, to defy convention, and to lead through innovation

Recognize and Analyze new Opportunities

Analyze, articulate, present, and defend your entrepreneurial activities.

Think clearly about strategic and financial factors in creating value

Write in an organized and focused way

Present organized and focused exhibitions

Distinguishing between “ideas” and viable business “opportunities”

Step into unfamiliar roles and actions

Encourage personal development and recognize others entrepreneurial potential

Write a business plan for a selected entrepreneurial venture.

Critique a startup business plan.

Prepare and present a detailed implementation plan for a startup project.

Human Resource Management

Graduates of the Master's in Business Administration – Major in Human Resource Management program will be expected to demonstrate knowledge of:

- 💡 Motivation Theories and Approaches
- 💡 Quality measurement methodologies; tools and techniques
- 💡 Employment laws
- 💡 Recruitment and selection tools and techniques
- 💡 Training and development approaches; tools and techniques
- 💡 Compensation, benefits and labor relations theories, approaches and practice

Graduates will be able to:

- ✓ Apply essential skills involved in the management and administration of human resources.
- ✓ Apply professional research methodology, quantitative analysis, and data base technology to evaluate human resource management
- ✓ Compare and contrast various managerial approaches to employment law as well as defend or criticize the application of various rules, regulations, and laws applied to labor-related situations and work settings.
- ✓ Assess methods used to measure performance and determine pay level and associated compensation packages.
- ✓ Identify and analyze the role and function of the Human Resource Professional in the development and implementation of policy and procedures encompassing legislative,

regulatory, and organizational issues affecting the management of human resources in today's workforce.

- ✓ Measure those aspects of human resource management for which you are responsible and relate them to the organization's success.
- ✓ Identify discriminatory or other illegal human resource activity and know where/how to seek remedy.
- ✓ Plan and assess the personnel needs of an organization.
- ✓ Identify types of training needed and develop appropriate training and development materials.
- ✓ Explain the traditional and the futuristic benefits and health and safety aspects provided in the workplace.
- ✓ Identify and ethically respond to issues as they arise in the workplace.

Management

The Major in Management is designed for students who seek an understanding of the principles, theory, and cutting-edge practices of management in the 21st Century. Students apply their "real-world" experiences and integrate theory and practice for today's challenging work environments. This program is designed to be versatile, with the knowledge gained applicable in the military, government, or corporate world.

Graduates of the Master's in Business Administration – Major in Management program will be expected to demonstrate knowledge of:

- 💡 Strategies for decision making/problem solving.
- 💡 Descriptive ("everyday") and prescriptive

(“improved”) strategies and processes for decision making/problem solving.

💡 Individual and group decision making/problem solving differences

💡 Planning, organize and control resources.

💡 Coordinating operations, production, planning, decision making, and program implementations

💡 Strategic Management research and theories

💡 Strategic Management process

💡 Quantitative analysis skills

💡 Business fundamentals

💡 The purpose and objectives of a Business

💡 The competitive environment in which firms operates

💡 The resources and capabilities of a firm against the resources and capabilities of the competitors

💡 The various ways in which strategies may be implemented.

💡 Problems in managing organizational change

Graduates will be able to:

✓ Conduct business problem focused management research, including collection and analysis of data, and communication of findings by using qualitative and quantitative research methods.

✓ Develop a strategic business plan applying the theories and practices of management and planning for a particular organizational setting.

✓ Develop an analytical framework using a

variety of approaches to apply leadership and management theory and practice to address the challenges of organizations in this century

✓ Examine complex organizations from a level of analysis perspective, including the individual, interpersonal, group, and organizational level perspectives.

✓ Evaluate management issues in the context of technological, structural, cultural, human and environmental factors.

