

Business Administration

Degree Offered:	Master of Business Administration (M.B.A.)
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Master of Business Administration

The UAB MBA is designed to provide competency in management and to acquaint the student with all aspects of business activity. In order to deal effectively with increasingly complex and ambiguous problems of business and organizations, managers require training in sophisticated analytical techniques, appreciation for the behavioral facets of management, as well as an ability to anticipate and adapt to changes in an organizational environment. The program stresses critical thinking and is decision oriented, focusing on key aspects of business administration.

The MBA program is suitable not only for students with baccalaureate degrees in business but also for those who have degrees in engineering, the sciences, or liberal arts.

UAB's MBA program offers an online MBA, and an on-campus program where students may take a combination of face-to-face and online classes. Students may choose to follow either a one or two-year-plan of study to guarantee graduation with a specified time-frame, or to pursue the degree at their own pace. Students have 5 years from term of entry to complete degree requirements.

Concentrations are available in finance, management information systems, marketing, health services, business analytics and entrepreneurship. Dual Degree options available include MD/MBA, DMD/MBA, OD/MBA, MPH/MBA, MSHA/MBA, ASEM/MBA, and several additional Engineering/MBA. Applicants interested in these dual degree options are required to apply and be accepted to both degree programs.

Quantitative Requirement

Applicants are expected to have completed a pre-calculus class with a grade of "C" or better within the last five years. If an applicant does not meet this requirement, they may be admitted with the contingency of satisfying the requirement before their first term of enrollment.

More information about this can be found on the [Collat School of Business website](#).

Grade Point Average Policy

The MBA program follows the GPA policy set forth by the Graduate School: catalog.uab.edu/graduate/academicprogress/

Admission

To obtain specific admissions requirements on how to apply to Graduate School, prospective students should visit this page:

<https://www.uab.edu/business/home/admissions/graduate/mba>

Application Deadlines

Fall semester - July 1st
Spring semester - November 1st
Summer semester- April 1st

**It is suggested that international applicants should apply at least 6 months in advance of the deadline in order to ensure processing of all Visa paperwork. There is no international admission in summer terms.*

Required Documents

- **Application form** including 3 letters of reference
- Current resume
- Official transcripts from all colleges and universities attended sent directly by the Registrar or responsible head of the institution to the UAB Graduate School, 1720 2nd Ave. S., LHL G03, Birmingham, AL 35294-0013, or electronically to gradschool@uab.edu.
- GMAT score* (optional) Students may submit a GMAT score of 480 or greater to increase their chance of acceptance.
- Kira Talent Assessment (online interviewing platform)

Additional Documents Required for International Applicants

- TOEFL IBT score of 80 with a minimum score of 20 in each section or IELTS of 6.5 with a minimum score of 6.0 in each section (international applicants only)
- General academic credentials evaluation (**ECE** or **WES** report) for international applicants is strongly recommended. Applicants without a credentialing evaluation should apply at least 6 months in advance of application deadline to allow time for in-house evaluation by the Office of International Admissions.

Non-Degree Seeking Admission

Candidates interested in non-degree seeking admission must have an undergraduate cumulative GPA of 3.0 or higher. Non-degree seeking students are limited to applying 12 hours credit earned in this status to a degree-seeking program, if admitted. The option to enter as non-degree seeking will be offered to candidates who miss the application deadline for applying to the MBA program, but who submit all materials prior to the beginning of the term and meet admission requirements, provided that there are seats available. We will require a resume, copies of transcripts, and GMAT scores along with the application. Permission of the MBA office is needed in order to register for classes as a non-degree seeking student.

Full Time Student Enrollment Status

To be enrolled as a full-time graduate student, a student must register for at least 9 semester hours in the fall, spring, and summer semesters. <http://catalog.uab.edu/graduate/enrollment/>. If a student is enrolled in courses offered in a 7-week format, those credit hours are applied toward the 9 semester hour requirement for the entire 14-week term.

