

MBA CO-OP COURSE DESCRIPTIONS

CORE/ASSIMILATION COURSES

BUS 516 Employment in the United States (3) This course covers the preparation of the final resume, job application and the basic interview letters: cover, follow-up, resignation and recommendation. Classroom discussion includes interview questions, interview techniques, individual mock interviews, review of current job orders, and referral appointments. Along with the preceding employment essentials will be an introduction to American culture as it relates to the culture of work. This course is a required prerequisite for all international graduate students, and is also the Gateway Course of NCU's academic assessment of the student.

BUS 517 Communicating Across Cultures (3) This course is designed to provide the student with the necessary knowledge and skills (oral, written & research) to enter and succeed in the American workplace. Students will analyze their personal communication skills and develop strategies to effectively communicate in the English language. Topics include oral and written communication, various modes of business communication and application of cultural characteristics as they apply to communication. This course is a required prerequisite for all international students.

BUS 518 US Cultures and Customs (3)

MBA CO-OP CORE COURSES

BUS 505 Management Theory and Entrepreneurship (3) This course provides an introduction to the subjects of management and entrepreneurship. It will explore the connections between theory and practice of management from its historical beginning to the modern applications of planning, organizing, leading, and controlling. It will also allow the student to consider the requirements for a new business start-up and begin the process of writing a full-scale business plan which is the capstone project for the MBA.

BUS 600 Christian Leadership and Ethics (3) This course focuses on leadership, service, and ethics from a Christian perspective. There will be a focus on servant leadership with Jesus as the quintessential example. This course will also explore the role of ethics and ethical behavior in organizations with a special emphasis on guiding leaders and managers in the everyday issues that they face.

BUS 615 Management of Human Resources (3) The policies and practices related to managing people in organizations will be examined in this course. Special emphasis will be placed on planning, staffing, development, compensation, and evaluation of these practices.

BUS 699 Strategic Management (3) This course will effectively be the capstone course of the program. It will integrate all management-related aspects of an organization. Specifically, it will focus on the strategic and long-range issues managers must deal with in order to achieve competitive advantage. Prerequisites: ACTG 545, BUS 505, 530, 550, 610.

MANAGEMENT CONCENTRATION COURSES

ACTG 545 Managerial Accounting (3) This course examines the development, presentation, and interpretation of cost information for management decision making, budgeting, and control. Emphasis is placed on understanding financial reports that are the final product of the system--what they do and do not tell stakeholders about the business. Accounting principles, conventions, and concepts underlying financial reporting are examined with the objective of developing the ability to read, comprehend, and perform a basic analysis of financial statements. Prerequisite: ACTG 211

ECON 555 Managerial Economics (3) Economic practices and policies as they relate to managing an organization are explored in this course. The impact of both macro- and microeconomics on the functioning of an organization, especially in a global context, will be examined.

BUS 530 Marketing Management (3) This course examines marketing principles and practices for promoting and managing an organization. Topics include consumer behavior, market analysis, supply and demand, and the strategic role of marketing.

BUS 550 Financial Management (3) Examines the role and use of financial support systems to maximize organizational value and effectiveness. Budgeting concerns, as well as planning and control systems, will be explored, along with analysis of financial ratios and financial statements. Prerequisite: ACTG 211.

BUS 580 Quantitative Decision-Making Methods (3) This course focuses on the quantitative tools that managers need in order to facilitate decision making. These include decision analysis, linear programming, transportation methods, network models, waiting line models, and simulation. Prerequisite: MATH 310.

HEALTH CARE ADMINISTRATION COURSES

HCA 510 Introduction to the U.S. Health Care System (3 credits). This course offers a systematic approach to understanding the origin and evolution of the U.S. health care delivery system. Topics include the history of medical care in the U.S., descriptions of the variety of health personnel and facilities that comprise the system, including an investigation of selected contemporary health policy issues, public health, mental health, and alternative systems.

HCA 530 Health Care Marketing (3 credits). This course is designed to provide students with an understanding of the key principles underlying strategic marketing and how these principles are applied in the health care industry. The course will expose students to marketing fundamentals and

demonstrate how an application of these fundamental principles should be applied to the overall strategic plan of a health care organization.

HCA 550 Financial Management for Health Care Organizations (3 credits). This course introduces students to selected strategic finance topics such as cost concepts, costing systems, cost-volume-profit analysis, cost and revenue prediction, pricing strategies, budgeting, capital budgeting, accounting, sources of financing, and variance analysis.

HCA 570 Legal and Ethical Aspects of Health Care Administration (3 credits). This course introduces students to the legal principles and processes influencing health care providers. The course includes a review of historical ethical philosophies and their application to personal and corporate values. Of special interest will be an examination of the relationship of the various ethical philosophies to the field of bioethics.

HCA 590 Quality Management in Health Care (3 credits). This course is intended to provide the student with an understanding of components of a quality management program: quality assessment, risk management, utilization management, and outcomes assessment. Students will learn to apply principles, processes, and tools used in Continuous Quality Improvement. The impact of policies and processes on quality assurance for patients will be presented.