

MBA--INTERDISCIPLINARY (MBA)

600 Level Courses

MBA 601: *Online MBA Orientation*. 0 credits.

The main objective of this course is to help students understand program expectations and time commitment and prepare themselves for online communication and technology requirements necessary to successfully complete their online MBA degree. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Enrollment in the online MBA program or permission of the MBA academic director.

Registration Restrictions:

Enrollment limited to students in a Master of Business Admin degree.

Schedule Type: Lecture

Grading:

This course is graded on the Satisfactory/No Credit scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 603: *Managerial Economics and Decisions of the Firm*. 3 credits.

Provides fundamental understanding of applying microeconomics concepts to managerial decision making. Explores principles of microeconomic theory, including market supply and demand, production and cost functions, industry structure, and product and resource pricing. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to MSF 603.

Registration Restrictions:

Enrollment limited to students with a class of Graduate.

Enrollment is limited to students with a major in Business Administration.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 612: *Managing Costs and Evaluating Performance*. 3 credits.

Foundational overview to managerial accounting. The course begins with a review of cost concepts and behavior, cost assignment and allocation methods, and the use of such concepts and methods for tactical and strategic decision-making. Traditional performance evaluation approaches are reviewed and contemporary developments in accounting for planning, control and decentralized management are explored. Offered by SBUS Multidisciplinary. May not be repeated for credit. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Registration Restrictions:

Required Prerequisites: MBA 613^{B-}, 613^{XS}, GBUS 613^{B-} or 613^{XS}.

^{B-} Requires minimum grade of B-.

^{XS} Requires minimum grade of XS.

Enrollment limited to students with a class of Graduate.

Enrollment is limited to students with a major in Business Administration.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin degree.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 613: *Financial Reporting and Decision Making*. 3 credits.

Foundation course focusing on economics and analysis of business transactions and related financial reporting issues. Topics include introduction to accounting framework used in financial reporting; and analysis of financial statements, economic events and their impact on financial reports, and impact of accounting methods on financial reports. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to GBUS 613.

Registration Restrictions:

Enrollment limited to students with a class of Graduate.

Enrollment is limited to students with a major in Business Administration.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin degree.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 623: *Marketing Management*. 3 credits.

Develops market-based knowledge and skills for effective marketing decision making, strategy design, implementation, and evaluation in wide variety of institutional and competitive situations. Addresses the importance of companies being market-driven and customer-focused. Emphasis on case studies, team work, and projects. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to GBUS 623.

Registration Restrictions:

Enrollment limited to students with a class of Graduate.

Enrollment is limited to students with a major in Business Administration.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin degree.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 633: *Statistics for Business Decision Making*. 3 credits.

Uses statistical methods as analytical tools for understanding and solving business problems and supporting business decision making. Includes descriptive statistics, sampling, inferencing and regression. Extensive use of applied business scenarios to illustrate concepts and computer software for data analysis. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Graduate.

Enrollment is limited to students with a major in Business Administration.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin degree.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 638: Operations Management. 3 credits.

Focuses on design, planning, and control activities to produce and deliver goods and services in modern organizations. Introduces wide range of operations management decisions, such as operations strategy, process analysis and design, capacity planning, supply chain management, total quality management, and project management. Uses quantitative modeling, case studies, and computer software to analyze and solve operations management problems. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to GBUS 638.

Registration Restrictions:

Required Prerequisites: (MBA 633^{B-} or 633^{XS}).

^{B-} Requires minimum grade of B-.

^{XS} Requires minimum grade of XS.

Enrollment limited to students with a class of Graduate.

Enrollment is limited to students with a major in Business Administration.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin degree.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 643: Managerial Finance. 3 credits.

Introduces theory and practice of finance within corporations. Topics include intertemporal choice, valuation, capital budgeting and structure, working capital management, and risk and return analysis. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to GBUS 643.

Registration Restrictions:

Enrollment limited to students with a class of Graduate.

Enrollment is limited to students with a major in Business Administration.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin degree.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 653: Organizational Behavior. 3 credits.

Emphasizes development of conceptual tools for understanding and analyzing individual and group behavior in organizations and organizational processes. Considerable focus on developing relevant skills for working in groups and teams. Lectures, discussions, case analyses, and class exercises. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to GBUS 653.

