

# BUSINESS ADMINISTRATION (MBA)

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**MBA 5400 Math Review.** (Formerly 400) Intended for students needing a review of mathematical concepts and tools at a college algebra level. Strongly recommended for students who have not used such techniques or have not had a math based course in several years. This course may be required as a condition of admission if the student has not taken College Algebra in the last 7 years. Not counted as an MBA elective. 1 quarter credit hour/s.

**Campus:** LISLE

**MBA 5510 Economics.** (Formerly 510) 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. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 5541 Analytical Tools for Management Decisions.** (Formerly 541) 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. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 5551 Strategic Managerial Communications.** (Formerly 551) Focuses on effective design and delivery of speeches and virtual presentations for business. Uses multi-media to assess and develop student's presentation skills in business and related public presentations, through student's actual presentation with multi-media aids. Elective. Learning Team M.B.A. Program only. 2 quarter credit hour/s.

**Campus:** LISLE

**MBA 5591 Special Topics.** Varies in subject matter and may be repeated if topics are different. Depending on the topic, this course may count toward various concentrations. 4 quarter credit hour/s. Department Consent Required.

**Campus:** LISLE

**MBA 5592 Conversion Optimization.** (Formerly 592) Students in Conversion Optimization will become practitioners in conversion planning and structure, building momentum, engaging in dialogue, as well as analysis and measurement. Students will learn how to focus on the customer and identify opportunities to create a positive online user experience that will motivate them to take action. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 5593 Web Analytics.** (Formerly 593) This course will instruct and guide students in the Internet marketing discipline of web analytics. The curriculum covers KPI's, segmentation, reports, internal search analytics, surveys, experimentation and testing, and multichannel analytics. Defining useful metrics are critical to successful analytics and students will leave this course with a solid foundation of advanced analytic strategies. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 5594 Search Engine Optimization.** (Formerly 594) This course will educate and train students wishing to develop expertise in the Internet marketing discipline of search engine optimization. The curriculum revolves around the core areas of search engine optimization, including fundamentals and best practices, design and architecture, keyword research, copywriting, and SEO project management. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 5595 Social Media.** (Formerly 595) This course will educate and train students in the rapidly expanding field of social media. The curriculum covers social media overviews, strategies for advertising campaigns, and using the necessary tools and tactics to attract attention websites. Additional topics include social news networks, viral marketing, online press releases, online reputation management, and popular social media sites. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 5596 Online Advertising.** (Formerly 596) The goal of this course is to inform and teach users in the internet marketing discipline about Pay per Click Paid Search. The curriculum includes initial comprehensive campaign setup, campaign economics, landing pages, managing campaigns, and advanced PPC concepts. Additional concepts include landing page, design, content networks, PPC economics, and 3rd party ad tools. Online MBA Program only. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6520 Leadership & Business Ethics in the Global Environment.** (Formerly 520) 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. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6543 Domestic and International Alternative Dispute Resolution.** (Formerly 543) This course will cover all forms of Alternative Dispute Resolution with an emphasis on mediation and arbitration. The course will cover how to identify which cases are best for Alternative Dispute Resolution, evaluate the qualifications of arbitrators and mediators, conduct effective discovery in Alternative Dispute Resolution, develop effective negotiation strategy, develop effective arbitration techniques, and respond to obstacles that opposing parties often create. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6545 Business Law.** (Formerly 545) This course presents a comprehensive study of the major areas of business law. Specific topics include: contracts, sales, negotiable instruments, secured transactions and internet law. The students will acquire an overview of the law, and have a basic understanding of how law impacts certain business transactions. Prerequisite: MBA 6520. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6546 Intellectual Property.** (Formerly 546) This course presents a comprehensive study of intellectual property law. Areas to be discussed will include: patents, trademarks, trade secrets, and copyrights as applied through Federal Illinois law. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6550 Business Negotiations.** (Formerly 550) The purpose of this course is to study and practice effective negotiation strategies and techniques. The objective of this course is to improve students' understanding of negotiations and their effectiveness as negotiators. Readings and class discussions will provide students with a theoretical framework to prepare, conduct, and review negotiations and several strategies to enhance their abilities as negotiators. Through participation in a series of negotiation simulations and critical reflection, students will increase awareness of their negotiation behavior and their ability to negotiate more skillfully. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6559 Entrepreneurship.** (Formerly 559) Deals with new venture management, examining entrepreneurial personalities, managing creativity and establishing a successful enterprise. The major project is a new business plan. Prerequisite: MGMT 6500/MSA 6500. Cross-listed as MBA 6659/MGMT 6559. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6600 Independent Study.** (Formerly 600) 1-4 quarter credit hour/s. Department Consent Required.

