



# UNIVERSITY *of the* SOUTHERN CARIBBEAN

## **SCHOOL OF BUSINESS, ENTREPRENEURSHIP, CONTINUING & PROFESSIONAL STUDIES MBA PROGRAM OUTLINE 2017-2019**

The USC School of Business currently offers five MBA Programs. The programs are structured to prepare and develop leaders of integrity, and strong commitment to sound business ethics and practices. The school provides the necessary tools that will equip and empower students for management careers. It focuses on the body of knowledge, leadership skills, proficiency in the fundamentals of business, strategic innovations, sound decision making and information technology. This is enhanced by a technologically advanced and stimulating learning environment. The experience gained from our programs will enable our graduates to take their places successfully in today's complex and fast moving world.

Each graduate must complete a minimum of 12 credit hours in his/her area of specialty.

### **Programs offered:**

- A. Master of Business Administration in Health Care Administration
- B. Master of Business Administration in Human Resource Management
- D. Master of Business Administration in Economics and Finance
- E. Master of Business Administration in Finance and Accounting
- F. Master of Business Administration in Marketing

### **Specific Requirements for matriculation to the School of Business for all MBA students**

- A bachelor's degree from an accredited university or its equivalent
- Evidence of ability to pursue advanced study in graduate-level work with a cumulative undergraduate GPA at least 2.67 on a 4.0 scale.
- Adequate undergraduate and/or graduate preparation in the proposed field of study and general education. Assessment of preparation is done by MA Acceptance Committee (MAAC).

- Evidence of ability to handle master's level work in the English Language. If your first language is not English, you must submit scores on English Language achievement test
- A minimum of two satisfactory recommendations showing strong potential for educational leadership and service
- A written statement of purpose for graduate study in the MBA program

## **PREREQUISITES**

ACCT 121 Fundamentals of Accounting I

ACCT 122 Fundamentals of Accounting II

MGMT 475 Operations Management

MGMT 341 Business Law

FNCE 217 Principles of Finance

ECON 225 Principles of Macroeconomics

ECON 226 Principles of Microeconomics

ECON 435 Business Cycle & Forecasting (**Economics & Finance Emphasis ONLY**)

## **MASTER IN BUSINESS ADMINISTRATION**

The Master of Business Administration explores the foundations of business, the global environment in which it operates and the tools needed for intelligent decision making. The curriculum listed below is comprised of 12 4-week courses that are structured so that the courses build upon the mastery of other courses and emphasize the integration of course materials to insure a cohesive, coordinated learning experience.

## **CORE COURSES**

MBAF521 Entrepreneurship and Innovation Management

MBAF526 Managerial Economics

MBAF530 Ethical and legal Environment of Business

MBAF540 Issues in International Business

MBAF550 Financial Decision Making

MBAF561 Strategic Management

MBAM696 Business Research Methods

MBAM697 Master's Project

## **COURSE DESCRIPTIONS**

### **MBAF521- Entrepreneurship and Innovation Management 3**

This course concentrates on the development of a new enterprise and the management of an existing small business. It also introduces the role of innovation and technology in the entrepreneurial process. Cases, materials, and projects

developed especially for the course enable students to assess the opportunities, risks, and capabilities necessary for entrepreneurial success. The course emphasizes managerial and strategic problems during the early years of business formation and growth. It also emphasizes the interface between theory and practice.

**MBAF526- Managerial Economics** **3**

The course focuses on the range of economic assumptions in an environment of rapid change from the perspective of the manager. It utilizes economic models from micro, macro, and international economics to rationalize decision making in management. Stresses the convergence of economic systems, the increasing importance of regionalism and the emergence of a truly global economy.

Emphasizes national income determination, economic growth, and the theory of the firm, a changing production process and global economics.

**MBAF 530 – The Ethical and Legal Environment of Business** **3**

Examines the social and government structure within which business operates. Focuses on effective and ethical strategies for addressing issues of public concern, including labor and employment law, administrative agency procedures, public issues, management, product liability, and social contract, agency, stakeholder models of corporate responsibility.

**MBAF 540 – Issues in International Business** **3**

Examines issues essential to an understanding of international business activity. Includes the nature of international business, international economic institutions and issues, international monetary issues, government activity affecting international trade, social and cultural effects on international business, human resource management and other related issues.

**MBAF 550 – Financial Decision Making** **3**

Examines the use of financial theories and techniques in making financial decisions under conditions of uncertainty. Emphasizes the critical evaluation of concepts to assess their usefulness in practical business situations. Uses computer applications to solve practical problems.

