

MBA CURRICULUM

The MBA curriculum is designed around sequential coursework providing an educational experience that prepares students for leadership challenges and responsibilities in public and private sectors. The students are admitted to the program at two different levels. Students, who have a Bachelors degree in Business Administration or related field subjects such as accounting, management, finance, marketing, or organizational behavior, start at six hundred level Professional Core courses. Students who have a Bachelors degree in non-business subjects start at five hundred level foundation courses. Students may make a request for exemption from a foundation course(s) if he/she has passed a comparable course(s) with a grade of "B" or better. Request for course exemption are considered on an individual basis and follow a set approval process starting with the Director of the MBA Program.

MBA COURSES

Following are the list of MBA Courses:

Basic Core Courses or Foundation Courses

<u>Course Number</u>	<u>Course Title</u>	<u>Sem Hrs</u>
BADM 501	Essential of Accounting	4
BADM 502	Survey of Economic Analysis	
4		
BADM 503	Business Computer Applications	4
BADM 504	Quantitative Methods in Business	4
BADM 505	Essentials of Management	4
BADM 506	Essentials of Finance	
4		
BADM 507	Essentials of Marketing	4
BADM 510	Business Internship	
3		

{Note: Business Internship requirement may be waived if a student has two year of full-time managerial experience.} A verification of experience from employer is necessary.

Course Equivalencies for the Claflin MBA Program

Claflin Foundation Course	Equivalent Course(s)
BADM 501 Essentials of Accounting	Accounting Principles I and II
BADM 502 Survey of Economic Analysis	Microeconomics and Macroeconomics
BADM 503 Business Computer Applications	Computer Applications (Word Processing, Internet, Database, Spreadsheet)
BADM 504 Quantitative Methods in Business	Quantitative Methods or Production/Operations Management

BADM 505 Essentials of Management	Principles of Management or Organizational Behavior or Small Business Management or Human Resource Management
BADM 506 Essentials of Finance	Principles of Finance
BADM 507 Essentials of Marketing	Principles of Marketing or Sales or Consumer Behavior or Advertising
BADM 510 Business Internship	Two years of full time managerial experience

Professional Core Course:

BADM 601	Managerial Accounting	3
BADM 602	Managerial Economics	3
BADM 603	Organizational Theory and Behavior	
3		
BADM 604	Operational Analysis and Management	3
BADM 605	Financial Management and Policy	3
BADM 606	Advanced Topics in Management and Policy Information Systems	3
3		
BADM 607	Marketing Management	3
BADM 608	Research Methodology	3
BADM 610	Strategic Management	<u>3</u>

27

Electives:

<u>9</u>	
Total Semester Hours	36

Note: BADM 610, Strategic Management, is a capstone course and students are required to obtain a grade of "B" or better in this course.

Electives:

Students must take three courses (nine (9) semester hours) from the following list of courses:

MANAGEMENT

<u>Course Number</u>	<u>Course Title</u>	<u>Sem Hrs</u>
BADM 611	Human Resource Management	3
BADM 612	Entrepreneurship/Small Business Management	3
BADM 613	Project Management	
3		
BADM 616	Global Issues in Business	3
BADM 617	Business Ethics	3
BADM 633	Business Communication	3
BADM 634	Investing in New Ventures	3
BADM 635	Management in New Ventures	3

ENTREPRENEURSHIP

<u>Course Number</u>	<u>Course Title</u>	<u>Sem Hrs</u>
BADM 612	Entrepreneurship/Small Business Management	3
BADM 634	Investing in New Ventures	3
BADM 635	Management in New Ventures	3

MARKETING

<u>Course Number</u>	<u>Course Title</u>	<u>Sem Hrs</u>
BADM 609 3	Marketing Research	
BADM 614	Integrated Marketing Communications	3
BADM 615 3	Consumer Behavior	
BADM 617	Business Ethics	3
BADM 618 3	E- Commerce	
BADM 628	International Marketing	3
BADM 629	Business To Business Marketing	3
BADM 630 3	Sales	