Registration Restrictions:

Enrollment limited to students with a class of Graduate.

Enrollment is limited to students with a major in Business Administration.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin degree.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 662: Management of Information Technology. 3 credits.

The strategic, economic and managerial aspects of managing an organization's IT assets are covered. The business value of IT is understood and assessed in context of its impact on the organization's structure and strategy. The course includes discussion on major issues pertaining management of IT infrastructure. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to GBUS 662.

Registration Restrictions:

Enrollment limited to students with a class of Graduate.

Enrollment is limited to students with a major in Business Administration.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin degree.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 678: Strategic Management. 3 credits.

Capstone course focusing on strategy development at business unit and corporate level. Cases, readings, and project format familiarize students with strategic management function and help them develop analytical, organizational, and managerial skills to analyze complex business situations. Provides opportunities to integrate knowledge gained in prior course work. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Registration Restrictions:

Required Prerequisites: ((MBA 643^{*B-}, 643^{*XS}, GBUS 643^{*B-} or 643^{*XS}) and (MBA 603^{B-} or 603^{XS}) and (MBA 613^{B-}, 613^{XS}, GBUS 613^{B-} or 613^{XS}) and (MBA 638^{B-} or 638^{XS}) and (MBA 653^{B-}, 653^{XS}, GBUS 653^{B-} or 653^{XS}) and (MBA 623^{B-}, 623^{XS}, GBUS 623^{B-} or 623^{XS})).

* May be taken concurrently.

^{B-} Requires minimum grade of B-.

^{XS} Requires minimum grade of XS.

Enrollment limited to students with a class of Graduate.

Enrollment is limited to students with a major in Business Administration.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin degree.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

700 Level Courses

MBA 701: *Business Valuation*. 0-3 credits.

Develops framework for business analysis and valuation using financial statement data. Analyzes management decisions such as equity valuation, creditworthiness, merger valuation, corporate financial structure, and management communication strategy. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to ACCT 701.

Registration Restrictions:

Required Prerequisites: MBA 613^B or GBUS 613^B.

^B Requires minimum grade of B.

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 702: *Corporate Financial Policy*. 3 credits.

Applies theories and methods of corporate financial management to series of complex cases. Topics include capital projects as real options, cost of capital and capital structure, firm valuation, project finance, and merger and acquisition analysis. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA core or permission of instructor.

Registration Restrictions:

Required Prerequisites: (MBA 643^B, 643^{XS}, GBUS 643^B or 643^{XS}).

^B Requires minimum grade of B.

^{XS} Requires minimum grade of XS.

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 703: *Financial Markets*. 3 credits.

Explores relationship among financial markets including global equity markets, U.S. Treasury securities, and exchange-traded and over-the-counter financial derivative instruments such as futures, options, swaps, and asset-backed securities. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA core or permission of instructor and MBA 643 with a grade of B or better.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 705: *Venture Capital and Private Finance*. 0-3 credits.

Considers market microstructure of venture capital and private finance: costs and benefits from employing private financing, interaction between the financiers and entrepreneurs, financial analysis of potential ventures, and investor exit strategies. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA core or permission of instructor.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 706: *Investment Analysis*. 3 credits.

Focuses on analyzing equity securities and debt instruments given implications of efficient market hypothesis and modern capital market theory. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA core or permission of instructor.

Registration Restrictions:

Required Prerequisites: MBA 643^B, 643^{XS}, GBUS 643^B or 643^{XS}.

^B Requires minimum grade of B.

^{XS} Requires minimum grade of XS.

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 707: Futures, Options and Other Derivatives. 3 credits.

This course focuses on the mechanics of derivatives markets, with a strong emphasis on identifying and managing risks in financial products. Topics include: rationale behind the major pricing models and their application to derivatives securities, arbitrage and pricing, hedging, common trading strategies with options, and the fundamental concepts of risk measures and risk management. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 708: Taxes and Business Strategy. 0-3 credits.

Provides framework for making managerial decisions in global tax environment. Examines business decisions such as location of facilities, employee compensation, mergers and acquisitions, capital and asset structure, and business form. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to ACCT 708.

Recommended Prerequisite: Completion of MBA core or permission of instructor.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 709: Risk and Portfolio Management. 3 credits.

