BUS 601 Professional Communication 3 hours
The intersection of business, culture, and technology is dynamic. One thing that remains constant is the need for effective communication of ideas to meet the challenges and opportunities presented. This course explores foundational principles and theories of human communication. Further, it provides the business professional with a set of strategies, tools, and practical applications necessary for communication competence in the digital workplace. As the first course in this MBA sequence, it also lays the groundwork for learners' academic success by introducing technological, written, and oral competencies required throughout the program.

BUS 602 Legal Ethical Environments 3 hours
Examines business policies and practice in context of organizational mission. Address issues around corporate governance, and the importance of quality information. Address issues of tort, common law, best practices in ethics and crisis management. Review topics of copyright patent and trademark law. Introduces the concept of personal code of conduct.

BUS 603 Managerial Accounting 3 hours
Examines the principles, techniques and uses of accounting in the planning and control of business organizations from the management perspective. Budgetary process and related performance evaluation techniques, cost volume to profit relationships and product costing methods are examined. Review of legal and ethical implications of accounting practices.

BUS 604 Sustainable Economics 3 hours
Explores how microeconomic theory relates to sustainable business practices. Examines constraints, costs, volumes, and policy to create a clearer understanding on how sustainable practices can be achieved through application of economic tools. Examines how environmental, political, process, financial, and strategic elements impact the decision making of a value driven enterprise.

BUS 605 Data Acquisition and Analysis 3 hours
Examines strategies for meaningful decision making based on data. Reviews sources and quality of data, how ethics and bias can alter interpretation. A proven system of information evaluation is reviewed and applied to a wide range of information sources typically used by professional managers to plan and operate their ventures.

BUS 606 Managerial Finance 3 hours
This course explores financing of current operations and long-term capital management, sources and uses of funds, capital structure, and budgeting. Explores the concept of analyzing the financial health of organizations and connects financial health to organizational mission. Examines the challenge of global operations on finance.

BUS 607 Marketing and Brand Management 3 hours
Examines how and why organizations benefit from branding success. Examines the varied nature of brand communication, message development, and brand management. Incorporate elements of market research, pricing of product and services, and market positioning, product placement. Examines financial, legal and ethical constraints of marketing initiatives.

BUS 655 Decision Making 3 hours
This course looks at the relationship between leadership and decision making. Examines decision making as a skill set by exploring decision framing, intelligence gathering, coming to conclusions, and review. Examines the legal, ethical, cultural and organizational challenges related to decision making.

BUS 694 Special Topics in Business 3 hours
Students will propose, create, and defend a business plan, research project, or publish an article that proposes a solution to an identified problem. Examines data gathering, problem solving, critical thinking and decision making in light of organizational mission. Explores internal and external impact of the proposed strategy as well as cultural and ethical implications. Measures the effectiveness of project communication.

BUS 699 Global Business Experience 3 hours
The course explores cultural intelligence, foreign business climate, societal and personal transformation and culminates in a global journey where students experience the intersection of business, faith and culture. Course work includes pre and post cultural assessments and a detailed look at personal and societal transformation.
Master of Business Administration
Course Descriptions

Leadership Concentration

BUS 652 Understanding and Creating Effective Organizations 3 hours
This course focuses on the management areas of leadership. Learners will be exposed to elements of organizational structure, topics of human resource management and organizational behavior. Learners will explore how corporate strategy is linked to organizational structure.

BUS 653 Managing Change 3 hours
Today's leaders need to be proactive and forecast the needs of the organization for the short-term, the intermediate, and the long-term. Students will explore how leaders are primarily change agents to influence a shared vision for the future. Students will learn to identify elements critical to leading in a changing environment.

BUS 654 Crafting and Executing Strategy 3 hours
Learners will examine the elements of strategy development including analysis of external and internal environments, building competitive advantage at the functional, business and industry level. Focus on strategic integration with diversification and acquisition to complete in a global environment. Students will explore how different businesses and industries implement strategy, focusing on performance, governance and ethics.

Healthcare Concentration

BUS 641 Healthcare Ethics and Compliance 3 hours
An in-depth look at how leaders navigate the complex healthcare environment in light of ever changing regulatory demands. Focus on decision-making, ethics and organizational mission. Addresses issues related to healthcare law, reporting, self-reporting, and outcomes.

BUS 643 Quality Improvement in the Healthcare Setting 3 hours
This course looks at the demand of continuous quality improvement in the healthcare setting. Examines the relationship between quality and outcomes. Looks at methods of measuring quality, and how measured results create actionable process in operations.

BUS 644 Developing Community Based Health Services 3 hours
Examines the state of healthcare, and the increased demand to provide a continuum of care based on the needs of diverse populations in the marketplace. Examines the business implications of creating alternative service locations to traditional models of care and alternative healthcare solutions such as education, wellness, and access to care.

Public Relations Concentration

BUS 661 Writing for News and Public Relations 3 hours
This course introduces students to news writing and news-media expectations. Students write a range of communication forms used in print and digital communications including social media, blogs, and webinars.

BUS 662 Public Relations Research 3 hours
Using social-science research methods, students learn how to measure attitudes, opinions, and public-relations performances. Actual research is designed and conducted.

BUS 663 Public Relations Campaigns 3 hours
The course is a comprehensive application of planning, research, and public-relations program design. Small teams will design, implement, and evaluate a campaign. Team projects are presented via a student-created website for evaluation by classmates and faculty.

Nonprofit Concentration

BUS 671 Nonprofit Operations 3 hours
This course connects organizational mission to operations. Students examine the dynamics of board governance, the benefits and challenges of working with volunteers, and the hiring challenges of nonprofits. Students will learn how to connect long term goals into short term action.

BUS 672 Nonprofit Communication and Public Relations 3 hours
Students write and produce a range of communication forms for print and digital communications that address the public relations needs of nonprofit organizations. In addition, students learn how to budget resources, write public-relations plans, evaluate the results of campaigns, and communicate public-relations initiatives and results to Boards of Directors and employees.

BUS 673 Nonprofit Fundraising and Financial Reporting 3 hours
Students write and produce a range of communication forms for print and digital communications that address the public relations needs of nonprofit organizations. In addition, students learn how to budget resources, write public-relations plans, evaluate the results of campaigns, and communicate public-relations initiatives and results to Boards of Directors and employees.