**Campus:** LISLE

**MBA 6611 Managerial Economics.** (Formerly 611) 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. Cross-listed as MBA 6611/MSA 6611. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6613 Business and Economic Forecasting.** (Formerly 613) Acquaints students with business statistical forecasting methodologies, placing special emphasis on the underlying assumptions. Emphasizes time series methods used for planning and includes techniques such as decomposition, smoothing, regression and ARIMA modeling. Prerequisite: MBA 6611. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6619 International Economics and Finance.** (Formerly 619) Modern theories of international trade and current issues in selected areas of international finance are the subject of this course. Topics include the theory of comparative advantage, balance of payments, international monetary systems, foreign exchange markets, international parity conditions, hedging tools and techniques and foreign investment. Prerequisite: MBA 6651. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6620 International Accounting.** This course integrates International Financial Reporting Standards (IFRS) into financial accounting and highlights the differences and issues related to US GAAP and IFRS. Students will gain a basic understanding of IFRS which is gaining worldwide acceptance and being considered for adoption within the US. Prerequisites: MSA 6500, MSA 6601. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6622 Creativity and Innovation in Business.** (Formerly 622) Discusses both individual and group methods to enhance innovation in the organization. Theories of creativity are reviewed, but the emphasis is on using technologies to develop new products and processes. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6626 Strategic Business Communications.** (Formerly 626) Focuses on effective design and delivery of speeches and virtual presentations for business. Uses multi-media to assess and develop student's presentation skills in business and related public presentations through student's actual presentation with multi-media aids. The course will expand to: (1) Understand the principles of effective managerial communications, (2) Appreciate the role that communication plays in crisis management, business strategy implementation and managing the workplace and (3) help students understand the basics of negotiation, including analysis of other party and mutually acceptable outcomes. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6630 Operations Management.** (Formerly 630) 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: MGMT 6530, MBA 5541. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6632 Supply Chain Management.** (Formerly 632) This course provides an overview of the strategic nature of supply chain management, including basic supply chain definitions, concepts and principles and real world applications of supply chain techniques to transportation, inventory, supplier integration, electronic data interface, environmental resource planning, material resource planning, warehousing and electronic commerce. The course will focus on the value-added impact of supply chain management to marketing, quality and manufacturing and will provide students with an appreciation for the time, money and human resources required for a supply chain management transformation. Prerequisite: MBA 6630. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6633 Legal Issues in the Workplace.** (Formerly 633) This course provides an overview of laws and regulations that must be considered in human resource decision making. Topics include the Fair Labor Standards Act, Equal Employment Opportunity and Affirmative Action, sexual harassment, family leave, the Americans with Disabilities Act, Illinois Freedom of Information Act, Equal Pay Act and various aspects of employer/employee relations. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6634 Strategy, Structure, and Decision Making.** (Formerly 634) The focus is on the role of management in the development of organization strategy and the development of appropriate organization structures. Case analysis is used to aid in understanding and applying behavioral concepts to the resolution of managerial and organizational problems. Prerequisite: MGMT 6530. Cross-listed as MBA 6634/MGMT 6634. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6635 Advanced Operations Management and Logistics.** Considers advanced qualitative and quantitative models for planning, managing and controlling in the operating environment. Case studies are used to emphasize the application of theory in a practical setting. Prerequisites: MBA 6630, MBA 6669. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6636 Transnational Management and Global Organization.** This course focuses on how global firms formulate and implement management strategies addressing issues such as creating solid logistic systems, managing foreign suppliers, building competitive advantage, designing responsible organizations. Students will be able to: (1) understand current models and approaches to strategy formulation and implementation for multinational business enterprises; (2) Integrate the functional disciplines of designing an effective organizational structure through the application of cross border knowledge transfers and boundary expanding structures like joint ventures and alliances; (3) Identify the key traits of successful management teams that are a core requirement for transnational operations and where the roles of this complex organization will be in the ever expanding global economy; (4) Devise various types of strategy for transportation and logistic systems that are a core requirement for transnational organizations. Prerequisites: MSA 6601, MBA 6611 and MBA 6630. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6638 Student Development Challenges and Successes.** 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6639 International Business.** (Formerly 539) 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. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6641 Information Technology Management.