✓ Evaluate and articulate models of organization and business

✓ Utilize a variety of concepts, skill and practices required for effective management

✓ Build an effective business plan

✓ Apply the concepts and theory to assess and or build a strategic plan

✓ Formulate and articulate positions and issues that intersect the dynamics of politics, policy, economics, administration and management in the public and private sector

✓ Explain conceptual frameworks and models that assist in analyzing competitive situation and dilemmas

✓ Formulate problems, and opportunities in terms of managerial strategy

✓ Develop alternative strategies

✓ Analyze the relationship between the internal and external environment and the organization

✓ Analyze policy from various perspectives

Marketing

Graduates of the Master’s in Business Administration

– Major in Marketing program will be expected to demonstrate knowledge of:

- 💡 Marketing organization
- 💡 Marketing decisions
- 💡 Marketing Plans
- 💡 Customer Satisfaction
- 💡 Promotion
- 💡 Segmentation
- 💡 Direct and interactive marketing
- 💡 Media selection
- 💡 Measuring, testing, and analyzing results methods
- 💡 Use of databases in marketing
- 💡 Global Marketing

Graduates will be able to:

- ✓ Create and produce direct and interactive marketing campaigns from the initial formulation of a concept to the actual artwork, graphics, photography and word copy that will be utilized in the promotion.
- ✓ Plan and implement a strategic media campaign from development of budgets to the selection of media and vendors, scheduling, and production supervision.
- ✓ Measure and analyze the outcome of a marketing campaign to determine its effectiveness and cost efficiencies, and to make recommendations for future efforts.
- ✓ Create and develop customer databases for marketing analysis, customer segmentation and more effective targeting.

- ✓ Understand the importance of customer service and building customer relations as well as the retention and maximization of the lifetime value of existing customers
- ✓ Appreciation of the role of branding in consumers' daily experiences, in addition to creating shareholder value
- ✓ Use consumer-centric approach to brand planning, and be familiar with research tools that illuminate the meaning and strength of any particular brand
- ✓ Think innovatively about building, leveraging, defending, and sustaining inspired brands
- ✓ Apply the branding principles to oneself, to help be deliberate in communicating one's personal and professional reputation
- ✓ Anticipate issues they will face when working as professional marketing managers.
- ✓ Recognize the complexities of market entry strategies and fundamental concepts unique to global marketing.
- ✓ Analyze culture, local product pricing, local distribution, and promotion strategies in a foreign market.
- ✓ Identify and utilize key sources of information for conducting global marketing research.
- ✓ Write a Global Marketing Plan.
- ✓ Recognize the importance of global marketing within a socially responsible and ethical framework.

Requirements

The course requirements for the completion the Master of Arts in Business Administration program are as follows:

Requirement	Units
Core Business	21
Concentration	9
TOTAL	30

Core Business Requirements

1. BUS 601 – Global Management Perspective
2. BUS 603 – Quantitative Analysis
3. BUS 623 – Legal & Ethical Issues in Management
4. ECON 600 – Managerial Economics
5. FIN 600 – Corporate Finance
6. MKT 600 – Marketing Management
7. MGT 615 – Strategic Planning

Concentration Requirements

General Master of Business Administration

1. BUS 631 – Technology and Innovation
2. ITM 624 – Information Technology Project Management
3. MGT 605 – Leadership

Entrepreneurship

1. BUS 621 – Entrepreneurship
2. BUS 635 – Business Plan Development
3. FIN 625 – Entrepreneurship Finance

Human Resource Management

1. HRM 600 – Human Resource Management
2. HRM 602 – Employment Law and Labor Relation
3. HRM 605 – Strategic Human Resource Management Practices

Management

1. MGT 610 – Cross-Cultural Management
2. MGT 601 – Organizational Behavior
3. MGT 615 – Strategic Planning

Marketing

1. BUS 624 – Principles of E Commerce
2. MKT 601 – Strategic Internet Marketing
3. MKT 602 – Global Marketing Strategy

Graduate Admissions

The Master of Business Administration (MBA) degree is sought by those who seek graduate level understanding, research and analytical capability, and practical application in the corporate world of the theory and practice of business marketing, management, finance, law, information systems, and strategy. The LAIU MBA program was developed to provide advanced business knowledge and know-how as a foundation for the corporate executive or entrepreneur, the MBA also dovetails with several University specialties so that students can specifically concentrate in areas of professional or personal interest, to include entrepreneurship, global business management, information technology management, accounting, finance, nonprofit management, and homeland security resource allocation.

