

MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

College: Daniel L. Goodwin College of Business

Department: Business

Student Type: Graduate Semester

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

Campus: Lisle Campus

Mission and History

The mission of the M.B.A. program at Benedictine University is to provide a collaborative educational experience that imparts superior management skills and best practices while instilling a sense of responsible and personal commitment to allow business leaders to continuously improve the leadership and success of businesses and organizations.

For 40 years, Benedictine's M.B.A. programs have been preparing students for executive and managerial positions in both the private and public sectors. Leaders in the 21st century must make their way through the maze of market uncertainty, global competition, ethical challenges and constant change. The Benedictine M.B.A. has prepared more than 7,000 students to meet these challenges.

Learning Goals of the Master of Business Administration (M.B.A.)

Upon completion of Benedictine's M.B.A. program, students should possess critical and creative thinking skills to solve problems, identify opportunities and make reliable decisions in domestic and global environments using the business concepts embodied in the disciplines of finance, accounting, management, operations, marketing and economics.

Why Enroll in our M.B.A. Degree?

The M.B.A. is widely recognized as a powerful professional credential in business and other organizations. The M.B.A. combines quantitative and qualitative courses to prepare you for the demands of contemporary business leadership in a complex, uncertain environment. The M.B.A. conveys practical knowledge and competence to better run organizations in a competitive environment. Essential skills needed in management include accounting, economics, project management, finance, strategy, marketing and ethics. The M.B.A. is an essential factor for your career growth and leadership development.

4+1 Master of Business Administration Program

Well-qualified Benedictine University students who complete a B.B.A. or B.S. degree may be eligible to complete the M.B.A. degree in approximately one additional year of full-time graduate study. Students in other majors are encouraged to discuss curricular options with the department chair. The full-time 4+1 Program is developed specifically for recent college graduates. Admission to the program is not automatic and an application must be completed during a student's senior year of undergraduate coursework.

Program Format

Benedictine University's M.B.A. program is designed for working adults. The program's classes are ideal for those who seek flexibility in their

course schedules and plan to register as either a full- or part-time student.

To earn the M.B.A. degree, students complete the 30-credit program consisting of ten three-credit core courses. The program also consists of four three-credit foundation courses that are either completed or waived before starting the core courses.

Additional elective courses beyond the 30-credit core provide students with the option adding a concentration.

Students must complete all courses with a grade of C or better. A course with a grade of less than a C must be repeated. None of the ten core courses may be waived. Students must graduate with a 3.000 or higher cumulative grade point average (GPA).

Course Waivers and Transfer Credit

Course Waivers: Waiver of one or more Foundation courses may be determined by the department chair/program director on a case-by-case basis. Students with equivalent undergraduate coursework completed within seven years from the date of application to the program with a grade of "B" or higher may be eligible for a foundation course waiver. Students with a relevant graduate degree or a professional or industry certificate/licensure (e.g. Certified Public Accountant, Project Management Professional, etc.) may also be eligible for a waiver of a foundation course.

Transfer Credit: Graduate transfer credit may be granted should the student have successfully completed a graduate course in the same field of study from another regionally-accredited graduate program with a grade of "B" or better within the last seven years of application to the program. A maximum of two courses are allowed as graduate transfer credit. The student shall provide a copy of the course descriptions and syllabi of courses taken for confirmation of comparability to Benedictine University M.B.A. courses as part of the application packet.

Course waivers cannot be awarded for professional work/life experience.

All requests for course waivers and transfers are subject to approval by the department chair/program director.

Starting the Program

Because your M.B.A. requires a significant commitment, your initial advising appointment is very important. All students are encouraged to schedule an advising appointment before enrolling in their first M.B.A. course. An advising appointment provides students with important details about their curriculum sequence, establishes the academic plan for program completion, and makes students aware of essential graduate policies and M.B.A. resources.

Student Type: Graduate Quarter

Campus: Lisle Campus

Students may not enter the M.B.A. program on quarters after the Spring 2021 term. Where possible, existing quarter M.B.A. students were converted to semester M.B.A. students as of Summer 2021.

Existing students should refer to original catalog of entry for appropriate academic requirements. College of Business academic advisors can clarify appropriate quarter to semester course requirement conversions. Quarter credits convert at a 3 quarter credits to 2 semester credits ratio.

Required courses and earned credits will be applied at the 3:2 ratio. Partial credits are not rounded up.

Our M.B.A. quarter programs include:

- Traditional On-Campus M.B.A.
- Online M.B.A.
- 4+1 M.B.A. Program
- International M.B.A. Program
- Hybrid Cohort M.B.A.
- Dual Degrees (M.B.A./M.S. in Management and Organizational Behavior, M.B.A./Master of Public Health, and M.B.A./M.S. in Nursing)
- **The M.B.A. Program:**
The M.B.A. curriculum includes 16 courses, 13 required and three electives, totaling 64 quarter credit hours. M.B.A. students are required to complete the foundation courses at a grade of "B" or better and successfully complete the 13 required courses plus 12 hours in elective coursework, at a 3.000 or higher cumulative GPA. All coursework with a grade below "C" must be repeated for the course to apply toward graduation and/or certificate requirements. Courses designated as foundation courses, as identified in the catalog, require a grade of a "B" or better to apply toward graduation/certificate requirements. Each of the 13 required courses are offered year-round. Traditional On-Campus evening M.B.A. classes typically meet one evening per week, from 6:30-9:30 p.m. Classes are scheduled in quarters that last 10 weeks. Online M.B.A. classes are offered year-round and typically run six sessions a year, with each session lasting eight weeks.

Lisle Main Campus, Traditional M.B.A. Program

Benedictine University's Traditional M.B.A. program is designed for working adults. The program's classes are ideal for those who seek flexibility in their course schedules and plan to register as either a full- or part-time student. Most classes are conducted one evening per week per class on the main campus in Lisle starting at 6:30 p.m. Select courses may be offered in a weekend format.

The M.B.A. program consists of six foundation courses that provide preparation for the managerial-level core courses. Students with prior undergraduate business coursework may be waived from four foundation courses. To be eligible for course waivers, prior undergraduate coursework must have been taken within the last seven years, pending department chair approval. This means you can complete your degree in less than two years.

