

# COURSES IN THE COHORT MBA PROGRAM (PMBA)

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## PMBA 6310 - International Business Abroad (1.5 Credits)

The MBA International Business Study Abroad is an experiential learning course conducted abroad. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

Grading Basis: Letter Grade

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## PMBA 6320 - Career and Professional Development (1.5 Credits)

This course focuses on preparing students to successfully seek their next position and develop the professional skills to excel in their long-term career. Sample topics include: Personal Brand Readiness; Business Communication Skills; Business Professionalism; and Interview Skills.

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## PMBA 6520 - Leading a Productive Workforce (1.5 Credits)

This course addresses how leaders can effectively manage their employees. Some topics that will be addressed in the course include: leadership styles and approaches; self-management; personality differences; values, attitudes, perception and motivation; and effective communication and conflict resolution. Note: Credit cannot be received for this course if BUSN 6520 has already been completed. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

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## PMBA 6522 - Building Effective Work Environments (1.5 Credits)

This course focuses on how leaders can build organizational environments where individuals and teams can be productive. Some topics that will be addressed include: team formation and management; effective organizational structures and cultures; some effective human resource practices related to selection, evaluation and development; and managing power, politics and change. Note: Credit cannot be received for this course if BUSN 6520 has already been completed. Prereq: Leading a Productive Workforce. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

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## PMBA 6530 - Data Analytics I (1.5 Credits)

This course covers basic statistical concepts and methods including descriptive and graphical tools, exploratory data analysis, statistical inference, and bivariate methods. Emphasis is placed on proper choice of methods and interpretation of the results. Lectures, assignments, and projects are grounded in real data taken from business applications.

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## PMBA 6532 - Data Analytics II (1.5 Credits)

This course allows decision-makers to understand relationships among key business metrics. Applications of these methods may be found throughout the organization from human resources management and marketing to accounting and finance. Multiple regression provides the methodological framework. Case studies are used extensively throughout the course. Note: Credit cannot be received for this course if BUSN 6530 has already been completed. Prereq: PMBA 6530. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

Grading Basis: Letter Grade

Prereq: PMBA 6530. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

## PMBA 6540 - Business Law (1.5 Credits)

This course provides students with a working knowledge of the legal parameters for business decision making in four areas: 1) tort law, 2) business organizations, 3) employment law, and 4) intellectual property law. The influence of legal issues on an organization's decision-making is stressed. Note: Credit cannot be received for this course if BUSN 6540 has already been completed. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

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## PMBA 6542 - Business Ethics (1.5 Credits)

This course emphasizes analyzing business decisions from an ethical perspective, including how to spot and address red flags that foster unethical behavior. Governance and stakeholder management techniques that incentivize ethical behavior will be highlighted. Principle-based ethics are emphasized, namely, integrity, trust, accountability, transparency, fairness, respect, viability, and compliance with the rule of law. Note: Credit cannot be received for this course if BUSN 6540 has already been completed. Prereq: PMBA 6540. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

Grading Basis: Letter Grade

Prereq: PMBA 6540. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

**PMBA 6550 - Financial Accounting (1.5 Credits)**

This course emphasizes the use of external financial reporting information when making business decisions, particularly to assess a firm's overall financial condition and performance for investment and credit decisions. To understand the underlying basis of financial reporting the concepts and mechanics of generating financial statements is addressed in a nontechnical manner. Note: Credit cannot be received for this course if BUSN 6550 has already been completed. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

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**PMBA 6552 - Management Accounting (1.5 Credits)**

This course emphasizes the use of management accounting information when making business decisions within organizations. Topics include product and service costing, planning profitability and controlling operations through budgeting techniques and short-term non-routine decision-making. Note: Credit cannot be received for this course if BUSN 6550 has already been completed. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

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**PMBA 6560 - Marketing Management I (1.5 Credits)**

This course focuses on applications of analytical tools for understanding the dynamic marketing environment and creating value propositions, selecting target markets, and determining positioning strategies.

Students evaluate and formulate the corresponding elements of a Marketing Plan. Note: Credit cannot be received for this course if BUSN 6560 has already been completed. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

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**PMBA 6562 - Marketing Management II (1.5 Credits)**

This course continues Marketing Management Part I. The focus is on applications of analytical frameworks and decision-making regarding alternative product, price, service, channels, communication, and other marketing mix strategies. Students create the corresponding elements of a Marketing Plan. Note: Credit cannot be received for this course if BUSN 6560 has already been completed. Prereq: PMBA 6560. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

Grading Basis: Letter Grade

Prereq: PMBA 6560 Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

**PMBA 6570 - Dynamics of Global Business (1.5 Credits)**

This course examines the dynamics of global business from both a multinational and entrepreneurial perspective. Topics covered include the cultural, political, legal, economic-financial, trade and investment, and sustainability aspects of the international business environment. Offered prior to the international field trip, this course helps students cultivate a global mindset and provides them with key environmental and contextual information to enrich their international field study experience. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

