

MBA-Master of Business Administration

MBA 601. Accounting and Finance for Managers. 3 Hours.

Decision oriented survey course of the principles of both financial accounting and financial management. Broad study of the basic concepts and tools of financial accounting and finance from both the theoretical and practical perspectives. Topics include financial reporting responsibilities of management, analysis and interpretation of financial statements, and the application of time value concepts to the valuation of stocks, bonds, and capital projects.

MBA 602. Essential Skills in Financial Reporting & Analysis. 3 Hours.

Have you ever been curious about how companies manage their finances, from monitoring assets to handling expenses? Discover how these financial figures influence a company's market value. In this course you'll demystify the complexities of financial data. This course serves as an engaging introduction to the vibrant world of finance and accounting, tailored specifically for those eager to leverage financial insights for enhanced decision-making.

Prerequisites: MBA 610 [Min Grade: C](Can be taken Concurrently)

MBA 603. Internal Tools for Investment, Risk, and Profitability. 3 Hours.

This course focuses on the intersection of managerial accounting and finance to equip students with financial tools for decision-making. Core topics include cost analysis, budgeting, and financial forecasting. Emphasis is also placed on capital investment decisions to determine the viability and profitability of potential projects. The course is designed to help managers, entrepreneurs, and anyone interested in business interpret cost structures, enhance profitability, and align investments with organizational goals.

Prerequisites: MBA 602 [Min Grade: C]

MBA 608. Strategic Cost Analysis and Decision Making. 3 Hours.

Determination and use of cost data for decision making, control, and evaluation of performance, and formulation of goals and budgets. The strategic context of managerial decision making is emphasized.

Prerequisites: MBA 601 [Min Grade: C]

MBA 610. Business Analytics and AI. 3 Hours.

This course provides a comprehensive survey of the fast changing landscape of business analytics and Artificial Intelligence from a managerial perspective. It also covers a number of case studies to illustrate how business analytics and AI can harness the power of data for better problem-solving and decision making as a manager.

MBA 611. Managing Disruptive Technologies. 3 Hours.

This course examines how disruptive technologies arise in the business environment based on current events and business developments. Topics include how to identify the emergence of disruptive technologies, evaluate disruptive technologies, and create effective strategies for organizations to implement and leverage them for competitive advantage. Students will gain an appreciation for the business case associated with emerging and disruptive technologies and IT trends facing business managers.

MBA 613. Information Security Management. 3 Hours.

Develop an understanding of key information security concepts. Develop an understanding of how people, technology and organizational policies should be developed and managed to safeguard an organization's information resources. Learn how to manage under uncertainty and risk. Develop policies and procedures to make information systems secure. Learn how to audit and recover from security breaches.

MBA 616. Web Analytics. 3 Hours.

The Web Analytics course introduces technologies and tools used to realize the full potential of web sites. The course focuses on collection and use of web data such as web traffic and visitor information to design web sites that will enable firms to acquire, convert, and retain customers.

MBA 617. Data Science for Business. 3 Hours.

This course is an introduction to the topic of Business Intelligence with the emphasis of providing a descriptive understanding to the following major components: data warehousing, business performance management, data mining, and business intelligence implementation.

MBA 618. Technology Based Project Management. 3 Hours.

Equips students with the fundamental principles of project management required for successfully implementing IT solutions.

MBA 619. Information Technology and Business Strategy. 3 Hours.

Designed to improve students' understanding of business strategies and the technology management practices that support them, this course focuses on understanding the basic concepts and terminology of information technology and developing insight into the role of information technology in the strategy and management of organizations.

MBA 621. Topics in Corporate Finance. 3 Hours.

An advanced course in finance with emphasis on special topics such as financial planning, working capital management, leasing, hybrid financing, real options, and international capital budgeting. Case studies are used.

Prerequisites: MBA 601 [Min Grade: C]

MBA 622. Portfolio Theory and Construction. 3 Hours.

Theoretical and practical aspects of investments and portfolio management. Preq: MBA 621.

MBA 624. Global Financial Management. 3 Hours.

Financial analysis and decision-making in international context. All traditional areas of corporate finance explored. Preq: MBA 621.

MBA 625. Real Estate Decision Analysis. 3 Hours.

Master's level course designed to provide students with the tools and analytical framework for making real estate decisions. Preq: MBA 621.

MBA 627. Financial Risk Analysis and Management. 3 Hours.

Exploration of issues in the measurement, analysis, and management of financial risk including interest rate, exchange rate, and commodity price risks. Preq: MBA 621.

MBA 628. Valuation Seminar. 3 Hours.

A blend of theory and practice to gain knowledge and skills in the valuation of businesses and interests therein. Preq: MBA 621.

MBA 629. Short-Term Financial Management. 3 Hours.

This course covers the principles of short-term financial management. Specific topics include liquidity, management of working capital, corporate cash management, and short-term investing and borrowing.