FINANCE

<u>Course Number</u>	<u>Course Title</u>	<u>Sem Hrs</u>
BADM 619 3	Money and Capital Markets	
BADM 620	Investment Management	3
BADM 621 3	Theory of Finance	
BADM 622	Trading and Exchanges	3
BADM 623	Legal Environment of Finance	3
BADM 624 3	Bank Management	
BADM 634	Investing in New Ventures	3

Note: Concentrations in Management, Entrepreneurship (subgroup of Management), Marketing, or Finance are available or students may choose any electives in the list of electives to have a General Business focus.

Teaching credentials require 18 semester hours to gain a field specialization under SACS accreditation guidelines. This may include electives or required courses in a particular field. The three teaching area specialization available are management, marketing and finance.

Choosing such a concentration (18 hours in a subject area) may increase the length of time for the program and accumulate more than the required 36 semester hours needed for the MBA degree. However, such a credential is highly sought and valued in the workplace. If students wish to return to gain credentials from a graduate program or add an area of specialization, they may come as Non-Degree students and receive a Certificate of Specialization from the School of Business.

COURSE SCHEDULE: FALL SEMESTER

<u>Course Number</u>	<u>Course Title</u>	<u>Sem Hrs</u>
<u>Foundation Core Courses:</u>		
BADM 501	Essential of Accounting ACCT	4
BADM 502	Business Computer Application MGT	4
BADM 505	Essentials of Management MGT	4
<u>Professional Core Required Courses</u>		
BADM 601	Managerial Accounting ACCT	3
BADM 603	Organizational Theory & Behavior MGT	3
BADM 605	Financial Management & Policy FIN	3
3		
<u>Professional Core Electives:</u>		
BADM 609	Marketing Research (odd) MKTG	3
BADM 611	Human Resource Management (even) MGT	3
BADM 615	Consumer Behavior (even) MKTG	3
BADM 617	Business Ethics (even) MGT	3
3		
BADM 619	Money and Capital Markets (even) FIN	3
BADM 622	Trading and Exchanges (odd) FIN	3
BADM 630	Sales (odd) MKTG	3
3		
BADM 633	Management of New Venture (odd) MGT/ENT	3

Note: Some electives are offered every year. Some are on a two-year cycle. Even is for even ending years. Odd is for odd ending years.

MGT = Management
 MKTG = Marketing
 FIN = Finance
 ENT = Entrepreneurship
 ECON = Economics
 ACCT = Accounting

COURSE SCHEDULE: SPRING SEMESTER

<u>Course Number</u>	<u>Course Title</u>	<u>Sem Hrs</u>
<u>Foundation Core Courses:</u>		

BADM 502 4	Survey of Economic Analysis	ECON	
BADM 504	Quantitative Methods in Business	MGT	4
BADM 506	Essentials of Marketing	MKTG	4

Professional Core Required Courses:

BADM 602	Managerial Economics	ECON	3
BADM 604	Operational Analysis and Management	MGT	3
BADM 606	Advanced Topics in Mgmt		
MGT		and Policy Information Systems	3

Professional Core Electives:

BADM 612	Entrepreneurship/Small Business Management (odd)	MGT	3
BADM 614	Integrated Marketing Communication (even)	MKTG	3
BADM 616	Global Issues in Business (even)	MGT	3
BADM 618 3	E-Commerce (odd)	MKTG	
BADM 620	Investment Management and Portfolio (even)	FIN	3
BADM 623	Legal Environment of Finance (odd)	FIN	3

Note: Electives courses will be offered in a two-year cycle, unless it states 'every' year. Even is for even ending years. Odd is for odd ending years.