This course is focused on asset allocation and portfolio construction, with a strong emphasis on measuring performance and managing risk. Topics include: the rationale behind the most commonly used performance and risk measures and models for portfolio construction, stress testing, scenario analysis, derivative securities, trading strategies, and hedging impact those risk measures and models, and the consequences of those interactions. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 711: Entrepreneurship. 3 credits.

Considers fundamental aspects of entrepreneurship and process of new venture creation. Draws on broad range of business disciplines including management, marketing, finance, and accounting to develop evaluation and execution skills. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA core or permission of instructor, and MBA 643 and MBA 653

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 712: Project Management. 3 credits.

Focuses on designing, planning, monitoring, and controlling projects. Involves practical examination of how projects should be managed from start to finish, including specific emphasis on how to avoid common pitfalls. Includes hands-on experience with a common project management software package. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA core or permission of instructor.

Registration Restrictions:

Enrollment is limited to students with a major, minor, or concentration in Business Administration, Business Fundamentals, Government Contract Mgmt, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 713: Managing Human Capital. 0-3 credits.

Effective management of human capital drives values for the firm and, in today's business environment, is a source of competitive advantage. Course prepares managers and entrepreneurs to leverage human capital by aligning practices with strategic objectives. Course provides systems perspective noting interrelationships between practices designed to attract, retain, & motivate human capital. Opportunities provided for personal skill-building on topics; interviewing, providing performance feedback, rewards, career development and termination. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to GBUS 713.

Recommended Prerequisite: Completion of MBA core or permission of instructor.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 715: *Advanced Project and Program Management*. 0-3 credits. Examines advanced topics in project and program management with specific attention to issues and skills that managers need to effectively manage multiple projects and programs. Topics include project selection, multiple project resource allocation, and organization of project office. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA core or permission of instructor.

Registration Restrictions:

Required Prerequisite: MBA 712^B.

^B Requires minimum grade of B.

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 716: *International Business Strategy*. 3 credits.

Focuses on the globalization of business activities, the strategic challenges faced by companies in global competition, and how companies strategically respond to these new competitive challenges. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA core requirements and concurrent enrollment in MBA 678.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 717: *International Finance*. 0-3 credits.

Advanced analysis of managing firm's international financial operations. Topics include currency risk, political risk, returns and funding of international projects, international markets and accounting, and cost of capital. Lecture, discussion, readings, and cases. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA or MSA core requirements or permission of the program director.

Registration Restrictions:

Required Prerequisites: (MBA 643^{B-}, 643^{XS}, GBUS 643^{B-} or 643^{XS}).

^{B-} Requires minimum grade of B-.

^{XS} Requires minimum grade of XS.

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 718: *International Marketing*. 0-3 credits.

Addresses marketing process for products and services within major international markets. Topics include marketing mix strategies using standardization, localization, or globalization approaches. Emphasizes the introduction of service innovations and new products in the global market. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA or MSA core requirements or permission of the program director.

Registration Restrictions:

Required Prerequisites: MBA 623^{B-}, 623^{XS}, GBUS 623^{B-} or 623^{XS}.

^{B-} Requires minimum grade of B-.

^{XS} Requires minimum grade of XS.

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 720: *Marketing Analytics*. 3 credits.

Marketing analytics is a systematic approach to harnessing data/information to drive effective marketing decision making. The objective of this course is to equip you with tools required to address fundamental marketing decision problems using a data-driven approach. It will train students to view the marketing processes and relationships

systematically and analytically. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to GBUS 720.

Recommended Prerequisite: MBA 738 or equivalent.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 721: *Marketing Research*. 3 credits.

Develops skills to plan and implement effective marketing research studies. Topics include research design, data collection, statistical analysis, and use of database systems. Offers perspective on how managers can use market data to develop successful product or service strategies. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to GBUS 721.

Recommended Prerequisite: Completion of MBA core or permission of instructor.

Registration Restrictions:

Required Prerequisites: MBA 633^C, 633^{XS} or 633^{XP}.

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

^{XP} Requires minimum grade of XP.

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 722: *Consumer Behavior*. 0-3 credits.