**MBAF561-Strategic Management** **3**

Strategic management is a capstone course for graduating business students. The course presents concepts, tools, and principles of strategy and competitive analysis. Students are expected to integrate and apply their prior learning to strategic decision making in organizations. The intent is to provide students with an understanding of what it takes to make an organization achieve superior performance. Topics include evaluating the strategic environment, industry and

competitive analysis, formulating mission and setting objectives, strategy implementation, and strategic control.

**MBAM696- Business Research Methods** **3**

This course is intended to provide students with an understanding of the fundamental concepts of business research methods. It covers an overview of research problems and questions, strategies for writing literature reviews, qualitative and quantitative research methods and data analysis, business research ethics, and forecasting in business practice. This knowledge can change the way students understand products, markets, and customers. It can also change how they understand their companies, their philosophical position in business research, and the complex relationships that make up the business environment.

**MBAM697- Master's Project** **3**

The Master's project is an integral part of matriculating in the MBA program. It is intended to allow students to perform an applied project within the field of Business. It is designed so that students may understand the research process by which leaders respond to business problems. Students use research skills and professional business experience to create an opportunity to solve contemporary business problems.

## **SPECIALIZATION COURSES**

### **FINANCE AND ACCOUNTING**

The Master of Business Administration with an emphasis in Finance & Accounting prepares students for a larger role in managing a company's fiscal policy operations – while developing expertise in key financial areas, as well as integral business and leadership skills.

### COURSE DESCRIPTIONS

**MBAA 610 - Interpreting Accounting Information** **3**

Focuses on the understanding of financial statement analysis from a managerial perspective. Presents standard accounting analysis and modern developments in a practical, intuitively accessible fashion. Emphasizes cash-flow analysis and the cash-flow consequences of business activity.

**MBAA 621- Investment & Portfolio Management** **3**

Provides an understanding of the kinds of analysis and techniques used by individual investors and professional money managers to decide on investment objectives and select possible investment alternatives.

**MBAA 632 - Case Studies in Management Accounting** **3**

Develops students' management accounting techniques and skills needed to make ethical profit-maximizing decisions. Emphasizes data selection, analysis, decisionmaking and evaluation of results in complex, realistic situations.

**MBAA645- Advanced Auditing** **3**

An in-depth examination of Generally Accepted Auditing Standards (GAAS), as well as standards for the audit process and advanced auditing techniques. The student will develop skills in audit preparation through problems, case studies, and lectures. Alternative audit models are evaluated for both their practical relevance as well as their theoretical justification as informed by current research and emerging information technology. The use of Computer-Assisted Auditing Techniques (CAAT) and other computer related technology for obtaining evidence is evaluated in terms of effectiveness and suitability in diverse audit environments

**HEALTH CARE MANAGEMENT**

The Master of Business Administration in Health Care Management is tailored to provide healthcare professionals with the skills and leadership techniques needed to meet the demands of the rapidly changing healthcare industry.

COURSE DESCRIPTIONS

**MBAH 655 – Foundations of Health Care Management** **3**

This course would provide the foundation for the specialization and provide a context within which health care is delivered and managed. It would indicate that health care organizations are complex and dynamic and managing this complexity requires health care administrators with management skills to exert authority, allocate resources, gain support and mobilize action to achieve quality outcomes.

**MBAH 665 - Health Care Marketing** **3**

Using care analysis, this course explores how marketing principles apply to management decisions. It covers product development, pricing and distribution, consumer behavior analysis, marketing definition and forecasting and development of marketing plans focusing on application of these concepts to healthcare organizations.

**MBAH 675 - Health Care Finance** **3**

This course develops financial theories and techniques of financial analysis used to make decisions under conditions of uncertainty and capital constraints. Emphasizing critical and analytical skills in assessing business problems and

opportunities, the course also considers the final analysis of third party payer programs and government reimbursement plans using computer simulations and models to analyze health care management and general business problems.

**MBAH 685 – Information Management in Healthcare** **3**

This course emphasizes interpretation, evaluation and use of information management systems and outputs. The course examines several models of information management, stressing their use as tools in business operations and healthcare management while enhancing physicians' skills in using computer tools to develop, manage and analyze information data.

**MARKETING**

The Master of Business Administration with an emphasis in Marketing explores the art and science of marketing and instills in-depth knowledge and specific tools derived from the modern marketing world. The curriculum, taken in the track progression listed below, is comprised of 11 8-week courses that are structured so that one module builds upon the mastery of other courses and emphasizes the integration of course materials to ensure a cohesive, coordinated learning experience.