MGT	=	Management
MKTG	=	Marketing
FIN	=	Finance
ENT	=	Entrepreneurship
ECON	=	Economics
ACCT	=	Accounting

COURSE SCHEDULE: SUMMER SEMESTER

<u>Course Number</u>	<u>Course Title</u>	<u>Sem Hrs</u>
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Foundation Core Courses:

BADM 502	Survey of Economic Analysis (even)	ECON	4
BADM 503	Business Computer Applications (odd)	MGT	4
BADM 505	Essentials of Management (odd)	MGT	4
BADM 507 4	Essentials of Finance (every)	FIN	
BADM 510 3	Business Internship (every)	MGT	

Professional Core Required Courses:

BADM 607	Marketing Management	MKTG	3
BADM 608 3	Research Methodology	MGT	

BADM 610 Strategic Management MGT
3

Professional Core Electives:

BADM 613	Project Management (even) MGT	3
BADM 616	Global Issues in Business (odd) MGT	3
BADM 621	Theory of Finance (even) FIN	3
BADM 623	International Marketing (odd) MKTG	3
BADM 624	Bank Management (odd)FIN	
3		
BADM 634	Investing in New Ventures (odd) MGT/ENT	3
BADM 629	Business To Business Marketing (even) MKTG	3

Note: Electives courses will be offered in a two-year cycle. Even is for even ending years. Odd is for odd ending years.

MGT = Management
MKTG = Marketing
FIN = Finance
ENT = Entrepreneurship
ECON = Economics
ACCT = Accounting

COURSE DESCRIPTIONS: FOUNDATION COURSES

Foundation courses provide basic concepts and working competencies to students who do not have a sufficient background in business administration.

BADM 501 Essentials of Accounting 4 semester hours

This course is designed to introduce non-business majors to the field of accounting. The course covers basic concepts of accounting with a focus on how accounting events affect financial statements. It emphasizes both preparation and use of external financial reports. Topics include accrual versus cash method, receivables, payables, inventory, long-term operational assets, long-term liabilities, stockholders' equity, recording procedures, and financial statement analysis
Prerequisite: None

BADM 502 Survey of Economic Analysis 4 semester hours

This course introduces students to basic theories and logics of economics including economic systems, economic growth and national income, monetary and fiscal policies, inflation and unemployment, financial markets, market structures, factor markets, consumer and firm behavior and international trade.
Prerequisite: None

BADM 503 Business Computer Application 4 semester hours

Increase student's competency in the use of Microsoft products including Word, PowerPoint, Excel, and Access. Students also obtain knowledge and skills in database management, information retrieval, and E-Commerce. Prerequisite: None

BADM 504 Quantitative Methods in Business 4 semester hours

This course covers basic concepts and applications of mathematics, algebra, calculus, descriptive statistics, probability theory, and inferential statistics in business administration. Prerequisite: None

BADM 505 Essentials of Management 4 semester hours

strategy, process design, capacity planning, facilities location and design, forecasting for operations, production scheduling, inventory control, quality assurance, and project management. Prerequisite: None

BADM 605 Financial Management and Policy 3 semester hours

This course involves location of resources in the business firm. Examines decisions concerning the nature of funds to be drawn from the financial markets and the commitment of those funds to productive investments. Topics include: analysis of financial performance, operations planning, capital budgeting, capital structure, financial institutions and instruments. Prerequisite: None

BADM 606 Advanced Topics in Management and Policy Information Systems 3 semester hours

This course allows students to explore through lecture, case study, and computer simulation topics in management including: labor law and employment, compensation management, training and development, human resource management, entrepreneurship/small business management, and management and labor relations. This course explores approaches to developing and acquiring information. The course also emphasizes the strategic role that the computer-based information systems play in organization. Prerequisite: None

BADM 607 Marketing Management 3 semester hours

This course develops the societal, managerial, and strategic underpinnings of marketing. It presents concepts and tools for analyzing any market and marketing environment to discern opportunities, as well as principles for researching and selecting target markets. It also deals with strategic marketing and tactical marketing. Describe how firms handle each element of the marketing mix, and examine the administrative side of marketing. Additional topics include: global marketing, E-commerce, and customer satisfaction. Prerequisite: None

