



The Master of Business Administration (MBA) Course Description Sheet

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MBA (Masters of Business Administration) Program

The online MBA program at Rowan through CPCE requires 36 graduate credit hours (12 courses).

The Master of Business Administration (MBA) program at Rowan University provides contemporary graduate business education to professionals from diverse fields and academic backgrounds. The program prepares students as team leaders and team players. The MBA curriculum emphasizes critical thinking, quantitative analysis and computing applications, and the technological and international nature of business.

Eligible students should have completed the following set of undergraduate foundation courses: Statistics I, Calculus Techniques & Applications, Foundations of Accounting, Principles of Economics: Global Perspectives, Principles of Marketing, Principles of Finance, Operations Management. (See the MBA Detail Sheet for information about satisfying foundation course requirements.)

MBA Course Descriptions

HRM 06.605: Strategic Human Resource Management 3 s.h.

Strategic Human Resource Management consists of planned organizational activities designed to increase organizational effectiveness and equity. This course outlines the transformation of HRM from a clerical function to an important strategic partner of top management. It focuses on the ability of HRM to provide a source of competitive advantage to forward-thinking organizations.

MIS 02.500: Issues in Management Information Systems 3 s.h.

Information technology and systems are pervasive in business today and will become more so in the future. Therefore, this course is designed to provide skills for managing this changing environment. The primary focus of the course is on the management of technology. The management of technology and systems is not left solely to information systems professionals; it is the responsibility of all managers.

MGT 06.500: Designing, Developing, and Leading High Performance Organizations 3 s.h.

Students will study and develop skills in interpersonal behavior in organizations and groups. They will learn about issues in leadership, how groups function, elements of power and influence, conflict management, management of time and stress, creative and rational problem solving in groups. In addition, they will study theories of motivation and methods of empowerment in organizations.

ENT 06.599: Special Topics: New Venture Creation 3 s.h.

This course focuses on the development of a comprehensive, well-researched business plan. Students begin by identifying and exploring a business opportunity and end with the development, delivery and presentation of a comprehensive business plan for a start-up company. The business plan will contain market, competitor, cash flow, and financial analyses, a detailed business model and other essential components of the business justification and operations principles.

MIS 02.515: Electronic Commerce 3 s.h.

This course will introduce students to electronic business. It will cover such diverse issues as: e-commerce payment mechanisms, encryption and authentication of data, web assurance, electronic data interchange, legal issues on the web, and web marketing. There will also be a lab component that will provide students with exposure to and practice in web page design and creation.

MKT 09.500: Marketing Management 3 s.h.

This course focuses on managing the marketing function in a dynamic, competitive environment in coordination with other organizational functions to enhance the overall performance of an organization. Attention will be devoted to the design of strategies for the achievement of competitive advantage in product/service offerings, pricing, promotion and distribution. Students will build upon their existing knowledge base of marketing concepts and will develop or extend competencies in analytical decision-making, ability to identify market opportunities, and ability to develop and evaluate marketing plans.

MGT 07.500: Managerial Decision Making Tools 3 s.h.

This course requires the application of analysis and decision making tools in a business setting, with emphasis on the evaluation of problems facing the modern firm in a changing global marketplace. It provides in-depth coverage of analytical tools that are invaluable to the entrepreneur/manager as he or she is confronted with strategy and implementation decisions in a competitive world

MBA Course Descriptions Continued

ACC 03.500: Managerial Accounting 3 s.h.

This course takes a managerial approach with emphasis on decision-making. It includes financial statement analysis and topics on determination of cost behavior using regression analysis and learning curves, activity based costing, cost allocation, performance measurement, and the decision-making process.

FIN 04.500: Financial Decision Making 3 s.h.

Prerequisite: ACC 03.500, Co-requisite: MGT 07.500

Students in this course will learn valuation techniques including adjusted present value, equity cash flows, and real-option valuation. In addition to comparing alternative valuation techniques and the assumptions and limitations underlying each, students explore the technical difficulties and incentive effects caused by high leverage, the relation between capital structure and capital costs, the interaction between a firm's financial structure and its business strategies, the conditions contributing to potential under or over-valuation of a firm's prospects by the market, and the managerial consequences of such mis-valuation.

MGT 01.510: Professional, Legal and Managerial Responsibilities 3 s.h.

In that business leaders have become personally and professionally responsible for the legal and ethical behaviors of the individuals within their organizations, the need for formal training in ethical and legal decision making is essential. In this course students will learn how to effectively apply a variety of legal and ethical frameworks within the global marketplace. Students will also learn appropriate and effective legal and ethical issue reporting practices, principles, and responsibilities.

MGT 06.502: International Business and Society 3 s.h.

This course addresses numerous aspects of the increasingly global business environment and implications for business organizations and key stakeholders. Frameworks for comparing political, legal, social, economic, and governmental differences across nations are utilized. Macro issues include trade theories, trade regimes, roles of governments and global institutions. Strategies and structures adopted by various types of international firms and functional approaches to international finance, management, and marketing are also included.

MGT 06.629: Managing Organizational Strategy 3 s.h.

Co-requisites: FIN 04.500, MKT 09.500, MGT 06.502

As understanding organizations in the context of their general and competitive environments is vital, future managers must learn how to utilize the perspectives and frameworks designed for strategic analyses and decision making. In this course students will learn how to conduct analyses across organizational functions and levels and effectively manage goals and strategies for different types of organizations.

Helpful Rowan Contact Information

Tiffany Fortunato

CPCE Administrative Advisor (Provides assistance from initial inquiry to initial matriculation)
Phone: 856-256-4742 Email: fortunato@rowan.edu

Robert Lynch

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