DEPARTMENT OF BUSINESS ADMINISTRATION

MASTER OF BUSINESS ADMINISTRATION PROGRAM

PROGRAM REQUIREMENTS

Required Courses:

4 Core Courses: 12 credit hours
1 Capstone course: Project or Thesis: 3 credit hours
1 Internship: 1 credit hour

Elective courses: 20 credit hours

Elective courses may include one or more of the following (a, b, c):

(a) Internship: 1-9 credit hours
(b) Cross Disciplinary course: Up to 3 credit hours
(c) Transfer Credits: Up to 9 credit hours from a graduated program of a regionally accredited school

36 Total credit hours

MASTER OF BUSINESS ADMINISTRATION (MBA)

REQUIREMENTS

4 Core courses for a total of 12 credit hours

REQUIRED CORE COURSES

MGT 503 Organizational Leadership theories
FIN 534 Financial and Economic Analysis
MKT 551 Competitive Marketing Strategies
MIS 527 Technology and Operations Management: Creating value, OR
BUA 500 Principles of Business Analytics (this core course is required for Business Analytics and Financial Analysis and Risk Management Concentrations, instead of MIS 527)

CAPSTONE COURSE

1 Capstone course: Business Project or Thesis for a total of 3 credit hours

MBN 697 MBA Thesis
OR
MGT 690 Pitching a Business Plan to Venture Capitalists

Choose 7 Business Elective courses of the following courses (including up to 9 credit hours internship) for a total of 21 credit hours

MBA ELECTIVE COURSES

ACT 500 Financial Accounting
ACT 501 Forensic Accounting
ACT 502 International Accounting
ACT 504 Tax Accounting Principles
ACT 600 Managerial Accounting
ACT 601 Cost Accounting
ACT 602 Intermediate Accounting
ACT 603 Accounting Information Systems/ERP - ***ITU/SAP University Alliances***
ACT 604 Auditing

BUS 500 Project Management Frameworks
BUS 501 Strategic Planning and Portfolio Management
BUS 502 Project Management and Leadership
BUS 503 Project Management - Agile Approach
BUS 504 Contract Management and Financial Planning
BUS 509 Leading and Managing Change
BUS 510 Regulation, Governance Ethical and Social Responsibility
BUS 516 Principles of quality management
BUS 517 Organization Culture and Diversity
BUS 518 Applied Statistics
BUS 520 Emerging technologies for product development
BUS 521 Management of Technology and Innovation
BUS 600 Research Methods
BUS 688 Special Topics (1-3 credit hours)
BUS 689 Independent Study (1-3 credit hours)
BUS 690 Strategic Management and Business Policy

ERP 509 Introduction to ERP Systems using SAP - ***ITU/SAP University Alliances***
ERP 510 ABAP - Advanced Business Application Programming - ***ITU/SAP University Alliances***
ERP 511 Enterprise Portal technology using NetWeaver - ***ITU/SAP University Alliances***
ERP 512 Enterprise procurement processes (MM) - ***ITU/SAP University Alliances***
ERP 513 Sales order management with ERP - ***ITU/SAP University Alliances***

FIN 515 Managerial Finance
FIN 516 Entrepreneurial Finance
FIN 517 Financial Institutions
FIN 518 Financial and Socially Responsible Investing
FIN 519 Corporate Valuation
FIN 520 Investment Management

FIN 521 International Financial Management
FIN 522 Behavioral Finance
FIN 523 Macroeconomic Theory
FIN 525 Econometrics
FIN 526 International Economics
FIN 604 Securities Analysis
FIN 605 Financial Derivatives and Risk Management
FIN 606 Corporate Finance
FIN 607 Mergers and Acquisitions

HRM 528 Human Resource Management
HRM 529 Employee Training and Development
HRM 530 Employment law for business
HRM 532 Managing Human Capital using SAP HCM - ***ITU/SAP University Alliances***
HRM 533 Strategic compensation: issues and opportunities
HRM 535 Human Resources and Information Technology using SAP HCM ***- ITU/SAP University Alliances***
INB 553 Fundamentals of International Business
INB 554 International Financial Markets
INB 556 Global Strategic Management
INB 558 Global Marketing and Strategy

MGT 560 Principles of Management
MGT 561 Coaching – Changing Lives, Changing Organizations
MGT 564 Principles of Public Relations
MGT 566 Production and Operations Management
MGT 567 Quality Control Management
MGT 569 Strategic Operations Management
MGT 571 Critical Thinking Strategies in Decision Making
MGT 572 High-Technology Entrepreneurship
MGT 573 International Management
MGT 575 Project Management
MGT 576 Organizational Theory
MGT 577 Project risk management
MGT 578 Business Communications
MGT 579 Business Ethics
MGT 580 Business Law
MGT 581 Managing Emotions, Managing Self and Others
MGT 582 Team and Group Dynamics
MGT 583 Global Entrepreneurship and Innovation
MGT 584 Supply Chain Management (Previously MKT 584)
MGT 593 Intrapreneurship – Innovation from Within
MGT 608 Business Statistics
MGT 611 Lean Six Sigma
MGT 612 Advanced Project Management

MIS 537 Management Information Systems
MIS 538 Business Database Applications
MIS 539 Business Telecommunications
MIS 540 Information Resource Management
MIS 541 Managing Global Information Systems Projects
MIS 542 Information Systems Innovation
MIS 543 Human-Computer Interaction
MIS 544 Business Decision Support Systems
MIS 545 Data Mining and Business Intelligence using SAP- ***ITU/SAP University Alliances***
MIS 546 Data Science for Business
MIS 547 Software Development Process Management
MIS 548 Knowledge Management

MKT 582 Marketing Management
MKT 583 Entrepreneurial Marketing
MKT 585 International Marketing
MKT 586 Marketing Research
MKT 587 Comparative Studies of MNC, FDI, and International Trade
MKT 588 Consumer Behavior
MKT 589 E-commerce
MKT 590 Marketing with Social Media
MKT 591 Advertising Strategy
MKT 592 Supplier/Seller Management
MKT 593 Marketing with Digital Perspectives using SAP CRM - ***ITU/SAP University Alliances***
MKT 613 Advanced Marketing

INTERNSHIP

CFL 591 Integrating Academic and Internship Learning (2 Credit hours)
INT 593 Part-time/Full-time Internship (1-3 credit hours)

BUSINESS ANALYTICS - STEM

Starting from the FALL 2019, the Business Analytics concentration is offered with a STEM designation

REQUIREMENTS

4 Core course for a total of 12 credit hours

REQUIRED CORE COURSES

MGT 503 Organizational Leadership theories

FIN 534 Financial and Economic Analysis
MKT 551 Competitive Marketing Strategies
BUA 500 Principles of Business Analytics

CAPSTONE COURSE

1 course for a total of 3 credit hours

BUA 690 Simulation and Optimization for Business Analytics

BUSINESS ANALYTICS COURSES

Business Analytics Professionals are required to use data, competencies, and capabilities that meet all areas of proficiency when performing their primary job duties. Business Analytics courses are presented as inter-related courses that meet all areas of proficiency.

Choose 7 Business Analytics courses from the following elective courses (including up to 9 credit hours internship) for a total of 21 credit hours

Business Analytics Elective Courses

BUA 501 Quantitative Analysis
BUA 502 Data Analysis
BUA 503 Game Theory, Business Strategy, and Thinking Strategically
BUA 504 Data Warehousing and Visualization
BUA 505 Predictive Analytics for Business Strategy
BUA 506 Developing Value Through Business Analysis Applications
BUA 507 Ethical Business Decision-Making
BUA 508 Risk Analytics
BUA 509 Web Analytics
BUA 510 Data Science Applications with R or Python
BUA 511 Data Visualization and interpretation using Tableau
BUA 512 Business Cognitive Analytics and Applications
BUA 513 Financial Engineering: Computational and Quantitative Methods

BUS 516 Principles of quality management
BUS 518 Applied Statistics
BUS 520 Emerging technologies for product development
BUS 521 Management of Technology and Innovation
BUS 688 Special Topics (1-3 credit hours)
BUS 689 Independent Study (1-3 credit hours)
BUS 690 Strategic Management and Business Policy

HCM 535 Data Analytics Applications in Healthcare
HCM 538 Predictive Analytics and Decision Models in Health Care

HRM 532 Managing Human Capital using SAP HCM – ***ITU/SAP University Alliances***
HRM 535 Human Resources and Information Technology using SAP HCM*– ***ITU/SAP University Alliances***
MGT 569 Strategic Operations Management
MGT 572 High-Technology Entrepreneurship
MKT 593 Marketing with Digital Perspectives using SAP CRM - ***ITU/SAP University Alliances***

* *Students intending to do HRM 535 must complete HRM 532 as a pre-requisite course*

Students are required to take at least four (4) Business Analytics (BUA) elective courses in order to graduate with a Business Analytics concentration, otherwise, they will graduate with a General MBA degree.

Students may take up to three (3) elective courses (including internship courses and/or transfer courses) from the MBA or the other concentrations.

INTERNSHIP

CFL 591 Integrating Academic and Internship Learning (2 credit hours)
INT 593 Part-time/Full-time Internship (1-3 credit hours)

ENTERPRISE RESOURCE PLANNING (ERP)/ Systems, Applications, and Products (SAP)

This concentration will be offered in the Fall 2020 trimester

REQUIREMENTS

The students should successfully complete 36 credit hours. Students should complete the following core courses.

Students should complete the following core courses

4 core courses for a total of 12 credit hours

Required core courses

MGT 503 Organizational Leadership theories
FIN 534 Financial and Economic Analysis
MKT 551 Competitive Marketing Strategies
MIS 527 Technology and Operations Management: Creating value

1 capstone course for a total of 3 credit hours

Capstone Course

MBN 697 MBA Thesis
Or
MGT 690 Pitching a Business Plan to Venture Capitalists

To graduate with a concentration in ERP/SAP, students need to complete at least four (4) courses from the following ERP/SAP courses for a total of 12 credit hours

Recommended ERP/SAP Courses:

ACT 603 Accounting Information Systems/ERP - ***ITU/SAP University Alliances***
BUS 688 Special Topics (1-3)
BUS 689 Independent Study (1-3)
BUS 690 Strategic Management and Business Policy
ERP 509 Introduction to ERP Systems using SAP - ***ITU/SAP University Alliances***
ERP 510 ABAP - Advanced Business Application Programming - ***ITU/SAP University Alliances***
ERP 511 Enterprise Portal technology using NetWeaver - ***ITU/SAP University Alliances***
ERP 512 Enterprise procurement processes (MM) - ***ITU/SAP University Alliances***
ERP 513 Sales order management with ERP - ***ITU/SAP University Alliances***
MIS 545 Data Mining & Business Intelligence using ERP/SAP - ***ITU/SAP University Alliances***
HRM 532 Managing Human Capital using SAP HCM – ***ITU/SAP University Alliances***
HRM 535 Human Resources and Information Technology using SAP HCM*– ***ITU/SAP University Alliance***
MKT 593 Marketing with Digital Perspectives using SAP CRM - ***ITU/SAP University Alliance***

* *Students intending to do HRM 535 must complete HRM 532 as a pre-requisite course*

Joint Recognition Award

Upon completing 3 of the above ERP/SAP courses with a grade of “B” or above, the student is rewarded a joint recognition award from ITU and SAP University Alliances.

Elective courses

Students may take up to three (3) elective courses (including internship courses and/or transfer courses) from the MBA or the other concentrations.

INTERNSHIP

Up to 3 Internships for a total of 9 credit hours are counted in the total credit hours of 36. The 3 Internships are considered Elective courses.

CFL 591 Integrating Academic and Internship Learning (2 credit hours)
INT 593 Part-time/Full-time Internship (1-3 credit hours)

FINANCIAL ANALYSIS AND RISK MANAGEMENT

REQUIREMENTS

The students should successfully complete 36 credit hours. Students should complete the following core courses.

4 courses for a total of 12 credit hours

Required core courses

MGT 503 Organizational Leadership theories
FIN 534 Financial and Economic Analysis
MKT 551 Competitive Marketing Strategies
BUA 500 Principles of Business Analytics

Capstone Course
1 course for a total of 3 credit hours

BUA 690 Simulation & Optimization for Business Analytics

To graduate with a concentration in Financial Analysis and Risk Management, students need to complete at least four (4) courses from the following courses for a total of 12 credit hours

Recommended Financial Analysis and Risk Management Courses

Students are required to possess mathematical, quantitative, and financial knowledge as they navigate complex careers in their fields. The courses are presented as inter-related or interdisciplinary courses that meet all areas of proficiency.

