BUSINESS (BUS)

BUS 510
Strategy & Innovation
The 21st century business environment has become increasingly volatile, uncertain, complex and ambiguous. Competing and succeeding in such an environment requires new and innovative thinking. In this course you will learn how the global business environment has been transformed over the past few decades, how companies are redefining their purpose and how they are applying innovative thinking to their strategy and business models.
Lecture: 3 Lab: 0 Credits: 3

BUS 550
Business Statistics
This course covers statistics, optimization, and simulation tools that are critical for managers in enabling their firms to have a competitive advantage. The course covers probability, sampling, estimation, hypothesis testing, linear regression, goodness-of-fit tests, linear optimization models, nonlinear optimization models, and managerial decision-making under uncertainty. The models address problems in finance, marketing, and operations and include applications such as media selection, capital budgeting, portfolio selection, advertising effectiveness, facility location, distribution planning, and production planning. The focus of the course is on using business analytics to build models and using software to aid in decision-making.
Lecture: 3 Lab: 0 Credits: 3

BUS 590
Business Strategy Capstone Project
This is a forward-looking and experiential course that helps students understand how companies could successfully compete in the “next economy” through innovation and integrative problem-solving. It aims to integrate all of the key lessons from the M. B. A., M. S. EMS, and M. S. MAC programs to develop innovative solutions to solve real-world problems that actual companies face. The course is heavily project-based. Cross-disciplinary teams of students will act as management consultants to companies to identify and solve problems taking a holistic and integrative perspective. There will be lectures on various aspects of business strategy, sustainability, systems thinking, execution, innovation, and team effectiveness from faculty members and industry experts. Student teams will present their findings to fellow students, faculty members, and client companies. Prerequisite: Students should have successfully completed all of their respective program core courses.
Prerequisite(s): MBA 505 with min. grade of C and MBA 513 with min. grade of C and MBA 509 with min. grade of C
Lecture: 3 Lab: 0 Credits: 3

BUS 598
Graduate Workplace Immersion
This course provides graduate students with a supervised, immersive, hands-on experience in a US workplace where they will gain exposure to an industry and practical experience with projects related to their interests. Students will work for a minimum of eight weeks, 32 hours/week. Students will be matched with an organization according to their area of study, related experience, and/or relevant skillset.
Lecture: 0 Lab: 6 Credits: 3