An integrated analysis of internal and external influences on consumer decision making, purchase, and consumption behaviors with attention to marketing strategy implications. Emphasizes demographics, lifestyle, situation, perception, learning, and attitude formation and change, focusing on customer segmentation, satisfaction, loyalty, and product-person relationships. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA core or permission of instructor.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 723: *Supply Chain Management*. 0-3 credits.

Examines logistics of supply chain systems, including inventory management, distribution channels, and information systems.

Emphasizes strategic alliances and international issues. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA core or permission of instructor.

Registration Restrictions:

Enrollment is limited to students with a major, minor, or concentration in Business Fundamentals or Government Contract Mgmt.

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 724: *Marketing Communications*. 0-3 credits.

Examines all forms of communication and sources of brand or company contacts as potential message channels in building relationship with customers. Focuses on integrated planning process for all communication elements, including consumer and trade advertising, public relations, direct and database marketing, promotions, and sales presentations to achieve synergy in communicating with various constituencies. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of the MBA core or permission of instructor.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 725: *Leadership*. 3 credits.

Overview of major conceptualizations of leadership and motivation in organizations. Integrates theory, research, and applications. Students apply principles of leadership and motivation to their own work situations

and case evaluation. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to GBUS 725.

Recommended Prerequisite: Completion of MBA core or permission of instructor and MBA 653.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 726: Negotiations. 3 credits.

Focuses on theory, processes, and practice of negotiation within and across organizations, including attention to ethical issues. Explores systematic ways to increase quality of negotiated agreements, including methods of preparation, effective communication, and various strategies to increase power. Format includes negotiation exercises, lecture, and discussion. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA core.

Registration Restrictions:

Enrollment is limited to students with a major, minor, or concentration in Business Administration, Business Fundamentals, Government Contract Mgmt, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 727: Management Consulting. 3 credits.

Management Consulting is a practice-based course designed to provide a fundamental background in consulting, both from the perspective of the outside management consultant, and the inside (in-house) corporate consultant. Students will examine best practices in consulting to address complex organizational challenges and opportunities within a medium-to-large sized corporate setting. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to GBUS 727.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 728: Organizational Change. 3 credits.

Organizational Change Management (MBA 728) presents a systems view of organizational change that includes intervention strategies, data collection, diagnosis, and the integration and management of system-wide organizational change. The course begins with the investigation of previously defined organizational change management theories and explores the relevance of those theories in the 21st century organization. MBA 728 is designed to expose the student to an array of academic theories and models that challenge the intellectual perception of organizational change. The objective of this challenge is to introduce the student to the unique nature of all organizational change initiatives while creating a foundation that will support the real-time integration of more successful change within their respective organization. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA core or permission of instructor.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 729: Business Issues in Government Contracting. 3 credits.

The course focuses on strategic and business issues in the government contracting (GovCon) industry – an over \$500 billion per year industry at the federal level. The GovCon industry is very large, very diverse, and centered right here in Northern Virginia and the National Capital Region. With hundreds of thousands of companies of all types meeting the product and services needs represented in over 1.5 million separate federal contracting actions per year, the tempo and pace of action between buyers and sellers makes for an intense and interesting market. The level of focus in this course is on the strategic for the most part, but touching on major issues of business operations as well. In both instances, the unique characteristics of the GovCon industry will be explored in order to give students an in depth knowledge of the particular business challenges in the GovCon marketplace. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA core or permission of instructor.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy or Graduate.

Enrollment is limited to students with a major, minor, or concentration in Business Administration, Business Fundamentals or Government Contract Mgmt.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 730: *Management of Technology and Innovation Processes*. 0-3 credits.

Students will develop a strong conceptual foundation for managing technological innovation. It introduces frameworks for analyzing how firms can create, commercialize and capture value from products and services. Topics covered comprise the formulation of innovation strategies, the process of developing new products and services, and how to create and manage an innovative organization to drive revenue growth. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Admission to the MBA program or permission of the program director.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 736: *Environmentally Sustainable Business Models and Strategies*. 3 credits.

This course explores the dynamic interaction between operations, business strategies, and the environment. Through the analysis of case studies and participation in simulations, students will gain a comprehensive understanding of this interplay and explore how organizations can thrive by contributing positively to society and the environment. The overarching objective of the course is to empower students with fundamental skills and confidence to make the "business case for sustainability." Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Familiarity with Microsoft Excel

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate or Non-Degree.