Example: If a student is enrolled in 6 credit hours in the Spring A term (first 7 weeks) and 3 credit hours in the Spring B term (second 7 weeks), the university recognizes this student to be enrolled in 9 semester hours for the entire period (14-week term), and of full time status.

Accelerated Bachelor's to Master's Program (ABM)

Exceptional students currently enrolled in an undergraduate degree program at UAB are encouraged to apply to our Accelerated Bachelor's/Master's program (ABM). This program is open to all students who meet the criteria for admission, regardless of their major.

How it Works

To accelerate progress through a master's degree in the Masters of Business Administration, a limited number of graduate courses (up to 12 credit hours) may be counted towards both the completion of the undergraduate degree and the MBA graduate degree. While concurrent completion of both degrees is possible, it is often not the case. Students who satisfy requirements for the undergraduate degree before completion of 12 hours of MBA coursework must file for undergraduate graduation and then proceed in the MBA program as a degree-seeking graduate students paying graduate tuition.

For non-business majors, these 12 hours of MBA coursework may count as elective credit towards completion of the undergraduate degree.

For business majors, approved MBA classes and their corresponding undergraduate courses approved for sharing credit are listed at the end of this section.

Admissions

The Accelerated Bachelors/Master's Program is for exceptional students. The accepted students will have:

- A minimum GPA of 3.7 in all institutional courses
- A minimum of 60 credit hours (45 of these credits must have been taken at UAB)
- Completion of a pre-calculus course with a grade of "B" or better. Students who have not completed a pre-calculus class will be required to enroll in the Graduate School of Management's free, online Math 105 equivalent course (Quantitative Analysis Review Course). This not-for-credit course contains tutorial videos and a short proficiency test. Student must pass the quiz with a 70% or above before enrolling in MBA classes.
- All ABM students must complete a graduate level internship, which will count as one of the two required electives. For students pursuing a concentration, the internship must be in the area of concentration. A student with business experience within their field of study may appeal to the MBA Director to waive the internship requirement and substitute another elective course.
- All non-business undergraduate students must successfully complete BUS 101 or BUS 102 with a grade of B or better before beginning MBA courses.

Before applying, the student must meet with their MBA graduate program advisor and their undergraduate advisor to discuss program requirements; students should also meet with financial aid/scholarship advisor to determine the impact of ABM on their scholarships and/or aid award.

Next, students must submit the MBA ABM program application including ABM form, application fee, essay, resume, and one recommendation.

Upon acceptance, a detailed plan of study must be mapped out specific to each MBA ABM student. This plan must be agreed upon by all parties (student; their undergraduate academic advisor, undergraduate program director, graduate program advisor, and graduate program director) and

strictly adhered to while in the MBA ABM program to guarantee their continued participation in the MBA ABM.

Acceptance into the program happens after the student has earned 60 credit hours of coursework. Admission is by a committee chaired by the graduate program director, consisting of the graduate program director and the graduate program advisor.

Credit Sharing Policy

To accelerate progress through the MBA degree, a limited number of courses (up to 12 credit hours) may be counted as an elective towards the completion of the bachelor's degree and toward the completion of the MBA degree.

- The selected MBA courses must be approved by the student's undergraduate academic advisor, undergraduate program director, graduate program advisor, and graduate program director
- Limited to a total of 12 credit hours of coursework

Maintaining Status in ABM

To maintain status in the ABM, the student must:

- maintain a 3.25 average in undergraduate courses
- receive a grade of B or better in the MBA classes taken while still an undergraduate student
- maintain fulltime student status at UAB

If any of these requirements is violated, the student will be withdrawn from the ABM program. If a student is withdrawn from the ABM program, they will retain credit for the courses already taken in the program.

Once the undergraduate student has completed all requirements for graduation, their undergraduate degree may be awarded.

Once the student graduates from a bachelor's degree program, they enter the MBA program as a regular, degree-seeking student and must maintain the requirements of that program. Tuition is then charged at the MBA graduate rate.