Program Objectives

In addition to the institutional and degree level learning outcome objectives, the Master of Business Administration also seeks the following specific learning outcomes of its graduates. Graduates in this degree program will be able to do the following:

- ✓ Conduct advanced business analysis by incorporating the use of various data tools in the discovery of possible solutions for implementation.
- ✓ Compare and contrast various organizational managerial approaches to analyze their effect on the individual, group, and organization.
- ✓ Analyze the legal, regulatory, and compliance issues impacting managers in today's market place, and emphasize the

importance of continuing education for managers for future legal changes.

- ✓ Evaluate and analyze advanced analysis methods and techniques to determine their user interdisciplinary applicability in order to meet current and business needs, and evaluate the need for changes in policies and procedures.
- ✓ Distinguish and implement various analytical financial tools to conduct business analysis and to communicate possible solutions and implementation plans for business decisions.
- ✓ Focus on various business strategies and approaches used by organizations in their mission to sustain and obtain various marketing segments in order to increase their growth potential and integrate business functions into a coherent business strategy.
- ✓ Compare and contrast various market-driven strategies used by organizations to effectively plan for current and future needs of customers.

LAIU accepts students for graduate-level study who have earned a minimum of a bachelor's degree from an accredited institution.

Master's Degree

To earn a master's degree, students must complete a minimum of 12 courses and take a final comprehensive examination, thesis option, or capstone/applied research project at the end of all course work.

Note: Graduate students may transfer up to a maximum of 20% of the required coursework.

Mail Transfer Credit Documents to the Following Address:

Los Angeles International University
Attn: Student Records
16501 Ventura Blvd. Suite 400
Encino, CA 91436
Transfer Credit Fax: (818) 921-7719
E-mail: www.Registrar@laiu.us

Admissions Requirements

If you are applying to a graduate-level program, you must submit the following documents:

1. Official transcript showing you have earned a bachelor's degree from an institution accredited by a recognized accrediting body. If you have earned a master's or doctoral degree from an accredited institution, submit the official advanced degree transcript in lieu of an undergraduate degree transcript.
2. If you earned graduate-level credit without completing the degree and want to have it evaluated for transfer, submit official transcripts of this coursework along with the Transfer Credit Evaluation (TCE) application and fee.

Additional Transfer Credit

LAIU will also consider military or civilian training evaluated by the American Council on Education (ACE), as well as approved examinations, such as the College Level Examination Program (CLEP).

When e-mailing scanned documents, please make sure they are saved in one of the following formats: PDF, JPG, TIFF; we are unable to accept Word documents (DOC, DOCX).

Graduate Course Descriptions

Accounting

ACCT 600 Financial Accounting

A comprehensive study of the financial statements, with special emphasis on valuation of each class of asset. This course covers the understanding and use corporate financial statements including consolidation, derivatives, hedging, leases, revenue recognition, variable interest entities, and equity compensation.

ACCT 610 Managerial Accounting

This course covers how to evaluate business strategies and outcomes by understanding the many ways that firms account for, control, and manage costs. Discussions cover alternative costing methods and how the resulting cost information can be used for decision-making, planning, and performance measurement.

Business

BUS 500 Quantitative Methods for Decision Making

This course prepares the graduate student for quantitative and qualitative methods used in business administration. BUS500 is a methodological foundation from which the student can apply proven statistical and scientific methods in the remainder of the graduate program.

BUS 601 Global Management Perspective

This course examines issues and functions that business managers face within the context of day-to-day operations and long-term planning of the organization. Topics include strategic management, legal issues, marketing, law and ethics, and global

dimensions of businesses.

BUS 602 Managerial Analysis

This course introduces fundamental concepts of accounting principles, financial tools, and economic analysis for effective managerial decision-making. Topics include the role of the financial manager in the organization, concepts, and principles underlying financial accounting practices, financial statement analysis, budgeting, and economic analysis for decision makers.

BUS 603 Quantitative Analysis

This course explores management problems and the role of decision-making models and tools in resolving business problems. The application and use of information systems in decision-making is assessed. Students apply system and quantitative analysis to an integrated case study.

BUS 620 Strategic Management

This course is a culmination of the business functions to incorporate them into a coherent, profitable, sustainable business strategy. This course includes strategy information, decisions, and techniques of industry leaders.