Students in the Traditional On-Campus M.B.A. program are allowed to select between several required course options to best suit their career goals. Students may select from concentrations to fulfill degree requirements. The M.B.A. program may accept up to 16 quarter credit hours in waivers and 32 quarter credit hours in transfer credit toward the master's degree for graduate coursework completed at another accredited institution. The combination of waiver and transfer credit cannot exceed 32 quarter credit hours.

4+1 M.B.A. Program

Well-qualified Benedictine University students who complete an undergraduate degree may be eligible to complete the M.B.A. with one additional year (four additional quarters) of full-time graduate study (12 quarter credit hours per quarter). Students are encouraged to discuss

curricular options with the program director. The full-time 4+1 Program is developed specifically for recent college graduates. Admission to the program is not automatic and an application must be completed during the student's senior year of undergraduate coursework.

Online M.B.A. Program

Benedictine University offers a high-quality, fully online M.B.A. The interactive online format of the Online M.B.A. allows you the flexibility to complete your coursework around busy work and personal schedules; and earn your master's degree from an established, reputable university.

Hybrid Cohort M.B.A. Program (offered in Northern and Central Illinois and Southwestern Arizona)

Benedictine University's cohort M.B.A. program offers an evening, blended-style program to working adults. The M.B.A. degree is completed in less than two years while attending classes one evening per week, at a location close to home or work. The cohort delivery is a hybrid format, with courses offered in-class and fully online in D2L. Cohorts start regularly throughout the year.

International M.B.A. Program

Benedictine partners with international universities. Benedictine's International M.B.A. Program prepares students to enter today's dynamic global workplace with the assurance of superior personal and intellectual development, along with the important understanding of today's multicultural environment. Students complete 64 quarter credit hours in 13 core M.B.A. courses, plus three courses focusing on international business. Those students interested in a truly international experience have the opportunity to take their concentration courses at Copenhagen Business School (CBS), an exchange partner institution of Benedictine University. Summer sessions at partner institutions offer coursework in an accelerated 12 to 21 day format.

The Asian M.B.A. program is run in partnership with Shenyang University of Technology. The M.B.A. program is also being offered in partnership with University of Economics and Business and at Dong A University in Da Nang. The M.S. MIS program is offered at Shenyang Jianzhu University (SJZU). The Higher Learning Commission approved Benedictine University to offer M.B.A. and Master of Science (M.S.) in Management Information Systems programs throughout China and Vietnam.

Dual Degree M.B.A. Programs

Benedictine University offers the following three dual M.B.A. degrees: M.B.A./M.S. in Management and Organizational Behavior, M.B.A./Master of Public Health, and M.B.A./M.S. in Nursing. Dual degree programs prepare students to take leadership roles and pursue a myriad of career opportunities. Dual degree programs generally require 96 quarter credit hours and may be completed in as little as 36 months. Application and admission is required to each graduate program, and students must fulfill all requirements for each program in the selected dual degree. Students admitted to a graduate business administration program may apply to a dual degree program at any time during their initial degree program or up to five years after completion of the initial degree program. Approval of both program directors and the Department of Graduate Business Administration chair is required. Should a returning Benedictine student exceed the five-year time limit required to apply to a dual degree program, the student may petition the department chair to consider their

prior academic performance and professional development in order to be considered for the dual degree program. These applications will be considered on an individual basis. The residency requirement for a dual degree is 64 quarter credit hours.

Course Waivers, Transfers and Substitutions

Waivers: M.B.A. course waivers may be granted to one M.B.A. course should the student successfully complete two undergraduate courses in the same field of study from a regionally accredited undergraduate program with a grade of "B" or better within the last seven years of application to the program. The maximum M.B.A. courses allowed to be waived is four. Four Benedictine M.B.A. courses equals 16 quarter hours. A student may also be eligible for an M.B.A. course waiver should the student have a current valid professional certification such as CPA or PMP.

Transfers: M.B.A. course transfers may be granted to one M.B.A. course should the student successfully complete one graduate course in the same field of study from another regionally accredited graduate program with a grade of "B" or better within the last five years of application to the program. The maximum M.B.A. courses allowed to accept a transfer is eight. Eight Benedictine M.B.A. courses equals 32 quarter hours. The student shall provide a copy of the course descriptions and syllabi of courses taken from another regionally accredited university master's program for confirmation of comparability to the Benedictine M.B.A. courses as part of the application packet.

Substitutions: A Benedictine M.B.A. course may be granted a substitution to accept another Benedictine M.B.A. course in its place from the same Benedictine University M.B.A. program. A request to substitute one M.B.A. course for another M.B.A. course within the Benedictine University program shall be approved by the department chair. All substitutions will be reviewed in order to insure the integrity of the Benedictine degree is not compromised, and all Benedictine degree program objectives are met.

M.B.A. Program Electives

Students in the M.B.A. program can select 12 quarter credit hours as electives. Electives should be chosen to advance individual professional development and career goals. Academic advisors assist students in making these important decisions. Elective courses are offered at least once a year, and advanced academic planning is recommended to incorporate preferred electives.

M.B.A. Program Concentrations

A unique feature of the Benedictine M.B.A. program is the option to earn one or more concentrations. A concentration is earned by completing 12 elective quarter credit hours from the specific courses designated for each concentration. Earning a concentration is optional. Students must comply with all course prerequisites when planning a concentration. Those students wishing to earn two or more concentrations must complete a unique set of courses for each concentration. An elective cannot be used to meet the requirements of two different concentrations.

Admission Requirements

Application for Admission

- \$40 non-refundable application fee.
- Official transcripts from all universities/colleges attended. Official electronic transcripts can be emailed to e-transcripts@ben.edu.