** (Formerly 641) This course equips managers to assess strategic opportunities utilizing and investing in information technology. Topics include the nature and use of computers and other information technologies as business tools, new technologies, effective communication with members of the information systems community and IT organization leadership. Prerequisite: MSA 6500, MBA 6520. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6650 Financial Risk Management.** (Formerly 650) This course provides an overview of risk management in the finance industry. The course is designed for students interested in understanding how large-scale, complex risk management is actually performed in financial institutions. Topics include regulatory standards, computation, back-testing, stress-testing, simulation, and reporting of market, credit, and operational risk. Prerequisite: MBA 6651. Cross-listed as MBA/MSF 6650. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6651 Financial Management.** (Formerly 651) 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. Prerequisites: MSA 6601, MBA 6611. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6653 Investment Theory and Portfolio Management.** (Formerly 653) This course applies modern capital market theory to investment analysis and portfolio management. Topics include risk and return measurement, evaluation of portfolio performance, efficient market theory, pricing of call options, corporate bonds, and equity. Cross-listed as MBA 6653/MSF 6653. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6654 Problems in Corporate Financial Analysis.** (Formerly 654) This course employs challenging cases, current events, and readings to create a framework for students to utilize their qualitative and quantitative skills in corporate finance. Students will be expected to apply techniques learned in MBA 6651 and research new techniques. Cross-listed as MBA 6654/MSF 6654. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6655 Financing New Ventures.** (Formerly 655) In this course students will discuss and analyze funding sources for new ventures, the venture capital markets, effective financial strategies and management for the new and growing enterprise. Elective. Prerequisite: MBA 6651. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6661 Marketing Management.** (Formerly 661) Introduces students to both the theory and practice of marketing. Students explore consumer behavior, market research, new product development, pricing, distribution and promotional considerations. Prerequisites: MGMT 6530 and MBA 5541. Cross-listed as MBA 6661/MGMT 5561. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6662 Brand Management.** (Formerly 662) Learning how to guide and motivate a sales force is the central topic of this course. Students will explore the roles of sales representatives in the marketing mix and review and practice successful sales presentations. Managerial considerations related to the training, compensation, and evaluation of sales personnel will be stressed. Prerequisite: MBA 6661. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6663 Marketing Communications.** (Formerly 663) Integrated marketing communication is the central theme in this class. Students learn to evaluate and integrate print, radio and television advertising, direct response marketing, Web site design, and databases into coherent communications programs. Prerequisite: MBA 6661. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6665 Principles of Marketing Research.** The focus in this course is on helping students become knowledgeable users of marketing research rather than on becoming experts conducting the market research themselves. To accomplish this goal, the course will look at the entire marketing research process. It will cover problem definition, the correct selection of qualitative and quantitative research methods, data analysis and strategy decisions that result from the research. Prerequisite: MBA 6661. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6666 Advanced Topics in Consumer Behavior.** (Formerly 666) Understanding why consumers do the things they do is essential for all marketing. In this course, students will explore the many influences that affect individual purchase and consumption behavior. The approach taken will be wide-ranging and will draw on current theory in psychology, sociology and anthropology. Applied consumer behavior theory to the student's work and product experiences as well as to their own consumer behavior. Prerequisite: MBA 6661. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6669 Project Management.** (Formerly 683) 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. Advanced topics may include critical chains, adaptive and agile project management, the project office, and portfolio management. A project planning software tool is utilized, usually MS Project. This course is appropriate for technology and non-technology managers alike. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6670 Internet Marketing Communications.** Internet marketing is reshaping the way businesses and consumers interact with each other. This course studies the value of the Internet as a communication channel and is useful for marketing decision makers who are eager to understand and utilize Internet technology to grow their businesses. Examining the Internet and its evolution from a research tool to a marketing communications medium, this course shows how Internet offers an array of one-to-one, real-time, personalized marketing communications. This customized marketing approach attempts to directly meet individual customers' needs and consumer satisfaction may be just a few mouse clicks away. Internet Marketing Communications is not simply developing a website and hoping consumers will find it. It should be part of an Integrated Marketing Communications strategy that grows the business. Prerequisite: MBA 6661. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6671 Strategic Management.** (Formerly 671) 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. This course should be taken within two courses of completion of the required courses.