Graduate Courses Allowed for Credit Sharing

**(Successful completion of MA 105 or equivalent and completion of BUS 101 or BUS 102 with a grade of B or better are required before enrolling in MBA courses.)*

The 4 classes below are typically used for elective credit by students pursuing an undergraduate major other than business:

MBA 601 Accounting and Finance for Managers

MBA 631 Management and Organizations

MBA 642 Economics for Managers

MBA 662 Quantitative Analysis for Managers

For business undergraduate majors, the following classes may be allowed to take the place of the indicated undergraduate business requirements, pending approval of undergraduate major advisor and MBA Program:

MBA 601: AC 200, AC 201 or FN 310

MBA 631: MG 302 or MG 401

MBA 662: QM 215

MBA 642: EC 210 or EC 310

MBA 608: AC 401

MBA 621: FN 410

MBA 637: MG 403

MBA 619: IS 303

MBA 634: BUS 450

MBA 651: MK 450

Early Acceptance

Early Acceptance Programs are designed for academically superior high-school students. Early Acceptance Programs allow high achieving students to be admitted to the Master of Business Administration (MBA) program at the same time they are admitted to an undergraduate program. Students who participate in Early Acceptance are waived from applying after completion of their undergraduate degree and are guaranteed admission as long as they maintain GPA requirements.

Some Early Acceptance students may choose to participate in the ABM program, while others will enter graduate school directly after completion of the undergraduate degree. Find additional information here: <https://www.uab.edu/admissions/academics/early-acceptance-programs/graduate-school>.

Master of Business Administration Degree Options

Master of Business Administration

Requirements	Hours
All Concentrations	
MBA 601 Accounting and Finance for Managers	3
MBA 608 Strategic Cost Analysis and Decision Making	3
MBA 619 Information Technology and Business Strategy	3
MBA 621 Topics in Corporate Finance	3
MBA 631 Management and Organizations	3
MBA 634 Strategic Management	3
MBA 637 Operations and Supply Chain Management	3
MBA 642 Economics for Managers	3
MBA 651 Marketing Strategy	3
MBA 662 Quantitative Analysis for Business Managers	3
Two Electives chosen from the following:	6
MBA Courses	
MBA 613 Information Security Management	
MBA 617 Data Science for Business	
MBA 618 Technology Based Project Management	
MBA 622 Portfolio Theory and Construction	
MBA 623 Mergers and Acquisitions	
MBA 624 Global Financial Management	
MBA 625 Real Estate Decision Analysis	
MBA 626 Credit Markets and Instruments	
MBA 627 Financial Risk Analysis and Management	
MBA 628 Valuation Seminar	
MBA 629 Short-Term Financial Management	

MBA 635	International Business Policy
MBA 636	Human Resource Administration
MBA 638	Managerial Communication Skills
MBA 643	Healthcare Leadership Development
MBA 644	Transformational Leadership and Change
MBA 645	Game Theory in Industrial Organization
MBA 652	Sales Management
MBA 653	Marketing Analysis and Decision Making
MBA 654	International Marketing
MBA 655	Digital Marketing Strategy
MBA 656	Integrated Marketing Communications Practicum
MBA 658	Applied Marketing Research
MBA 671	Health Care Marketing
MBA 673	Planning and Pitching a New Business Concept
MBA 676	MBA Internship
MBA 681	From Idea to IPO
MBA 683	Leading Innovation
MBA 684	Special Topics in Accounting
MBA 685	Special Topics in Finance
MBA 686	Special Topics in Marketing
MBA 687	Special Topics in Economics
MBA 688	Special Topics in Management

