

University of Sioux Falls
MBA Program Course Descriptions

BUS 510 Managerial Communications

The primary goals of the course are to develop competence in observing, describing and critiquing managerial communication practices; further, it is designed to develop an understanding of the history of communication and its policies, institutions and culture, and to develop knowledge of communication theory and philosophy and its application. (3 s.h.)

BUS 515 Human Resources Management

This course is an examination of the effective use of human resources to achieve organization goals given operational constraints. The process of meeting outside requirements, recruitment, selection, development, utilization and compensation of human resources are also presented. (3 s.h.)

BUS 518 Health Care Systems

This course is an overview of the U.S. health care system and focuses on a variety of health care delivery system topics. Key topics include the historical aspect of health care systems in the U.S., system organization, an overview of economics and financing of health care, role of quality, and future directions of health care. Students will also be assigned a research paper project which investigates and compares the health care system of another developed nation to that of the United States. On occasion health care leaders and executives will be guest speakers in the class addressing relevant health system issues, challenges, and future developments that they foresee. (3 s.h.)

BUS 520 Managing Organizational Dynamics

This course examines the development of organizational theory along with the application of behavioral science concepts to understanding individual and group behavior in organizations. Students will develop analytical skills necessary to interpret research findings in the area of study. The purpose of the course is to provide a general understanding of possible managerial approaches to particular organizational problems from the strategic design, political and cultural perspectives. (3 s.h.)

BUS 524 Marketing Management

This course provides a managerial approach to the study of marketing, develops managerial perspective and analytical ability in solving marketing problems, and deals with the management challenge of designing and implementing the best combination of marketing variables to carry out a firm's strategy in its target markets. Special consideration is given to ethical concerns in the design and implementation of a marketing strategy. (3 s.h.)

BUS 525 Marketing Research

This course encompasses the process of investigation and problem analysis through research and integration of marketing statistics, management, and communications. This course culminates in the execution, interpretation, and presentation of marketing research. Prerequisite: BUS 524 Marketing Management (3 s.h.)

BUS 528 Innovation and Problem Solving

An innovation is a new concept. A successful entrepreneur develops that new concept into a product, service or organization. This skill set requires an understanding of innovation development and making innovations operational. Innovation and entrepreneurship are processes occurring in the context of social and cultural organizations. The history of entrepreneurship and the nature of innovation and how it is expressed socially, politically, and economically will be explored. Networking, communication, and relationship-building skills will also be addressed. (3 s.h.)

BUS 530 Leadership and Ethical Management

This course explores the major theories and research on leadership effectiveness in formal organizations and the unique ethical challenges faced by leaders. Ethical leadership is considered from a Christian worldview and students are encouraged to integrate their faith beliefs into the practice of leadership. Readings, case studies, applied activities and self- reflection provide students with the opportunity to gain practical leadership knowledge, develop leadership skills, build ethical capacity and formulate a personal leadership philosophy and purpose. (3 s.h.)

BUS 532 Legal and Regulatory Issues in Health Services

This course provides an overview of the legal and regulatory issues in the health care industry. With this familiarity students can learn the skills needed to define relevant legal issues, to understand how these issues would be resolved, and to seek out, communicate with, and evaluate legal counsel. (3 s.h.)

BUS 533 Sales Management

The goal of the Sales Management course is to examine the elements of an effective sales force as a key component of the organization's total marketing effort. The course will extend student's understanding of marketing's reach and potential impact in achieving its overarching goals. Course objectives include understanding the sales process, the relationship between sales and marketing, sales force structure, customer relationship management (CRM), use of technology to improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople. Students learn to apply the discussion topics through an interactive project worked on throughout the course. (3 s.h.)

BUS 535 Cost Management

Cost management provides an enhanced understanding of the costing concepts, tools and techniques relevant for successfully managing an organization. A principle focus is on the use of the cost information to design and implement planning and controlling systems in line with the strategic plan. The course will also examine performance measurements for management and the organization. Prerequisite: Undergraduate Financial Accounting or Principles of Accounting I (3 s.h.)

BUS 538 Project Management

This course investigates the increasing use of projects to accomplish important organizational goals and the unique style of administration required to manage such projects. Topics addressed include the selection and role of the project manager; organization and planning, budgeting and cost estimation; scheduling and resource allocation among multiple projects; and monitoring, controlling, auditing and terminating projects. Emphasis will be placed on the role that project management can play in accomplishing strategic objectives of the organization. Project management software will be used as a tool to track and report on assigned projects and case studies. Prerequisites: BUS 520 Management of Organizational Dynamics and BUS 535 Cost Management (3 s.h.)