BUA 501 Quantitative Analysis
BUA 508 Risk Analytics
BUA 510 Data Science Applications with R or Python
BUA 513 Financial Engineering: Computational and Quantitative Methods
BUS 504 Contract Management & Financial Planning
BUS 518 Applied Statistics
BUS 688 Special Topics (1-3)
BUS 689 Independent Study (1-3)
BUS 690 Strategic Management and Business Policy
FIN 515 Managerial Finance

FIN 516 Entrepreneurial Finance
FIN 517 Financial Institutions
FIN 518 Financial and Socially Responsible Investing
FIN 519 Corporate Valuation
FIN 520 Investment Management
FIN 521 International Financial Management
FIN 522 Behavioral Finance
FIN 523 Macroeconomic Theory
FIN 525 Econometrics
FIN 526 International Economics
FIN 604 Securities Analysis
FIN 605 Financial Derivatives and Risk Management
FIN 606 Corporate Finance
FIN 607 Mergers and Acquisitions
HCM 534 Financial Management for Healthcare Organization

Elective courses

Students may take up to three (3) elective courses (including internship courses and/or transfer courses) from the MBA or the other concentrations.

INTERNSHIP

Up to 3 Internships for a total of 9 credit hours are counted in the total credit hours of 36. The 3 Internships are considered Elective courses.

CFL 591 Integrating Academic and Internship Learning (2 credit hours)
INT 593 Part-time/Full-time Internship (1-3 credit hours)

HEALTHCARE MANAGEMENT

REQUIREMENTS

4 Core course for a total of 12 credit hours

REQUIRED CORE COURSES

MGT 503 Organizational Leadership theories
FIN 534 Financial and Economic Analysis
MKT 551 Competitive Marketing Strategies
MIS 527 Technology and Operations Management: Creating value

CAPSTONE COURSE

1 course for a total of 3 credit hours

HCM 690 Healthcare Innovation Management Project

Choose 7 Healthcare Management courses from the following elective courses (including up to 9 credit hours internship) for a total of 21 credit hours

Healthcare Elective courses
BIO 510 Ethics in Medical Research
BUA 500 Principles of Business Analytics
HCM 509 Scientific Writing and Research for Healthcare
HCM 510 A Regulatory Overview & Compliance
HCM 511 Concepts of Healthcare Management
HCM 513 Innovating Biomedical Technology
HCM 515 Health Information Technology
HCM 525 Principles of Managed Care
HCM 539 HealthCare Marketing

Healthcare Depth

BIO 500 Clinical Research Management
BIO 501 Modern Medicine and Biology
BIO 506 Biotech industry fundamentals
HCM 519 Healthcare Ethics
HCM 529 Mental Health and Wellbeing
HCM 531 Complementary and Alternative Medicine
HCM 534 Financial Management for Healthcare Organizations
HCM 536 High Reliability Healthcare Organizations
HCM 537 Commercializing Medical Devices, Diagnostics and Biomedical Innovations

HealthCare Analytics

HCM 520 Healthcare Leadership, Patient Safety and Quality Improvement
HCM 535 Data Analytics Applications in Healthcare
HCM 538 Predictive Analytics and Decision Models in Healthcare

BUS 688 Special Topics (1-3 credit hours)
BUS 689 Independent Study (1-3 credit hours)
BUS 690 Strategic Management and Business Policy

Students are required to take at least four (4) Healthcare Management (HCM) elective courses in order to graduate with a Healthcare Management concentration.

Elective courses

Students may take up to three (3) elective courses (including internship courses and/or transfer courses) from the MBA or the other concentrations.

INTERNSHIP

CFL 591 Integrating Academic and Internship Learning (2 Credit hours)
INT 593 Part-time/Full-time Internship (1-3 credit hours)

MANAGEMENT INFORMATION SYSTEMS (MIS)

This concentration will be offered in the Fall 2020 trimester

REQUIREMENTS

The students should successfully complete 36 credit hours. Students should complete the following core courses.

Students should complete the following core courses

4 core courses for a total of 12 credit hours

Required core courses

MGT 503 Organizational Leadership theories
FIN 534 Financial and Economic Analysis
MKT 551 Competitive Marketing Strategies
MIS 527 Technology and Operations Management: Creating value

1 capstone course for a total of 3 credit hours

Capstone Course

MBN 697 MBA Thesis
OR
MGT 690 Pitching a Business Plan to Venture Capitalists

To graduate with a concentration in MIS, students need to complete at least four (4) courses from the following MIS courses for a total of 12 credit hours

Recommended MIS Courses:

ACT 603 Accounting Information Systems/ERP
BUS 520 Emerging Technologies for Product Development
BUS 521 Management of Technology and Innovation
BUS 690 Strategic Management and Business Policy
MGT 572 High-Technology Entrepreneurship

MIS 537 Management Information Systems
MIS 538 Business Database Applications
MIS 539 Business Telecommunications
MIS 540 Information Resource Management
MIS 541 Managing Global Information Systems Projects
MIS 542 Information Systems Innovation
MIS 543 Human-Computer Interaction
MIS 544 Business Decision Support Systems
MIS 545 Data Mining & Business Intelligence using ERP/SAP - ***ITU/SAP University Alliances***
MIS 546 Data Science for Business
MIS 547 Software Development Process Management
MIS 548 Knowledge Management

Elective courses

Students may take up to three (3) elective courses (including internship courses and/or transfer courses) from the MBA or the other concentrations.

INTERNSHIP

Up to 3 Internships for a total of 9 credit hours are counted in the total credit hours of 36. The 3 Internships are considered Elective courses.

CFL 591 Integrating Academic and Internship Learning (2 credit hours)
INT 593 Part-time/Full-time Internship (1-3 credit hours)

PROJECT MANAGEMENT

REQUIREMENTS

The students should successfully complete 36 credit hours. Students should complete the following core courses.

Students should complete the following core courses

4 core courses for a total of 12 credit hours

Required core courses

MGT 503 Organizational Leadership theories
FIN 534 Financial and Economic Analysis
MKT 551 Competitive Marketing Strategies
MIS 527 Technology and Operations Management: Creating value

1 capstone course for a total of 3 credit hours

Capstone Course

MBN 697 MBA Thesis
OR
MGT 690 Pitching a Business Plan to Venture Capitalists

To graduate with a concentration in Project Management, students need to complete at least four (4) courses from the following Project Management courses for a total of 12 credit hours

Recommended Project Management Courses

BUS 500 Project Management Frameworks
BUS 501 Strategic Planning & Portfolio Management
BUS 502 Project Management & Leadership
BUS 503 Project Management - Agile Approach
BUS 504 Contract Management & Financial Planning
BUS 506 Process Mapping & Control
BUS 507 Project Procurement Management
BUS 517 Organization Culture and Diversity
BUS 518 Applied Statistics
BUS 521 Management of Technology and Innovation
BUS 688 Special topics
BUS 689 Independent Study
BUS 690 Strategic Management and Business Policy
MGT 575 Project Management
MGT 577 Project risk management
MGT 611 Lean Six Sigma

Elective courses

Students may take up to three (3) elective courses (including internship courses and/or transfer courses) from the MBA or the other concentrations.

INTERNSHIP

Up to 3 Internships for a total of 9 credit hours are counted in the total credit hours of 36. The 3 Internships are considered Elective courses.

CFL 591 Integrating Academic and Internship Learning (2 credit hours)
INT 593 Part-time/Full-time Internship (1-3 credit hours)

COURSE DESCRIPTIONS

ACT (ACCOUNTING)

ACT 500 FINANCIAL ACCOUNTING (3)

Prerequisites: None

This course provides an introduction to basic theory and methods of financial accounting. It is designed to offer managerial users the foundations of accounting concepts. The course helps the students understand financial statement information. Focus will be on accounting for assets (e.g., Accounts Receivable, Inventories, Property, Plant and Equipment, Intangible Assets), liabilities (e.g., Bonds, Deferred Taxes) and owners' equity. Focus will be also on the presentation of the income statement through Net Income, revenues and expenses. Class sessions develop the understanding of the different steps of the accounting cycle, and of the financial statements that give the managers the ability to use them for decision-making.

ACT 501 FORENSIC ACCOUNTING (3)

Prerequisites: None

This course explores the forensic accountant's role in today's economy. The course is designed to enhance a student's understanding of the emerging field of forensic accounting. The course is structured to enhance the ability of students to think critically and to develop the knowledge, skills and attitudes necessary to compete effectively in the rapidly changing world of accounting using the traditional method of detecting fraud and using the current technology. By the end of the course, students should be able to understand the causes of fraud and white-collar crime, examine the types of fraud and fraud schemes, explore methods of deterring and detecting fraud, and examine the financial impact to businesses and the economy.

ACT 502 INTERNATIONAL ACCOUNTING (3)

Prerequisites: None

The knowledge of accounting requirements and the influence of environmental factors on accounting systems both nationally and internationally becomes important to the accounting professional. Topics of financial accounting for international operations, multinational managerial accounting and control, comparative international accounting, international reporting issues, and international taxation are examined. The focus of the course is to solve the problems related to accounting for multinational corporations doing business in a global environment. This course covers the topics of currency translation and foreign currency gains and losses and accounting for international accounting organizations.

ACT 504 TAX ACCOUNTING PRINCIPLES (3)

Prerequisites: None

This course introduces federal tax law, including the preparation of individual income tax form 1040 and related schedules. Tax accounting principles, such as the measurement of income, asset exchanges, capital transactions, and business expenses are examined. Topics include corporate income tax, subchapter S, dividends, and liquidating distributions. The course also provides tax knowledge through identification of significant differences between tax and financial accounting.

ACT 600 MANAGERIAL ACCOUNTING (3)

Prerequisites: ACT 500, or basic knowledge of accounting

This course introduces the students to the principles of managerial accounting, which is the internal use of accounting information to manage modern firms, including planning, analysis, and decision-making. This course focuses on information generated by internal accounting information systems to evaluate organizational performance, methods to evaluate financial alternatives, and create financial plans. Topics will include interpretation of financial statements, cost behavior, cost allocation, budgets and cost control. Other topics such as decentralization, product costing, job and process costing, break-even analysis, and absorption costing will also be discussed.

ACT 601 COST ACCOUNTING (3)

Prerequisites: ACT 500, or basic knowledge of accounting

This course applies cost accounting concepts and accounting tools to make management decisions. Students learn to use cost accounting to evaluate and make strategic business formulation, research and development, budgeting, production planning, pricing, and provide information for management accounting and financial accounting. Other topics include financial statements, concept of depreciation and inventory methods, cash flows, business valuation, working capital, cost behavior, cost allocation, budgets, and control systems.

ACT 602 INTERMEDIATE ACCOUNTING (3)

Prerequisites: ACT 500, or basic knowledge of accounting

This course will provide a comprehensive review of the accounting process that discussed in Financial Accounting (ACT 500). Students will learn and deepen their understanding of the preparation of classified financial statements. Students will also learn other information and apply analytical tools in making both business and financial decisions. This course will also include topics related to cash flows, accounting for a company's financing and investing activities and related tax accounting; primary current assets, current and long term liabilities; amortization of bond premiums and discounts, journal entries associated with issuance of preferred, common stocks, and treasury stocks, and declaration of dividends; owners' equity and earnings per share; and time value of money. Students will study how to record various financial transactions and understand the impact on the usefulness of the information provided for decision-making. During coverage of these topics, discussion will include a development of the understanding of full and fair disclosures based on GAAP, ethical and moral implications, and the related concept of transparency.

ACT 603 ACCOUNTING INFORMATION SYSTEMS/ERP (3)

ITU/SAP University Alliance

Prerequisites: ACT 500, or basic knowledge of accounting

This course addresses the development and use of accounting information systems for managerial control and external reporting, focusing on reporting objectives, management needs, documentation, security, and internal controls. The course will cover concepts and principles of financial accounting fundamentals and how to identify measure and report on the financial effects of economic events on enterprises. Topics include accrual accounting concepts;

preparation, understanding and analysis of financial statements; accounting for sales and cost of sales and procurement of materials.
The course will focus on designing computer systems to perform accounting functions, and extensive use of applications of different microcomputer accounting software packages.
This course will prepare the student to understand the basic structure and procedures of financial and management accounting in the SAP System and to maintain master data and perform essential function in General Ledger, Account Payable, Account Receivable, Cost Center Accounting and Internal Orders and to describe how Financial and Management Accounting interact with other in SAP process. The course will be covered in 6 weekend classes as per the schedule.
The course is presented in lecture format and hands-on problem solving exercises.

ACT 604 Auditing (3)

Prerequisites: ACT 500 or basic knowledge of accounting
This course covers Generally Accepted Auditing Standards (GAAS) as they apply to the study of audit preparation and procedures, creating working papers, and audit write-up. In addition, the financial statement audit for entities that are not regulated under Sarbanes-Oxley Act 2002 will be addressed. The course also covers internal and external audit procedures and a comprehensive study of professional auditing ethics, legal, and professional responsibilities, auditing planning, risk assessment, internal control, audit evidence, completion and reporting.

BIO (BIO-MANAGEMENT)

BIO 500 CLINICAL RESEARCH MANAGEMENT (3)

Prerequisites: Any Biology background: Academic or Professional
This course is designed to create an in-depth understanding of the clinical research methodologies including the regulatory aspects of clinical research. This course will help you to understand and apply scientific principles to the implementation of clinical research whether it is investigator-initiated, or industry-sponsored study. The student will learn to design and present a concept sheet for a Phase I/II and Phase II/III clinical trial. Also addressed in this course are different types of study design, their relative strengths and limitations, and proper choice of study design. The student will also learn to systematically implement the research protocol and evaluate the integrity of the clinical research outcome. In this course, students learn to apply knowledge of data management, information management and scientific communication. Students will explore opportunities to demonstrate professionalism and accountability in the implementation of research studies through applying management.