- Two letters of reference from individuals familiar with the applicant's professional or academic work, excluding family or personal friends.
- A one- to two-page essay addressing educational and career goals and how completion of the M.B.A. program will help achieve those educational and career goals.
- Current résumé listing chronological work history and academic degrees.
- Personal interview may be required prior to an admission decision.
- Students are recommended, but not required, to submit an official copy of their GMAT or GRE test scores.
- Students who have completed any foreign postsecondary education (college, university, etc.) are required to submit an official credit evaluation. Students may submit a detailed evaluation from Educational Perspectives at edperspectives.org/benedictine (<http://www.edperspectives.org/benedictine/>), World Education Services ([wes.org](http://www.wes.org) (<http://www.wes.org>)), or a course-by-course evaluation from Educational Credential Evaluators (ECE) at [ece.org](http://www.ece.org) (<http://www.ece.org>). Official reports must be mailed directly to Benedictine from Educational Perspectives or ECE or submitted electronically directly to Benedictine from Educational Perspectives or ECE. Please contact the Enrollment Center for more information.

Degree Requirements Curriculum

Code	Title	Hours
Foundation Courses ¹		
ACCT 5501	Introduction to Financial Accounting	
BALT 5101	Analytical Tools for Management Decisions	
ECON 5101	Economics	
MNGT 5101	Organizational Behavior	
Core Courses		
ACCT 6201	Managerial Accounting for Decision Makers	3
ECON 6101	Managerial Economics	3
FINA 6101	Techniques in Financial Decision Making	3
MKTG 6101	Brand and Marketing Management	3
MNGT 6206	The Global Environment	3
MNGT 6301	Human Resources and Talent Management	3
MNGT 6401	Leadership and Ethics in a Global Environment	3
MNGT 6501	Operations Management	3
MNGT 6601	Project Management	3
MNGT 6801	Global Strategic Management	3
Total Hours		30

¹ May be waived.

Optional Concentrations

Project Management

Project management is an in-demand skill set, spanning all industries and sectors of business. Project management leadership is a highly sought-after skill as intense global competition demands that new projects and business development be completed on time and within budget. Courses offer the student an understanding of organizational behavior as it relates to the individual, effective team-building skills, conflict management and resolution, as well as skills to effectively manage the financial side of projects.

Code	Title	Hours
Required Courses		
MNGT 6101	Organizational Behavior: Theory and Contemporary Practice	3
or MNGT 5101	Organizational Behavior	
MNGT 6601	Project Management	3
MNGT 6602	Project Cost and Scheduling	3
Optional Course		
MNGT 6603	PMP Preparation	
Total Hours		9

DIGITAL MARKETING

Digital marketing uses social media platforms to engage your audience—customers, clients, stakeholders—to build your brand. Increased web traffic leads to increased sales. Advertising on various social media platforms is analyzed. Publishing content on social media platforms is considered. Listening to your audience is also examined.

Code	Title	Hours
Required Courses		
MKTG 6101	Brand and Marketing Management	3
MKTG 6102	Advanced Search and Social Media Marketing	3
MKTG 6103	Advanced Content Marketing, Automation, and Google Analytics	3
Total Hours		9

Change Management

A recent Future of Jobs Report projected that jobs leveraging “human” skills such as training and development, and Organization Development specialists to increase. This concentration in Change Management will provide knowledge to prepare adults for the world of change. Exposure to the role of consulting, the ability to work and improve teams, and understanding the role of the organization development practitioner will be explored.

Code	Title	Hours
Required courses (each course is 3 credits)		
MNGT 6201	Organizational Development	3
MNGT 6202	Groups and Team Building	3
MNGT 6203	Organizational Development - Consulting Skills	3
Total Hours		9

TALENT MANAGEMENT

The three-course concentration provides students with knowledge and skills in human resource functions, exploring cutting-edge concepts in talent management, business intelligence and ethics. This concentration is appropriate for students or working professional in the Human Resources and Talent Management arena.

Code	Title	Hours
Required courses (each course is 3 credits)		
MNGT 6301	Human Resources and Talent Management	3
MNGT 6401	Leadership and Ethics in a Global Environment	3
MNGT 6701	Business Intelligence	3
Total Hours		9

Traditional On-Campus M.B.A. Program Quarter Curriculum

Code	Title	Hours
Foundation Courses		
MBA 5510	Economics	4
MBA 5541	Analytical Tools for Management Decisions	4
MSA 6500	Financial Accounting	4
MBA 6520	Leadership & Business Ethics in the Global Environment	4
MGMT 6530	Organizational Behavior	4
MBA 6639	International Business	4
Managerial Process		
MSA 6601	Managerial Accounting	4
MBA 6611	Managerial Economics	4
MBA 6630	Operations Management	4
MBA 6651	Financial Management	4
MBA 6661	Marketing Management	4
MBA 6671	Strategic Management	4
MBA 6669	Project Management	4
Elective Courses		
Select 12 elective quarter credit hours, confirmed with your academic advisor		12
Total Hours		64

Concentrations offered in the Traditional On-Campus M.B.A. program include: Accounting, Business Analytics, Health Administration, and Organizational Leadership.

Online M.B.A. Program Curriculum

Code	Title	Hours
Foundation Courses		
MBA 5510	Economics	4
MBA 5541	Analytical Tools for Management Decisions	4
MSA 6500	Financial Accounting	4
MBA 6520	Leadership & Business Ethics in the Global Environment	4
MGMT 6530	Organizational Behavior	4
MBA 6639	International Business	4
Managerial Process		
MSA 6601	Managerial Accounting	4
MBA 6611	Managerial Economics	4
MBA 6630	Operations Management	4
MBA 6651	Financial Management	4
MBA 6661	Marketing Management	4
MBA 6671	Strategic Management	4
MBA 6669	Project Management	4
Electives Courses		
Select 12 elective quarter credit hours, confirmed with your academic advisor		12
Total Hours		64

Hybrid Cohort M.B.A. Program Curriculum

Code	Title	Hours
Foundation Courses		
MBA 5510	Economics	4

MBA 5541	Analytical Tools for Management Decisions	4
MSA 6500	Financial Accounting	4
MBA 6520	Leadership & Business Ethics in the Global Environment	4
MGMT 6530	Organizational Behavior	4
MBA 6639	International Business	4
Managerial Process		
MSA 6601	Managerial Accounting	4
MBA 6611	Managerial Economics	4
MBA 6630	Operations Management	4
MBA 6651	Financial Management	4
MBA 6661	Marketing Management	4
MBA 6671	Strategic Management	4
MBA 6669	Project Management	4
Electives Courses		
MBA 5551	Strategic Managerial Communications	2
MBA 6559	Entrepreneurship	4
MGMT 6581	Team Building	2
MBA 6633	Legal Issues in the Workplace	4
Total Hours		64

The electives in the Cohort program do not lead to a specific concentration. Concentrations may be added via additional elective coursework upon advisement and availability is dependent on location.