Total Hours 36

Marketing Concentration

Requirements	Hours
MBA Required Courses	
MBA 601 Accounting and Finance for Managers	3
MBA 608 Strategic Cost Analysis and Decision Making	3
MBA 619 Information Technology and Business Strategy	3
MBA 621 Topics in Corporate Finance	3
MBA 631 Management and Organizations	3
MBA 634 Strategic Management	3
MBA 637 Operations and Supply Chain Management	3
MBA 642 Economics for Managers	3
MBA 651 Marketing Strategy	3
MBA 662 Quantitative Analysis for Business Managers	3
Choose Three From:	9
MBA 652 Sales Management	
MBA 653 Marketing Analysis and Decision Making	
MBA 654 International Marketing	
MBA 655 Digital Marketing Strategy	
MBA 656 Integrated Marketing Communications Practicum	
MBA 658 Applied Marketing Research	
MBA 671 Health Care Marketing	
MBA 686 Special Topics in Marketing	
Or other Marketing course approved by advisor	

Total Hours 39

Health Services Concentration

Requirements	Hours
MBA Required Courses	
MBA 601 Accounting and Finance for Managers	3
MBA 608 Strategic Cost Analysis and Decision Making	3
MBA 619 Information Technology and Business Strategy	3
MBA 621 Topics in Corporate Finance	3

MBA 631	Management and Organizations	3
MBA 634	Strategic Management	3
MBA 637	Operations and Supply Chain Management	3
MBA 642	Economics for Managers	3
MBA 651	Marketing Strategy	3
MBA 662	Quantitative Analysis for Business Managers	3
Health Services Concentration		
MBA 671	Health Care Marketing	3
Two MBA or HPO electives at the 600 level or other health-related courses approved by advisor		6
Total Hours		39

Finance Concentration

Requirements	Hours	
MBA Required Courses		
MBA 601	Accounting and Finance for Managers	3
MBA 608	Strategic Cost Analysis and Decision Making	3
MBA 619	Information Technology and Business Strategy	3
MBA 621	Topics in Corporate Finance	3
MBA 631	Management and Organizations	3
MBA 634	Strategic Management	3
MBA 637	Operations and Supply Chain Management	3
MBA 642	Economics for Managers	3
MBA 651	Marketing Strategy	3
MBA 662	Quantitative Analysis for Business Managers	3
Choose Three From:		9
MBA 622	Portfolio Theory and Construction	
MBA 624	Global Financial Management	
MBA 625	Real Estate Decision Analysis	
MBA 626	Credit Markets and Instruments	
MBA 627	Financial Risk Analysis and Management	
MBA 629	Short-Term Financial Management	
MBA 685	Special Topics in Finance	
Or other Finance course approved by advisor		
Total Hours		39

Management Information Systems Concentration

Requirements	Hours	
MBA Required Courses		
MBA 601	Accounting and Finance for Managers	3
MBA 608	Strategic Cost Analysis and Decision Making	3
MBA 619	Information Technology and Business Strategy	3
MBA 621	Topics in Corporate Finance	3
MBA 631	Management and Organizations	3
MBA 634	Strategic Management	3
MBA 637	Operations and Supply Chain Management	3
MBA 642	Economics for Managers	3
MBA 651	Marketing Strategy	3
MBA 662	Quantitative Analysis for Business Managers	3
Choose Three From:		9
IS 613	Information Security Management	
IS 617	Data Science for Business	
IS 618	IT Project Management	

IS 621	Incident Response and Business Continuity	
Total Hours		39

Entrepreneurship Concentration

Requirements	Hours	
MBA Required Courses		
MBA 601	Accounting and Finance for Managers	3
MBA 608	Strategic Cost Analysis and Decision Making	3
MBA 619	Information Technology and Business Strategy	3
MBA 621	Topics in Corporate Finance	3
MBA 631	Management and Organizations	3
MBA 634	Strategic Management	3
MBA 637	Operations and Supply Chain Management	3
MBA 642	Economics for Managers	3
MBA 651	Marketing Strategy	3
MBA 662	Quantitative Analysis for Business Managers	3
Choose Three From:		9
MBA 673	Planning and Pitching a New Business Concept	
MBA 681	From Idea to IPO	
MBA 683	Leading Innovation	
MBA 688	Special Topics in Management (Entrepreneurship related topic approved by advisor)	
Total Hours		39

