GRADUATE BUSINESS ADMINISTRATION (GRBA)

**GRBA 805 Marketing Management**
**Prerequisites:** Permission of the MBA director
**Description:** Examination of marketing system, its relations with the socioeconomic system, and the influences of each upon the other as these elements affect the management of marketing activities. Trends in the structure of marketing institutions, processes and practices. Consideration of customer attributes and behavioral characteristics, and how a marketing manager responds to these in the design of marketing strategies, using research, product development, pricing, distribution structure, and promotion.
**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Grading Option:** Grade Pass/No Pass Option

**GRBA 806 Management Theory and Organizational Behavior**
**Prerequisites:** Permission of the MBA director
**Description:** Behavioral science foundations of management theory. Techniques of human resource administration and utilization explored with particular emphasis on the behavioral science rationale for the application of these techniques.
**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Grading Option:** Grade Pass/No Pass Option

**GRBA 808 Introduction to Business Strategy**
**Description:** Improve the student's ability to think strategically and to provide an intellectual framework that enhances understanding of the MBA program. Naking sense of corporate complexity and market uncertainty to derive a competitive firm strategy; why firms choose to compete in certain businesses; which business strategies are successful in which environments; and how firms can change in response to dynamic environments. An overarching model for strategic formulation and implementation is developed to facilitate an integrated understanding of the courses that comprise the MBA curriculum. Readings and lectures illustrate strategic management theories and frameworks while case discussions and projects provide opportunities for application.
**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Grading Option:** Graded
**Prerequisite for:** MNGT 985

**GRBA 809 Financial Accounting**
**Notes:** GRBA809 is not open to Masters of Professional Accountancy (MPA) students.
**Description:** Basics of financial accounting and reporting. The construction of financial statements and their interpretation for internal and external users of financial information.
**Credit Hours:** 3
**Max credits per semester:** 3
**Max credits per degree:** 3
**Grading Option:** Graded
GRBA 810 Contemporary Managerial Accounting
Prerequisites: Admission to the MBA, MABA, MAIAA or MEM program or permission of the MBA Director
Description: Internal accounting as a tool to generate information for managerial planning and control. Problems and case material used to review basic financial accounting, to develop operational understanding of elementary cost systems, capital and operating budgeting concepts, incremental analysis, transfer pricing, performance evaluation, and other selected quantitative techniques available to assist management in the performance of the planning and control functions.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

GRBA 811 Managerial Finance
Description: A case course designed to meet the financial core requirement in the MBA program. Application of financial theory to business problems. Financial statement analysis, working capital management, capital structure planning, cost of capital, and capital expenditure analysis.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: FINA 850; FINA 862; FINA 863

GRBA 812 Managerial Economics
Description: Applies economics to problems faced by managers in both the private and public sector. Consideration is given to the impact of the economic environment on decisions made by the firm including the effects of legal, regulatory and social constraints. Internal allocation of resources in organizations from an economic perspective. Economic tools that aid managers, including statistical analysis, are applied to practical decisions.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

GRBA 813 Managerial Marketing
Description: Mixture of case discussions, readings, lectures, plus written and oral assignments. Development of analytical and decision making skills, and an understanding of the market forces which influence those decisions. Major emphasis on the decision areas of product, distribution, personal selling, advertising and pricing, as well as on the development of integrated marketing programs. Social, ethical, and global issues.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: ABUS 855, MRKT 855; MRKT 821; MRKT 824, SRAM 824; MRKT 830; MRKT 835; MRKT 898

GRBA 814 Applied Organizational Behavior
Description: Critical behavioral science theories that contribute to the effective management of human behavior in organizations. Conceptual frameworks that help diagnose and explain the potential for common interpersonal problems. These models serve as the foundation for student efforts to develop behavioral skills and intervention techniques that promote effective individual and team activity leading to positive managerial experiences. Communication, power and influence, conflict management, and perception.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