M.B.A. Concentrations

Accounting

This concentration provides the skills and knowledge necessary for accounting positions in a variety of settings. The Accounting option includes courses that will prepare students for the Certified Public Accountant (CPA) or Certified Managerial Accountant (CMA) examinations and for a variety of positions in corporate accounting. Students who successfully complete certificates in Accounting will fulfill this concentration. You may earn this concentration by selecting 12 or more quarter credit hours from the list below:

Code	Title	Hours
MSA 5504	Corporate Accounting Theory and Practice I	4
MSA 5506	Corporate Accounting Theory and Practice II	4
MSA 5513	Auditing Theory and Practice	4
MSA 5515	Advanced Accounting	4
MSA 6603	Cost Analysis, Profit Planning and Control	4
MSA 6604	Theory and Practice of Financial Reporting	4
MSA 6605	Tax Influences on Decision Making	4
MSA 6606	Forensic Accounting	4
MSA 6607	Fraud Examination	4
MSA 6608	Fraud and the Legal Environment	4
MSA 6609	Computer Fraud	4

Business Analytics

The Business Analytics concentration leverages information technology and business thinking to turn data into actionable intelligence. The concentration is designed for students who have an interest in quantitative methods, exploring and uncovering relationships through data analysis and using data to solve business problems. You may earn

this concentration by selecting 12 or more credits from the list below, including the asterisked course:

Code	Title	Hours
MSBA 6641	Optimization Techniques for Management Decisions	4
MSBA 6659	Business Analytics (required)	4
MSBA 6663	Machine Learning	4
MIS 6674	Database Management Systems	4
MIS 6677	Decision Support and Knowledge-based Systems	4
MSBA 6685	Data Visualization	4
MSBA 6686	Analytics for Big Data	4
MSBA 6687	Data Warehousing	4
MSBA 6691	Business Analytics Lecture Series	1-4

Health Administration

The Health Administration concentration examines how financial, legal and marketing activities are transformed when applied in health care organizations. Integration of the systemic view of U.S. health care into the decision-making process prepares students to become mid- and senior-level health executives who are able to combine the analytic tools of business with an understanding and appreciation of the human side of health care. You may earn this concentration by selecting 12 or more quarter credit hours from the list below:

Code	Title	Hours
MPH 6002	Public Health System	4
MPH 6005	Environmental Health	4
MPH 6064	Marketing of Public Health	4
MPH 6080	The Business of Healthcare	4

Organizational Leadership

The practice of leadership has undergone revolutionary change during the last decade. Managing a for-profit or not-for-profit organization requires competence in the behavior sciences, which is the basis for this concentration. The courses listed below offer knowledge and skills for students to redesign the organization's work systems and create an effective leadership role for themselves. This concentration is earned by selecting 12 or more quarter credit hours from the list below, including the asterisked course:

Code	Title	Hours
MGMT 6532	Organization Development	4
MGMT 6553	Organization Design	2
MGMT 6557	Organizational Culture	2
MGMT 6580	Group Dynamics	4
MGMT 6581	Team Building	2
MGMT 6582	Conflict Management	2
MGMT 6585	High Performance Work Systems/Large Group Interventions	2
MBA 6626	Strategic Business Communications	4
MGMT 6634	Strategy, Structure, and Decision Making (required)	4

Certificate in Internet Marketing (16 quarter credit hours, available through Online M.B.A. program only):

Students may not declare this program after the Fall 2018 term.

Refer to original catalog of entry for appropriate academic requirements.