Business Analytics Concentration

Requirements	Hours	
MBA Required Classes		
MBA 601	Accounting and Finance for Managers	3
MBA 662	Quantitative Analysis for Business Managers	3
MBA 631	Management and Organizations	3
MBA 642	Economics for Managers	3
MBA 608	Strategic Cost Analysis and Decision Making	3
MBA 621	Topics in Corporate Finance	3
MBA 619	Information Technology and Business Strategy	3
MBA 651	Marketing Strategy	3
MBA 637	Operations and Supply Chain Management	3
MBA 634	Strategic Management	3
Choose three (3) courses from:		9
MBA 617	Data Science for Business	
IS 619	Advanced Business Analytics	
IS 651	Data Management & SQL for Analytics	
IS 652	Data Visualization for Business	
MK 536	Digital Marketing Analytics	
MBA 616	Web Analytics	
Total Hours		39

Dual Degree Option for M.B.A./D.M.D., M.B.A./M.P.H., M.B.A./O.D., M.B.A./A.S.E.M.

Requirements	Hours	
MBA 601	Accounting and Finance for Managers	3
MBA 631	Management and Organizations	3
MBA 642	Economics for Managers	3
MBA 662	Quantitative Analysis for Business Managers	3
MBA 608	Strategic Cost Analysis and Decision Making	3
MBA 619	Information Technology and Business Strategy	3
MBA 621	Topics in Corporate Finance	3

MBA 637	Operations and Supply Chain Management	3
MBA 651	Marketing Strategy	3
MBA 634	Strategic Management	3
Total Hours		30

Dual Degree Option for M.B.A./M.S.H.A.

Requirements	Hours
MBA 601 Accounting and Finance for Managers	3
MBA 631 Management and Organizations	3
MBA 642 Economics for Managers	3
MBA 662 Quantitative Analysis for Business Managers	3
MBA 608 Strategic Cost Analysis and Decision Making	3
MBA 629 Short-Term Financial Management or MBA 621 Topics in Corporate Finance	3
MBA 637 Operations and Supply Chain Management	3
MBA 651 Marketing Strategy	3
MBA 634 Strategic Management	3
MBA 500/600 level elective	3
Total Hours	30

Dual Degree Option for M.B.A./M.D.

Requirements	Hours
MBA 601 Accounting and Finance for Managers	3
MBA 631 Management and Organizations	3
MBA 642 Economics for Managers	3
MBA 608 Strategic Cost Analysis and Decision Making	3
MBA 619 Information Technology and Business Strategy	3
MBA 621 Topics in Corporate Finance	3
MBA 637 Operations and Supply Chain Management	3
MBA 651 Marketing Strategy	3
MBA 634 Strategic Management	3
MBA 688 Special Topics in Management (Healthcare Innovation)	3
Total Hours	30

Degree with Concentration requires additional approved elective in selected area of study: 39 Total Hours (13 Courses). Concentrations are offered in Finance, Health Services, Information Systems, and Marketing.

Courses

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 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 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 623. Mergers and Acquisitions. 3 Hours.

In-depth examination, study, and analysis of current issues and problems in selected areas of finance. 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 626. Credit Markets and Instruments. 3 Hours.

Detailed coverage of the credit markets (Money and Bond markets) of the U.S. and an introduction to the international aspects of those instruments. 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 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 635. International Business Policy. 3 Hours.

Problems and strategic considerations of firms engaged in international business.

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 641. Macroeconomics Analysis and Decision Making. 3 Hours.

Macroeconomic analysis; modern theory of aggregate demand and supply; forecasting and link between business firm and micro environment. Preq: MBA 662.

Prerequisites: MBA 662 [Min Grade: C]

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 645. Game Theory in Industrial Organization. 3 Hours.

Introduces students to the logic of game theory, in the context of selected topics in the theory of industrial organization. Emphasis will be on applying game-theoretic logic to generic business issues, studied as cases. Preq: MBA 642.

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 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.