Prerequisites: MBA 621 [Min Grade: C]

MBA 630. Leadership of People & Organizations. 3 Hours.

In this course, we will assess and develop your leadership knowledge, skills, and abilities by presenting you with the opportunity to reflect on your leadership strengths and confront your leadership weaknesses. In addition, we will delve into various course topics on organizations and the management issues associated with them. Throughout the course you will learn and put your knowledge to practice via self-assessments, insightful and collaborative engagement with the professor and classmates. Participants will complete the class with a better overview of organizations, understanding of their own individual leadership style and a personal development plan (PDP).

MBA 631. Management and Organizations. 3 Hours.

Course focuses on both the internal organizational environment, specifically organizational behaviors, and externally, the legal, ethical, and social environment both domestically and internationally. Students will be able to identify policy issues externally from the legal, social, and ethical environment. Students will also gain an understanding of internal organizational behavior.

MBA 634. Strategic Management. 3 Hours.

The integration of management, finance, accounting, marketing, economics, production, information technology, and decision making concepts through the study of business policy and strategy. Must be in last term in the MBA program to register. Permission of advisor required.

MBA 636. Human Resource Administration. 3 Hours.

Critical management theory as applied to human resource problems such as employment, employee education and training, labor management, health and safety, compensation, and human resources research.

MBA 637. Operations and Supply Chain Management. 3 Hours.

Concepts and principles necessary to manage the operations and supply chain function in both service and manufacturing organizations. Topics include planning, controlling, directing, and organizing of people, facilities, and materials involved in operations and supply chain management. Global considerations also presented.

MBA 638. Managerial Communication Skills. 3 Hours.

An advanced business communications course for MBA students focusing on the verbal and nonverbal communication skills required of managers in today's business environment.

MBA 639. Developing Your Blueprint for Professional Success. 3 Hours.

This course is designed to lead MBA students through a self-discovery of strengths, natural tendencies, and personal internal motivators, which when paired with an effective career plan, will prepare students for a successful and enriching career. The confirmation and application of their personal leadership strengths will also enable them to optimize their work relationships, improving engagement and productivity. All activities, readings, exercises, and application assignments are designed to help MBA students succeed as business professionals and to personally thrive.

MBA 640. Navigating the Complex Economic Environment. 3 Hours.

As a manager seeking to maximize firm value, understanding how their market(s) function is crucial to achieving that goal. The decisions made by individual managers and consumers generate the fundamentals of market supply and demand and govern the prices and quantities sold in all economic transactions. This course examines how managers make day-to-day decisions when products are sold in markets that work efficiently and in markets where managers can set out to increase their market power. In addition, this course develops a practical understanding of the broader factors of the global economic environment, including public policy, that affect the performance and management of today's firms.

Prerequisites: MBA 610 [Min Grade: C](Can be taken Concurrently)

MBA 642. Economics for Managers. 3 Hours.

Enables students to understand core microeconomic and macroeconomic concepts and how economics theory can be used to direct managers in understanding economic forces and making rational global and domestic economic decisions.

MBA 643. Healthcare Leadership Development. 3 Hours.

Assesses and develops current and emerging leaders in healthcare. Increases awareness of topics and essential skills relevant to effective leadership and management. Participation in a team-based course project is required.

MBA 644. Transformational Leadership and Change. 3 Hours.

This course examines and applies team-based leadership principles; assesses and hones leadership skills in negotiation and conflict management; and challenges team-based leaders to address current and emerging issues via strategic thinking and organizational change. Participation in a team-based course project is required.

Prerequisites: MBA 643 [Min Grade: B]

MBA 646. Leadership Development. 3 Hours.

The course assesses and develops leadership knowledge, skills, and abilities by presenting students with the opportunity to reflect on their leadership strengths and confront their leadership weaknesses. Throughout the course students will learn and practice the effective application of various leadership domains as required for different leadership situations (e.g., we will examine leading in the middle rank of an organization and leading in times of crisis). Participants will complete the class with a better understanding of their own individual leadership style and a personal leadership development plan.

MBA 650. Marketing Management: Strategies and Implementations. 3 Hours.

The aim of this course is to provide students an understanding of the basic concepts that underlie strategic marketing management. The emphasis is upon application of these ideas to real world settings. Students will learn how to integrate marketing strategy into an organization's overall strategic plan and business model. The course will also cover use of marketing analytics in support of marketing strategies, the creation a sustained competitive advantage via the application of market-based assets, development of effective value propositions, new product ideation and development, brand management, and relationship marketing.

MBA 651. Marketing Strategy. 3 Hours.

This course focuses on planning, implementing, and controlling strategic marketing activities. The objective is for students to understand the concepts and processes that guide marketing strategy decision making and to be able to apply these concepts and processes to organizations. Marketing strategy is examined in the context of uncertain competitive environments and from a global perspective.