BIO 501 MODERN MEDICINE AND BIOLOGY (3)

Prerequisites: None
In this course, students will explore the cross-pollination of ideas and advances in biology and how they transform medicine, both at the bedside and in drug development. Many of the advances in biology have radically transformed the understanding of disease states

and how medicine is practiced. For example, genomic sequencing is now being widely adopted as a method for diagnostics as well as for drug development. Bioinformatics is another area where huge data management and mining is paving way to understand the complex biological pathways and signaling mechanisms in cells and organs. Other advance in the field of computer science and algorithm development have been adopted to unravel these complex connections and arrive at a better understanding of cellular and molecular physiology. Physical and mechanical innovations drive devices that have better resolution in the areas of imaging for diagnostics.

BIO 506 BIOTECH INDUSTRY FUNDAMENTALS (3)

Prerequisites: None

This course will introduce students to biotechnology, its principle, and application. A solid knowledge of basic molecular biology is required to gain a complete understanding of the concept and its application. Biotechnology has a broad reach – from agriculture, to biofuels, waste management, medical, forensics, and food. Students will learn to apply modern biological principles and understand the trends in modern medicine, food, and green technologies. By the end of the course, students should be able to critically assess current and future applications of biotechnology in agriculture, drug development and environmental management. This course is a prerequisite course for students in Healthcare Management, and Bio Management streams. Students will benefit immensely if they enroll in this course first before taking any of the other advanced courses. A background in junior-level chemistry and biology is recommended.

BIO 510 ETHICS IN MEDICAL RESEARCH (3)

Prerequisites: None

This course will inform students about the basic principles essential to making educated decisions about ethics in medical research. Understanding the basic principles is critical before conducting clinical research activities. Topics include: historical perspectives, federal regulations, Institutional Review Board (IRB) approval, conflicts of interest, informed consent, the HIPAA Privacy Rule, and AAHRPP accreditation.

BUA (BUSINESS ANALYTICS)

BUA 500 PRINCIPLES OF BUSINESS ANALYTICS (3)

Prerequisites: None

In this course students will learn the key foundations and tools of Business Analytics and data science. This is a general introductory course that lays the foundations of analysis methodologies for business students in general and is open to all students in the business major. The fundamentals skills that students will learn are: applied understanding of mathematical concepts, hands-on programming skills (Python or R) and preliminary and exploratory data analysis. Students will learn about key ideas in uncertainty modeling using statistics and probability and get exposed to concepts such as random variables, probability distributions, hypothesis testing and descriptive statistics, and linear algebra such as linear spaces and matrix algebra. In the programming section of the course students will gain hands-on experience using popular programming languages used in analysis such as Python. Students will use the mathematical concepts and the

programming skills to perform exploratory data analysis on real world data sets.

BUA 501 QUANTITATIVE ANALYSIS (3)

Prerequisites: None

Quantitative analysis course introduces students to the main modeling and simulation strategies in quantitative analysis field with a strong emphasis on practical outcomes which can be directly applied to a business environment. It provides a brief outline of existing theories, technologies and applications which support the modern decision-making process which is to a large extent, data-driven. In this course, students will have an opportunity to work on tools like Excel and advanced add-ons, that helps with performing advanced analysis techniques such as regression and forecasting. Upon completion of this course, students will be able to identify any business problems that can be potentially modeled and simulated and judge whether an optimal solution exists, understand the important issues in their implementation, describe the tools that have been used in the process from their frameworks to the techniques used, determine the business value of outcomes of the quantitative analysis and also appreciate its role in Business Process Management**.**

BUA 502 Data Analysis (3)

Prerequisites: None

This course presents an introduction to the data analysis environment. It lays the foundations of analysis methodologies for business students in general and is open to all students in the business major.

The fundamentals skills that you will learn are:

- Applied mathematical concepts (e.g. Linear algebra, linear spaces and matrix algebra),
- Key ideas in statistics (e.g. uncertainty modeling, probability, random variables, hypothesis testing and descriptive statistics),
- Usage of programming language(s) (e.g. Python or R) for business decision making, and
- Preliminary and exploratory data analysis.

A strong base of data analysis for business decision-making is a key skill. You will learn how to drive business recommendations and organizational change using data. Data analysis tools and procedures also drive the field of Business intelligence in order to make effective decisions. The course will introduce the relationship between business intelligence and data analysis, and explain how businesses can use both to provide a cohesive solution to their “data puzzle”. You will use Python libraries such as Matplotlib to go through the process of data analysis, which includes:

- Developing a question
- Formulating the data into a usable format and solving any related problems
- Visualizing and generating insight about the data
- Concluding and/or predicting results
- Presenting outcomes

BUA 503 GAME THEORY, BUSINESS STRATEGY AND THINKING

STRATEGICALLY (3)

Prerequisites: None

The focus of this course is the use of game theory to define the most likely outcome of business situations, especially where there is a communication between two or more decision makers to build business strategy. In addition, students will be introduced to methods in strategic thinking and its connections with current game theory to resolve strategic business problems. Students will need skill at numerical reasoning for this course.

BUA 504 DATA WAREHOUSING AND VISUALIZATION (3)

Prerequisites: None

This course discusses the principles of data warehousing, design and implementation along with related software tools.

Topics consists of data warehouse architecture, dimensional model design, physical database design, data integration and visualization, and data warehouse administration. The course also builds core skills for visual study of data among students. Trends and tools in data visualization will be explained with a special focus on recognizing patterns and trends from large datasets. Knowledge in database management recommended.

BUA 505 PREDICTIVE ANALYTICS FOR BUSINESS STRATEGY (3)

Prerequisites: None

This course explains information technology, modeling methods and data sciences to familiarize students with the field of predictive analytics. Prior course work in data warehousing and visualization will add to this course, which builds on assessing data within the business context, understanding data trends and risk assessment. Through this course, students will learn how to build reliable predictive models for developing business strategy geared at organizational competitive advantage.

BUA 506 DEVELOPING VALUE THROUGH BUSINESS ANALYSIS APPLICATIONS (3)

Prerequisites: None

This course discusses the role that the business analysis plays in exploring and visualizing outcomes to create better outcomes, thereby creating organizational value. Students will be equipped with different tools and application knowledge to drive winning stakeholder outcomes through ongoing business analysis.

BUA 507 ETHICAL BUSINESS DECISION MAKING (3)

Prerequisites: None

This course introduces the ethical issues involved in the “big data” world and its effects on strategic business decisions. In studying real life case studies, existing practices and issues with developing trends, students understand the ethical dilemmas related to data identity, privacy, ownership and organizational reputation. This in turn will prepare the students to make more informed and ethical decisions related to organizational data.

BUA 508 – RISK ANALYTICS (3)

Prerequisites: None
This course builds statistics and data modeling with a focus on risk theory and management. Students gain exposure to present trends in enterprise risk logical methods. This enables students to understand and implement risk management structures in the organizational environment. Major risk categories such as financial risk, strategic risk and operational risk will be covered along with analytical methods to these risk groups.

BUA 509 – WEB ANALYTICS (3)

Prerequisites: None
The Internet is one of most powerful tools of business today. This course develops practices to analyze qualitative and quantitative data from website. Related topics, such as text mining and web mining will also be covered. In addition, this course provides students with the tools to drive constant enhancement of online experiences to customers; both current and future. Topics include Google Analytics and A/B Testing. Incoming traffic characteristics such as client browser, language, computer attributes and geolocation will also be covered.

BUA 510 DATA SCIENCE APPLICATIONS WITH R OR PYTHON (3)

Prerequisites: BUA 500 or 502 or Equivalent
This course focuses on implementation of business analytics problems using a structured programming language such as R or python. Examples of descriptive and predictive business analytics problems such as linear regression, decision analysis, forecasting will be used and implemented using R and Python programming languages. Basic ideas of implementation of an algorithm in R, are discussed. Concepts such program I/O, reading data and visualization of the data, exceptions, conditional statements and statistical packages will be discussed. The course emphasizes hands-on experience and implementation of business analysis ideas in R and Python using pre-existing libraries. It is recommended that students be familiar with basic ideas in statistical modeling and business analytics to maximize the learning outcome of this course.

BUA 511 Data Visualization and interpretation using Tableau (3)

Prerequisites: None
One of the key skills required for business analytics is the ability to communicate the results of data-driven analysis to non-technical decision makers. To effectively communicate a complex analysis that results in actionable advice one needs to be familiar with the factors that impact decision makers. In this course you will learn how to become a master at communicating business-relevant implications of data analyses. After finishing this course you will be able to effectively import data, clean and transform it and convey the results of the analysis to the stakeholders. You will also know how to streamline your analyses and highlight their implications efficiently using visualizations in Tableau, the most popular visualization program in the business world. Using other Tableau features, you will be able to make effective visualizations that take advantage of innate perceptual and cognitive tendencies of a human brain to convey conclusions directly and clearly.

BUA 512 BUSINESS COGNITIVE ANALYTICS AND APPLICATIONS (3)

Prerequisite: BUA 500 or 502 or equivalent

This course focuses on advanced topics in Cognitive Analytics. After completion of this course students will become familiar with the analysis of case studies from large companies such as Amazon, Walmart, and Facebook and how they use advanced business analytics techniques to effectively perform market segmentation, targeted marketing and supply chain management. With the abundance of unstructured and unlabeled data from social media, e-commerce website, companies are using data-driven analytics to understand the patterns in customers' reaction to introduction of new products and their preferences. Content management marketing, content generation and optimum supply chain strategies will be some of the business application areas that the new techniques will be applied. Students will learn the implementation of these advanced techniques in business decision making using some of the tools they have already learned in the previous business analytics classes.

BUA 513 Financial Engineering: Computational and Quantitative Methods (3)
Prerequisites or concurrently: FIN 534 or equivalent
Mathematically sophisticated financial models are the foundation of a successful CFO, investment banker or investment managers. For example, valuing the call provision in a callable convertible bond is important to the CFO of the issuing company (who decides whether or not to include the call provision in the issue). This course focuses on the mathematical foundations used in financial engineering and implementation of these concepts using Python and the relevant computational finance libraries.
The students will learn about quantitative methods used in financial engineering and cover topics such as Black-Scholes-Merton Model, Levy Model, volatility models, multi-asset models, European and US option pricing models, Monte-Carlo Simulation for Put Option modeling, Bond valuation and Hedging.
This course offers an understanding of the latest financial tools and products, of the recent developments and rational of Risk and Risk Management, used to hedge equity, currency and interest rate risk in key financial markets. The course will also highlight methods to assess and measure the financial risk.

BUA 690 SIMULATION AND OPTIMIZATION FOR BUSINESS ANALYTICS (3) - Capstone course

Prerequisites: MGT 503; Completion of 27 credit hours in the program
Decision making is a critical part in any business. Business Analytics provides solutions to businesses worldwide with the advanced analysis techniques and tools. Optimization and simulation are two such methods that are being used in many business environments that involve decision making. In this course students will be able to examine and identify the classical and modern optimization techniques used in today's business environment. Few areas where these techniques can be used are selection of portfolio in finance, transportation industry, resource allocation of any industry, and minimizing the advertising cost in marketing. Focused on linear and the nonlinear programming techniques and their application in business environment and modern simulation and optimization techniques, this course helps students understand the need and use of decision making using these techniques.

BUS (BUSINESS)

BUS 500 PROJECT MANAGEMENT FRAMEWORKS (3)

Prerequisites: None

This course is designed to be the main structure related to the Project Management fundamentals for students who look to understand, practice, and improve the project execution process. This is based on the best practices and methods of project management implemented, such as PRINCE, PMI, PMBOK, and Microsoft Framework. This is to run projects in an agile organization toward effective implementation and efficient achievements.

BUS 501 STRATEGIC PLANNING & PORTFOLIO MANAGEMENT (3)

Prerequisites: None

This course is designed to interpret the strategic values and vision of the enterprise's portfolio management. The process is to recognize the company plan and strengthens its service offered in strategic business plan. The course's objective is to explain how a Project Management Oriented Business is able to divide the strategic planning into operational goals, which are attained by each division. Service analysis measures performance in the light of the company strategy and the business environment, with the goal of choosing and performing services that generate greatest value while incurring least risk for the business.

BUS 502 PROJECT MANAGEMENT & LEADERSHIP (3)

Prerequisites: None

This course is an overview of project management with an emphasis on leadership and team building. The first part focuses on the traits of successful leaders and the dos and don'ts for building effective teams. The second part introduces the project management framework and the different steps of the project management process. The third part describes how leadership practices can affect key management aspects of the project, such as scope, time, cost, human resources, stakeholders and communications. This course will also provide the basic knowledge necessary to prepare for the ASQ CQIA, ASQ CMQ, PMI CAPM or PMI PMP certification examination. Students who sign up for these exams will receive extra credit for their final grade.

