

BUSINESS

Dr. Weiling Zhuang, MBA Director

Master's

- Master of Business Administration with a Concentration in Accounting (MBA) (<http://catalogs.eku.edu/graduate/business/business/online-mba-concentration-accounting/>)
- Master of Business Administration with a Concentration in Community Development (MBA) (<http://catalogs.eku.edu/graduate/business/business/online-mba-concentration-community-development/>)
- Master of Business Administration with a Concentration in Computer Science, Artificial Intelligence in Data Science (MBA) (<http://catalogs.eku.edu/graduate/business/business/online-mba-concentration-computer-science-artificial-intelligence-data/>)
- Master of Business Administration with a Concentration in Computer Science, Cybersecurity and Digital Forensics (MBA) (<http://catalogs.eku.edu/graduate/business/business/online-mba-concentration-computer-science-cybersecurity-digital-forensics/>)
- MBA Program with a Concentration in Computer Science, Game Design (<http://catalogs.eku.edu/graduate/business/business/online-mba-concentration-computer-science-game-design/>)
- MBA Program with a Concentration in Construction Management (<http://catalogs.eku.edu/graduate/business/business/online-mba-concentration-construction-management/>)
- MBA Program with a Concentration in Corporate Securities Operations (<http://catalogs.eku.edu/graduate/business/business/online-mba-concentration-corporate-securities-operations/>)
- MBA Program with a Concentration in Emergency Management and Disaster Resilience (<http://catalogs.eku.edu/graduate/business/business/online-mba-concentration-emergency-management-disaster-resilience/>)
- MBA Program with a Concentration in Manufacturing Management (<http://catalogs.eku.edu/graduate/business/business/online-mba-concentration-manufacturing-management/>)
- MBA Program with a Concentration in Occupational Safety (<http://catalogs.eku.edu/graduate/business/business/online-mba-concentration-occupational-safety/>)
- MBA Program with a Concentration in Organizational Psychology (<http://catalogs.eku.edu/graduate/business/business/online-mba-concentration-organizational-psychology/>)
- MBA Program with a Concentration in Public Administration (<http://catalogs.eku.edu/graduate/business/business/online-mba-concentration-public-administration/>)
- MBA Program with a Customized Concentration (<http://catalogs.eku.edu/graduate/business/business/online-mba-concentration-customized/>)

Certificate

- Functions of Business, University Certificate (<http://catalogs.eku.edu/graduate/business/business/functions-business-certificate/>)

Courses

MBA 800. MBA Bootcamp. (0 Credits)

I. Prerequisite: Admission to MBA Program. Introduction to technical topics as well as team- and culture-building activities.

MBA 812. Data, Decisions & Business. (2 Credits)

(2) I. Prerequisite or Co-requisite: MBA 800. This Course provides a foundation on developing, interpreting, and using data for business decisions. Course focuses on building data models, and utilizing them to improve decision making in a business context.

MBA 813. Empathic Interactive Comm. (2 Credits)

(2) I. Prerequisite or Co-requisite: MBA 800. Develop interactive communication strategies and methods critical to business leaders through discussion, examples, and practice. Includes oral and written assignments linked to career development, and a variety of interactive communication strategies.

MBA 814. Big Data Analytics. (2 Credits)

(2) I. Prerequisite or Corequisite: MBA 812. This Course introduces students to business application of data analytics techniques for increasing sales, identifying new customers, improving efficiencies, and automated decision making.

MBA 815. Intro to Design Thinking. (1 Credit)

(1) I. Prerequisite or Co-requisite: MBA 800. This course provides an in-depth orientation to the readings, theories, and examples of design thinking.

MBA 822. Leading & Managing Human Cap. (2 Credits)

(2) II. Prerequisite: MBA 812 and 815. Human capital management topics, applications, and development of personal competencies in acquiring and developing talent, recognizing and rewarding contribution, managing performance, measuring human capital outcomes, and making overall human capital strategy decisions.

MBA 824. Auth Leadership & Des Emp Exp. (2 Credits)

II. Prerequisite: MBA 813, 815, and 871. Advanced study of individual and team emotion, thought, and action in the workplace with the aim of authentic leadership skillset development and effective employee experience design.

MBA 825. Design Thinking Applications. (1 Credit)

(1) I. Prerequisite: MBA 815. This Course provides a unique series of immersive experiences in innovation and design thinking that prepares participants for real world innovation. Students will collaborate on projects with faculty from all disciplines and community leaders. May be repeated; Maximum of three credit hours.