BADM 608 Research Methodology 3 semester hours

Intensive investigation of the business research process: defining the research problem, identifying data sources, choosing an appropriate research design, identifying the data collection method, developing the sampling plan, choosing an appropriate approach to data analysis and interpretation and reporting of findings. Special emphasis is placed on preparing students to be informed and effective users of both primary and secondary research techniques. Prerequisite: None

COURSE DESCRIPTIONS: PROFESSIONAL CORE COURSES: (continued)

BADM 610 Strategic Management 3 semester hours

This is a capstone course of the MBA program. This course is designed to help students bring together their understanding of strategy, policy, and decision-making. Through the use of case studies and computer simulation students apply their knowledge of accounting, economics, finance, management, and marketing {**Note:** Students must obtain a “B” or better grade in this course.} Prerequisite: Completion of at least twenty-four (24) hours of professional core and elective courses.

COURSE DESCRIPTIONS: ELECTIVES (Students take nine semester hours from elective courses to meet requirements of MBA program)

BADM 609 Marketing Research 3 semester hours

Students will develop theoretical and analytical competencies to conduct a full market research study including: collection of data selection of procedures, plan of analysis, hypothesis testing, and a research project. Students will be exposed to canned statistical package, such as, SPSS, SAS, and/or Tabulyzer. Prerequisite: None

BADM 611 Human Resource Management 3 semester hours

A critical examination of theories and practices of personnel functions of business organizations. Specific topics include: selection training, placement, transfers and promotions, performance appraisal policies, motivation, inventory of skills, and human resource development. Prerequisite: None

BADM 612 Entrepreneurship/Small Business Management 3 semester hours

Interdisciplinary course dealing with various aspects of starting a small business including: selecting promising ideas, initiating enterprise, exploiting opportunities, obtaining initial financing, site selection, and licensing. Prerequisite: None

BADM 613 Project Management 3 semester hours

This course covers management techniques that are applicable to a wide variety of project types including: information systems development, business start-ups, marketing campaigns, facility relocations, construction, research, and special events. Emphasis is on processes for scheduling, budgeting, and controlling projects. The selection and application of project management software are addressed. Other topics include: project organizational structures, qualifications and roles of the project manager, project leadership, team building, and the management of conflict and stress in projects. Prerequisite: None

COURSE DESCRIPTIONS: ELECTIVES: (continued)

BADM 614 Integrated Marketing Communications 3 semester hours

In this course, students are acquainted to various concepts of communicating marketing information to the consumer. Broad topics include advertising, public relations, and promotion. Students will be required to develop a portfolio. Prerequisite: None

BADM 615 Consumer Behavior 3 semester hours

A review and evaluation of major theories of consumer behavior from the economics, behavioral science, and marketing literatures. Topics include: buyer behavior models, problem/need recognition, search behavior, information processing, involvement and motivation, learning theory, cultural-lifestyle-social class influence, role of consumer perceptions and attitudes in decision making, family decision making, adoption and diffusions of innovations, consumer trends, and behavioral influence strategies. Prerequisite: None

BADM 616 Global Issues in Business 3 semester hours

An examination of the internal and external environment facing firms involved in the international marketplace. The course examines economic, political, management, marketing, and financial implications of doing business in an international setting. Prerequisite: None

BADM 617 Business Ethics 3 semester hours

This course examines the basic ethical issues involved in the conduct of business professionals. The student will be exposed to a sweeping overview of the ethical aspects of management, from personal values, to the purpose of the corporation, to developing ethical corporate strategies in an international context. The materials covered are intended to help students develop an informed and systematic approach to ethical dilemmas at work. Prerequisite: None

BADM 618 E-Commerce 3 semester hours

Examination of the interactive processes and transactions involved in satisfying the need of consumers, businesses, and government. Involves the study of marketing planning, consumer research, segmentation, and implementation of marketing strategies on the Internet in order to accomplish corporate objectives. Course topics include: online direct marketing, online advertising, online communications, applied data mining, value chain integration, sales force automation and global issues in electronic marketing: Prerequisite: None

BADM 619 Money and Capital Markets 3 semesters hours

Characteristics, structures, and functions of money and capital markets; source of funds for bond investment, stock financing, mortgage financing, and small business financing. Current problems and procedures in these markets are also analyzed.

