

WALSH UNIVERSITY

EXECUTIVE MBA COURSE DESCRIPTIONS

MBA Core Courses

MBA 621 Sustainable Ethical Leadership.....3 sem. hrs.

In this course students examine current thinking about leadership and ethical decision making in a modern business environment on an individual, organizational and global level. The emphasis in this course is on developing a better understanding of oneself, one's role as a member of a learning community and the dynamics involved to bring about sustainable, desired change. Cases and presentations will be used to provide a better understanding of concepts and principles that determine managerial ethics in real-life situations, as well as the application of moral theory to decision making in leadership.

MBA 622 Organizational Behavior & Communication3 sem. hrs.

In this course, students examine essential management, organizational behavior and communication theories. Topics include: motivation, conflict management and resolution, groups and teams, and communication. This course is designed to explore how these elements impact the practical application of behavioral science theories with respect to solving complex management problems in a diverse, global environment.

MBA 623 Financial Accounting & Management.....3 sem. hrs.

This course examines the practices required to effectively manage an organization's financial resources. This course explores financial analysis and budgeting techniques with an orientation towards development, analysis, and interpretation of historical, present, and projected performance measures. This course will explore a firm's financing strategies and its access to a variety of capital sources, a firm's optimal capital structure, and effective resource allocation and investment strategies. Specific topics include: financial statement analysis, pro forma analysis, operating budgets, capital budgeting, insourcing and outsourcing, capital structure, and cost of capital.

MBA 624 Marketing3 sem. hrs.

This course explores the applications of marketing theories and concepts used throughout various types of organizations including manufacturing, service, nonprofit, and government entities. Topics include marketing strategy and planning, market segmentation, consumer behavior, branding, product and service development, and international marketing.

MBA 625 Information Systems3 sem. hrs.

This course focuses on various information and communications technologies. Students will examine how information systems are used to solve problems, manage data, and make better business decisions. Topics include management information systems, data-bases, ERP systems, cloud computing, and information privacy.

MBA 626 Applied Organizational Research & Analysis3 sem. hrs.

This course provides students with an overview of statistical concepts and research methods used by for-profit and not-for-profit organizations. Students gain an understanding of research problem formulation, research design, sampling methods, analytic and descriptive survey questionnaires, qualitative versus quantitative data collection, and evaluation and interpretation of descriptive and inferential statistics by performing their own research. The course includes consideration of the use of research methods in program evaluation and outcome studies. This course further emphasizes the importance of integrating research into the business setting to the benefit of students and the overall business profession.

MBA Management Specialty Courses

MBA 701 System & Organizational Design3 sem. hrs.

In this course, students examine the interactions among organizational resources and technologies, organization design, management practices and external forces from a macro-organizational perspective. Topics include: the interrelation of system design, work design and management theory; as well as an overview of organizational theory and design – what organizations are, how they are designed, how they operate and how they can be changed and improved through organization design. Study concentrates on organizations as systems and managerial, technical, structural, and cultural subsystems as they relate to the broader environment.

MBA 702 Quality & Performance Management.....3 sem. hrs.

In this course, students examine quality management as it provides the means for the organization to define its culture and support the constant attainment of stakeholder satisfaction through an integrated system of tools, techniques and training. Concepts and practices to effectively manage, measure and improve organizational performance are also examined. Topics include: a comparative analysis of influential quality theorists such as Deming, Crosby, Taguchi and others; application of various continuous improvement techniques, definition and development of individual, group and organization-level performance indicators and performance improvement systems.

MBA 745 Analytics for Bus Intelligence.....3 sem. hrs.

This course provides review of business analytics and advanced business intelligence concepts. The emphasis is on conceptual understanding as well as conducting statistical analyses using available application programs utilized within the business enterprise. Students gain an understanding of the key methods of predictive analytics and analytics-driven solutions to facilitate decisions and actions. This course will practice these methods with hands-on analyses of real datasets. Topics include an introduction to business analytics, uses of statistical data, statistical and quantitative analysis, exploratory and predictive modeling, and analytics driven solutions.

MBA 761 Entrepreneurship/Innovation.....3 sem. hrs.

