

HIGH POINT UNIVERSITY • NORCROSS GRADUATE SCHOOL

MBA Course Descriptions

Prerequisite Courses

MBA 500 Foundations of Accounting (3)

An accelerated and in-depth introduction to the conceptual foundations and practices of financial and managerial accounting. This course is designed to show students the relationship of the cost function to other accounting and organizational functions, and to increase the understanding of costs and cost behavior. Topics include cost information for planning and control, determining the cost of a product or service, analyzing the balance sheet, income statement, statement of cash flows, and the statement of equity to make better managerial decisions. *MBA 500 must be completed before enrolling in ACC 513.*

MBA 501 Foundations of Economics (3)

A study of the combined elements of Macro and Micro Economic Analysis for graduate students with no background in Principles of Economics. This is an accelerated course designed to provide students with an understanding of economic concepts necessary to continue graduate level courses requiring both Macro and Micro Economics. MBA 501 must be completed before enrolling in ECO 509.

Common Professional Courses (CPC)

MBA 502 Foundations of Management (1)

Business foundation course to provide preparatory coursework in management

MBA 503 Foundations of Marketing (1)

Business foundation course to provide preparatory coursework in marketing

MBA 504 Foundations of International Marketing (1)

Business foundation course to provide preparatory coursework in marketing and/or international business

MBA 505 Foundations of Management Information Systems (1)

Business foundation course to provide preparatory coursework in management information systems

MBA 506 Foundations of Business Law and Ethics (1)

Business foundation course to provide preparatory coursework in business law and ethics

MBA 507 Foundations of Statistics (1)

Business foundation course to provide preparatory coursework in business statistics

MBA 508 Foundations of International Management (1)

Business foundation course to provide preparatory coursework in management and international business

MBA 509 Foundations of Finance (1)

Business foundation course to provide preparatory coursework in finance

MBA 510 Foundations of International Business (1)

Business foundation course to provide preparatory coursework in international business

MBA 511 Foundations of Strategic Management (1)

Business foundation course to provide preparatory coursework in strategic management

Core Courses

ACC 513 Managerial Accounting (3)

A course emphasizing basic accounting techniques and their use in preparing and analyzing financial statements and in making managerial decisions. This course will show the relationship of the cost function to other accounting and organizational functions. Students will acquire an understanding of costs and cost behavior as well as acquiring the skills to use cost information for planning and control decisions. *Prerequisite: MBA 500 or undergraduate or graduate equivalent.*

BUA 503 Communications for Managers (3)

This course is designed to examine and improve the communications skills of managers. The course will focus on issues in communication essential to effective leadership in business settings and will include both verbal and nonverbal forms of communication. Special attention is given to crisis communications, reputation management, practical communication principles and theories applicable in real world settings, everyday communications in the modern business environment – including written and oral interactions, the development of critical thinking skills and the development of understanding of language for building and maintaining corporate integrity.

BUA 531 The Legal and Regulatory Environment of Business (3)

The primary purpose of this course is to help managers understand the maze of government regulations. After an introduction to the basics of administrative law, students will cover areas of regulation including labor and employment law, environmental law, securities regulation, and antitrust law. Students will also study intellectual property law and legal issues relating to consumer protection, commercial speech, and the regulation of advertising.

ECO 509 Managerial Economics in a Global Economy (3)

A study of how economics helps managers make better decisions. An emphasis is placed on forecasting an organization's sales through tools such as regression analysis. Other topics include how organizations can optimize their production decisions, manage their costs, and respond profitably to regulation and deregulation. Throughout the course, the effects of globalization and global economic policies are discussed. *Prerequisites: MBA 501 or undergraduate or graduate equivalent.*

FIN 533 Financial Markets and Corporate Strategy (3)

This course integrates capital structure and corporate financial decisions with corporate strategy. It looks at financial decision making with the objective of understanding its relation to corporate strategy. An integral area is the understanding of financial markets and valuation and learning how to carry this understanding to real domestic and global decisions. This course addresses other important issues facing financial managers such as allocating capital for real investments, financing the firm, knowing whether and how to hedge risk, and allocating funds for financial investments.

MGT 502 Leadership and Organizational Behavior (3)

A course designed to improve leadership skills of managers. Students will explore how to develop a high performing organization through the study of leadership theory and practices, organization culture, motivation, decision-making, and group behavior.

MGT 529 Global Supply Chain and Operations Management (3)

Operations and supply chain management are the means through which a firm's strategic plans are effectively realized. Typically, the vast bulk of a company's people and assets are engaged in operations of one sort or another. Managing operations means dealing with products and services. This course will sharpen participants' insights to the impact of corporate decisions on operations and supply chain management through data analysis, case studies, and development of a publishable paper. *Prerequisites: significant content coverage in statistics. Co-requisite: ECO 509 or MBA 507 or undergraduate or graduate equivalent.*

MGT 575 Strategic Management (3)

This is the capstone course in the MBA program. Strategy development and implementation will be examined. This course will sharpen participants' insights to the complexity of strategy formulation and execution through executive decision making in a global environment, development of business plans, and case studies. *Recommended Pre/Co-requisites: ECO 509, FIN 533, MGT 529, and MKT 511.*

MIS 540 Information Systems in Practice: Managerial Challenges and Opportunities (3)

The course addresses contemporary information systems implementation, operations, and management issues. Students will consider how information technology can be used to achieve business goals and leverage information for competitive advantage.

MKT 511 Marketing in a Global Economy (3)

This course emphasizes development of sound marketing strategies within a global context. Product, promotion, price, and distribution decisions will be examined within the constraints of cultural, political, and economic settings that confront multinational enterprises.

PHL 501 Managerial Ethics (3)

Recognition of and response to ethical issues, which occur in managerial settings. Case studies will be used to stimulate reflection on individual and societal moral values and to help students identify recurring problems of values arising in their managerial settings. The seminar focuses also on how ethical issues arise in the practice of management and how the use of ethical theory can be employed to clarify these issues.