Prerequisite: None

COURSE DESCRIPTIONS: ELECTIVES: (continued)

BADM 620 Investment and Portfolio Management 3 semester hours

Development and implementation of evaluative techniques of security analysis and portfolio management utilizing case analysis. Securities analyzed include stocks, bonds, convertibles, asset-backed bonds, options, and mutual funds. Examines risk and return

characteristics in a portfolio management context. Emphasis on performance measurement, valuation models, and investment strategies. Teaching method includes case analysis and discussion.

Prerequisite: None

BADM 621 Theory of Finance 3 semester hours

Utility models and various alternative models used in asset and security pricing. Emphasis is on seminal research in finance. Prerequisite: None

BADM 622 Trading and Exchanges 3 semester hours

Deals with theories and concepts involved in trading at exchanges and in dealer networks.

Covers technologies and environmental factors influencing trades and exchanges as well as both local and global public policy issues. Topics also include sources of liquidity, profitability, volatility and organizational change. Prerequisite: None

BADM 623 Legal Environment of Finance 3 semester hours

This course analyzes the impact of laws in the area of finance. Emphasis on mergers, tender offers, antitrust law, credit, bankruptcy, government regulation and securities regulation. Non-profits, business organizations, partnerships, corporations, and companies from a variety of industries are studied.

Prerequisite: None

BADM 624 Bank Management 3 semester hours

Theories, practices and technologies in management field for the banking industry. Covers topics of financial responsibilities, liabilities, pricing, ethics, security, planning, financial analysis and operations of banks and bank related financial institutions. Focuses on the economics and environmental forces that shape and structure the banking industry. Prerequisite: None

BADM 628 International Marketing 3 semester hours

Detailed analyses of theories, issues and decision facing the global marketing manager. Emphasis on product and service mix, pricing policies, legal barriers, information systems, marketing opportunities and channels of distribution across national cultures and international markets.. Some of the challenges include: multiplicity of governments, diverse legal environments, cultural differences and different currencies.

Prerequisite: None

COURSE DESCRIPTIONS: ELECTIVES: (continued)

BADM 629 Business to Business Marketing 3 semester hours

Strategies and opportunities in business-to-business and governmental arenas. Topics include product development and adaptation, nature of buying and selling, marketing research, product channel, pricing, promotion, goal setting and performance measurement when selling to organizations as opposed to individual consumers. Prerequisite: None

BADM 630 Sales**3 semester hours**

In depth study of personal sales including processes, approaches, techniques and theories. Examines the function of personal selling and managing the selling function in the marketing mix. Prerequisite: None

BADM 633 Business Communication 3 semester hours

The course prepares MBA students with the professional writing, public speaking, and teamwork foundation they will need throughout the program and their careers. This course uses case analysis to emphasize current topics in business communication, such as plain language laws, persuasive strategies for use in written and oral communication. The assignments will enable students to target decision-makers' need, craft verbal and qualitative arguments, and provide problem-solving, action-oriented content. Students will have extensive practice with memos, executive summaries, correspondence, interviewing, setting agenda and running teams and speaking.

BADM 634 Investing in New Ventures**3 semester hours**

From the business plan reader's perspective, the course focuses on effective selection of new venture opportunities, criteria assessment, value added activities, the relationship and appropriate structural mechanisms, and entrepreneur skills needed for successful venture implementation and performance. Prerequisite: None

BADM 635 Management of New Ventures**3 semester hours**

Study and development of the operational and financial issues entrepreneurs confront when managing a new venture. Emphasizes analytical and conceptual skills needed to manage a new enterprise and new ventures within larger organizations. Prerequisite: None.