BUS 503 PROJECT MANAGEMENT - AGILE APPROACH (3)

Prerequisites: None

This course provides students with the knowledge and tools to manage projects using the agile project management framework. Students will learn topics such as developing the project vision, identifying user roles and stakeholders, chartering teams, planning releases, assigning value, and managing communication, quality, risk, and change.
This course is designed to provide students with skills to manage all types of projects (e.g. software, and products). It is also applicable to project managers transitioning from traditional management environments to agile methodologies. The focus of this course is on the conceptual understanding that students need to know in order to successfully manage projects in a fast paced technical environment.

BUS 504 CONTRACT MANAGEMENT & FINANCIAL PLANNING (3)

Prerequisites: None

This is a practical course about designing contracts and analyzing the project budget related to milestones achievement and deliverables scheduling. Students will learn about the project scope and implementation phases that are needed to design the required activities and charter agreement. In addition, they will learn about the Project/Program Evaluation and Review Technique (PERT), Planned Value (PV), Earned Value (EV), Actual Cost (AC), Budget At Completion (BAC), Estimate To Complete (ETC), Estimate At Completion (EAC), and Variance At Completion (VAC).

BUS 506 Process Mapping & Control (3)

Prerequisite: None

This course is a practical course that puts students in the lab of analyzing and designing the structure of operation and implementation. It talks about enterprise architecture and process mapping that is needed in Project Management and Management Engineering & Restructuring. This is to give advanced analytical skills and mechanisms toward designing and drawing the operation scheme based on Computer Assisting Software Engineering (CASE). On the other hand, it shows the monitoring and control tools needed to maintain, handle and control the projects or/and program structure for systematized implementation.

BUS 509 LEADING AND MANAGING CHANGE (3)

Prerequisites: None

This class will focus on individual, team, and organizational leadership and will provide students with the foundation for exploring and developing their own individual leadership style. Major areas to discuss are leadership, values, ethics, and decision-making. Change and a leader's goal is to continually improve and look forward and provide the positive changes for the organization; being the visionary is critical to success in any organization and a key attribute for any organizational leader.

BUS 510 REGULATION, GOVERNANCE, ETHICAL AND SOCIAL RESPONSIBILITY (3)

Prerequisites: None

The overall goal of this course is to better prepare students to become responsible business leaders. In this class, students explore the relationship between business and society, and argue that to create a business that will endure business leaders must take into account the needs of the broader society, as well as those of their employees and other stakeholders. The major areas of study in this class will include: business ethics, the legal regulation of business, corporate governance, and corporate social responsibility.

BUS 516 PRINCIPLES OF QUALITY MANAGEMENT (3)

Prerequisites: None

This course covers the philosophy and concepts of quality management with an emphasis on tools and techniques of quality management for continual improvement in quality and productivity. Students learn techniques to improve organization performance and competitiveness.

BUS 517 - ORGANIZATIONAL CULTURE AND DIVERSITY (3)

Prerequisites: None

As organizations become increasingly diverse, the importance of understanding diversity, and its influences in the organizational culture become more essential. This course offers students a thorough understanding of diversity, beyond cultural diversity. Students planning to be managers and leaders of global organizations will learn in this course how to build and implement broad organizational diversity plans. In addition, students will become aware of the legal and ethical effects of building diverse initiatives and of the factors that build an effective organizational culture.

BUS 518 APPLIED STATISTICS (3)

Prerequisites: None

The course covers topics from both introductory and advanced level courses in statistics with the purpose of preparing students for classes in Business Analytics and Data Mining, and also for students who expect to be using statistics for their research. The course is designed to cover foundation topics in the first one-third of the classes, and classical multivariate statistical methods in the second two-thirds. The introductory part cover topics as: probability theory, distributions on different types of random variables, sampling and sampling distributions, hypothesis testing, statistical inferences, one and two-sample procedures, assessing goodness of fit, analysis of variance, linear least squares, correlation and regression, sample size, analysis of variance, and non-parametric statistics. The topics covered in the latter 2/3 of the course are classical multivariate methods and cover topics as: multivariate normality, comparison of multivariate means, matrix algebra, principal component analysis, discrimination and classification, linear multivariate regression, analysis of co-variance, canonical correlation.
Optional topics are support vector machines, and model evaluation and selection. Also, Bayesian statistics is of interest for its widespread use. Upon completion of this course, the students is expected to demonstrate an understanding of the principles of probability theory in classical multivariate statistical analyses, and should be able to think critically about data and models, and to draw conclusions from such analyses.

BUS 520 - EMERGING TECHNOLOGIES FOR PRODUCT DEVELOPMENT (3)

Prerequisites: None

This course discusses emerging technologies in the area of product development. Ongoing economic constraints, declining margins, volatile supply chains and other market factors have been instrumental in hastening the adoption of technologies in industries seeking sustained competitive advantages. Concepts discussed in the context of product development are critical thinking for problem definition, resource utilization, optimization and allocation, managing variability in development work, understanding and managing economic performance measures, capacity management, quality management and harnessing people and technology for successful product development. Emerging technologies range from innovations in ERP systems, Internet of Things, Virtual Reality, 3D Printing, and the use of Artificial Intelligence for product design and technical specifications. Lastly, Big Data Analytics will be briefly discussed in relation to creating customized product solutions and reinventing the value chain in the quest for ongoing

competitive advantage.

BUS 521 – MANAGEMENT OF TECHNOLOGY AND INNOVATION (3)

Prerequisites: None

Technology and Innovation are the two pillars of the world we live in. This course will teach students about managing both technology and innovation for sustained competitive advantage and value creation. Through understanding the interconnected nature of technology and innovation, students will understand the impacts of well-managed technology and innovations on other allied concepts such as wealth creation, social and human capital, and knowledge management among others. Lastly, and importantly, this course aims to provide students tools to manage technology and innovation beyond conventional methods using case studies and other strategic frameworks.

BUS 600 RESEARCH METHODS (3)

Prerequisites: None

This course introduces students to research methodology with focus on statistical techniques and the interpretation of results. Students will be provided with the foundation to understand and apply research methods via class lectures and hands-on practice. Students will perform literature search and review, create a working research model and hypotheses, compile a questionnaire, use multivariate statistics to analyze data, and form conclusions based on the results.

BUS 688 SPECIAL TOPICS (1-3)

Prerequisites: None

This course offers a relatively new subject that is not currently available in the catalog, but will be of great relevance to Business Administration. It consists of lectures, readings, homework, presentations and projects determined by the instructor.

BUS 689 INDEPENDENT STUDY (1-3)

Prerequisites: None

Independent Study allows students to explore academic areas of special interest not provided in the existing curriculum. It is carried out under the guidance of a member of the faculty.

BUS 690 Strategic Management and Business Policy (3)

Prerequisites: MGT 503, FIN 534, MIS 527, MKT 551, BUA 500 and MGT 578 or equivalent

This course is an overview of the important aspects of business policy and strategic management. The aim is to explain strategic organizational vision, discuss strategic problems and find solutions, which contain application and procedures of measureable evaluations. Students will learn to use quantitative tools to react to, and predict change, and to think strategically by studying a real world model of the management process. In addition, topics related to relationships between business ethics and strategic management are presented.

This is a capstone course. Topics include case studies on design, creation and application of strategies at different stages of the organization. Reflection on the organizations'

control, on their role concerning stakeholders, investors and business environment is included.
Students will need the learning from all core business courses. Strategic Management techniques are a crucial part of the learning in this course in order to chart the future path of organizations. Students are responsible to make strategic decisions based on a review of existing business policy, and they are strongly encouraged to create, or suggest new policies to implement their strategic vision, and to justify them through oral and written communication.

CFL (CLASSROOM FIELD LEARNING)

CFL 591 INTEGRATING ACADEMIC & INTERNSHIP LEARNING (2)

Prerequisites: None
This course provides an overview of expectations and requirements for INT 593 Internship, teaches students how to integrate their academic and internship learning, and enhances career skills development. A student must pass CFL 591(can be taken concurrently) in order to be eligible to enroll in INT 593.

ERP (ENTERPRISE RESOURCE PLANNING)

ERP 509 INTRODUCTION TO ERP SYSTEMS USING SAP (3)

ITU/SAP University Alliance
Prerequisites: None
Introduction to ERP using SAP is prerequisite course for students who want to pursue other ERP courses. This course is designed for students to get a basic understanding of all the functional departments that exist in a business scenario. It gives an idea about how these functional departments work and how they are integrated in ERP systems to avoid duplication of work, and to provide efficiency and effective use of resources. This course is a general overview of the SAP ERP System concepts and tools. It introduces SAP as one of the ERP systems and explains how the fundamental business processes interact in SAP ERP in the functional areas of Sales and Distribution, Materials Management, Production Planning, Financial Accounting, Controlling, Human Capital Management, Project Systems, and Enterprise Asset Management. The course is presented in lecture format with open discussion and hands-on problem solving exercises.

ERP 510 ABAP - ADVANCED BUSINESS APPLICATION PROGRAMMING (3)

ITU/SAP University Alliance
Prerequisites: None
ABAP is the language for programming SAP's Web Application Server, part of SAP's NetWeaver platform for building business applications. This course introduces the ABAP language environment, including the syntax checking, code generation and runtime system, and various features of ABAP Programming. Though this course starts from basics it's useful if students have basic programming knowledge with object oriented concepts and knowledge of relational database design. Students will get hands-on

experience with scenarios, which will be discussed and worked on, in class on SAP system. Students will be given programming tasks to work on.

ERP 511 ENTERPRISE PORTAL TECHNOLOGY USING NETWEAVER (3)

ITU/SAP University Alliance
Prerequisites: None
SAP NetWeaver is SAP's integrated technology platform and is the technical foundation for all SAP applications since the SAP Business Suite. SAP NetWeaver is marketed as a service-oriented application and integration platform. SAP NetWeaver provides the development and runtime environment for SAP applications and can be used for custom development and integration with other applications and systems.

ERP 512 ENTERPRISE PROCUREMENT PROCESSES (MM) (3)

ITU/SAP University Alliance
Prerequisites: None
Today's enterprises face increasingly complex procurement processes. This course introduces the external procurement process. During the course, the students go through the entire procurement process with its typical steps – purchase requisition, purchase order, goods receipt, and entry of incoming invoice and payment. The students get to work on SAP course will quickly build through each of these concepts using Fitter Snacker case study or Quazi case study and configuration so that by the final day of class, each student will have hands on configuration experience in procurement processes. In doing so, the students will focus on different aspects and become acquainted with additional functions.

ERP 513 SALES ORDER MANAGEMENT WITH ERP (3)

ITU/SAP University Alliance
Prerequisites: None
This course introduces the sales order management process with the SAP ERP Central Component. During the course, the students learn the entire sales order process starting from a sales inquiry, entering sales orders, creating outbound deliveries, posting goods issue and invoicing the customer and entering the incoming payment. The course will quickly build through each of these concepts and configuration using the Quazi Computer case study and by the final day of class, each student will have fully walked through the Sales and Distribution process using the SAP system. In doing so, the students will focus on different aspects and become acquainted with additional functions in the sales order management process chain.

FIN (FINANCE)

FIN 515 MANAGERIAL FINANCE (3)

Prerequisites: None
The course teaches the students financial concepts and tools necessary for effective business planning. Topics include formation of interest rates, income taxes, working capital management, cost of capital, financial forecasting, external sources of capital, company valuation, and bankruptcy.

FIN 516 ENTREPRENEURIAL FINANCE (3)

Prerequisites: None

This course approaches the topic of entrepreneurial finance from a startup or early stage business owner's perspective. The course assumes that the student has a modest or no background in finance, accounting, or economics. The classroom discussions together with the textbook are used to develop a foundation for understanding the practice of finance and financial decision-making under company startup conditions. We work together to create a basic understanding of the financial concepts, statements, and tools, as well as financial planning required to start a business or advance an early stage company. The financial plan explores the uses of financial analytics and integrating financial proforma statements with the business plan. The course learning process includes examining the roles of capital and its sources for startups and early stage companies; reviewing financing alternatives such as debt, equity, and credit as sources of working capital for entrepreneurs; and exploring other innovative techniques for financing a new venture. Implicit in these areas are the topics of mastering the concepts of revenue generation, operational costs, profitability, and cash flow. Students will explore a variety of financial analytical concepts such as ratios, time value of money, and capital budgeting to assist us with our entrepreneurial financial planning and decision making. The course concludes with a discussion on structuring financial liquidity events for investors.

FIN 517 FINANCIAL INSTITUTIONS (3)

Prerequisites: None

In the Fall of 2007, the US and other international financial markets experienced a major crash proceeded by record stock market highs. In this course students examine the products, markets policies, investment products, and financial institutions that precipitated this global event. Students will draw on a combination of finance research journals, Internet articles, as well as other international finance textbooks to further supplement our understanding of the Finance Markets and Institutions. Our course utilizes several contemporary journal publications to build a rich discussion on the topics of financial markets and institutions, as well as financial objectives and strategies impact on international business expansion.