Enrollment is limited to students with a major in Business Administration or Real Estate Development.

Enrollment is limited to Graduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 738: *Data Mining for Business Analytics*. 3 credits.

Examines data driven decision making. Covers both predictive and descriptive analytics techniques commonly used in businesses. Offered

by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to GBUS 738, MSBA 738.

Recommended Prerequisite: Completion of MBA core or permission of instructor.

Registration Restrictions:

Required Prerequisites: MBA 633^C, 633^{XS} or 633^{XP}.

^C Requires minimum grade of C.

^{XS} Requires minimum grade of XS.

^{XP} Requires minimum grade of XP.

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 739: *Advanced Data Mining for Business Analytics*. 3 credits.

This course covers business analytics using advanced data mining methods for the purposes of developing predictive models and forecasting. The course will develop concept of feature selection to identify what dimensions to best use for constructing decision making models. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to GBUS 739.

Recommended Prerequisite: Grade of B or higher in MBA 738 or equivalent.

Registration Restrictions:

Required Prerequisites: (MBA 738^B, 738^{XS}, GBUS 738^B or 738^{XS}).

^B Requires minimum grade of B.

^{XS} Requires minimum grade of XS.

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 740: *People Analytics*. 3 credits.

This course seeks to develop business leaders who understand how people data can be leveraged to improve firm performance. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to GBUS 740.

Registration Restrictions:

Required Prerequisites: (MBA 738^B or GBUS 738^B).

^B Requires minimum grade of B.

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 742: Governance and Ethics. 0-3 credits.

Focuses on developing understanding of corporate governance issues and ethical decision-making. Topics include examination of internal and external and international governance issues, and ethical analysis in current business environment. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to ACCT 742.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 744: Fraud Examination. 0-3 credits.

Introduces strategies and techniques for fraud prevention and detection. Focuses on financial fraud such as bribery, contract rigging and kickbacks, embezzlement, fraudulent financial reporting, payroll fraud, and misappropriation of inventory and other assets. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to ACCT 636, GBUS 744.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 746: Real Estate Analysis and Valuation. 0-3 credits.

Overview of real estate assets, markets, and decisions. Emphasizes development of analytical techniques and information required for implementation. Includes legal, economic, and public policy perspectives. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA or MSA core requirements or permission of the program director.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 752: Turning Ideas into Successful Companies. 0-3 credits.

An advanced course in entrepreneurship focused on discovery and development of an achievable business concept. The centerpiece of the course is development of the formal business plan and associated presentation materials. Students are assigned to teams and must hypothesize a new business, research and test their hypothesis, and develop a comprehensive written business plan. The plan must be for an actual business that the students intend to start upon the successful completion of the course. Technology-based projects are encouraged, but not required. Because the course is cross-listed with IT&E and the Costello College of Business, most teams will include both engineering and business students. Weekly presentations of the team's progress are required. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Recommended Prerequisite: Completion of MBA or MSA core requirements or permission of the program director.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 795: Global Business Perspectives. 3 credits.

Applies MBA core courses to global business enterprise through site visits to facilities located outside the United States. Offered by SBUS Multidisciplinary. May be repeated within the degree for a maximum 3 credits.

Registration Restrictions:

Required Prerequisites: (MBA 678^{*B-} or 678^{XS}).

^{*} May be taken concurrently.

^{B-} Requires minimum grade of B-.

^{XS} Requires minimum grade of XS.

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 796: *Directed Studies in Business Administration*. 1-3 credits.

Approval by faculty member and MBA program director required prior to registration. Studies specialized topics in business administration not otherwise available in curriculum. Offered by SBUS Multidisciplinary. May be repeated within the degree for a maximum 3 credits.

Recommended Prerequisite: Completion of MBA or MSA program or permission of the program director.

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Independent Study

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

MBA 797: *Special Topics in Business*. 1-3 credits.

Sections established as necessary to focus on various topical issues that emerge in practice of business administration. Offered by SBUS Multidisciplinary. May be repeated within the term for a maximum 6 credits.

Specialized Designation: Topic Varies

Registration Restrictions:

Enrollment is limited to students with a major in Business Administration, Management or Real Estate Development.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Master of Business Admin or Master of Science degrees.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)