

MBA Curriculum Map

Courses and Activities Mapped to MBA in Business Outcome Set

	Outcome						
	Business knowledge Apply core business knowledge and concepts to make strategic and tactical decisions.	Critical thinking Critically assess information, data, and technology.	Effective Decisions Make effective managerial decisions and solve organizational problems.	Communication skills Communicate to an audience professionally and effectively in written and oral forms.	Globalization Demonstrate awareness of globalization and its impacts on people, culture, businesses, and the economy.	Ethical Issues Identify, analyze, and respond to ethical issues related to business practice and standards.	Quantitative Techniques Correctly apply quantitative techniques and methods in the analysis of real-world business situations.
Courses and Learning Activities							
MKT610 Integrated Marketing Communication	I	P	P	R	I	I	
MKT630 Consumer Behavior	I	P	P	R	I	I	
MKT640 International Marketing	I	R	P	P	R	R	P
MKT650 Sales Management	I	P	P	R	I	I	

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MKT660 Market Research	I	P	P	R	I	I	
MKT670 Advanced Marketing Strategies	R	P	P	R	I	I	
MKT680 Advertising Management and Marketing Communications	I	P	P	R	I	I	
BA750 Master of Business Administration Project:	R	R	R	R	R	R	R
MKT700 Seminar: Selected Topics in Marketing	R	P	P	R	I	I	
MGT700 Seminar: Topics In International Business	R	P	P	R	R	I	
MGT697							

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Cost-Benefit Analysis for Executive Decisionmaking	R	R	R	I		P	R
MGT695 International Strategic Management	P	R	R	R		I	I
MGT685 Organizational Leadership, Leadership Development and Change Management	P	P	R	P	I	I	
MGT675 Management of Innovation	I	R	P	P	R	I	
MGT665 Management Information Systems	I	R	R	R	I	I	
MGT655 Organizational Conflict Management	I	P	R	R	I	I	

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FIN700 Seminar: Financial Management	R	P	P	P	I	I	R
FIN690 Financial Institutions	P	R	R	P	I	P	R
FIN685 Financing Capitol Requirements	P	I	P				R
FIN670 International Business and Decision-making in a World Economy	P	P	R	I	R	P	R
FIN680 International Financial Management	P	P	I	I	R	I	P
FIN675 Security Analyses and Portfolio Management	P	I	P			P	P
FIN660							

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Real Estate Finance and Valuation	I	P	P	P	P	I	P
FIN665 International Business Finance	P	P	R	I	R	P	R
FIN655 Financial Risk Management	P	P	P	I		P	P
FIN650 Financing the Emerging Enterprise	P	P	I	I			R
MGT645 Human Resource Management and Employment Law	I	P	P	P	I	I	
MGT635 Managerial Communication Strategies	P	R	R	R	P	I	P
BA685 Business Entrepreneurship and New Venture Formation	I	P	P	I	I	I	I

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BA680 Operations Management	P	P	R	P	I	I	I
BA670 Financial Analysis and Management	P	P	R	I	I	I	P
BA665 Executive Leadership	P	I	R	R	I	I	I
BA660 Business Cycles and Forecasting	P	P	P	I	I	I	R
BA655 Strategic Human Resources Planning and Staffing	R	R	R	P	I	I	
BA650 Principles and Practices of E-Business	I	P		P	P	I	
BA647							

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Marketing Management and Strategies	P	P	R	P	I	I	
BA642 Organizational Behavior	P	P	R	P		I	
BA640 Economics for Managerial Decision-making	I	P	R	I		I	P
BA638 Business Law	I	P	P	I		P	
BA635 Statistic for Managerial Decision-making	P	R	R			I	R
BA633 International Business Accounting	I	P	P	I	R	I	P
BA630 Accounting for Managerial Decision-making	R	R	I	I	R	I	P

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BA628 Business Statistics and Analysis	I	P	P			I	P
BA625 Financial Accounting	I	P	P	P	P	P	P

Legend :	I Introduced	P Practiced	R Reinforced
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