FIN 518 FINANCIAL AND SOCIALLY RESPONSIBLE INVESTING (3)

Prerequisites: None

Socially responsible investing is a course that examines one of the fastest growing areas in the global financial markets. The global financial crisis of the 2000s have shown that socially responsible investments (SRIs) have a place in building financially sound investment portfolios while doing social good. The course utilizes financial and global macroeconomics to support developing the basic investment mechanics and strategies. The initial objective of this course is to develop students' qualitative and quantitative skills for understanding the basic principles of socially responsible investing.

FIN 519 CORPORATE VALUATION (3)

Prerequisites: None

The focus of this class is on making investment decisions in real (as opposed to financial) assets. It will acquaint the student with the widely used ideas that have revolutionized the practice of valuation during the past few decades. By the end of the course, students

should be comfortable in answering the question: What is a real asset - a new product, a new project, a division, or a company - worth?

FIN 520 INVESTMENT MANAGEMENT (3)

Prerequisites: None

This course offers the basics of investment management. Quoted and private equity investments and entrepreneurial finance are the focus of the topics. This course introduces market and portfolio perspectives, starting with the discounted cash flow methods to the concept of term structure in the valuation of risk-free cash flows, including forward rates and valuing risky or uncertain cash flows. The course prepares students to identify various investment products. Both real world and theoretical views are discussed.

FIN 521 INTERNATIONAL FINANCIAL MANAGEMENT (3)

Prerequisites: None

This course provides students with the framework for making corporate financial decisions in an international environment. Topic include: measurement of currency exposure and of currency risk. In addition, topics about the decision to undertake a global financing program, exchange and capital market, capital budgeting analysis for foreign direct investment, and the value of target firms for cross-border acquisitions are discussed. The course will examine different aspects of the foreign exchange market, the role of governments, and the central banks. The main focus is on the markets for spot exchange, currency forwards, options, swaps, international bonds, and international equities. Multinational financial transactions create unique challenges due to the market complexity, the exchange rate, and the political risks.

FIN 522 BEHAVIORAL FINANCE (3)

Prerequisites: None

The theories of finance and investment have focused on financial tools to characterize and quantify wealth creation and its associated risks. These tools have assisted investors to compute asset price and make investment decisions. In this course, we study the psychological influences of investor behaviors. Students examine the behavioral biases that people have when making purchasing, budgeting, or investing decisions. The class will also discuss Dual Motive Theory in terms of Ego/Empathy and greed/positive financial impact to understand how brain functions can impact financial behavior and relationships.

FIN 523 MACROECONOMIC THEORY (3)

Prerequisites: None

This course discusses basic principles and theories of macroeconomics, and components and measurement of production, income, and other key economic variables of the U.S. domestic economy. The course focuses on the analysis of the interrelationship among leading, lagging, and coincident indicators; key economic variables; and fiscal and monetary policy within the framework of the business cycle. Students will practice using publicly available economic data and conduct analyses of the state of the economy, forming an educated guess about its future direction, and applying that knowledge for decision-making in the context of their particular business activity.

FIN 525 ECONOMETRICS (3)

Prerequisites: None

This course covers concepts of econometrics and their practical applications for business and economics. From single and multivariable models under classical assumptions, the course moves on to study models that exhibit the problems of multicollinearity, heteroscedasticity, and autocorrelation. In addition, specification errors, and identification problems in single equations and in simultaneous equation systems are also studied. Students will learn how to use an econometric software package to run models to simulate and solve practical problems in the field of business and economics.

FIN 526 INTERNATIONAL ECONOMICS (3)

Prerequisites: None

This course examines basic principles and theories of international economics (the standard trade model and the Heckscher-Ohlin theory); international trade policies (tariff and non-tariff barriers); balance of payments, foreign exchange markets, and exchange rate determination; and the relationship between exchange rates, current accounts, and the economy as a whole, including fiscal and monetary policies in an open-economy.

FIN 534 FINANCIAL AND ECONOMIC ANALYSIS (3)

Prerequisites: None

This course discusses criteria and methods to evaluate the net benefits of investments projects and, once selected for implementation, the best way for a firm to fund and implement such projects, in a way that cash flow is optimized. The course explores the following topics: financial ratios and financial statements, measures of investment risks, models of asset returns, valuation of derivative securities, valuation techniques using time value of money tools, analysis of how capital inflows affect emerging market economies, evaluating and selecting investment in long-term assets, determination of financial mix (capital structure) to fund long-term investments, short-term financial planning, working capital management, short-term cash flow planning and forecast, and microeconomic and macroeconomic topics relevant to financial management.

FIN 604 SECURITIES ANALYSIS (3)

Prerequisites: FIN 515, or basic knowledge of finance

Security Analysis is about understanding the characteristics of and influences on financial securities, as well as making investment decisions. This course draws on the work of Berk & DeMarzo (2007), Copeland, Shastri, & Weston (2010), Fabozzi, and Modigliani & Jones (2010) to explain, validate, and build on the early theoretical securities pricing work of Bronzin (1907) and Bachelier (1914). This foundation is augmented by the investment theories of Working (1934), Kendall (1953), Osborne (1959, 1962), Markowitz (1952), Fisher (1907, 1930), Keynes (1920) et al. in asset pricing and valuation; as they have played important roles in the development of modern theories in securities analysis. The class knowledge base is brought up to date with the debates regarding CAPM, APT, and other asset pricing and analytical models.

FIN 605 FINANCIAL DERIVATIVES AND RISK MANAGEMENT (3)

Prerequisites: FIN 515, or basic knowledge of finance

Derivatives provide users an opportunity to mitigate risk, as well as increase financial returns. They also have a dark side where they can be prone to misuse and abuse. Derivative theory and risk management offers us a framework, together with a set of analytical techniques, for characterizing risks and determining the valuation of an asset, investment, and opportunity. The objective of this course is to become familiar with the basic building blocks of derivatives: forward contracts, futfure contracts, options, and swaps. Students build on this foundation with the creation of derivative strategies and risk management techniques. Students develop asset including option pricing models from a variety of financial theorists.

FIN 606 CORPORATE FINANCE (3)

Prerequisites: FIN 515, or basic knowledge of finance

Corporate Finance brings together the academic rigor and practitioner perspectives on making business and economic decisions. The course will draw on a combination of finance research journals, Internet articles, and other finance publications to supplement the understanding of the discipline. The course utilizes several contemporary publications to build a rich discussion on the topics of finance, as well as how to develop financial objectives. Class time will provide the opportunity for collaborative discussions, exchanges of the impact of Finance on business concepts and globalization opportunities, and the interactive use of finance applications, models, and analytical tools.

FIN 607 MERGERS AND ACQUISITIONS (3)

Prerequisites: FIN 515, or basic knowledge of finance

M&A are a powerful tool for building competitive advantage. In a global marketplace it offers strategic advantages for business expansion relative to corporate assets, products, technology & IP, as well as marketing distribution channels among other financial benefits. In this course were develop skills for the obligatory financial analysis of M&As. Students examine a full range of business dynamics and strategy considerations regarding M&As and reach beyond analysis to the synthesis of M&A issues to develop a framework for successful M&A planning, implementation, and post M&A activities.

HCM (HEALTHCARE MANAGEMENT

HCM 509 – SCIENTFIC WRITING AND RESEARCH FOR HEALTHCARE (3)

Prerequisites: None

Through this course, students will become aware of medical language and standard medical terms used in medical journals, grant applications and others. The course enables students to be on par with other medical professionals through their written communication. Topics discussed in this course are healthcare related documentation, access to healthcare journals and databases for research purposes.

HCM 510 A REGULATORY OVERVIEW & COMPLIANCE (3)

Prerequisites: Any Biology background: Academic or Professional

This course will offer a summary of the drug development procedure. The emphasis will be

on drug development science, regulation, and business from the U.S. standpoint. Most the lectures will be a concise educational outline of today's subject, followed by dialogue of a main scientific publication that highlights the significant theories covered.

HCM 511 CONCEPTS OF HEALTHCARE MANAGEMENT (3)

Prerequisites: None

This course provides a dynamic introduction to the health sector. In addition it provides an overview of concepts and issues related to healthcare leadership. While the emphasis will be on the American system, a global context will be developed. The basic elements of insurance and payment, service delivery, and life sciences products will be described, and put in the context of the unique economic structure of the sector. The intense challenges of the sector will be explored, as well as both the ethical issues presented and the opportunities that emerge. Through the examination of management topics and healthcare situations, the student will explore the skills and knowledge needed to be successful in a diverse healthcare environment. Topics include organizational design as it relates to the uniqueness of healthcare organizations, managing professionals, and diversity in the workplace. Public policy and technological and practice development as drivers of change will be also addressed.

HCM 513 INNOVATING BIOMEDICAL TECHNOLOGY (3)

Prerequisites: None

This course is recommended for students who are entrepreneurially inclined and would like to develop products and services for biomedical application. It is highly recommended for students with EE or CE majors. They will learn the medical device/application market trends and regulations for product development. The course is designed to provide students with entrepreneurial spirit to get hands-on experience in developing knowledge, kindling innovative thinking and designing products in the bioscience/biomedical arena. Working in groups or teams, students will learn to research market trends, gap analysis and market needs to develop a concept or design a product. They will also learn to research Intellectual Property and patent databases to further develop their concept and avoid IP infringement pitfalls that are bound to arise.

HCM 515 HEALTH INFORMATION TECHNOLOGY (3)

Prerequisites: None

In this course, students will experience a huge amalgamation of information drawn from geography, biology, sociology and economics. This information requires acquiring skills in these discipline and to have certain ethical and moral obligations to put this knowledge to use to derive something tangible for future generations. Biological management goes beyond the formal education in physics, chemistry or biology to understand the very essence of what it means to be inhabitants of the planet. The basic objective of this course is to create a new environmental awareness.

HCM 519 HEALTHCARE ETHICS (3)

Prerequisites: None

This course invites students to explore issues in medical ethics from a personal and professional career perspective. Materials will include case studies of actual situations

encountered by healthcare administrators and providers in the United States. Emphasis will be on learning useful approaches and practical principles for decision-making. This course provides an overview of legal doctrine and critically assessing public policy issues. Duties assigned as per healthcare law such as the duty to treat, informed consent, and malpractice liability, and selected issues in bioethics such as the right to die, physician-assisted suicide, and organ transplantation are dealt in detail. Importance of financing and delivery issues such as insurance coverage and care towards patient are studied.

HCM 520 HEALTHCARE LEADERSHIP, PATIENT SAFETY AND QUALITY IMPROVEMENT (3)

Prerequisites: None

This course is designed to address patient safety and quality improvement challenges in providing quality healthcare. Drawing from actual case studies the course explores areas where patient safety is liable to be compromised and find solutions for improvements. With a complex and diverse background of patients and healthcare providers, communication and understanding culture issues is of paramount importance. The course will explore the need for effective communication and tools to meet this need. The course will follow various case studies in patient's safety as a way to understand and analyze the underlying problems, possible flaws in the systems, designing and improving quality systems to deliver the highest patient safety possible. Case studies from various countries will be part of the course so the student can understand the international implication of quality systems.

HCM 525 PRINCIPLES OF MANAGED CARE (3)

Prerequisites: None

This course invites you to learn about the principles of managed healthcare systems in the United States. Topics covered include: health insurance, network contracting, provider payment, management of utilization and quality, and laws and regulations. Spot quizzes will identify learning transfer and possible gaps. Both interim midterms and a comprehensive exam will ensure overall paced learning. Special attention will be paid to the details of and latest news about the federal Patient Protection and Affordable Care Act of March 2010.

HCM 529 MENTAL HEALTH AND WELLBEING (3)

Prerequisites: None

This course invites students to explore issues in mental health and wellbeing from a personal and professional career perspective. Topics will include materials on support organizations (both local and online), self-care activities, and current important issues. Emphasis will be on learning useful approaches.

HCM 531 COMPLEMENTARY AND ALTERNATIVE MEDICINE (3)

Prerequisites: None

Modern medicine is evidence-based, scientifically rationalized, and follows a reductionist approach while many of the alternative medicines are not. However, there is an increasing body of scientific work related to the systematic study of alternative medicine in disease states. Students will investigate the research findings to understand, rationalize, and

develop a higher order of thinking to how to benefit from the adoption of these practices and integrate them with modern medicine. Healthcare cost and health management can be more effective with the integration of the old with the new, forging new paths for management of disease and developing new paradigms for a healthy life.

HCM 534 FINANCIAL MANAGEMENT FOR HEALTHCARE ORGANIZATION (3)

Prerequisites: Basic Knowledge of Financial and Managerial Accounting or equivalent
In this course, students will learn the basics of budgeting and accounting for health, and not-for-profit organizations. Readings, real-world case studies, and lectures students will know how to use financial information in organizational development, application, control, recording, and analysis.
In addition, the course emphases are on managerial accounting. Topics include time value of money, capital budgeting, cash budgets, operating budgets, break-even analysis, indirect cost allocation, variance analysis, and long-term financing.
The course also emphases on financial accounting. Topics include the preparation and analysis of financial statements (balance sheet, income statement, and cash flow statement), government accounting, and ethics in financial management.
Topics explain financial management of working capital and investment decision models, long term capital structure and mergers and acquisitions of healthcare organizations. Course's contents will include cases about a range of healthcare organizations (hospitals, managed care, health centers, physician, home health organizations, etc.)