GRBA 815 Supply Chain Management Strategies
Description: Strategic implications for the management and coordination of supply chains, including both internal and external operations and the information systems necessary for support. Relationships between operations and information systems and other functional areas of organizations, e.g., accounting, marketing, finance, and engineering/R&D are evaluated, along with relationships with other organizations in the supply chain, are emphasized.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: SCMA 832; SCMA 833; SCMA 834; SCMA 839; SCMA 844; SCMA 847

GRBA 816 Strategic Human Resource Management
Description: Development of an understanding of how human resource decisions, strategies, and practices contribute to business performance and a firm’s competitive advantage. The Approach to human resource management from a strategic perspective, as it focuses on the relationship between HRM practices and business performance. A general management perspective by focusing on the role of managers and how they can execute effective and ethical human resource practices that support strategic objectives.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

GRBA 840 Financial Management and Economics of Sports
Prerequisites: Admission to the M.A. in Business, Intercollegiate Athletics Administration Specialization or permission from the MBA Director
Description: An introduction to the financial and economic principles relevant to the intercollegiate athletic environment. Examination of the economic factors that influence the delivery of collegiate sport products. Study of the revenue streams and costs applicable to NCAA institutions.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
GRBA 851 Business Analytics
Description: Broad understanding and knowledge of important business analytic topics and how they can be used to support decision making in all business areas, government, education, and agriculture. Emphasis will be placed on the technical procedures that are used to describe, predict and prescribe data into information for decision making. Students will learn how data exploration results in a sequence of descriptive, predictive and prescriptive processes to result in unique and new information on which decisions can be made.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: MRKT 845; MRKT 850; SCMA 851; SCMA 852; SCMA 853; SCMA 854; SCMA 855

GRBA 852 International Business
Description: Reconsideration of marketing, management, accounting, and financial concepts within and between foreign environments. Understanding of alternative cultural, economic, and political systems which affect the operations of business firms. Attention to functional business decision making.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

GRBA 853 Strategic Management and Business Policy
Description: Development and implementation of corporate strategies and policies. Interrelationships between the external and internal environments of the organization (including functional areas) are stressed through identification, analysis, and implementation of solutions to strategic situations facing varying types of organizations. Policy cases, live cases/industry analyses, and an executive-level simulation game. Bridging the gap between management theory and practice.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded
Prerequisite for: MNGT 985

GRBA 860 Management: Theory, Issues and Practice
Description: Historical background, various approaches to management, and the functions, roles, and activities of the modern manager within the organizational and environmental context. Contemporary issues such as total quality management, employee productivity, and international management. The theme and perspective is how to make the practice of management of today's organizations more effective.
Credit Hours: 3
Max credits per semester: 3
Max credits per degree: 3
Grading Option: Graded

GRBA 890 Administrative Internship
Prerequisites: Admission to the MBA program and/or permission of the MBA director; and the permission of a graduate faculty member.
Notes: Maximum of 6 semester hours of GRBA 890 can be counted towards a graduate degree.
Description: Independent study of theories, principles, practices, techniques, and strategies utilized in the business field. Practical experience in managerial, administrative situations.
Credit Hours: 0-6
Min credits per semester: 1
Max credits per semester: 6
Max credits per degree: 6
Grading Option: Grade Pass/No Pass Option

GRBA 896 Directed Readings or Research in Business
Prerequisites: Admission to the MBA or MPA program and/or permission of the MBA director; and the permission of a graduate faculty member
Credit Hours: 1-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 24
Grading Option: Grade Pass/No Pass Option

GRBA 898 Managerial Skills Seminar
Description: Seminar in current topics in business. Topical issues such as diversity, ethics, leadership, business communication, etc. New topics announced prior to each term in which the course is being offered.
Credit Hours: 0-3
Min credits per semester: 1
Max credits per semester: 3
Max credits per degree: 12
Grading Option: Graded