Courses

Accounting

ACCT 5100 Accounting for Non-Financial Managers. Surveys a broad range of financial techniques applied to business and organizational problems. Emphasizes understanding rather than mathematical rigor. Stresses interpretation and analysis of problems. Credit will not be given if ACCT 5501 is also taken. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ACCT 5501 Introduction to Financial Accounting. Concentrates on the preparation, interpretation, and analysis of the balance sheet, income statement, and statement of cash flows. Emphasizes the rationale for and implications of important accounting concepts, the selection of alternatively acceptable accounting methods and their varying effects of valuation and net income determination and reporting. Provides student with an opportunity to understand the complex accounting data they will receive as operational managers. Prerequisite: None. 3 semester credit hours. Credit will not be given if ACCT 5100 is also taken. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ACCT 6101 Financial Accounting. Concentrates on the preparation, interpretation, and analysis of the balance sheet, income statement, and statement of cash flows. Emphasizes the rationale for and implications of important accounting concepts, the selection of alternatively acceptable accounting methods and their varying effects of valuation and net income determination and reporting. Provides student with an opportunity to understand the complex accounting data they will receive as operational managers. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ACCT 6102 Theory and Practice of Financial Reporting. Focuses on the theory and practice behind the preparation and use of financial statements, including the balance sheet, income statement, and statement of cash flows. The objective of the course is to provide an understanding of the significance and limitations of financial statements. The impact of decisions made by corporate executives with regard to the financial statements and their presentation will be discussed. Useful for those pursuing careers in professional accounting and managers requiring a sophisticated knowledge of financial statements as a result of bottom-line responsibility. Prerequisite: ACCT 6201. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ACCT 6103 Cost Analysis, Profit Planning, and Control. Emphasis is placed on profit planning, strategy, and the behavioral aspects of accounting information. Useful for those pursuing careers in professional accounting or finance, and managers requiring a sophisticated knowledge of financial statements as a result of bottom-line responsibility. Prerequisite: ACCT 6201. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ACCT 6201 Managerial Accounting for Decision Makers. This course introduces the measurement, communication, and interpretation of cost data for management decision-making, planning, control, and evaluation of results. Students are shown how to use accounting information as an effective management tool for coordinating managerial activities. Course material is explored in the context of the extensive changes being implemented in the area of manufacturing, service delivery technologies, and control systems. This course uses case studies to emphasize the application of concepts. Prerequisite: ACCT 5501 or waived. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ACCT 6301 Corporate Accounting Theory and Practice I. Focuses on the theory and practice behind the preparation and use of financial statements, including the balance sheet, income statement, and the statement of cash flows. Provides an understanding of the significance and limitations of financial statements. Useful to those pursuing careers in professional accounting and a necessary course for those planning to sit for the CPA exam. Also a useful course for those managers requiring a sophisticated knowledge of financial statements as it relates to bottom-line responsibility, particularly those managers required to provide attestation of the accuracy of the financial statements and internal controls. Prerequisite: ACCT 5101 or waived. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ACCT 6302 Corporate Accounting Theory and Practice II. A continuation of ACCT 6301 providing an in-depth study of the conceptual framework of corporate accounting and generally accepted accounting practices with particular reference to the problem areas of financial reporting, such as accounting for pensions, accounting for income taxes, segment reporting, and earnings per share. Intended for those who are pursuing a career in accounting or finance, especially those who are seeking professional certification. Prerequisite: ACCT 6301. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ACCT 6303 Advanced Accounting. A study of the accounting methods for mergers, consolidations, foreign subsidiaries, not-for-profit and governmental entities, and partnerships. A necessary course for those planning to sit for the CPA exam. Prerequisite: ACCT 6302. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ACCT 6401 Tax Influences on Decision Making. This course presents the impact of federal income taxation on various business decisions. Emphasis is placed on areas such as choice of business organization, capital gains, timing of income, depreciation, investments, and employee benefits. Required Prerequisite: ACCT 6101. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ACCT 6501 Cybersecurity and Internal Auditing. Students will be exposed to the latest techniques for protecting accounting and organizational data through the establishment of security methodology that focuses on risk assessment, prevention, and recovery processes. The key cybersecurity topics explored in the course will focus on "attack and pen," compliance, governance, and IT audit. Prerequisite: ACCT 6601. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ACCT 6601 Auditing Theory and Practice. An intensive study of generally accepted auditing standards and procedures as prescribed by the Public Company Accounting Standards Oversight Board. Emphasis is placed on planning of an audit engagement, evaluation of internal controls, documentation required under the Sarbanes-Oxley Act of 2002, audit sampling techniques and auditing in a computerized environment. A necessary course for those planning to sit for the CPA exam. Prerequisite: ACCT 6302. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ACCT 6701 Forensic Accounting. A comprehensive study of forensic accounting topics. This course provides students with a background in the field of forensic accounting-fundamentals, tools and accounting applications. Prerequisite: ACCT 6601. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ACCT 6801 The Globalization of Accounting. The course will examine the trends in GAAP (Generally Accepted Accounting Principles) as its influence becomes less in the world because of emerging international standards for financial accounting and reporting. The potential opportunities for accountants in this new environment will be dissected, along with the positive impact managerial accounting can have on career goals. Prerequisite: ACCT 6302. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ACCT 6901 Independent Study in Accounting. This course allows an opportunity for a student to concentrate on a specific topic related to an existing course or to explore a timely topic not covered in an existing course. A proposal is required, outlining the nature of the problem and scope of the investigation. A research paper or project is required, as appropriate to the problem under investigation. 1-3 semester credit hour/s. Department Consent Required.

Campus: LISLE (Typically Offered: Periodically)

ACCT 6902 Internship in Accounting. An internship offers practical work experience within which the student has the opportunity to apply and test theoretical learning while developing executive skills. The internship experience may be an apprenticeship in which a less experienced student learns about the organization, the business unit, and a variety of projects in which the supervisor is involved, or a project in which the student has major responsibility for a specific assignment and exposure to other areas of responsibility or interest. The internship may be repeated in different settings. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3. Department Consent Required.

Campus: LISLE (Typically Offered: Periodically)

ACCT 6903 Special Topics in Accounting. Timely topics are presented in the form of 1, 2, or 3-semester credit hour courses. Keeping pace with advances in a discipline requires constant learning. These courses provide an opportunity to examine and assess issues. There are no designated prerequisites, but graduate students are encouraged to have completed at least 12 semester credit hours. Topics are announced in advance. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3. Department Consent Required.

Campus: LISLE (Typically Offered: Periodically)

Business Analytics

BALT 5101 Analytical Tools for Management Decisions. The goal for this course is to prepare students to be more effective users of quantitative information, as well as to avoid the many potential pitfalls from the misuse of statistical methods. The emphasis is on understanding what a previously obtained data set implies and, if appropriate, to develop meaningful forecasts with a reasonable sense of confidence. Specific topics include data analysis and statistical description, sampling and statistical inference, time series and regression analysis. Cross-listed as MBA 5541. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Fall, Spring, and Summer Terms)

BALT 5201 Programming for Analytics. The goal for this course is to introduce students, without prior programming experience, to essential programming concepts and techniques needed for analytics. The goal is to equip students with the necessary programming skills to be successful in other courses in the business analytics program. Examples are drawn from the problems often encountered in data analysis. Programming languages may include SAS, R, and Python. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Annually)

BALT 6102 Business Analytics I: Predictive Analytics. Business analytics refers to the skills, technologies, applications and practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. Business analytics focuses on developing new insights and understanding of business performance based on data and statistical methods. It makes extensive use of data, statistical and quantitative analysis, explanatory and predictive modeling and fact-based management to drive decision making. Analytics may be used as input for human decisions or may drive fully automated decisions. Deliverables may include article reviews, case analyses, software-based exercises, projects, and presentations. Cross-listed as MSBA 6659. Prerequisite: BALT 5101. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Annually)

BALT 6103 Business Analytics II: Prescriptive Analytics. This course introduces the topics of optimization techniques for management decisions. Optimization is the process of discovering the best business solution from many feasible solutions using mathematical and statistical methods. The increasing complexity of today's business decision-making has resulted in the development of many optimization techniques. These techniques have provided a wealth of solutions to facilitate business planning and execution. Optimization combines data transformation, mathematical model building, and optimization software with analytical tools to present the recommended solutions to planners and decision makers. Deliverables may include article reviews, case analyses, software-based exercises, projects, and presentations. Cross-listed as MSBA 6641. Prerequisite: BALT 6102. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Annually)