BUS 621 Entrepreneurship

This course will provide an experiential introduction to the creation of a new business enterprise. Topics will include the traits of successful entrepreneurs, generating business opportunities, screening opportunities, “the window of opportunity,” the venture team, family businesses, management/marketing/financial skills needed, “entrepreneurship,” etc.

BUS 623 Legal & Ethical Issues in Management

This course examines the area of business law and applies it to the business environment. Traditional topics covered include: the legal environment of business, contract law, property, sales contracts, commercial paper, agency law, ethics and the regulatory environment. The course also examines the issue of the global economy from the view that the largest companies dominate in the creation of jobs and technological innovation.

BUS 624 Principles of E Commerce

This course introduces the student to the concepts and terminology of modern e-commerce approaches. It includes topics on marketing, web technologies, security, legal issues, imaging, and search engines. The emphasis will be to develop an understanding of the underlying principles of e-business.

BUS 625 Applied Decision Making

This is a course in business analysis. This course investigates the advanced analysis methods and techniques used to solve modern business problems. The course emphasizes the most successful methods from business statistics, production and operations management, management science, and operations research fields of study. Students will be required to synthesize material from several major fields of study in order to apply it in this course. The capabilities of Microsoft Office will be used extensively throughout the course to illustrate the application of these methods and techniques to the analysis and solution of modern business problems. The course will first investigate the types of problems faced by businesses in the both the production and service areas. Methods of analysis will be investigated to solve these type problems including probability concepts and their applications, statistical quality control, process design, forecasting, inventory control, waiting line models, transportation and assignment methods, decision analysis, and simulation modeling.

BUS 630 Virtual Organizations

This course focuses upon the problems and challenges of managing individuals, groups, and organizations in a virtual or distributed environment. Virtual means that work is accomplished by interdependent people performing at different times or places, or across organizations. This course addresses current topics associated with the new forms of organizing that new technology and accompanying strategic changes promote. The student will examine online business models, sources of competitive advantage in e-commerce, and techniques for evaluating opportunities. In this context, the student will also discuss ways in which e-commerce organizations differ from conventional organizations and how to create e-commerce alliances. Issues include a focus on social interactions; the social, political, economic, and technological contexts of virtual communities and the limits for their sustenance.

BUS 631 Technology and Innovation

This course will investigate the theoretical foundation and implement a set of practical tools for the management of innovation, and the change associated with it, in start-ups and in corporate entities. The course views Innovation from various perspectives: human systems and organizational development, technological innovation, and strategic management. In this course innovation is defined as the implementation of a new idea: product; market; process; or new technology. The students in this course write and present a group innovation plan for an actual technology innovation situation.

BUS 635 Business Plan Development

This course is designed to provide the student with the skills necessary for developing a comprehensive effective written implementation plan for a new business venture. The key to this class is that a “business plan is more than a strategic plan.” The key differences are both implementation and possible review by “outsiders.” This course deals with the

critical decisions and action steps that entrepreneurs must make in both planning and executing a new venture. The course focuses on “doing” rather than on mere “facts about business development and plan writing.” It will concentrate on creative solutions to resource generation and utilization. The business plan is often a selling document to those who may be interested in the business venture for a variety of reasons. Therefore it must reflect the concept’s viability and business model, the environment in which the firm operates, and the expertise of the management team to execute the plan.

Economics

ECON 600 Managerial Economics

This course is designed to use economic analysis to enhance business decision-making within private businesses, not-for-profit institutions, and public agencies. Economic concepts covered include demand analysis, production and cost analysis, linear programming applications, pricing policies and regulation.

ECON 610 Global Economics

This course is a study of theory and concepts fundamental to understanding the global economy. Students learn to analyze the global business environment of industrialized developing countries, and to think strategically, using micro and macroeconomics principles.

Finance

FINN 600 Corporate Finance

This course is a study of the major corporate finance and financial management theory, strategy, processes, functions, and other issues. Topics include the finance function, concepts of sources and uses of funds, analysis and estimation of need for funds

(short- and long-term), short-term sources, working capital management policy, long-term sources, capital structure policy and implementation, capital budgeting and the cost of capital.