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**PMBA 6572 - Global Business Operations and Practices (1.5 Credits)**

This course examines key operations and practices of firms engaged in cross-border business. Topics covered include (1) the evaluation and selection of markets, partners, and route to markets, and (2) the management of business functions (e.g., marketing; human resource management; supply chain, operations, and information technology management; financial management and accounting) in an international context. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

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**PMBA 6610 - Digital Leadership and Governance (1.5 Credits)**

This course examines strategic issues involved with the effective management of information technology (IT) in businesses including the role of IT as a driver of business innovation and strategy. By examining how an organization makes IT investment decisions, implements new IT assets, delivers services, assesses risk and measures its own performance, a Digital Leadership and Governance portfolio can assure the organization is meeting its compliance and security responsibilities, along with fulfilling strategic objectives. Note: Credit cannot be received for this course if BUSN 6610 or ISMG 6180 have already been completed. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

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**PMBA 6612 - Data Management Strategy (1.5 Credits)**

This course provides students with an overview of the key concepts for establishing an organization's data management strategy, ensuring that its operational and analytical needs are efficiently, effectively, and securely addressed. The course emphasizes real-case scenarios that companies face when addressing global operational and analytical data challenges. The course also addresses current trends in managing structured data as organizations move to the Cloud-based computing services. Notes: Credit cannot be received for this course if BUSN 6610 or ISMG 6180 have already been completed. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

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**PMBA 6620 - Applied Microeconomics (1.5 Credits)**

This course provides an overview of “thinking like an economist”. The course covers an introduction to supply and demand and the basic forces that determine an equilibrium in a market economy. Students learn to understand: consumer behavior, firm behavior, and analyze different types of market structures (monopoly, oligopoly and a competitive market).

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**PMBA 6622 - Applied Macroeconomics (1.5 Credits)**

This course explores the causes and effects of unemployment, interest rates, and inflation. The roles of the central bank and the government in implementing policy are discussed. The course provides models of macroeconomics that are introduced and illustrated using historical US data. The course prepares a student to take intermediate macroeconomics. Note: Credit cannot be received for this course if BUSN 6620 has already been completed. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

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**PMBA 6630 - Operations Management (1.5 Credits)**

This course is concerned with operations management, including topics such as resource planning, inventory control, logistics management, network configurations, demand management, and workflow efficiencies. Quantitative analytics to support decision-making is used. Current innovations and future trends in operations are included. Note: Credit cannot be received for this course if BUSN 6630 has already been completed. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

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**PMBA 6632 - Analytics for Operations (1.5 Credits)**

This course is concerned with building and applying formal models to solve important tactical and strategic problems found in the operations side of both private and public organizations. An emphasis is placed on optimization methods and covers skills necessary to build and evaluate models and to understand the reasoning behind model-based analysis. Note: Credit cannot be received for this course if BUSN 6630 has already been completed. Prereq: PMBA 6630. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

Grading Basis: Letter Grade

Prereq: PMBA 6630. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

**PMBA 6640 - Finance Management I (1.5 Credits)**

This two-part course deals with decisions a business firm takes to maximize stakeholder value. Students learn to use theories and techniques to examine and understand business and security valuation, the cost of capital, capital budgeting and capital structure, and other related issues. Note: Credit cannot be received for this course if BUSN 6640 has already been completed. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

Grading Basis: Letter Grade

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**PMBA 6642 - Finance Management II (1.5 Credits)**

This two-part course deals with decisions a business firm takes to maximize stakeholder value. Students learn to use theories and techniques to examine and understand business and security valuation, the cost of capital, capital budgeting and capital structure, and other related issues. Note: Credit cannot be received for this course if BUSN 6640 has already been completed. Prereq: PMBA 6640. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

Grading Basis: Letter Grade

Prereq: PMBA 6640. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School.

**PMBA 6710 - Strategic Management (1.5 Credits)**

This course is a graduate level introduction to the topic of strategic management – definitions, core ideas, and a broad understanding of what is required for the firm to build a competitive advantage that is sustainable over the medium to long term. Note: Credit cannot be received for this course if BUSN 6710 has already been completed. Restriction: Restricted to graduate majors and NDGR majors with a sub-plan of NBA or NBD within the Business School. Max hours: 1.5 Credits.

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**PMBA 6712 - Strategy in Practice (1.5 Credits)**

The capstone of the MBA and a deeper dive into strategic management – covering the essential tools used to formulate a firm’s strategy, but also building on the core functional area courses to tackle strategy in practice via an in-depth, group-based simulation. Note: Credit cannot be received for this course if BUSN 6710 has already been completed.

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