BALT 6201 Databases and Data Warehousing. Databases and Data Warehousing. Database technology has evolved from simply being a better way to organize and access data to being an information systems keystone, required to effectively support the enterprise. This course introduces database technology, emphasizing effective database design. This course also introduces data warehousing, which combines data from varied sources into one comprehensive and easily manipulated database. The goal is to analyze trends over time, thereby contributing to business forecasting, strategic planning and making smarter decisions faster. Deliverables may include article reviews, case analyses, software-based exercises, projects, and presentations. Cross-listed as MSBA 6687. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Annually)

BALT 6301 Machine Learning. This course introduces the topics of data mining and business intelligence. Data mining is the process of discovering new patterns from large data sets involving methods at the intersection of artificial intelligence, machine learning, statistics and database systems. The overall goal of the data mining process is to extract knowledge from a data set in a human-understandable structure. Business Intelligence systems combine data gathering, and data storage with analytical tools to present complex corporate and competitive information to planners and decision makers. The objective is to improve the timeliness and quality of the input to the decision process. Deliverables may include article reviews, case analyses, software-based exercises, projects, and presentations. This course introduces the topics of data mining and business intelligence. Data mining is the process of discovering new patterns from large data sets involving methods at the intersection of artificial intelligence, machine learning, statistics and database systems. The overall goal of the data mining process is to extract knowledge from a data set in a human-understandable structure. Business Intelligence systems combine data gathering, and data storage with analytical tools to present complex corporate and competitive information to planners and decision makers. The objective is to improve the timeliness and quality of the input to the decision process. Deliverables may include article reviews, case analyses, software-based exercises, projects, and presentations. Cross-listed as MSBA 6663. Prerequisite: MNGT 6701. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Annually)

BALT 6401 Analytics for Big Data. This course introduces the concept of big data, that is, data sets so large that traditional relational database management systems, statistics, and visualization tools are insufficient. Organizations today are inundated with data, gathered from both inside and outside the organization. Analytics for data-at-rest and data-in-motion will be explored. The problem of solving problems which involve complex and structured data will be explored using the Hadoop platform. Deliverables may include article reviews, case analyses, software-based exercises, projects, and presentations. Cross-listed as MSBA 6686. Prerequisite: BALT 6201. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Annually)

BALT 6501 Data Visualization. This course introduces data visualization, that is, communicating information clearly and effectively through graphical means. Visualization tools go beyond the typical tables, histograms, pie charts and bar graphs by displaying data in more sophisticated ways such as dials and gauges, geographic maps, time-series charts, tree maps, heat maps and detailed bar, pie and fever charts. The goal is to expose patterns that might not have been noticed otherwise. Visualized data is often displayed in business Intelligence dashboards which provide users with high-level views of corporate information and key performance indicators. Deliverables may include article reviews, case analyses, software-based exercises, projects, and presentations. Cross-listed as MSBA 6685. Prerequisite: BALT 6201. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Annually)

BALT 6701 Business Intelligence. This course explores how data and information systems can be utilized to drive effective operations, improved decision-making and create strategic advantages in organizations. Students will review the information lifecycle components of data collection, analysis, and interpretation as well as the development of measurement systems that align with strategic goals. It includes an introduction to common analysis techniques as well as technology tools that can be utilized for both analysis and presentation. Focus will be placed on collecting and transforming quality data in order to draw appropriate conclusions. Cross-listed as MIS 6677. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Annually)

BALT 6801 Business Analytics Capstone. This course requires students to use and integrate the disciplines and techniques learned in business analytics program coursework to address a real-world problem, strategy formulation and implementation concepts are discussed using cases and readings. Deliverables may include article reviews, case analyses, software-based exercises, a course-length project, and presentations. This course should be taken within two courses of completion or with permission of the program director. Cross-listed as MSBA 6689. 3 semester credit hour/s. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

BALT 6901 Independent Study in Business Analytics. This course allows an opportunity for a student to concentrate on a specific topic related to an existing course or to explore a timely topic not covered in an existing course. A proposal is required, outlining the nature of the problem and scope of the investigation. A research paper or project is required, as appropriate to the problem under investigation. Cross-listed as MSBA 6600. Department Consent Required. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

BALT 6902 Internship in Business Analytics. An internship offers practical work experience within which the student has the opportunity to apply and test theoretical learning while developing executive skills. The internship experience may be an apprenticeship in which a less experienced student learns about the organization, the business unit, and a variety of analytics projects in which the supervisor is involved, or a project in which the student has major responsibility for a specific assignment and exposure to other areas of responsibility or interest. The Business Analytics internship may be repeated in different settings. Cross-listed as MSBA 6691. Department Consent Required. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

BALT 6903 Special Topics in Business Analytics. Timely business analytics topics are presented in the form of 1, 2, or 3-semester credit hour courses. Keeping pace with advances in analytics requires constant learning. These courses provide an opportunity to examine and assess issues in analytics. There are no designated pre-requisites, but graduate students are encouraged to have completed at least 12 semester credit hours. Topics are announced in advance. Cross-listed as MSBA 6691. Department Consent Required. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

Economics

ECON 5101 Economics. Fundamental concepts of macroeconomics, including supply and demand, measurements of and determination of economic performance, such as GDP, inflation, and unemployment are studied. Other topics include the causes of instability in the economy and corrective measures such as fiscal and monetary policy, money and banking, and the Federal Reserve System. This is a foundational course requiring a minimum letter grade of "B". 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ECON 6101 Managerial Economics. Applies microeconomic tools to business decision making. Topics include optimization, consumer behavior, elasticity of demand, the use of regression analysis to estimate demand (revenues) and costs, marginal analysis and market structure. Prerequisite: BALT 5101 or waived, ECON 5101 or waived. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

ECON 6901 Independent Study in Economics. This course allows an opportunity for a student to concentrate on a specific topic related to an existing course or to explore a timely topic not covered in an existing course. A proposal is required, outlining the nature of the problem and scope of the investigation. A research paper or project is required, as appropriate to the problem under investigation. 1-9 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 9. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