FINN 605 Financial Accounting

The first objective of this course is to familiarize the student with the basic concepts, standards and practices of financial accounting. The course begins with the basic financial statements, overview of the procedures necessary to prepare and understand the balance sheet, income statement and statement of cash flows, the analysis and recording of transactions, the accounting for the most common and significant transactions of a firm, such as inventories, long-term fixed assets, bonds and other long-term debt, income taxes, and stockholder’s equity and the underlying concepts and procedures, with preparation toward financial statement analysis. Relying on this knowledge, the course aims to help students become effective users of financial statements. After this course the students could interpret and analyze real financial statements.

FINN 615 Investment Management

The Investment Management course is designed to provide students knowledge in the areas of portfolio management and investment analysis. Topics covered include risk, return, institutional structure of stock and bond markets, the security market: including options and securities that resemble options futures, swaps, the Crash and the role of derivative securities in the Crash; theory and models for portfolio analysis and selection and performance evaluation. Asset pricing theory and asset allocation will also be presented.

FINN 620 International Finance

This course provides an understanding of the nature and purposes of financial management in the international context. Students will learn the tools in international investment and financing techniques

and in exchange risk management, including accounting and taxation aspects. After comprehensive overview of currency, equity, and international bond markets around the world. current trends will be analyzed in case studies and simulations including how companies use banks, markets such as the Eurobond and currency option markets, and techniques such as currency swaps, lease financing and hybrid bond structures.

FINN 625 Entrepreneurship Finance

This course is designed to provide the student with the ability to analyze the various processes and sources of seed and venture capital for funding a new enterprise – debt and equity. Planning for the funding aspect of a new venture is critical and this course will address the alternative sources of funds for carrying out the mission of the venture.

Human Resource Management

HRM 600 Human Resource Management

The way the human resource (people) is managed at work affects the quality of their lives as individuals, the effectiveness and the competitiveness of organizations. This course provides a framework for an understanding of day-to-day, theoretical and practical approaches to the human resource management field. Part of this approaches use basic concepts that transcend the work place, such as the psychology of individual behavior or of work groups. Topics include: motivation and job satisfaction, jobs design and employee empowerment, group behavior and teamwork and alternative models of managing employees.

HRM 601 Compensation and Benefits

This course covers in detail the human resource topics of compensation and benefits. Industry leaders and cutting-edge industry practices are emphasized with relation to the hiring, maintaining, and keeping

top employees as part of a successful corporate strategy.

HRM 602 Employment Law and Labor Relations

This course is a conceptual and functional analysis of the legal framework and principles of employment law, with emphasis on discrimination in the workplace. Primary topics include the employment relationship; discrimination based on race, gender, age, national origin, religion, and disability; sexual harassment; affinity orientation; testing and performance appraisal; labor/management issues; privacy; health, safety, worker's compensation, and employee benefits. Issues are addressed from a management perspective so that students understand how to manage efficiently with a full understanding of the legal ramifications of their decisions. Students are shown how to analyze employment law facts so that they can arrive at good management decisions based on relevant legal considerations.

HRM 603 Human Resource Policy

This course deals with human resource policy and strategy as government, corporate, small business, and other entities fashion their human resources to meet the needs of a 21st Century workforce.

HRM 604 Employment Relations

This course is designed to familiarize the student with a basic understanding of the roles and responsibilities of the Human resource manager with regard to employee assistance, safety, occupational health and security in the workplace. It examines the elements that go into guaranteeing a safe environment in the workplace, "soft-landing," organization and evaluation of safety training and policies, occupational health education as well as compliance with the Occupational Health and Safety Administration (OSHA) rules and regulations. It examines the basics of network security, industrial espionage and the

relationship of the Human Resource Manager with experts in the safety, health and security fields within the organization.

HRM 605 Strategic Human Resource Management Practices

This course is an introduction to the role of Strategic Human Resource Management (SHRM). We study policies and practices in context and consider broader corporate strategies, business activities, and competitiveness. Emphasis will be placed in understanding the of human capital management from multiple perspectives the effects of technologies changes in production and in provision of services. Topics include staffing, the assurance of equal employment opportunity, compensation and employee relations.

