

# Howard University School of Business

## MBA

### Required Core Course Descriptions

**GACC-500 Financial Accounting. 3 crs.** A study of the basic concepts of accounting with an emphasis on the evaluation of transactions and the preparation and analysis of financial statements, including their use in the management planning and control process.

**GFIN-500 Financial Management. 3 crs.** Develops understanding of and analytical skills related to basic concepts and principles of financial management, with a focus on the valuation of cash flows, the relationship between risk and return, capital budgeting, and working capital management. Prerequisite: GACC-500.

**GMGT-500 Organizational Management. 3 crs.** Examines the principles, human resources, and structural framework involved in the organization and management of profit and nonprofit organizations. This operational approach to problem solving analyzes motivation, behavior, and leadership within the organizational framework.

**GMKT-500 Marketing Management. 3 crs.** This course covers the theory and practices related to the management of the marketing function in business organizations. It examines how the marketing function interfaces with other business functions while emphasizing the planning and implementation activities required to attain marketing goals for the organization. Topics covered include the analysis of marketing opportunities, researching and selecting target markets, developing marketing strategies, operating in the international market, and planning and controlling marketing programs.

**Statistics. 3 crs.** This course takes a managerial approach to the use of statistical concepts and data analysis. The course covers topics such as descriptive statistics, probability, bayesian analysis, sampling, statistical inference and correlation and regression analysis. Students are expected to be familiar with the use of personal computer, Office Automation Systems, and will use common statistical software.

**GCOM-500 Management Communications. 3 crs.** This course focuses on the relationship between communication, management, and the traditional functions of business report writing. It examines the theoretical and practical business aspects of oral and written communication. Management communication incorporates

integrative applications of written communication and oral presentation skills, report-research design, data collection and analysis, and computer technology.

**GLAW-500 Legal Environments of Business. 3 crs.** Treats the social, economic, and historical background of the law of contracts, property, sales, secured transactions, negotiable instruments, agency, partnerships, and corporations. The course will also discuss legal and ethical issues relating various organizations and industries such as health and medical, etc.

**GIST-500 Principles of Information Systems. 3 crs.** This course explores the concepts of modern organizational information systems, and the technologies for implementing these systems. The role of information systems in organizations, particularly in strategic planning, gaining competitive advantage and the use of these systems in business problem solving. The student will be required to analyze cases, write research papers and develop end-user applications using software packages such as word-processing, spreadsheets, databases, presentation graphics and Internet tools.

**Managerial Accounting. 3 crs.** An in-depth study of the application of accounting methods to management problems. The course is designed to allow students to gain knowledge, insights, and analytical skills related to the processes managers use in designing, implementing, and using planning and control systems to implement strategies. Topics covered include transfer pricing budget preparation, management compensation, motivation, and goal congruence.

**GIST-502 Productions and Operations Management. 3 crs.** Study of production and service operations from a systems perspective. Production and operations control is presented in the context of corresponding system designs. Specific topics include cellular and lean production/Lean Manufacturing systems, Kanban, quality assurance and control, inventory control, scheduling, deterministic and non-deterministic decision models, Value Engineering, MRP, and TQM. System-wide problem conceptualization and definition methodologies such as quality function deployment and supply chain management are presented. The domain of the evolving supplier-customer integration is examined. Global strategic and competitive issues are discussed. The course uses decision support systems software as appropriate. Students are expected to analyze cases and develop a project using the principles learned in this course. Prerequisite: GIST-501.

**GECN-500 Macroeconomics for Business. 3 crs.** Economic forces of change, basic functions of economic system, aggregate economic theory including inflation and unemployment, and national income accounting theory and analysis.

**GECN-501 Microeconomics for Business. 3 crs.** Investigation of price theory in allocation of resources, market structures, quantitative estimating, business decisions on price and output, and forecasting of costs and profits.

**GMGT-590 Strategic Management. 3 crs.** This capstone course involves the formulation and implementation of corporate strategy. Topics include long-range planning, acquisitions and mergers, and business policy. Prerequisite: MBA candidate and final semester.