

MBA PROGRAM

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BOUT THE PROGRAM ...

The MBA program at Point Park University is a 36-credit graduate program in which a student can earn a master of business administration in as little as one year. The accelerated format has been designed to accommodate the working adult, with classes held on Saturdays and the time frame necessary for degree completion is three semesters: Fall, Spring and Summer. The MBA can also be completed in an evening format. The program consists of eight core courses, followed by four courses in one of three tracks: Management, International Business or Management Information Systems.

COURSE WORK

The curriculum requires the following eight core classes:

MBA 511	Accounting for Managers	3 credits
MBA 570	Global Environment of Business	3 credits
MBA 571	Legal Environment of Business	3 credits
MBA 572	Statistical Techniques and Marketing Research	3 credits
MBA 573	Corporate Finance	3 credits
MBA 574	Organizational Behavior	3 credits
MBA 576	Quantitative Methods	3 credits
MBA 578	Managerial Economics	3 credits
		<hr/> 24 credits

Choose one of the following tracks:

1) *Management Track*

MBA 538	Advertising	3 credits
MBA 575	Organizational Systems	3 credits
MBA 577	Strategic Planning	3 credits
MBA 595	Special Topics in Management	3 credits
		<hr/> 12 credits

2) *International Business Track*

MBA 514	International Economics	3 credits
MBA 517	International Finance	3 credits
MBA 541	Cultures of International Business	3 credits
MBA 596	Special Topics in International Business	3 credits
		<hr/> 12 credits

3) *Management Information Systems Track*

MBA 580	Management Information Systems	3 credits
MBA 581	Development of Support Networks	3 credits
MBA 582	Database Management and Applications	3 credits
MBA 597	Special Topics in Information Systems	3 credits
		<hr/> 12 credits

COURSE DESCRIPTIONS

MBA 511 – Accounting for Managers The basic concepts of accounting and their significance to management are studied. Efforts to establish international accounting standards for foreign currency transactions and international operations are introduced.

MBA 514 – International Economics The analytical framework for economic decision-making within the international firm with respect to supply, demand, cost, price and profit is developed. Geographic trade patterns, differences between price and non-price economics, real and currency value changes, and international variations of corporate and national economic policies are reviewed and evaluated.

MBA 517 – International Finance - An overview of the financial function including applications and sources of corporate funds relating to the money and capital markets. Examines the special risks and returns of international operations. Special financial considerations of beginning operations such as joint ventures in another country, different tax systems, foreign exchange valuation, altered working capital and long-term funding arrangements such as use of the Eurodollar and other capital sources are analyzed.

MBA 538 – Advertising – Examines advertising from a world-wide perspective. The management of advertising in various foreign markets will be compared. Advertising strategies developed by multinational agencies and used by multinational corporations are studied. The specifics of account management, media selection, media planning and media research are discussed in relation to

COURSE DESCRIPTIONS

selected countries.

MBA 541 – Cultures of International Business – An overview of structure and functions of multinational organizations. Included are the role of the manager in various organizational settings, the influence of manager and organization upon each other, comparisons of the effect of cultures upon organizations, managerial assumptions about people when designing organizational structure, and the impact of the sociocultural environment on the multinational firm.

MBA 570 - Global Environment of Business - Introduces the multinational enterprise and reviews basic terminology and general practices of international business. Geo-politics and comparative cultures are studied in relation to basic world geography. World organizations of potential assistance to the international business manager are introduced.

MBA 571 – Legal Environment of Business – The relationship of the business manager to the legal foundations of the business/economic system is considered through theory and case studies. The legal and regulatory climates in which businesses operate are examined. The impact of international laws such as the act of state doctrine, and the effects of U.S. legislation on multinational business operations will also be considered.

MBA 572 – Statistical Techniques and Marketing Research - This class will examine specific methods of market research capable of facilitating market analysis and competitive analysis. Students utilize appropriate policies concerning the product, its pricing, promotion and distribution as well as aspects of planning and organizing for the domestic and international marketplace. The course will include a review of fundamental statistical techniques with marketing research applications.

MBA 573 – Corporate Finance - The class will examine discounted cash flow techniques for decision-making applications. Topics to be examined will involve operational budgeting, capital appropriation requests, investment planning, new product introductions, acquisitions, divestitures, shutdowns, and other special project decisions. The course will combine theory, cases and computer

application projects.

MBA 574 – Organizational Behavior The class will examine human behavior in organizations at the individual, interpersonal and group levels. The interplay of human, technological, and structural factors in organizations will be examined. Important issues to be considered will also involve motivation theories, communication, and group decision theories for managerial applications. The class will look at how we can design jobs and organizational structures and techniques to be used for evaluating and rewarding performance. Similarly, the class will look at techniques for the development of team building, leadership and conflict resolution skills.

MBA 575 – Organizational Systems This class will examine organizational change, transformation and evolution from the systems and socio-technical perspectives. Models to be explored will involve mechanistic and cybernetic systems. Moreover, recent models looking at organizations from the organic/biological perspectives will also be examined. Finally, an attempt will be made to see how the above can be used for strategic corporate applications.

MBA 576 - Quantitative Methods - A general overview of statistical techniques and quantitative methods used in business and government. Probability theory and statistical decision models are emphasized. Linear regression and correlation analysis leading to computer use for solutions.

MBA 577 - Strategic Planning - Enables students to identify, comprehend and appraise an organization's strategies and policies. Provides students with the methodology to formulate and implement strategy, and to analyze possible consequences of strategic and policy actions.

MBA 578 - Managerial Economics - Managerial Economics deals with a diversity of issues. For instance, the class will discuss ways of directing scarce resources in an efficient manner so as to attain managerial goals defined by the firm. To this end, students will learn to apply economic ideas, theories, and methodologies in a strategic manner to enhance corporate performance. Students

will also analyze organizational structures in order to maximize corporate behavior in the multitude of industrial and service sectors in which firms operate. Discussion of additional pertinent topics will provide students with further ways of using managerial economics, tools and procedures in the modern business environment.

MBA 580 - Management Information Systems - This course addresses three major computer issues. First, this course examines the business aspects of computer information systems, with a focus on hardware, software, and computer systems management. Second, it introduces business productivity software. In particular, it explores presentation and spreadsheet programs providing the students with considerable hands-on experience. Third, the course offers a case-oriented study of statistical data analysis for business decision making. Here, topics include: data summary measure, methods, population and sample characteristics, and linear regression, all implemented using the spreadsheet technology.

MBA 581 – Development of Support Networks – A comprehensive analysis of the impact of computer-based information systems on decision-making, planning and control. Topics include organizational structures needed to accommodate information technology; concepts of project management; design of information systems for managing the traditional functional areas of a firm; use of computer-aided software engineering (CASE) tools in systems development.

MBA 582 – Database Management and Applications – An exploration of concepts, principles, issues, and techniques for managing organizational data using database management systems. Topics include database architecture, data models with emphasis on relational model, logical database design, relational query languages, normalization, and database administration issues. Emphasis on the managerial and strategic impact of databases. Two projects are required.

MBA 595, 596, 597 – Special Topics