ECON 6902 Internship in Economics. An internship offers practical work experience within which the student has the opportunity to apply and test theoretical learning while developing executive skills. The internship experience may be an apprenticeship in which a less experienced student learns about the organization, the business unit, and a variety of projects in which the supervisor is involved, or a project in which the student has major responsibility for a specific assignment and exposure to other areas of responsibility or interest. The internship may be repeated in different settings. 1-9 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 9. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

ECON 6903 Special Topics in Economics. Timely topics are presented in the form of 1, 2, or 3-semester credit hour courses. Keeping pace with advances in a discipline requires constant learning. These courses provide an opportunity to examine and assess issues. Topics are announced in advance. 1-9 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 9. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

Finance

FINA 6101 Techniques in Financial Decision Making. Develops an understanding of financial theory and its application through case analysis. Topics include capital management, operating and financial leverage, costs of capital, investment, and financing decisions. Techniques for the evaluation of investment alternatives using net present value and internal rate of return concepts are covered including the identification of cash flows relevant for capital budgeting. Emphasis is placed on the application of these concepts to the valuation of a going concern. Extensive use of pro-forma modeling of financial statements is made throughout the course. Prerequisite: ACCT 5501 or waived, BALT 5101 or waived, ECON 5101 or waived. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

FINA 6901 Independent Study in Finance. This course allows an opportunity for a student to concentrate on a specific topic related to an existing course or to explore a timely topic not covered in an existing course. A proposal is required, outlining the nature of the problem and scope of the investigation. A research paper or project is required, as appropriate to the problem under investigation. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

FINA 6902 Internship in Finance. An internship offers practical work experience within which the student has the opportunity to apply and test theoretical learning while developing executive skills. The internship experience may be an apprenticeship in which a less experienced student learns about the organization, the business unit, and a variety of projects in which the supervisor is involved, or a project in which the student has major responsibility for a specific assignment and exposure to other areas of responsibility or interest. The internship may be repeated in different settings. 3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

FINA 6903 Special Topics in Finance. Timely topics are presented in the form of 1, 2, or 3-semester credit hour courses. Keeping pace with advances in a discipline requires constant learning. These courses provide an opportunity to examine and assess issues. There are no designated prerequisites, but graduate students are encouraged to have completed at least 12 semester credit hours. Topics are announced in advance. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

Management

MNGT 5101 Organizational Behavior. Covers the basic theory and application of administration and management. Emphasizes organizational behavior, including problems of motivation, leadership, organizational design and organization culture. Credit will not be given if MNGT 6101 is also taken. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MNGT 6101 Organizational Behavior: Theory and Contemporary Practice. Covers the basic theory and application of administration and management. Emphasizes organizational behavior, including problems of motivation, leadership, organizational design and organization culture. Requires participation in lecture series. Credit will not be given if MNGT 5101 is also taken. 3 semester credit hour/s.

Campus: LISLE

MNGT 6201 Organizational Development. Considers the theory and practice of organizational change and organization development. Discusses analysis, planning, implementation and evaluation of change programs. Covers the learning process, OD interventions, employee participation, monitoring success, reinforcement, and ethical issues. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MNGT 6202 Groups and Team Building. Develops a knowledge of team building, its theoretical basis, and its strengths and weaknesses as an organization development (OD) intervention. Includes the application of team building in organizational performance. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MNGT 6203 Organizational Development - Consulting Skills. Covers the concepts, models and philosophy of process consultation and its role in organization development. Emphasizes the application of this key activity in consulting to organizations, groups and individuals. Presented in a context useful to consultants and managers alike. 3 semester credit hour/s.

Campus: LISLE

MNGT 6204 Research for Managerial Decision Making. Covers alternative methods of research design for organization studies. Emphasizes academic and practitioner research issues, and skill building in the logic and practice of organizational research. Includes qualitative and quantitative research design, data collection, analysis and report writing. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MNGT 6205 Global Change. Examines and analyzes organization development (OD) values and their relationship with national and cultural values globally. Consists of an overview and case studies involving application and adaptation of management and OD practices to local situations differing by organization and national culture. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MNGT 6206 The Global Environment. Selected readings in international business will be covered. Topics include culture, geography, politics, foreign direct investment, supply chain management, monetary systems, foreign exchange markets and political risk management. Current topics in international business will be covered. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MNGT 6301 Human Resources and Talent Management. Introduction to strategic human resource management. Covers the relationship of business and HR planning and the changing character of the workforce. Provides systemic overview of recruiting, training, compensation, and diversity, inclusion, legal issues, and employee relations. Prerequisite: MNGT 5101 or waived, or MNGT 6101. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MNGT 6401 Leadership and Ethics in a Global Environment. Reviews paradigms of leadership in a global environment. Introduces and applies principles for ethical decision-making in business situations. Assesses student's leadership capacities and responsibilities in challenging situations. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MNGT 6501 Operations Management. This course focuses on the strategic role of operations, developing an appreciation for operations activities, and how to improve them. Issues include continuous quality improvement, the critical importance of the customer and consideration of selected quantitative techniques. Prerequisite: BALT 5101 or waived. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MNGT 6601 Project Management. The art and science of project management as applied to a variety of business and technology settings. Discusses how to initiate, plan, execute and control, and close projects within budget and on schedule. This course emphasizes planning, while introducing project management fundamentals and principles from the standpoint of the project manager who must plan, organize, execute, and monitor and control non-operational activities to deliver projects on-time, under-budget and within performance objectives. Topics include organization and charters; scope and work breakdown structures; project life cycles, responsibility matrixes; as well as. planning and control methods such as PERT/CPM, Gantt charts, and earned value. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MNGT 6602 Project Cost and Scheduling. This course highlights the importance of project managers understanding and applying project management tools and techniques to develop and manage project cost, schedule and financial plans. Topics include the software application, MS Project, project cost and benefit estimation; project financial analysis; budgeting; resource allocation; project metrics; and project cost and schedule control using earned value management systems. Attention will also be given to risk and contract and procurement management as students select and complete a course project that integrates project management components. Prerequisite: MNGT 6601. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MNGT 6603 PMP Preparation. This course examines current topics in project management, and provides a comprehensive review of the Project Management Body of Knowledge (PMBOK) guide. Topics include global project management, leadership, virtual teams and project information systems. In addition, PMI's Project Management framework, which includes the 10 knowledge areas, 5 process groups and 49 processes are covered in preparation for the Certified Associate Project Management (CAPM) or Project Management Professional (PMP) ® certification exam, administered by the Project Management Institute. Prerequisite: MNGT 6601, MNGT 6602. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MNGT 6701 Business Intelligence. This course explores how data and information systems can be utilized to drive effective operations, improved decision-making and create strategic advantages in organizations. Reviews information lifecycle components of data collection, analysis, and interpretation as well as the development of measurement systems for strategic goals. Includes an introduction to common analysis techniques and technology tools utilized for both analysis and presentation. Focus will be placed on collecting and transforming quality data to draw appropriate conclusions. Cross-listed as MIS 6677. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MNGT 6801 Global Strategic Management. This course requires students to use and integrate the disciplines and techniques learned in previous required courses. Strategy formulation and implementation concepts are discussed using theory and cases. Prerequisite: ACCT 6101, ECON 6101, FINA 6101, MKTG 6101, MNGT 6301, and MNGT 6501. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MNGT 6901 Independent Study in Management. This course allows an opportunity for a student to concentrate on a specific topic related to an existing course or to explore a timely topic not covered in an existing course. A proposal is required, outlining the nature of the problem and scope of the investigation. A research paper or project is required, as appropriate to the problem under investigation. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 9.