HCM 535 DATA ANALYTICS APPLICATIONS IN HEALTHCARE (3)

Prerequisites: None
This course focuses on application of data science and analytics techniques to concepts and problems in healthcare. Data analytics in general and in the context of healthcare in particular involves many steps including data generation, data extraction, data analysis, visualization and reporting. An overview of these data analytics stages will be provided as they apply to healthcare industry. A review of basic predictive analytics concepts such as statistical learning using regression techniques, classifiers and decision trees will be given. Application of these techniques to healthcare issues such as patient monitoring, preventive diagnosis, personalization of treatment for patients will be discussed. The students will learn and analyze the impact of data analytics in planning, process efficiency, and resource management in healthcare industry.

HCM 536 High Reliability HealthCare Organizations (3)

Prerequisites: None
This course focuses on the art and science of leading for highly reliable performance in the modern healthcare industry. Students will learn how individuals can engage in efforts within and across organizations to ensure high reliability by studying case studies related to decision-making and team organization in various healthcare settings at the face of diversity. The course pays special attention to the cognitive and effective dimensions of leading in today's uncertain and dynamic healthcare environments, whether that means motivating a clinical care team, launching a new medical product, ensuring quality and

payment coverage across a healthcare system, or coordinating patient access to health services.

HCM 537 Commercializing Medical Devices, Diagnostics and Biomedical Innovations (3)

Prerequisites: None

This course provides an overview of design control, methods and best practices governing the medical device industry, digital health application development and biomedical product as well as regulations and the practical application in the scope of marketing and commercialization. Students will learn through a cross-disciplinary approach, how to launch, and market a new device, a health app or a biomedical product including lifecycle management and intellectual property laws in the context of this industry.

HCM 538 Predictive Analytics and Decision Models in Healthcare (3)

Prerequisites: None

This course explains data-driven modeling methods and decision models to familiarize students with the field of predictive analytics application in the healthcare industry. Prior course work in business analytics and data visualization will add to this course, which builds on assessing data within the healthcare industry context, understanding data trends and risk assessment. Through this course, students will learn how to build reliable predictive models for developing effective decision models for business strategy and organizational competitive advantage in the healthcare industry. Case studies and problems will be provided in related areas such as launch of a new medical device, payment coverage and better service to healthcare products.

HCM 539 HEALTHCARE MARKETING (3)

Prerequisite: None

Healthcare marketing is the promotion of an organization's products or services to increase its value as well as the management process through which goods and services move from concept to the customer. In today's environment, there are variety of challenges for many healthcare organizations due to complexity of the new technologies, competition, regulatory issues and approval process. This course will prepare you to think strategically about the fundamentals of marketing as they are applied across a broad spectrum of healthcare organizations and the role marketing plays in the strategic management of healthcare organizations. After successful completion of this course, you will be able to identify and address marketing opportunities with a strong foundation of marketing principals to develop a marketing plan for any healthcare organization.

HCM 690 HEALTHCARE INNOVATION MANAGEMENT PROJECT (3)

Prerequisites: MGT 503; MKT 551 Completion of 27 credit hours in the program

This course focuses on using the knowledge obtained throughout the healthcare management core and elective courses in implementing a comprehensive project. The nature of the project will be interdisciplinary and students with different background and skills are encouraged to participate in the project. The project is inspired from real-life scenarios found in the healthcare management industry. The students will form a team that each will tackle different aspect of the project. An example of a project could be a

medical device product development project that requires a market survey, business plan development, design specification document, cost and budgeting, manufacturing/implementation plan. The goal of this course is to expose students to real-life product cycle and provide hands-on experience with an industrial project while emphasizing development of soft skills such as teamwork in a classroom setting.

HRM (HUMAN RESOURCE MANAGEMENT)

HRM 528 HUMAN RESOURCE MANAGEMENT (3)

Prerequisites: None

This course examines the principles of human resource management, including recruiting, hiring, orienting, training, developing, disciplining, and rewarding employees. The course provides a management-oriented exploration of human resource management, structure, functional applications, and labor management relations. This course is a humanistic and legal analysis of organizations, focusing on the role of human resource management. There will be an examination of managers and leaders within organizations and their responsibility to maximize performance and make decisions based on ethical criteria. The class will also discuss Dual Motive Theory in terms of Ego/Empathy and ethical/unethical behavior to understand how brain functions can impact human behavior and relationships.

HRM 529 EMPLOYEE TRAINING AND DEVELOPMENT (3)

Prerequisites: None

This course reviews training, employee and organizational development techniques that the organizations use to build group and individual skills. Topics include linking identified needs to business objectives, developing an implementation plan, implementing the plan using a variety of modalities, and assessing results. The students will use a hands-on approach to evaluate organizational needs for employee development. The overarching objective of this course teaches students to assess, develop, facilitate, and evaluate a training program. We will also discuss Dual Motive Theory in terms of Ego/Empathy and self/other behavior to understand how brain functions can impact human behavior and relationships.

HRM 530 EMPLOYMENT LAW FOR BUSINESS (3)

Prerequisites: None

This course emphasizes federal employment statutes. Cases are used to illustrate the various federal courts' interpretation. Federal agencies such as Equal Employment Commission and Department of Labor are studied. Topics on the employment law provide a comprehensive analysis of federal and state laws, which affect the human resource function, including equal employment opportunity, wage and overtime payment, and employment agreements. The course focuses on applying employment laws to develop programs that enable organizations to act positively in meeting both company and work force needs, trying to resolve workplace disputes, prevent litigation, and implement personnel policies and practices in conformity with applicable law.

HRM 532 MANAGING HUMAN CAPITAL USING SAP HCM (3)

ITU/SAP University Alliance

Prerequisite: None
As companies pursue competitive advantages, and seek higher productivity, innovation and profitability, it is imperative that they attract, retain and incentivize their biggest assets: people. This course revolves around appropriately managing "human capital" to attain organizational competitive advantage. Emerging issues surrounding human capital management such as recruiting, retaining, motivating, and incentivizing employees will be discussed. In addition, the challenges of building competitive advantage through effective human capital management will also be addressed from a strategic perspective. A multi-faceted approach is adopted, reflecting the complexity of the environment and issues faced.
Rather than prepare students to enter a career in HR, this course is aimed at intending managers and leaders who must factor in human capital as an invaluable source of competitive advantage. Other topics may include: Talent and workforce planning in a dynamic environment; building a positive human capital reputation for the organization; systems thinking; organizational change and organizational learning; dynamics of organizational culture, assessing human capital investments; linking corporate strategy and human capital management, and leveraging on emerging technologies.
Lastly, hands on case studies and resources will take students through the key topics. Students will also be introduced to the use of the SAP Human Capital Management (HCM) module. This course is a foundation course for HRM 535: Human Resources and Information Technology using SAP. Students will earn some knowledge and credits towards relevant SAP HCM, and SHRM-CP, or SHRM-SCP certifications (depending on their work in the HR fields).

Certification/award eligibility:

This course can be used towards the following certificate/certification and award schemes:

1. ITU/SAP University Alliance Joint Recognition Award
2. SAP HCM (SAP Human Capital Management) certification (based on completion of exam directly with SAP)
3. SHRM-CP (Society for Human Research Management-Certified Professional), or SHRM-SCP (based on membership with the SHRM and fulfillment of eligibility criteria)

HRM 533 STRATEGIC COMPENSATION: ISSUES AND OPPORTUNITIES (3)

Prerequisites: None
This class addresses the need for strategically focused compensation systems aligned to the business objectives and examines the related factors that impact employee motivation and productivity in a variety of settings and industry sectors. The course will examine and analyze the various components of compensation systems in contemporary organizations in understanding how and why they add and sustain shareholder and/or stakeholder value.

HRM 535 HUMAN RESOURCES AND INFORMATION TECHNOLOGY USING SAP HCM (3)

ITU/SAP University Alliance

Prerequisite: HRM 532, or equivalent
This course takes a detailed view of the strategic role of information technology and its immense impact on the management of human resources or human capital in organizations. Key HR business processes including Talent Management, Workforce Process Management, and Information Reporting and Analytics will be explored in conjunction with their information technology links and Enterprise Resource Planning links. Other topics include web-based human resources and other technological applications used in various functional areas of human resources. Students will gain significant exposure to configuring SAP's Human Capital Management (HCM) suite and SuccessFactors.
Hands on case studies and resources will take students through key concepts. In addition, key elements of configuration in the SAP HCM module will also be introduced. A critical component of this course will be to discuss the new developments in Web 2.0 technologies and their implications for the HRM function.
On completion of this course, students will be well poised for relevant SAP HCM, and the SHRM-CP or the SHRM-SCP certification (depending on their work in the HR fields).

Certification/award eligibility:

This course can be used towards the following certificate/certification and award schemes:

1. ITU/SAP University Alliance Joint Recognition Award
2. SAP HCM certification (based on completion of exam directly with SAP)
3. SHRM-CP, or SHRM-SCP (based on membership with the SHRM and fulfillment of eligibility criteria)

INB (INTERNATIONAL BUSINESS)

INB 553 FUNDAMENTALS OF INTERNATIONAL BUSINESS (3)

Prerequisites: None
This course provides an introduction to globalization and the cultural, economic, political, and legal environments of international business. The course helps students understand international trade, the role of the government in trade, and have an understanding of the international financial system. It will familiarize students with concepts of international strategy, marketing products in the international arena, and international staffing policy.

INB 554 INTERNATIONAL FINANCIAL MARKETS (3)

Prerequisites: None
This course analyzes the international financial markets. Topics include foreign currency, international money markets, banking, and capital markets. The course helps students understand the basics of international finance, the foreign exchange market, exchange rate determination, and currency derivatives. The foundation of understanding foreign exchange management, the world financial markets and institutions will be covered.

INB 556 GLOBAL STRATEGIC MANAGEMENT (3)

Prerequisites: None

This course examines the fact of globalization, and how managers in multinational firms struggle with a complex and rapidly changing international economic environment. The course introduces the business skills of understanding and managing strategic issues in international environment. It will also focus the understanding of the need for awareness of a change in organizations' internal and external environments.

INB 558 GLOBAL MARKETING AND STRATEGY (3)

Prerequisites: None

This course is an introductory survey of global marketing. Students will learn the mechanism of the decision-making process, and challenges of going global. The culture, legal, political, geographic, technological, and economic influences will be examined in the development of a comprehensive global marketing strategy. The student will gain a perspective of the trade operations mechanism and develop skills that will enhance their participation in a global economy.

INT (INTERNSHIP)

INT 593 PART-TIME/FULL-TIME INTERNSHIP (1, 3)

Prerequisites: CFL 591, can be taken concurrently

This course consists of participation in a full-time or part-time internship experience, related to the student's field of study under the supervision of both an approved internship provider and a faculty advisor. This course provides practical, hands-on training in a relevant industry to enhance classroom learning. A maximum of 10 credit hours earned in INT 593 may be applied toward the Master's Degree graduation requirements.

MBN (MASTER OF BUSINESS ADMINISTRATION, CAPSTONE THESIS)

MBN 697 MBA THESIS (3)

Prerequisites: MGT 503; Completion of 27 credit hours in the program

Students should select a topic and work with an advisor to complete their thesis paper. The thesis concludes the program and should be taken after all other courses. The students will prepare an independent thesis and defend it before a committee composed of a number of faculty designated by the chair of the MBA program.

MGT (MANAGEMENT)

MGT 503 ORGANIZATIONAL LEADERSHIP THEORIES (3)

Prerequisites: None

The course will provide an in-depth examination of organizational leadership. This course will explain the principles, strategies and elements of effective organizational leadership. Leadership theories are examined in the context of contemporary, global and matrix organizational environments. Students will get the essential knowledge and skills to be efficient in these varied organizational contexts. Students will build an understanding of the work of organizations and the leaders' roles at all levels to enhance organizational performance. In addition, the course will discuss human behavior in organizations, the role of leaders as they move from strategic to tactical implementation, and leading

organizational change.

MGT 560 PRINCIPLES OF MANAGEMENT (3)

Prerequisites: None

This course features traditional management principles such as planning, managing, leading and controlling. Two textbooks will be utilized during the semester: one for theory & practical tactics of management, and another for self and other-awareness of people principles of management. Students will read and discuss the two texts and engage in classroom activities and business writing. There will be individual and group written essay, and oral presentation assignments. The class will include a review of Dual Motive Theory, understanding how brain functions of ego and empathy can impact behavior and relationships.

MGT 561 COACHING – CHANGING LIVES, CHANGING ORGANIZATIONS (3)

Prerequisites: None

This course is designed to survey the field of coaching from a theoretical, ethical and practical point of view. Students will explore various coaching methodologies and disciplines. The benefits of coaching and how to select a coach for individuals and organizations will be explored. Coaching skills will be taught and practiced, as well as experienced.

MGT 564 PRINCIPLES OF PUBLIC RELATIONS (3)

Prerequisites: None

This course invites students to learn the language of the field of public relations. Also, students will learn to distinguish between the field of public relations and its related fields: marketing, advertising, public affairs, publicity, and propaganda. Students will compile actual research data about a hypothetical public relations campaign. Students will apply basic public relations principles to case studies. For the final exam, students will deliver effective public relations presentations. Students must come to class with their computers. Students should submit their resumes to the ITU EMS (ems.itu.edu) before the first class.