Information Systems

IITM 624 Information Technology Project Management

This course explores successful project management for information technology projects. The System Development Life Cycle (SDLC) models are defined including the waterfall, spiral, incremental release, and prototyping models. Students will differentiate between these models and apply corresponding project management methods to identify critical checkpoints and reviews. Risk management, as applied to technology projects, is examined. Key project indicators are discussed, and students will explore defining measurement criteria for determining critical success factors on a project. The course defines the application of knowledge, skills, tools, and techniques to project activities and includes a tutorial for Microsoft Project. Emphasis is placed on the three dimensions of the information technology project constraints: scope, time, and cost. Students must have access to Microsoft Project 2007.

Management

MGT 601 Organizational Behavior

This course will provide a framework for understanding individual and group behaviors within dynamic organizations. Topics to be covered will be human behavior principles in individual, groups/teams, and organizational settings. The main emphasis of this course will be on developing effective administrative/managerial skills in improving employee performance.

MGT 603 Organizational Development

This course consists of a collection of classic and contemporary readings in Organizational Development covering a broad range of topics including interpersonal relations, motivation, decision making and group behavior in organizations. Included are experiential exercises that give students an opportunity to practice their skills and cases that allow students to draw on their own experiences to apply the concepts and theories in managerial situations. Special emphasis will be placed on the role of the leader.

MGT 605 Leadership

Today's business environment demands from us to develop leadership in the context of everyday life. This course delineates the principles that are important in the development of a leader for the 21st century. This course provides students with leadership and communication tools needed to integrate work, family, community, and self for increased performance and enriched lives. Students learn key leadership principles; discuss the role the function of leadership; study the needs impacting individuals, organizations and society and apply them thought creative action in real world.

Marketing

MGT 608 Independent Study: Management Department

An opportunity for Department of Management students to pursue an independent research project or examine a specific area of Management under the mentorship of a single professor. Students must complete 24 credits of study before taking this course. Participation is at the discretion of the faculty member. The course will typically involve six or more telephone calls and produce a major research paper (50+ pages); there will be no examination. Students will submit a proposal prior to the start of the project, and a rough draft of the paper at week 10, both of which will count toward the final grade. Prior to registering, students should first contact the professor with whom they wish to mentor their independent study, coordinate an agreement on the grading requirements, and then NOTIFY their Student Advisor with the name of their professor.

MGT 610 Cross-Cultural Management

This course is an examination of individual dimensions of global executive leadership, organizational behavior, inter-group relations, and strategies for internal corporate communication. Course topics include management and global trade, special aspects of operating successfully in the global environment, the executive's role in solving conflicts and creating corporations in the world marketplace, cultural aspects of international operations management and ethical corporate strategies in an international context.

MGT 615 Strategic Planning

This course will answer the question how to formulate and execute a strategic plan of business. This comprehensive practical course applies the principles to be used in strategic planning.

MKT 600 Marketing Management

This course addresses the marketing management challenge of implementing the available combination of marketing variables to carry out firm's strategy in its target markets. Students will be able to apply analytic perspectives and concepts of marketing to such decisions as segmentation and targeting, branding, pricing, distribution and promotion. First, students will understand how the firm can benefit by creating and delivering value to its customers; managers and stakeholders. Second, students will realize strategic considerations that drive and integrate the decisions made for each element of the marketing mix. Topics include resource allocation, market entry/exit decisions, competitive analysis and extended computer simulation.

MKT 601 Strategic Internet Marketing

This course investigates today's global environment of electronic commerce and that influence on today's business enterprises. The learning's in Strategic E-Commerce Marketing spotlight E-Commerce opportunities, issues, options and techniques necessary to create an appropriate E-Commerce marketing plan for an enterprise. The course also provides the students with the real world experience of developing a pseudo working website in coincidence and in support of the Marketing plan. Other issues examined include channel structures given an electronic environment and the impact on supply chain management, e-tools, and E-Commerce marketing as viewed through the traditional marketing mix. Critical evaluations of web sites, web tools, promotions, advertising, selling and communications are also explored.

MKT 602 Global Marketing Strategy

This course deals with the marketing management of multinational corporations (MNCs), focusing on the

creation of marketing advantage in a global context

This course is a study of the elements involved in global marketing functions as product, price, place and promotional; local, national and global activities. Students will evaluate global marketing trends, develop a new strategy, and simulate implementation of it as it relates to strategy MNCs.