

ONLINE OMBA (OMBA)

OMBA 6900 Special Topics 3 s.h.

Special topics and new developments in business. Subject matter to be announced in advance of each offering.

Prereq.: As announced or permission of instructor.

OMBA 6921 Industrial Economics 3 s.h.

Students will learn to analyze and understand the impact economic factors (e.g., information, consumer behavior, supply and demand) have on shaping markets and industries. Using this knowledge, students will be capable of assessing the different types of economic strategies (e.g., product differentiation, pricing, advertising and signaling) an organization can employ to gain market power to realize economic profits.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6922 Cost Based Decision Making 3 s.h.

Insights into a company's product costs (including those considered direct and indirect), its fixed and variable costs (and ways to identify these) and an understanding of its controllable and non-controllable costs all are necessary to effectively manage an organization. This course focuses on these concepts and how they can be used when making business decisions.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6923 Corporate Financial Management 3 s.h.

Participants will gain an understanding of financial analysis techniques are used when evaluating businesses, projects, budgets and other related decisions. Participants will develop a set of analytical tools for conducting historical analysis (analysis of the income statement, cash flow statement, balance sheet, interpretation of various financial ratios) as well tools associated with capital budgeting, capital structure and cost of acquiring capital.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program; it is assumed the student has an understanding of accounting; It is the student's responsibility to be certain he/she is comfortable with this requirement.

OMBA 6940 Leadership 3 s.h.

The purpose of this course is for you to acquire theoretical and practical knowledge about management and leadership so that you can lead and follow more effectively and ethically. It explores management and leadership situations with the intent to extract lessons and insights which can be applied to your own approaches to managing, leadership, and followership.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6941 Managing Organizational Talent 3 s.h.

The objective of this course is to provide students with an overview of the organizational behavior literature, research findings, and applications. Students are expected to think about, discuss, debate, analyze, and solve issues relating to organizational behavior. Students will be exposed to a broad range of management theories and expected to apply those theories to a variety of organizational contexts and situations.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6944 Operations & Supply Chain Management 3 s.h.

Operations and Supply Chain Management (OSCM) examines the functions of sourcing, materials management, operations planning, distribution, logistics, retail, demand forecasting, order fulfillment, and more in a broad area that covers both manufacturing and service industries. In this course, students will learn what functions OSCM performs, why it is important, and how to make business decisions in the field of OSCM. The objective is to help students develop a systematic working knowledge of the concepts and methods related to designing and managing operations in a supply chain.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6947 Managing Information and Technology 3 s.h.

No matter the industry, nor department within a company – information and technology play a key part in an organizations ability to implement its strategy. In this course you will obtain knowledge that will help you not only to better understand, but be able to more effectively select, implement, and manage these resources within your organization.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6948 Project Management 3 s.h.

Project Management deals with seeking new methods of planning, organizing, and controlling non-routine tasks. You will develop an understanding of the role of a Project Manager in an organization, the tools and techniques to successfully manage projects, and how to deal with problems often faced when managing projects. The concepts learned can also help prepare you for taking the PMP (Project Management Professional) or CAPM (Certified Associate in Project Management) certification exams.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6953 Consumers in a Digital World 3 s.h.

An examination of consumers and consumer behavior in a digital world. Students study the consumer decision making process that individuals or businesses engage in during the evaluation, acquisition, use of, and disposition of goods and services. Emphasis is placed on the role that technology plays in developing actionable plans to address consumers' wants and needs of today and anticipate those of tomorrow.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6954 Digital Marketing 3 s.h.

In-depth investigation into the development and evaluation of interactive and digital marketing strategies and tactics.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6955 Marketing Strategy 3 s.h.

Students explore the development of marketing strategy via segmentation, targeting, and positioning, and the support of the marketing strategy through integrated product, price, place, and promotional tactics.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6962 Health Care Reform 3 s.h.

The purpose of the course is to give students the skills necessary to understand all aspects of health and health care especially those related to Health Care Reform and recent and previous legislation. It will examine the supply of and demand for health services, and the analysis of health care systems and current, previous and potential future legislation relevant to health care reforms.

Prereq.: graduate standing, admission to the OMBA Program or MHHS Program or permission from the Program (OMBA or MHHS).

Cross-Listed: HHS 6962.

OMBA 6975 Business Policy and Strategy 3 s.h.

Strategy involves thinking at the enterprise level. Successful strategy design and implementation requires a holistic understanding of the threats and opportunities in the firm's external environment, and of its internal resources and capabilities. It also requires a synthetic view on how the firm integrates functional activities and cross-functional business processes. This course is designed to develop such an integrative view of the firm and its environment, along with appropriate analytical skills.

Prereq.: OMBA 6923, OMBA 6944, OMBA 6955 and graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6992 Health and Human Services Planning and Fiscal Management 3 s.h.

This course examines the principles of strategic planning and fiscal management in relation to Health and Human Services Organizations. Emphasis is placed on the specific role of the program director in leading and managing an organization in collaborative efforts and community planning. The course prepares the student to analyze the impact of fiscal management on resource allocation, personnel management, decision making, and future planning through the development of an individualized strategic plan.

Prereq.: graduate standing, admission to the OMBA Program or MHHS Program or permission from the Program (OMBA or MHHS).

OMBA 6996 Independent Study 3 s.h.

Special independent study and/or research in any area of business conducted by the student under the supervision of a graduate faculty member. Credit will be determined in each case based upon the nature and scope of the independent study project. Approval of faculty and program is required prior to registering.

Prereq.: graduate standing, admission to the OMBA Program, and permission from the MBA Program.