BUS 548 Organization Development and Change

This course provides the student with a broad background in organization development. Organization development utilizes behavioral science knowledge to help organizations build the capacity to function more effectively and to be more effective with dealing with change. Organization development involves a systematic approach to build organization capacity for change through data collection, diagnosis, action planning, intervention, and evaluation. Focus will be placed on organizational strategy and structure that complement social processes within the organization. Prerequisite: BUS 520 Management of Organizational Dynamics (3 s.h.)

BUS 550 Managerial Economics

Concepts are applied to the analysis of the firm using the Structure-Conduct-Performance Paradigm. The course examines how areas of market structure, market conduct, and market performance affect the firm in the competitive marketplace. The focus is on applying economic thinking to private firms, yet many of the analytical methods are applicable to the not-for-profit and public sector. Prerequisite: Undergraduate microeconomics (3 s.h.).

BUS 552 Project Management Colloquium

Offers a practical approach emphasizing the project phases and processes presented by such organizations as the Project Management Institute (PMI) in their Guide to the Project Management Body of Knowledge (PMBOK). This course will provide an overview of aspects related to the project life cycle and project management techniques that are used to manage projects that are on schedule, within budget and meet performance criteria. The student will learn the project management framework as well as the preparation of a project plan using the Industry Standard, the Project Management Body of Knowledge (PMBOK). (3 s.h.)

BUS 553 Business Plan Development

Designed to provide an understanding of the environments within which small businesses develop and function. The areas covered include starting a business, marketing products, operating a business, establishing financial and administrative controls and future concerns. In addition, each colleague will create an actual business plan and have the opportunity of experiencing the many phases of business development as the business plan is implemented. (3 s.h.)

BUS 554 Financial Planning and Control

This course provides an understanding of financial principles and the application of financial techniques in decision making. The topics covered include methods and tools of financial analysis, planning and control, working capital management, valuation, capital budgeting, cost of capital and methods of short- and long-term financing. The goal is to help managers develop the analytical thinking and financial judgment necessary for making sound, ethical business decisions. Prerequisite: Undergraduate Business or Managerial Finance. (3 s.h.)

BUS 556 Health Care Colloquium

This course will provide the platform for the in-depth pursuit of topics or concepts addressed in previous classes and/or topics or concepts absent directly or indirectly from the core curriculum. In order to fully appreciate and understand the complexities of health care issues, a scholar must be able to analyze issues through multiple lenses—multiple perspectives. Thus, each issue selected will be analyzed and discussed by using a multiple-perspective approach to include, but not limited to, perspectives from the following domains: political, economic, technological, societal, and spiritual.

BUS 558 Current Issues in Management

This course focuses on current, ever-changing issues facing organizations in a competitive business environment. The course is designed to provide the student with an overall understanding of real-world business issues from an integrated multi-functional perspective. (3 s.h.)

BUS 560 Strategic Management

This course deals with the determination of strategic goals and objectives for an organization, along with the methods used in solving various managerial problems. Strategic management focuses on developing a mission statement, analyzing the organization and its environment, and establishing goals and objectives that will help perpetuate the organization into the future. Managerial problem solving develops a foundation for critical thinking and then applies it to the organization through case analysis of various managerial problems and dilemmas. (3 s.h.)

BUS 562 Commercial Law

After reviewing foundational concepts related to business relations, including contracts; agency employment; negotiable instruments; and personal property; this course treats in greater detail Articles 2, 3, 4, and 9 of the Uniform Commercial Code and laws governing antitrust, labor, real property, and the environment. (3 s.h.)

BUS 564 Negotiations

Bargaining is an essential skill in the day-to-day competition for scarce resources. After introducing the art and science of negotiation and reviewing the conduct and outcomes of some actual negotiations, this course engages students in simulated negotiations ranging from simple, single-interest discussions to complicated, multiple-party dispute resolutions. Prerequisites: BUS 510 Managerial Communications, BUS 515 Human Resource Management, and BUS 520 Management of Organizational Dynamics (3 s.h.).

BUS 580 MBA Colloquium

This course will provide the platform for the in-depth pursuit of topics or concepts addressed in previous classes and/or topics or concepts absent directly or indirectly from the core curriculum. In order to fully appreciate and understand the complexities of organization-based issues, a scholar must be able to analyze issues through multiple lenses—multiple perspectives. Thus, each issue selected will be analyzed and discussed by using a multiple perspective approach to include, but not limited to, perspectives from the following domains: political, economic, technological, societal, and spiritual. (3 s.h.)

BUS 595 Management Internship/Fellowship

An internship is a culminating activity designed to provide practical and applied work within a business. The internship will provide an experiential learning activity for MBA students by providing realistic insight into the challenges and issues faced by businesses, and allow students to understand work requirements, risks, complex problems, planning and management issues. The internship experience would qualify as a CPT experience for international students. (1-4 s.h.)