MGT 566 PRODUCTION AND OPERATIONS MANAGEMENT (3)

Prerequisites: None

This course will help students to understand theories, problems and methods applicable to the operations of various business organizations. The focus is on decision making in operational areas such as: facility conditions and use, control and manage resource inputs and outputs, types of transformation procedures, and performance evaluations. This course is relevant to people interested in designing and managing production and business processes, and those who manage interfaces between operations and the other business functions. The body of knowledge encompassed in this course will provide the basis for linking corporate strategy to its production and operations management.

MGT 567 QUALITY CONTROL MANAGEMENT (3)

Prerequisites: None

This course focuses on the understanding of effective quality management. It provides the

basic quality concepts and the benefits of a quality approach for an organization. It addresses teamwork by explaining the various team types, the roles and responsibilities of their members and the team-building dynamics. The basic quality and quality management tools are described in the context of problem solving and data analysis for continuous quality improvement. The course discusses various statistical concepts and tools, and how they are applied for process monitoring, control, and improvement. It also analyzes the key elements of customer and supplier relationship and their impact on quality for the organization. The course follows the Body of Knowledge (BOK) for the Quality Process Analyst certification of the American Society for Quality (ASQ) and prepares for the certification examination.

MGT 569 STRATEGIC OPERATIONS MANAGEMENT (3)

Prerequisites: None

This course provides an overview of Strategic Operations Management with emphasis on the four core themes of operations strategy, a vital topic for any company's objectives: strategy, innovation, services, and supply. We will cover the intrinsic and extrinsic factors within an organization's operations, including the input of: Capital, Technology, Energy, and Know-how; and the output of the final product/service for the customer. It will also cover the big picture of Strategic Operations including; supply management, innovation, sustainability, and human resources. Additionally, this course will cover managing strategic operations within organizations including; managing the transformation process, managing quality, managing inventory, capacity and scheduling management, and managing service operations.

MGT 571 CRITICAL THINKING STRATEGIES IN DECISION MAKING (3)

Prerequisites: None

This course provides students opportunities for analysis, synthesis, prescription, and application of critical thinking and decision making within the organization. Emphasis is placed on preparing managers who can deal clearly, rationally, and creatively with a diverse workforce and dynamic workplace. This course equips students with concrete skills in critical thinking and decision making that will allow them to identify and solve organizational problems, as well as provide strategic direction. This course will also discuss Dual Motive Theory in terms of Ego/Empathy and ethical/unethical behavior to understand how brain functions can impact human behavior and relationships.

MGT 572 HIGH-TECHNOLOGY ENTREPRENEURSHIP (3)

Prerequisites: None

This course is offered for those planning to undertake an entrepreneurial career in starting and building an international company in the high-technology area. A special effort is made to take advantage of ITU's proximity to the entrepreneurial community in Silicon Valley with its fundamental international business thrust. An integrative business plan for a new company in the technology arena is an integral part of the course. Topics covered include: addressing new business opportunities, global trends, high technology, business model design, start ups, venture capital process and tools. This course will cover the basics of building a business plan to meet emerging needs. Concepts and techniques of social entrepreneurship will provide the foundation for learning and communicating.

MGT 573 INTERNATIONAL MANAGEMENT (3)

Prerequisites: None

This course studies the role of managers in global markets. Topics include the external economic and political environment, international strategic planning, partnerships, global human resource management, managing technology, product and service design, ethics and leadership. The course utilizes innovative techniques and case study analysis from a variety of national, and multinational firms.

MGT 575 PROJECT MANAGEMENT (3)

Prerequisites: None

This course provides an overview of project management history, culture, methodologies, leadership and strategic planning. The course introduces important tools, such as work breakdown structure, scheduling, earned value analysis, and risk management. Case studies from a variety of organizational settings are discussed. The course discusses the 5 processes that must be done for project success: Define, Organize, Execute, Control and Close. The strategic implications of projects will be considered with respect to the organizational vision. This course follows the Project Management Body of Knowledge (PMBOK) of the Project Management Institute (PMI) and prepares for the examinations for the Certified Associate in Project Management (CAPM) or the Project Management Professional (PMP) certifications. The course focuses on the concepts and tools of the different project management elements. It first sets the project management framework and describes the different steps in the project management process. Next, all the key management aspects of a project are addressed: integration, scope, time, cost, quality, human resources, communications, risk, procurement and stakeholder.

MGT 576 Organizational Theory (3)

Prerequisites: None

Organizational Behavior is the study of individual behavior and group dynamics in organizational settings. It focuses on timeless topics such as motivation, leadership and teamwork and more contemporary topics such as organizational citizenship behavior and transformational leadership.

Few, if any of the dramatic challenges facing today's organizations can be handled effectively without a good understanding of human behavior as it is presented in organizational settings. One simplistic way of looking at this course is to view the organization from an internal level with the observation and interpretation of its members' behavior at an individual and group level, and then to look at organizations on an external level, as it interacts with the outer environment.

The objectives of this course rest on the assumption that learning involves not only acquiring knowledge, but also developing skills. Thus, the class lectures, discussions, exercises, articles and cases present the opportunity for the student to acquire the concepts, ideas and theories that are important to any study of organizational behavior and to apply this knowledge to practical issues that enhance the explanation of human behavior at work.

We will include a review of Dual Motive Theory, understanding how brain functions of ego and empathy can impact behavior and relationships.

MGT 577 PROJECT RISK MANAGEMENT (3)

Prerequisites: None

After a brief overview of the project management framework and processes, this course explains how risk management is integrated into the different knowledge areas of a project. The course then addresses the six elements of risk management: risk management planning, risk identification, qualitative risk analysis, quantitative risk analysis, risk response planning, and risk monitoring and control. In this context, the course explores the project management techniques and approaches to identify, and analyze the full range of project risks for successful project risk management outcomes. The various concepts and tools are illustrated by examples and case studies. This course will also emphasize the communication requirements that successful project managers use to manage risk and uncertainty.

MGT 578 BUSINESS COMMUNICATIONS (3)

Prerequisites: None

Communication is an essential component in every career and life task. This class is intended to provide background and guidelines on what is good communication in a business setting. Activities will be punctuated by theories, attitudes and behaviors of researchers, educators, or business leaders regarding essential communications and leadership practices. There will be frequent opportunities to interact, write on concepts, and present original contributions through the class community environment. It will include a review of Dual Motive Theory, understanding how brain functions of ego and empathy can impact behavior and relationships.

MGT 579 BUSINESS ETHICS (3)

Prerequisites: None

This course introduces ethical decision-making in business environment. It examines the individual, organizational, and macro level issues. The course does not attempt to determine correct ethical action. In the complex business environment in which managers confront ethical decision-making there is no absolute right or wrong answer in most cases. Since there is no general agreement on the correct ethical business norms, critical thinking and relevant decision making are examined. It will also discuss Dual Motive Theory in terms of Ego/Empathy and ethical/unethical behavior to understand how brain functions can impact human behavior and relationships.

MGT 580 BUSINESS LAW (3)

Prerequisites: None

Business law reviews issues with the legal problems confronting businesses such as court procedures, contracts and property law. Other topics include court systems, litigation, and alternative dispute resolution; constitutional and administrative law; tort law and, product liability; contract law and, agency law; business organizations; and government regulation of businesses including antitrust law, employment law, and securities regulation.

MGT 581 MANAGING EMOTIONS, MANAGING SELF AND OTHERS (3)

Prerequisites: None

This course will describe the aspects of Emotional Intelligence and managing yourself and others, starting with self-awareness, empathy, and regulating emotions for self and others to sustain healthy and authentic relationships. Other aspects include positive and negative emotional contagion, EI's effect on morale, leading and professionalism. It will include a review of Dual Motive Theory, understanding how brain functioning of ego and empathy can impact behavior and relationships. Finally, the class will study evaluations of cognitive, emotional and social competencies and scholarly research showing how humans flourish.

MGT 582 TEAM AND GROUP DYNAMICS (3)

Prerequisites: None

Team and Group Dynamics are an essential component in every career and life task. In this course, students will learn and apply the skills required for effective teamwork that applies in many industries. Our activities will be punctuated by theories, attitudes and behaviors of researchers, educators or business leaders regarding essential teams and group dynamics. There will be frequent opportunities to interact, write on concepts, and present original contributions through the class community environment.
We will include a review of Dual Motive Theory, understanding how brain functions of ego and empathy can impact behavior and relationships.

MGT 583 GLOBAL ENTREPRENEURSHIP AND INNOVATION (3)

Prerequisites: None

This course focuses on methods and know-how of effectively managing innovation and entrepreneurship. Throughout the semester the theory and practice of managing innovation in small and large companies will be discussed. Topics such as strategies, business models, risks, fund raising techniques are explained. The course emphasizes learning and practical issues through readings, case analyses, written assignments and in-class discussion. The case studies will include companies from around the world that have been successful in innovating repeatedly and those who were not able to re-invent and hence failed. The assignment will combine both strategy and implementation of innovation and entrepreneurship so students can critically evaluate approaches to managing innovation and entrepreneurship and provide practical help in this context.

MGT 584 SUPPLY CHAIN MANAGEMENT (3)

Prerequisites: None

The business world today is becoming increasingly global and complex. The overall success of an organization relies more and more on the efficiency and effectiveness of its supply chain. Having a superior product means nothing unless it is delivered to customers on time and in perfect condition. With the strategic combination of people, tools, processes and technologies, effective supply chain management can boost customer service, improve bottom line and enable an organization to successfully compete in the global marketplace.
Formerly known as, MKT 584 "Supply Chain Management" August 2015 - July 2016.

MGT 593 INTRAPRENEURSHIP – INNOVATION FROM WITHIN (3)

Prerequisites: None

This course speaks directly to the needs of an organization seeking to create an innovative business opportunity within the existing structure of the organization. The methods from this class are widely used by the most successful innovators in start-ups as well as established companies. This class will present the differences between entrepreneurship and intrapreneurship. Innovation and creativity are key components of intrapreneurship.

MGT 608 BUSINESS STATISTICS (3)

Prerequisites: Calculus, Algebra II, or equivalent

With many unfamiliar concepts and complex formulas, business statistics can be confusing and demotivating experience for students that do not have a strong mathematics background. They can have trouble recognizing the importance of studying statistics and making connections between business problems and the statistical tool that can be used to solve them. This seventh edition of Business Statistics: For Contemporary Decision Making has been designed to provide students with better explanations and examples thus providing a smoother path to understanding and the ability to choose the correct techniques to apply for a given problem.

MGT 611 LEAN SIX SIGMA (3)

Prerequisites: Calculus, Algebra II, or equivalent

Six Sigma is a proven methodology for solving problems in many areas of business, science, and industry. It is essentially a structured approach to the scientific method of problem solving based on the DMAIC acronym (Define, Measure, Analyze, Improve, and Control). The methodology helps in design, development, monitoring, and evaluation of processes, products, or services. The Six Sigma methodology incorporates business process, statistical, quality, and project management principles and practices with a goal of creating a systematic and data-driven decision making environment. Many successful companies utilize the principles of Six Sigma to meet growing customer expectations and to deliver better products and services in today's competitive marketplace. This course covers an overview of the Six Sigma principles, process, and implementation, and provides required information for taking Six Sigma Green Belt or Black Belt certification examination.

MGT 612 ADVANCED PROJECT MANAGEMENT (3)

Prerequisites: MGT 575, or equivalent

This course offers a study of the human and the operational sides of project management. The human side includes discussion on negotiating and conflict management, leveraging diversity, and selling project management. The operational side includes scope control techniques, risk management, and organizing for success. The students will learn how to effectively engage the project team, deal with the inevitable conflicts, and use intellectual and cultural diversity to encourage creative problem solving.

MGT 690 PITCHING A BUSINESS PLAN TO VENTURE CAPITALISTS (3) – CAPSTONE PROJECT

Prerequisites: MGT 503; Completion of 27 credit hours in the program
In today's extremely competitive world of raising money for startup companies, it is absolutely critical to have an effective and well-conceived pitch deck that compliments the project's vision and strategy. Only 1 of every 200 business plans submitted to venture capitalists (VCs) gets funded, so it is vital to present a well thought-out presentation that includes all of the elements that VCs (or any type of potential investor) will be looking for in deciding whether to invest in your company or not. Whether the student is interested in starting their own company someday, wants to work for a startup, or just wants to learn more about venture capital, Silicon Valley and startups in general, this will be a great opportunity to discover how startup companies have successfully raised money.
All new students are required to take Outbound exam with Peregrine Academic Services. The Outbound exam is required to be taken in the capstone course, either MBN 697 Master Thesis or MGT 690 Pitching a Business Plan to Venture Capitalists. Taking the Outbound exam will have a fee which is currently $34. The Outbound exam is REQUIRED not OPTIONAL. Information on how to take the exams will be included in the course syllabus. Any new student who does not take the Outbound exam, will not be eligible for graduation. Current students are encouraged to take the exam.