This course focuses on developing innovative solutions to real-world business problems and creating new business opportunities. Topics include developing and formulating new and creative business ideas, identifying the market needs and planning business opportunities, and assessing the typical operating and administrative issues.

MBA 781 International Study Tour: Management1 sem. hr.

This course provides Executive MBA management specialty students with the opportunity to apply management concepts, theories, and topics within a global framework. Through the global travel experience, a focus on corporate strategies and relationships will afford the student with the chance to learn from different sectors and foreign markets

MBA 783 Current Topics in Management 2 sem. hrs.

This course deals with an in-depth study of special topics appropriate for Executive MBA program students specializing in the area of management.

MBA 719 Strategic Management.....3 sem. hrs.

In this capstone course, students focus on the perspective and skills of the general manager. The purpose of this course is to provide practice in diagnosing and identifying realistic solutions to complex strategic and organizational problems. The course builds on previous coursework by providing an opportunity to integrate various functional areas and by providing a total business perspective. Topics include: an overview of strategic management, the process of choosing and defining purposes and objectives, identifying internal and external environmental factors relevant to strategic management, formulating and implementing a viable strategy and monitoring strategic performance. The course focuses on relationships among the firm, its strategy, and its environment; why firms choose certain businesses; which business strategies are successful; and how firms can change in response to a dynamic environment.

MBA Healthcare Specialty Courses

MBA 702 Quality & Performance Management.....3 sem. hrs.

In this course, students examine quality management as it provides the means for the organization to define its culture and support the constant attainment of stakeholder satisfaction through an integrated system of tools, techniques and training. Concepts and practices to effectively manage, measure and improve organizational performance are also examined. Topics include: a comparative analysis of influential quality theorists such as Deming, Crosby, Taguchi and others; application of various continuous improvement techniques, definition and development of individual, group and organization-level performance indicators and performance improvement systems.

MBA 721 Legal & Policy Aspects in Healthcare3 sem. hrs.

Focus of this course is on current health care laws and policies. This course examine the complex issues in the healthcare industry such as healthcare liability, malpractice, healthcare insurance, disclosure of patient information, patient and provider relationships and government roles in the healthcare industry.

MBA 723 Healthcare Finance and Economics3 sem. hrs.

This course explores healthcare specific financial policies and issues, analytical framework and economic transformation for financial decisions (such as investment and working capital), methods of financial management, insurance coverage and financing. In addition, the course focuses on the ability to apply economic and population health models to address health service issues and problems.

MBA 745 Analytics for Business Intelligence3 sem. hrs.

This course provides review of business analytics and advanced business intelligence concepts. The emphasis is on conceptual understanding as well as conducting statistical analyses using available application programs utilized within the business enterprise. Students gain an understanding of the key methods of predictive analytics and analytics-driven solutions to facilitate decisions and actions. This course will practice these methods with hands-on analyses of real datasets. Topics include an introduction to business analytics, uses of statistical data, statistical and quantitative analysis, exploratory and predictive modeling, and analytics driven solutions.

MBA 782 International Study Tour: Healthcare Management1 sem. hr.

This course provides Executive MBA management specialty students with the opportunity to apply management concepts, theories, and topics within a global framework. Through the global travel experience, a focus on corporate strategies and relationships will afford the student with the chance to learn from different sectors and foreign markets.

MBA 784 Current Topics in Healthcare Management2 sem. hrs.

This course deals with an in-depth study of special topics appropriate for Executive MBA program students specializing in the area of management.

MBA 719 Strategic Management3 sem. hrs.

In this capstone course, students focus on the perspective and skills of the general manager. The purpose of this course is to provide practice in diagnosing and identifying realistic solutions to complex strategic and organizational problems. The course builds on previous coursework by providing an opportunity to integrate various functional areas and by providing a total business perspective. Topics include: an overview of strategic management, the process of choosing and defining purposes and objectives, identifying internal and external environmental factors relevant to strategic management, formulating and implementing a viable strategy and monitoring strategic performance. The course focuses on relationships among the firm, its strategy, and its environment; why firms choose certain businesses; which business strategies are successful; and how firms can change in response to a dynamic environment.