Accelerated Learning
Course Catalogue
Graduate Program Course Requirements and Descriptions

Graduate courses meet one night per week from 6 p.m. to 10 p.m. in six-week terms. The programs are typically completed in 18-24 months and include 36 credit hours of instruction.

Designed for adult learners, all of our courses encourage students to use their personal and professional experience as the basis for integrating theoretical knowledge. Classes are conveniently scheduled in a format that makes education exciting, dynamic and personal. A faculty comprised of professionals with extensive, real-world experience ensures students learn innovative concepts with practical applications.
The Master of Business Administration (MBA) program provides opportunities for students to develop the analytical skills necessary for making strategic decisions, which lead to effective results. Through interaction with corporate leaders and analysis of cases, students are challenged to apply business theory to real-world programs. The curriculum was developed in conjunction with business leaders and professionals to prepare students to succeed within the complex organizations of the 21st century. Relevant business theory is presented in the context of Catholic social teaching so that students integrate values and ethical standards into their ongoing development as professionals. Graduates are positioned to become assets to employers through the effective use of the skills of communication, critical thinking, problem solving, research and team building.

**BU 6013 Entrepreneurship 3 credits**
Addresses trends and successes in entrepreneurship, specifically principles applicable to organizational leaders who wish to create change and drive innovation by examining the foundations of entrepreneurship; barriers to change; individual entrepreneurial characteristics; creative thinking; and entrepreneurial strategies, policies, and practices.

**BU 5013 Applied Business Research and Statistics 3 credits**
This course presents an overview of the research process and offers instruction in research study design, data sources and collection, and analysis and presentation of results. Emphasis will be placed upon making data driven decisions through integrating the use of standard research methods, best practices literature, and the utilization of technology as a data analysis tool.

**BU 5263 Finance 3 credits**
Examines the financial environment in which organizations function, providing leaders with the critical financial skills needed to understand the impact of financial performance within their organization, as well as the impact of their decisions. Emphasizes the crucial role of cash flows in gaining organizational success. Enables students to communicate more effectively with their financial counterparts.

**BU 5143 Legal Environment of Contemporary Business 3 credits**
Surveys the basic framework of the American and international legal systems, with particular emphasis on the common law, comparative law, courts, civil procedure, constitutional law, administrative regulation, topics in business law and the regulatory environment. Examines the critical issues confronting business managers and provides a systematic method for recognizing and resolving these issues.
BU 5153 Managers and Integrity  3 credits
This is an applied ethics course focused on the application of understanding of good and right to various business activities and social justice issues. This course provides a framework of basic principles for understanding what is meant by the terms good and right through an exploration of Catholic Social Teaching and secular ethical paradigms and guidelines.

BU 5183 Policy and Strategic Management  3 credits
Develops skills to formulate, implement and evaluate organizational strategies in rapidly changing environments. Focuses on the formulation, selection and implementation of business strategies through assessment of organizational performance; competitive, market and industry analysis; development of strategic positions and identification of strategic opportunities. Links internal organizational performance to external, competitive factors and forces for change with an emphasis on learning to think strategically.

BU 5123 Marketing Management  3 credits
Aids students in examining marketing concepts, policies, and procedures related to consumer and industrial goods. Integrates the techniques and functions of management and marketing as they relate product, place, price, and promotion. Emphasizes the analytical tools used to aid marketing decision-making.

BU 5033 Managerial Economics  3 credits
This course analyzes the underlying economics of choice with management implications. It explores demand analysis and pricing, cost analysis, markets, industry structure and competitive strategy as well as investigates monetary and fiscal policies, trade and industrial policies and government policies and regulations. This course develops methodologies to apply economic theories for managerial decision-making.

BU 5023 Financial Accounting  3 credits
This course examines management accounting and related analytical methodologies for decision making and control in organizations. Focuses on product costing, budgetary control systems, and performance evaluation systems for planning, coordinating and monitoring the performance of an organization. Defines principles of measurement and develops framework for improving information creation to develop and assess alternatives and strategies.

BU 5273 Business Intelligence  3 credits
This course focuses on developing actionable business intelligence to understand strategy-based planning to fulfill customer-centric perspectives. Broad-based negotiation skills will be integrated to create awareness by the student of problem resolution with win-win outcomes. Emphasis will be placed on students to objectively consider issues, identify alternative courses of action and to influence others.
BU 5193 Global Operations Management  3 credits
This course focuses on the international dimensions of operations strategy and provides a framework for formulating strategies in an increasingly complex world economy. Students will analyze global barriers and challenges, strategy execution, sustainability, project team development and transitional frameworks. Because the course deals with the management of "processes," it applies to both for-profit and non-profit organizations, and to virtually any functional area or industry.

BU 6993 Capstone Project  3 credits
The capstone project gives students an opportunity to write a business plan for a high-technology company. Grading will be based on the same criteria used by venture capitalist in plan evaluation. In this project, students use a combination of the knowledge they have acquired in the MBA program. Throughout the project, students work intensively with their study team and professor to develop a business plan for presentation to a panel of experts the last night of class.
**MASTER OF SCIENCE IN MANAGEMENT**

The Master of Science in Management (MSM) program is designed to provide the fundamental business skills in management, marketing, and finance needed to achieve organizational imperatives in an ethical manner. Graduates are prepared for leadership roles and possess effective oral and written communication skills as well as the interpersonal skills required of an effective leader. Coursework develops appropriate problem-solving skills involving the correct use of inference and deduction, assumption, recognition, evidence interpretation, and argument evaluation.

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BU 5163 Strategic Human Resources Management  3 credits
This course examines strategic human resource management processes as a basis for critical dialogue on corporate-level and business strategy formulation and implementation. Students identify human resource management areas for organizations to leverage and evaluate these in terms of changing environments. Skills are developed in strategic human resource planning and the alignment of human resource strategies with organizational mission, strategies, goals, and objectives. These human resource processes are examined in terms of future opportunities and ethical issues that arise from competing business decisions.

BU 5243 Employee Compensation and Benefits  3 credits
This course explores the discipline of compensation and benefit management as an integral managerial function. The processes of job analysis and job evaluations are discussed as methods to determine internal pay and benefit allotments in conjunction with market analysis as tools to ensure external equity. Other topics include wage and benefit related laws, performance appraisals, and motivation theories.

BU 5253 Employee Relations, Recruiting, and Retention  3 credits
This course provides an understanding of these critical management processes in a variety of organizational settings. Throughout the course, students develop the knowledge to conduct efficient and effective relational, recruiting, and retention programs within the Human Resource department of an organization.

BU 5996 Applied Research Project  6 credits This course will facilitate students through the process of applying Project Management skills, standard research methods, sound business theory, and industry best practices to the development and execution of an applied research project.