Prerequisites: MBA 6651, MBA 6661. Cross-listed as MBA 6671/ MGMT 6671. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6676 Marketing Strategies in the Digital Age.** (Formerly 676) This class focuses on the marketing efforts that companies, both large and small, are utilizing to create effective Internet strategies. Students will also investigate what new technologies are dominating the marketplace today, and what we can expect as the Internet and other technologies evolve. The student will become fluent in the language of e-marketing, and will gain the ability to position his or her self as a major asset in the execution of their organization's Digital marketing plan. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6677 Sustainability as a Driver for Innovation and Growth.** This course focuses on the emerging frontier of innovation and entrepreneurial activity, where innovative responses to social needs are being shaped by individuals and organizations driven to bring about positive change. Students will gain an understanding of how sustainability principles are being used as drivers for innovation, collaboration, and transformation, and along with the best practices of starting and growing successful mission-driven firms that are working across traditional borders between government, business, and the social sector. Prerequisite: MBA 6520. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6680 Capstone Experience.** Integrates all MBA coursework and experience in final analysis of complex business case situation, with formal presentation to panel of expert business leaders. As determined by instructor, may be individual or team based analysis and presentation. Professional performance and comprehensive demonstration of student's expertise expected, as would be expected by consulting team presentation to governing board or senior executives. Learning Team M.B.A. Program only. 2 quarter credit hour/s. Department Consent Required.

**Campus:** LISLE

**MBA 6682 Non-Profit Board Governance.** This course is an introduction to the history and function of governance and the role of boards in achieving the mission and vision of nonprofit organization. The process of board development and its importance in forging a successful board-executive relationship will be examined in order to provide students with necessary tools to create effective governing boards. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6686 International Marketing.** (Formerly 686) Applies marketing principles and concepts across national borders by examining several key variables of the international environment, such as competition, politics, laws, and consumer behavior. Prerequisite: MBA 6661 or MGMT 5561. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6687 Multi-Cultural Management.** (Formerly 687) The complex global business arena of the 21st century mandates that managers develop the skills necessary to design and implement global strategies and conduct effective cross-national interactions. This course will focus on the international manager's cultural skills and sensitivity as well as the ability to carry out the company's strategy within the context of the host country's business practices and environment. 4 quarter credit hour/s.

**Campus:** LISLE

**MBA 6690 Internship.** (Formerly 690) Focuses on professional career development through on-site internship developed by student with faculty mentor, including oral presentation. 4-12 quarter credit hour/s. Course Repeatable. Maximum number of units allowed: 12. Department Consent Required.

**Campus:** LISLE