MBA 831. Corp Entrepren Ventures. (2 Credits)

(2) I. Prerequisite: MBA 812. The examination and practice of generating, evaluating, and implementing entrepreneurial ideas within an organization using a design thinking approach, Explores trends in corporate entrepreneurship and the impact of entrepreneurship within an organization.

MBA 833. Supp Chain as Driver Org Eff. (2 Credits)

(2) I. Prerequisite: MBA 812. Enhanced exposure to essential supply chain concepts, encompassing the integration of key business processes from the end user through original suppliers that provides products, services and information that add value for customers and other stakeholders.

MBA 834. Enterprise Risk Mgmt. (2 Credits)

(2) I. Prerequisite: MBA 883. This course examines the way in which business and society assess, control, and transfer risk.

MBA 841. Driving Strategic Impact. (2 Credits)

(2) I. Prerequisite: MBA 822, 824, 831, 833, 834, 882 or 832, and 883 or 823. Prerequisite or Co-requisite: MBA 825. The course integrates knowledge from all business disciplines in relationships of helping organizations sustain competitive advantages.

MBA 842. Impact Capstone. (3 Credits)

I. Prerequisites: MBA 822, 824, 831, 833, 834, 871, 881, 882, and 883. Prerequisite or Co-requisite: MBA 825 and MBA 841. Synthesis and application of knowledge, skills, and abilities developed throughout the MBA program; students will be embedded with clients in EKU's Service Region to better understand the unique challenges and opportunities for business in Appalachia.

MBA 860. MBA Seminar. (1-3 Credits)

A. Selected advanced topics in business administration. May be retaken up to 3 hours provided the topic of study is different.

MBA 870. Microecon and Stats for Mgrs. (3 Credits)

Prerequisites: MBA status or instructor permission Practical business applications of microeconomic and statistical theory. Emphasis on decision making under uncertainty. Topics include: descriptive statistics, hypothesis testing, regression, optimization, demand estimation, forecasting, costs and production theory, pricing and output determination, and game theory.

MBA 871. Managerial Communication. (3 Credits)

Business research and report writing, communication strategies, and oral presentations for managers.

MBA 874. Data Analytics for Managers. (3 Credits)

This course focuses on data analytics from a managerial perspective, including: business analytics, data management and wrangling, data visualization and summary measures, probability and distributions, statistical inference, data mining, data forecasting, and prescriptive analysis.

MBA 875. Leading Orgs Pple & Fut of Wrk. (3 Credits)

Fundamentals of organizational behavior and human resources: resource allocation, human enterprise, employee experience, and the future of work. Topics include: strategic decision-making, competition, workforce development, talent utilization, workplace rewards, recognition, demographics, and the gig economy.

MBA 881. Accounting for Managers. (3 Credits)

This course focuses on financial and managerial accounting topics and tools relevant to a manager in the context of understanding accounting information and using it effectively to make business decisions.

MBA 882. Marketing Management. (3 Credits)

This course is oriented toward: assessing the dynamic business environment, identifying consumers' needs, selecting the appropriate market segment, and developing marketing strategy to satisfy consumers' need and maintain firm sustainable competitive advantages.

MBA 883. Financial Mgmt & Decision Mkg. (3 Credits)

Prerequisite or Co-requisite: MBA 881. This course provides managers at any level with analytical tools for financial management decisions, including financial statement interpretation, financial performance evaluation, financial forecasting, growth management, corporate financing, financial markets, business valuation, and capital budgeting.

MBA 890. Independent Study. (1-3 Credits)

A. Opportunity for independent study of a problem/issue chosen by the student and instructor. Approved independent study proposal form required. May be retaken up to 6 hours provided topic of study is different.

MBA 892. Special Topics in MBA: _____. (1-3 Credits)

A. Prerequisites: Departmental approval. For special topics related to the Business beyond the scope of regularly offered courses. May be taken to a maximum of 6 hours provided subtitle/topics vary.

MBA 895. Integrated Decision Making. (3 Credits)

Prerequisites: MBA870, MBA871, MBA875, MBA881, MBA882, and MBA883. This course focuses on strategic management skills and competencies. It explores why good strategic management leads to good business performance and concepts, examines tools of strategic analysis, and includes applications of methods of integrated decision-making.