Campus: LISLE (Typically Offered: Annually)

MNGT 6902 Internship in Management. An internship offers practical work experience within which the student has the opportunity to apply and test theoretical learning while developing executive skills. The internship experience may be an apprenticeship in which a less experienced student learns about the organization, the business unit, and a variety of projects in which the supervisor is involved, or a project in which the student has major responsibility for a specific assignment and exposure to other areas of responsibility or interest. The internship may be repeated in different settings. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3.

Campus: LISLE (Typically Offered: Annually)

MNGT 6903 Special Topics in Management. Timely topics are presented in the form of 1, 2, or 3-semester credit hour courses. Keeping pace with advances in a discipline requires constant learning. These courses provide an opportunity to examine and assess issues. There are no designated prerequisites, but graduate students are encouraged to have completed at least 12 semester credit hours. Topics are announced in advance. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

Marketing

MKTG 6101 Brand and Marketing Management. Introduces students to the theory, practice, and current trend of brand and marketing management. Students explore consumer behavior, market research, new product development, pricing, distribution, and promotional considerations. Learn current marketing principles and practices applied in various industries. Includes discussion of the emerging role and impact of big data, data mining, text mining, and artificial intelligence on marketing automation and brand management. Analyze business cases to appreciate the successes and failures of major brands. Prerequisite: BALT 5101 or waived. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MKTG 6102 Advanced Search and Social Media Marketing. First half of course focuses on certification, either obtaining, becoming familiar with or refreshing Google Adwords and SEO certifications. First half also covers pay per click advertising in social channels (students who already have adwords certification can focus on social pay per click). Second half focuses on participation on live campaigns and gaining advanced experience. Includes discussion of the emerging role and impact of artificial intelligence on pay per click automation. Course is demanding but no pre-requisites or prior knowledge is required. Prerequisite: MKTG 6101. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MKTG 6103 Advanced Content Marketing, Automation, and Google Analytics. First half of course focuses on certification, either obtaining, becoming familiar with or refreshing Hubspot and Google Analytics certifications (students who already have these certifications can focus on marketing automation). Second half focuses on participation on live campaigns and gaining advanced experience. Includes discussion of the emerging role and impact of artificial intelligence on marketing automation. Course is demanding but no prerequisites or prior knowledge is required. Prerequisite: MKTG 6101, MKTG 6102. 3 semester credit hour/s.

Campus: LISLE (Typically Offered: Periodically)

MKTG 6901 Independent Study in Marketing. This course allows an opportunity for a student to concentrate on a specific topic related to an existing course or to explore a timely topic not covered in an existing course. A proposal is required, outlining the nature of the problem and scope of the investigation. A research paper or project is required, as appropriate to the problem under investigation. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

MKTG 6902 Internship in Marketing. An internship offers practical work experience within which the student has the opportunity to apply and test theoretical learning while developing executive skills. The internship experience may be an apprenticeship in which a less experienced student learns about the organization, the business unit, and a variety of projects in which the supervisor is involved, or a project in which the student has major responsibility for a specific assignment and exposure to other areas of responsibility or interest. The internship may be repeated in different settings. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

MKTG 6903 Special Topics in Marketing. Timely topics are presented in the form of 1, 2, or 3-semester credit hour courses. Keeping pace with advances in a discipline requires constant learning. These courses provide an opportunity to examine and assess issues. There are no designated prerequisites, but graduate students are encouraged to have completed at least 12 semester credit hours. Topics are announced in advance. 1-3 semester credit hour/s. Course Repeatable. Maximum number of units allowed: 3. Department Consent Required.

Campus: LISLE (Typically Offered: Annually)

Objectives

Students in the Masters in Business Administration program will achieve the following student learning outcomes (SLO):

Student Learning Outcome 1: Demonstrate mastery over key business functional areas.

- University SLO: 1. Disciplinary Competence and Skills

Student Learning Outcome 2: Identify and solve business problems in organizations.

- University SLO: 4. Information Fluency

Student Learning Outcome 3: Form a sense of social intelligence and ethics to lead individuals, teams, and organizations to achieve goals and create a sustainable competitive advantage.

- University SLO: 7. Civic Engagement and Social Responsibility

Student Learning Outcome 4: Integrate quantitative and qualitative analyses to recommend ethical business decisions that support financial and strategic goals.

- University SLO: 5. Analytical Skills

Student Learning Outcome 5: Apply knowledge about the differences among global economies, institutions, and cultures to understand the implications these have on global management.

- University SLO: 6. Global Awareness and Cultural Competence