COURSE DESCRIPTIONS

**MBAK 624 -Marketing Management** **3**

Uses case analysis to explore the application of marketing principles to the basic product and service decisions of the firm. Includes product development; pricing and distribution; changing attitudes and habits of buyers; marketing definition and forecasting and the impact of such forces as product technology, advertising and computer behavior on the product life cycle.

**MBAK 635 - Marketing Strategy** **3**

Examines the relationship of marketing to corporate strategy and the strategic positioning of individual product or service lines. Emphasizes an understanding of current tools in strategic market planning and the planning and decision-making process itself.

**MBAK 646 - Consumer Behavior** **3**

Examine tools and models for developing and understanding consumer behavior, including processes by which individuals, groups and organizations evaluate and select various products and services.

## **MBAK 657 - Advertising Management**

**3**

The primary objective of this course is to provide the students with an opportunity to learn and apply the core theories, strategies, principles and practices of effective advertising management. The course utilizes theory, marketing and communications research, and significant management experience that are relevant to the design, evaluation and management of advertising. The specific topics covered in the course include consumer segmentation and target selection, consumer motivation and insight, developing a powerful communications strategy and advertising idea, evaluating and optimizing advertising execution, and developing a targeted and effective consumer connections and media plan.

## **HUMAN RESOURCE MANAGEMENT**

The program focuses on building competencies that business partners have identified as essential for employment success, such as change leadership, strategic thinking and action-oriented approach to HRM.

### COURSE DESCRIPTIONS

#### **MBAR 631 –Contemporary Aspects of Human Resources Management 3**

This course reviews the human resource management body of knowledge using the template of the Human Resource Certification Institute (HRCI) of the Society for Human Resource Management (SHRM) as its starting point. It then explores contemporary themes and issues in human resource management including international and comparative HRM, ethics, careers and knowledge management, work-life balance, diversity, downsizing, employee participation, emotion at work, flexibility, and workplace bullying.

#### **MBAR 642 - Strategic Human Resource Management**

**3**

The purpose of this course is to study human resources from a strategic point of view. Theories and concepts related to the formulation and implementation of Human Resource Strategies will be examined. The overall strategy and supportive policies of the firm, operating under competitive conditions, from the Human Resources point of view will be analyzed. Ultimately, the learner will be able to make improved Human Resource decisions based on the firm's operational plan.

#### **MBAR 653 – Performance Management**

**3**

This course addresses a timely and important issue for all managers and HR professionals: How to measure and develop the performance of individuals and groups and align performance with the organization's strategic objectives. Specifically, this course is designed to expose students to the methods, theories,

research findings, and issues regarding employee performance in organizations. At the end of the module students will be expected to have a very good knowledge of how to design and implement performance management systems.

### **MBAR 664 – Industrial Relations**

**3**

This course discusses issues pertaining to work and industrial law. Topics covered include employment contract, employer and employee obligations, terms and regulations of work as well as management prerogatives. Principles of wrongful behavior and domestic investigations are emphasized. This course also discusses matters with regards to industrial relations, workers' union, collective bargaining, collective agreements, industrial disputes and resolutions.

## **ECONOMICS AND FINANCE**

The Masters of Business Administration with an emphasis in Economics and Finance has been designed to emphasize the practical application of economics to a variety of business issues, while providing research training that is relevant to the pursuit of a higher degree. Modules in modern economic theory and quantitative methods are key components of this degree program. Whether you plan to manage investment portfolios, design a government's trade and financial policies, or oversee a company's finances, you will need to understand the forces driving the global economy and the operations of capital markets. It is an innovative, two-year degree that targets these skills; it's timely and practical, designed to help you succeed. It provides depth in finance and economics. Unlike an economics degree, it's applied rather than theoretical.

### COURSE DESCRIPTIONS

#### **ECON 620 - Modern Microeconomics**

**3**

Modern Microeconomics provides students with a firm understanding of modern microeconomic theory. Special emphasis is given to game theory and the way in which agents make decisions when there is private and hidden information. Attention is also drawn to the results of experimental evidence in microeconomics.

#### **ECON 630 – International Economics**

**3**

Analysis of modern trade theories and issues concerning international competitive strategies. The impact of trade patterns and commercial policy on domestic business activity. The effects of macroeconomics policies across nations.

#### **FNCE 650 - Financial Economics**

**3**

Financial Economics provides students with knowledge of modern portfolio theory, decision-making under uncertainty and risk and asset pricing. The module also

supplements financial theory with empirical evidence and familiarizes students with practical analysis of financial data.

**FNCE 680 – Financial Econometrics**

**3**

Financial Econometrics provides students with knowledge of the essential econometric techniques used in modern empirical finance. Emphasis is placed on the modern aspects of time-series models and their application to financial data.