



# GRADUATE BUSINESS ADMINISTRATION (GRBA)

## GRBA 98 MBA Assessment

**Credit Hours:** 0

**Max credits per semester:**

**Max credits per degree:**

**Grading Option:** Pass No-Pass

## GRBA 99 MA, MS, and PhD Assessment

**Prerequisites:** Admission to the MA, MS, and/or PhD in Business program

**Notes:** GRBA 99 is required of all students graduating with an MA, MS, and/or PhD business degree. All components of GRBA 99 are offered on Blackboard. GRBA 99 is 'Pass/No Pass only.'

**Description:** Complete the graduate exit survey, employment survey, and other activities related to assessment.

**Credit Hours:** 0

**Max credits per semester:**

**Max credits per degree:**

**Grading Option:** Pass No-Pass

## GRBA 800 Ethical and Legal Considerations in Management

**Prerequisites:** Permission of the MBA director

**Description:** Introduction to the Legal System; Introduction to Legislation and Impact on Business-State; Evolution of Concepts in Law; Introduction to Legislation and Impact on Business-Federal; Other Developing Legal Concepts; White Collar Crimes; Relationship of Business and Government-Concept of "Public Interest"; The Corporation-A Legal Perspective; Business and Ethics; Business and Religion; International Business Ethics; The "Professional Manager" in Business.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Grade Pass/No Pass Option

## GRBA 801 Survey of Accounting

**Prerequisites:** Permission of the MBA director

**Description:** A one-semester course for graduate students without prior study in financial and managerial accounting. Common Body of Knowledge materials as described by the American Assembly of Collegiate Schools of Business. Concepts essential to thorough understanding of managerial and business concepts and practices.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Grade Pass/No Pass Option

## GRBA 804 Finance

**Prerequisites:** Permission of the MBA director

**Description:** Foundation for studying advanced financial principles at the graduate level. Efficient resource utilization and associated costs. Portfolio theory, capital asset pricing model (CAPM), advanced budgeting techniques, cost of capital theory, financial forecasting, and financial planning.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Grade Pass/No Pass Option

## 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 Foundations of Business Strategy

**Description:** An overarching, integrated framework of the strategic management process - analysis, formulation, and implementation- that provides a foundation for examining why some companies succeed and others fail. Readings and lectures cover business and corporate strategy and 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:** GRBA 853; 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 826; MRKT 830; MRKT 845; 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

**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:** SCMA 851; SCMA 852; SCMA 853; 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 Advanced Business Strategy**

**Prerequisites:** GRBA 808

**Description:** Bridging the gap between strategic management theory and practice through extensive application - an executive level simulation game, business cases, and an action learning capstone project. Discovering problems, finding solutions, and developing and implementing plans using strategic management frameworks.

**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:** Various approaches to management, and the functions, roles, and activities of the modern manager within the organizational and environmental context. Contemporary issues such as the gig economy, contingent and remote work, ESG, employee engagement, wellbeing, coaching, and performance development. The theme and perspective is how to make the practice 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. Students present oral and written reports to faculty seminar once a semester.

**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:**

**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:**

**Max credits per semester:** 3

**Max credits per degree:** 12

**Grading Option:** Graded