MIS (MANAGEMENT INFORMATION SYSTEM)

MIS 527 TECHNOLOGY AND OPERATIONS MANAGEMENT: CREATING VALUE (3)

Prerequisites: None
The course explains the design, management, and development of technology and operating systems. It explores diverse quantitative problems that occur often in the business environments. It discusses how such problems can be properly solved with a join business insight and technology tools. Topics such as capacity management, service operations, organized decision making, limited optimization and simulation are included. This course teaches the model of complex business situations and the tools to enhance business performance. This course offers an outline of the field of operations technology. A managerial perception is assumed and highlight is placed on the understanding of how technologies for manufacturing, distribution, and service developments are used for competitive advantage.

MIS 537 MANAGEMENT INFORMATION SYSTEMS (3)

Prerequisites: None
This course explains the concept of managing information systems as a part of a broader socio-technical system and their impacts on people and processes in the business environment. Critical thinking is an important and essential part for the understanding of important issues associated with the management aspects of information systems. The course focuses on how the organization has used and can use its information resources to best serve its needs.

MIS 538 BUSINESS DATABASE APPLICATIONS (3)

Prerequisites: None
This course provides a basic overview of the concepts, principles, skills and techniques of business database systems and of database application system development. The course

provides an approach to the design and use of databases for business applications. The study focuses on query languages and application generation. Use of database software applications are a necessity in current business environments.

MIS 539 BUSINESS TELECOMMUNICATIONS (3)

Prerequisites: None

This course offers an overview of communications technology used in many business applications - local area network, wide area network, broadband network, wireless, and voice network. The course helps the students understand the role of internet protocols. In addition, it provides training to analyze network requirements, design, and implement local area networks.

MIS 540 INFORMATION RESOURCE MANAGEMENT (3)

Prerequisites: None

This course explains the concept of viewing information systems resources from a strategic resource standpoint. The course will provide pragmatic tools for implementing the IRM within the organization. Topics will include Information System outsourcing, total cost of ownership, Information System planning and strategic analysis, management of IT human resources, traditional project management theory, and project management techniques. It will include a review of Dual Motive Theory, understanding how brain functions of ego and empathy can impact behavior and relationships.

MIS 541 MANAGING GLOBAL INFORMATION SYSTEMS PROJECTS (3)

Prerequisites: None

This course helps the students learn how to plan and manage global information systems projects by focusing on initiating, planning, executing, controlling and closing projects. Topics such as integration, scope, timing, cost, quality, human resource, technology, communications, risk, and procurement are discussed. The students will learn how to monitor project plans and communicate reports to clients. The course will have a team project that will require students to conduct literature review or survey of current practices in the industry.

MIS 542 INFORMATION SYSTEMS INNOVATION (3)

Prerequisites: None

This course provides the tools and the skills to leverage emerging information technologies in order to create new business opportunities for both new entrepreneurial ventures and traditional firms. The course helps the students to understand, evaluate, and apply difficult topics such as new innovative and entrepreneurial information technologies.

MIS 543 HUMAN-COMPUTER INTERACTION (3)

Prerequisites: None

This course focuses on key factors in Human-Computer interaction. Topics include design elements, test procedures, experimental tools, and human-computer environments contributing to the development of successful user interfaces are discussed. Additionally, research topics will be explored in the areas of design principles, methodologies, implementation, and evaluation of user interfaces.

MIS 544 BUSINESS DECISION SUPPORT SYSTEMS (3)

Prerequisites: None

Focus of this course is to study decision making process in business environment. Managerial role in decision making and steps involved in the process will be discussed. Theoretical modeling of decision making and practical applications will be explored using Microsoft Excel and/or other software packages. Part of the course, decision support models such as break-even analysis, goal seeking, linear programming, decision tree analysis, statistical modeling, etc. will be used in defining decision support systems to address various business scenarios.

MIS 545 DATA MINING AND BUSINESS INTELLIGENCE USING SAP (3)

ITU/SAP University Alliance

Prerequisites: None

This course teaches the students business potential of big data and analytics, data warehousing, how to develop and retain data warehouses, and how to use this data for business benefit and as a source for business intelligence. Business intelligence is the use of logical software devices to study big data about an organization and its competitors in business planning and decision-making. In developing data warehouses, the course will address the inter-relationships among operation, decision support structures, plan and the removal and cleaning process used to create a high quality data warehouse. Data mining theories and the use of data mining devices and techniques for decision-making and for creating business intelligence are discussed. This course uses SAP case studies and products to address Business Intelligence issues in real life in the pursuit of competitive advantages.

MIS 546 DATA SCIENCE FOR BUSINESS (3)

Prerequisites: None

Data Science for Business introduces the fundamental principles of data science, and walks the student through the “data-analytic thinking” necessary for extracting useful knowledge and business value from the data they collect. The course provides examples of real-world business problems so the student will not only learn how to improve communication between business stakeholders and data scientists, but also learn how to intelligently participate in and manage their company’s data science projects. This course will help the student discover how to think data-analytically and fully appreciate how data science methods can support business decision-making.

MIS 547 SOFTWARE DEVELOPMENT PROCESS MANAGEMENT (3)

Prerequisites: None

This course helps the students to understand the software development process at both the project and organization levels. In addition, it provides the students with the tools to analyze software cost and schedule transaction issues, and teaches them how to apply the principles and techniques to practical situations. Topics include statistical decision theory, and software risk management.

MIS 548 KNOWLEDGE MANAGEMENT (3)

Prerequisites: None
Knowledge management (KM) is considered a competitive resource in organizations that promotes innovation, improves efficiency and effectiveness, and provides a sustainable competitive advantage in today's global environment. This course acquaints the student with organizational and managerial issues and examines Knowledge Management process and systems for supporting KM. Principles of developing systems for KM are explored. System architectures, tools and techniques, and their use in capturing, storing, locating, evaluating, disseminating, and using information and knowledge will be discussed. Application of these principles and techniques through the use of information/communication technologies is studied in the context of their impact on organization.

MKT (MARKETING)

MKT 551 COMPETITIVE MARKETING STRATEGIES (3)

Prerequisites: None
This course presents ways of finding new marketing opportunities, and enhancing marketing performance. Competitive marketing strategy describes how firms identify opportunities to create customer value and communicate this value efficiently. The key issue is to understand the drivers of greater customer and creating competitive advantage in the marketplace. The course explains the efficiency of strategic marketing decisions. The course offers strategy development by discussing important analysis of various cases from consumer, supplier, and technological markets; production and service businesses for-profit and non-profit sectors. Students will learn how to build a marketing plan.

MKT 582 MARKETING MANAGEMENT (3)

Prerequisites: None
This course presents an approach to understand and manage the marketing function. The students will learn how to develop a written marketing plan to determine and integrate elements of a marketing strategy. Topics include market segmentation, positioning and research; product decisions; pricing; channels of distribution; advertising; promotion; new product development; and marketing budgets. The course will introduce the role of marketing in the U.S. economy and the interaction of marketing with specific business functions and with society.

MKT 583 ENTREPRENEURIAL MARKETING (3)

Prerequisites: None
This course provides entrepreneurs with an understanding of marketing for new and small enterprises. It addresses marketing strategies. The Students will apply marketing concepts, such as creating and nurturing relationships with new customers, suppliers, distributors, employees and investors. This course brings together theory and practice to develop a comprehensive entrepreneurial business marketing plan.

MKT 585 INTERNATIONAL MARKETING (3)

Prerequisites: None
The course presents to the students the major factors of the international marketing

decisions. The student will learn about the forces that influence the global marketing environment. The course introduces students to principles, policies, procedures, ethics, and techniques used in efficient and effective international market. International product, price, promotion, and distribution issues are discussed.

MKT 586 MARKETING RESEARCH (3)

Prerequisites: None

The broad objective of the course is to provide a fundamental understanding of marketing research methods employed by well-managed firms. The course is aimed at the manager who is the ultimate user of the research and thus is responsible for determining the scope and direction of research conducted. In the course, we will cover the types of research design, techniques of data collection and data analysis. Emphasis will be on the interpretation and use of results rather than on the mathematical derivations. The course focuses on helping managers recognize the role of systematic information gathering and analysis in making marketing decisions, and develop an appreciation for the potential contributions and limitations of marketing research data. This course examines the role of marketing research within the overall marketing program and within the company or organization seeking research information. It describes the research process and identifies the most common and potent research methods and techniques while providing an opportunity to learn by applying them to a class field project.

MKT 587 COMPARATIVE STUDIES OF MNC, FDI, AND INTERNATIONAL TRADE (3)

Prerequisites: None

Students will study International business and management environments by covering topics such as the international monetary system, import-export, growing competition and trading relationships in a global community. Case studies are presented relating to ethical issues that arise in international business to develop fundamental knowledge of international research and development, marketing, distribution, finance, and accounting.

MKT 588 CONSUMER BEHAVIOR (3)

Prerequisites: None

This course focuses on how to assess customer behavior and interprets this knowledge into marketing strategies. Topics include customer satisfaction and dissatisfaction, and the role of quality, TQM, and cycle time. In addition, the course introduces concepts such as, motivation, perception, knowledge, attitude, and culture on customer decision-making. The course is designed for students interested in consumer, service, high-tech, or not-for-profit marketing. This course evaluates consumer or customer behavior in the marketplace. This course will help future and current consumer oriented professionals, service oriented performers in the high technology or non-profit sectors. The course will also discuss Dual Motive Theory in terms of Ego/Empathy and ethical/unethical behavior to understand how brain functions can impact human behavior and relationships.

MKT 589 E-COMMERCE (3)

Prerequisites: None

This course provides introduction to e-Commerce and related subjects. The course will

cover e-Commerce infrastructure and its related technologies. Various business models used in e-commerce will be discussed in the lecture. The student will have knowledge of e-commerce when s/he finishes this course.

MKT 590 MARKETING WITH SOCIAL MEDIA (3)

Prerequisites: None

In this course, students will gain the knowledge and skills to effectively use social media to market their business. The Social Media Marketing course will teach students the basics of content creation and management for social media including blogs, podcasts, and posts. Students will be introduced to the most popular platforms such as Facebook, Twitter, YouTube, LinkedIn, and Pinterest. Students will learn which platforms are the best fits for their company and metrics for measuring social media marketing success. This course will also address the legalities of social media, search-engine optimization, and crowd sourcing.

MKT 591 ADVERTISING STRATEGY (3)

Prerequisites: None

This course will teach the students the new world of Marketing Communication, and the importance of advertising and e-advertising. Topics include analyzing advertising campaigns, advertisements in a structured way, brand equity through advertising strategy, advertising effectiveness and creativity, and end-to-end advertising strategy campaign.

MKT 592 SUPPLIER/SELLER MANAGEMENT (3)

Prerequisites: None

This course will explain all aspects of outsourcing, including planning, finding the right vendor, and negotiating effectively. Topics include relationship building, creating a culture of cooperation, and skills in dealing with vendors. The course will teach the buying and selling processes that corporations use in business-to-business transactions. The focus of the course is on the concept of selling, improving value, and meeting the needs of clients through effective questioning, analysis, sales planning and presentations. The students will learn the major phases of the sales process, the sales objectives for each phase, the client needs, and the solutions' presentation. It will also discuss Dual Motive Theory in terms of Ego/Empathy and self/other behavior to understand how brain functions can impact human behavior and relationships.

MKT 593 MARKETING WITH DIGITAL PERSPECTIVES USING SAP CRM (3) *ITU/SAP University Alliance*

Prerequisite: None

Digitization, social media, and the web have redesigned the way organizations interact with their customers, clients, and markets. In pursuing ever declining competitive advantages, the pressures for organizations to reach, convert and retain customers are enormous. This course seeks to empower current and intending marketing professionals with the tools of the digital future to reach target markets using the various modalities available to them, including but not restricted to social media platforms.

Students will use the SAP CRM and/or the SAP Hybris Suite to work through Digital Marketing case studies in the professional environment. Other key topics of interest such

as Search Engine Optimization, Social Media Marketing, Online Advertising, Web Analytics, and Marketing Data Visualization will also be covered.
This course is designed to be case study based, practical, and rooted in real world projects and application. On completion of this course, students will be well poised for relevant SAP CRM, SAP Hybris, American Marketing Association (AMA) Digital Marketing and the HootSuite Academy certifications (depending on their work in the SAP and Marketing fields).

Certification/award eligibility:

This course can be used towards the following certificate/certification and award schemes:

4. ITU/SAP University Alliance Joint Recognition Award
5. SAP CRM and/or SAP Hybris certification (based on completion of exam directly with SAP)
6. American Marketing Association (AMA) Digital Marketing Certification (based on completion of exams with AMA)
7. HootSuite Academy (based on membership with the Academy and fulfillment of eligibility criteria)

MKT 613 ADVANCED MARKETING (3)

Prerequisites: MKT 582, or equivalent
The course will explain the importance of marketing, which include market research, competitor analysis and the consumer analysis. The student will explore the marketing process, and concept. In addition, the course will provide a study of the relationship between the marketing mix, and the changing business environment.