MBA 652. Sales Management. 3 Hours.

This course focuses on the strategic role of an effective sales force in the organization's total marketing effort and business strategy. Students learn to formulate, implement, and evaluate a sales program. Topics include developing sales goals, creating a sales organizational structure, building a sales program, leading and motivating the sales force.

MBA 653. Marketing Analysis and Decision Making. 3 Hours.

Fundamentals of market-based management and the impact of marketing decisions on profitability. Core themes include customer value, customer satisfaction and marketing performance metrics. Students acquire an understanding of important marketing tools by applying them to key marketing mix decisions.

MBA 654. International Marketing. 3 Hours.

Examination of international marketing activities, including environmental issues, marketing strategy, and tactical considerations in entering foreign markets.

MBA 655. Digital Marketing Strategy. 3 Hours.

Develop the skills to build, implement, and manage an actionable and successful digital marketing strategy that aligns with business goals.

MBA 656. Integrated Marketing Communications Practicum. 3 Hours.

Students will leverage their knowledge in a marketing consulting project for a local business or organization. The integrated marketing communications practicum is offered for graduate students completing a social media marketing certificate.

Prerequisites: MBA 655 [Min Grade: C]

MBA 657. Digital Marketing Topics. 3 Hours.

Digital Marketing Topics is a lecture-based course that focuses on digital marketing topics that are both relevant and timely. Topics may include, but are not limited to, new digital marketing tools and techniques, past, present, and future of digital marketing, social media ethics, artificial intelligence, etc. Topics focused upon will be reviewed on an annual basis to ensure relevance in relation to industry.

MBA 658. Applied Marketing Research. 3 Hours.

This course covers the fundamentals of the marketing research process, including problem definition, research design, research performance, collecting, inputting and analyzing data using IBM SPSS software, interpretation of statistical results into managerial insights, and the presentation of those results to business managers.

MBA 659. Green and Gold Fund Investment Portfolio Management. 3 Hours.

The Green and Gold Fund is UAB's student-managed investment portfolio. Fund members perform actual investment portfolio management with real money. For three credit hours in MBA 659, a student must hold the position of CIO, chief economist, or portfolio manager.

MBA 662. Quantitative Analysis for Business Managers. 3 Hours.

Covers a wide range of topics in quantitative analysis for managerial decision making. The goal is to provide students with essential analytical skills needed to make better business decisions with an emphasis on proficiency using Microsoft Excel.

MBA 671. Health Care Marketing. 3 Hours.

This class is designed for master level students seeking employment in the healthcare industry. The primary objective of this course is to provide students with a comprehensive overview of the marketing fundamentals in the health care environment. This course also examines health care organizations as customers in a B2B environment.

MBA 673. Planning and Pitching a New Business Concept. 3 Hours.

The business plan is the DNA or genetic map of a technology venture. It is the foundation for the capital raise, as well as the roadmap for operational milestones. Unfortunately, most business plans focus on internal strategy rather than a comprehensive assessment of the competitive landscape. Therefore, particular attention will be paid to market research, competitive analysis, and product/market fit.

MBA 676. MBA Internship. 3 Hours.

Offers qualified graduate students the chance to gain first-hand experience in a local business while receiving academic credit.

MBA 681. From Idea to IPO. 3 Hours.

This course is specifically designed to give graduate students in business, medicine, and engineering a deeper understanding of the issues involved in determining how to take the right idea from the laboratory to the marketplace.

MBA 683. Leading Innovation. 3 Hours.

This course exposes students to the nature of innovation, how innovation occurs, barriers to innovation and how to create and sustain an environment that encourages and rewards innovation. Students will also learn how to build, manage and grow a start-up company. Areas such as lean start-up techniques will be covered along with defining mission, vision and values, hiring and staffing and building effective business processes.

MBA 684. Special Topics in Accounting. 3 Hours.

Selected topics in accounting, graduate level.

MBA 685. Special Topics in Finance. 3 Hours.

Selected topics in finance, graduate level.

MBA 686. Special Topics in Marketing. 3 Hours.

Selected graduate-level topics in marketing.

MBA 687. Special Topics in Economics. 3 Hours.

Selected graduate-level topics in economics.

MBA 688. Special Topics in Management. 3 Hours.

Selected topics in management, graduate level.

MBA 689. Special Topics in International Business. 3 Hours.

Selected international business topics.

MBA 693. Strategic Management: Competitive Advantage in the Marketplace. 3 Hours.

Investigation of the characteristics and actions that lead firms to achieve sustainable competitive advantage and above-average returns. Integration of functional areas of business such as accounting, economics, finance, marketing, and management. Topics include external business environment analysis, internal business analysis, business- and corporate-level strategies, corporate governance, and strategy formulation and implementation. This course is taken in the final term of the MBA program.