

MASTER OF BUSINESS ADMINISTRATION (MBAD)

Explanation of Course Numbers

- Courses in the 1000s are primarily introductory undergraduate courses
- Those in the 2000s to 4000s are upper-division undergraduate courses that also may be taken for graduate credit with permission and additional work assigned
- Those in the 6000s and 8000s are for master's, doctoral, and professional-level students
- The 6000s are open to advanced undergraduate students with approval of the instructor and the dean or advising office

MBAD 6202. Foundational Management Topics in Health Care. 3 Credits.

How prevailing health care business models serve as barriers to economic and business gains; environmental changes and future directions of health care delivery, practice, and policy that can to innovation and serving as drivers for thinking strategically about the business components of the health care sector. Restricted to students in the MBA in health care program.

MBAD 6203. Global MBA Career Roadmap. 0 Credits.

Career options; traditional and digital networking tools and techniques; resume, cover letter, and related correspondence writing; preparing for an interview. Restricted to students in the global MBA program.

MBAD 6205. Business Essentials for Dynamic Markets. 1.5 Credit.

Introduction to the foundations of business. Business models and design, dynamic capabilities, and strategy. Identify opportunities, lead individuals, groups, virtual teams, and organizations effectively.

MBAD 6206. Professionalism as a Performative Art. 1 Credit.

Experiential learning exercises, case studies, interactive lectures, discussions, and custom simulations to real-world challenges. A practice field for communications skill building and adaptive problem solving.

MBAD 6207. Leadership Lab. 1 Credit.

Managerial soft skills in communications and leadership. Applications to challenges managers face with people and projects. Topics include personality, influence, social networks, and teams. Translating theory to practice and concept to action.

MBAD 6211. Financial Accounting. 3 Credits.

Basic concepts and methods used in financial reporting to understand content, context, and related processes. Income statement, balance sheet, and statement of cash flows. Detailed accounting procedures, calculations, and choices. Same As: ACCY 6101, IAFF 6191.

MBAD 6213. Accounting for Internal Decision Making. 1.5 Credit.

Effective use of internal generation, communication, and interpretation of information for both operational and strategic decision making purposes. Restricted to students in the MBA program. Prerequisites: ACCY 6101 or MBAD 6211. Same As: ACCY 6201.

MBAD 6221. Judgment, Uncertainty, and Decisions. 1.5 Credit.

Classical theories of decision making; recent findings on human cognitive limitations and biases. Analytical approaches useful in cases involving uncertainty, multiple objectives, and multiple stakeholders.

MBAD 6222. Data Analysis and Decisions. 1.5 Credit.

Statistical analysis—how it is used, when it should be used, and what can be learned from it. Statistical inference, hypothesis testing, and regression analysis. Prerequisite: MBAD 6221.

MBAD 6223. Operations Management. 1.5 Credit.

Concepts and techniques related to manufacturing and service operations. Process mapping, capacity analysis, production control, quality management, and supply chains. Integration of operations with a firm's overall business strategy as a powerful competitive weapon. Prerequisites: MBAD 6221 and MBAD 6222; or MBAD 6224; or DNSC 6202.

MBAD 6224. Decision Making and Data Analysis. 3 Credits.

Elements of decision making that enable managers to characterize their strengths, assess the competition, and forecast the future. Deterministic and probabilistic decision models. Analytical approaches involving uncertainty, multiple objectives, and multiple stakeholders. Probability concepts are used to develop and apply statistical models, with both exploratory and inferential statistical techniques used, including sampling, estimation, and hypothesis testing.

MBAD 6233. Financial Markets. 1.5 Credit.

Sources of managerial information provided by money and capital markets, primary and secondary markets, and cash and futures markets. Money and capital market instruments, relevant return measures, risk metrics for bonds and equities. Prerequisites: MBAD 6211; and MBAD 6222 or MBAD 6224; and MBAD 6242.

MBAD 6234. Financial Management. 1.5 Credit.

Theory, policy, and practice in financial management. Financial analysis, sources of funds, investing, capital planning and budgeting, dividend policy, and working capital management.

MBAD 6235. Finance. 3 Credits.

Financial management examined through financial analyses, fund sources, investing, capital planning/budgeting, dividend policy, and working capital management. Money and capital markets, primary and secondary markets, and cash and futures markets. Prerequisites: MBAD 6211, MBAD 6224 and MBAD 6242; or MBAD 6211, MBAD 6221, MBAD 6222 and MBAD 6242; or DNSC 6202, MBAD 6211 and MBAD 6242. Same As: IAFF 6193.

MBAD 6240. Competition in the Global Economy. 3 Credits.

Analysis of political risk using insights from practice and political science. Introduces international macroeconomics, geopolitics, frameworks for analyzing firm-level investment, and trade decisions. Overview of the global business environment.

MBAD 6241. Global Perspectives. 1.5 Credit.

Differences between the domestic and international environments and their implications for management. Differences in the organization of institutions of capitalism across countries.

MBAD 6242. Microeconomics for the World Economy. 1.5 Credit.

The economics of supply and demand in product markets. Theory of the firm (production and cost structure) and its competitive environment (perfect competition, monopoly, oligopoly, and monopolistic competition).

MBAD 6243. Macroeconomics for the World Economy. 1.5 Credit.

How firms are affected by the performance of the macro economy and the macroeconomic variables that should be factored into managers' decision-making processes. The behavior of output, employment, interest rates, inflation, and exchange rates.

MBAD 6244. International Management. 1.5 Credit.

The challenges of operating in different cultures, implications of cross-national differences in institutional environments, and difficulties of designing effective organizational structures for coordination and control in multinational operations. Prerequisite: MBAD 6241.

MBAD 6245. Global Perspectives. 3 Credits.

How decisions and processes are modified for the complex global arena. Differences between the domestic and international environments and the implications for management; variations in the organization of institutions of capitalism across countries. Challenges of operating in different cultures, effects of national differences in institutional environments, and design of organizational structures for coordination and control in multinational operations.

MBAD 6246. Global Economy. 1.5 Credit.

Linkages within the global economy. International macro and micro economic and financial developments and trends in developed, emerging, and developing economies. Focus on understanding macroeconomic data, sources of long-term growth, critical global issues that impact long-term development, mega trends, globalization and technological advances, and cyber security issues. Restricted to students in the World Executive MBA program.

MBAD 6247. Consulting Practicum and International Residency. 3 Credits.

Students gain consulting experience with an actual company in areas including global economics, finance, and cyber-security. Combination of on-campus coursework and overseas travel. Restricted to students in the world executive MBA program.

MBAD 6250. Technology for Business in DC. 1.5 Credit.

Real-world applications and management of technology such as business-IT alignment, digital transformation, strategic IT, cloud outsourcing, digital platform strategy and big data analytics. Students work on projects from DC metro area organization.

MBAD 6252. Management of Information Systems. 1.5 Credit.

An introduction to bridging the gap between the decision-making needs of managers and the terminology of technical personnel within an organization. The transformation of organizations in the digital economy.

MBAD 6253. Management of Technology and Innovation. 1.5 Credit.

Business, technological, economic, and political factors that influence the development and adoption of new technology. Management concepts and practices useful in enhancing corporate innovation. Corporate venture divisions and organizational alternatives.

MBAD 6254. Database and Data Warehousing. 1.5 Credit.

An introduction to the model, design, and use of database and data warehousing systems for identifying, understanding, and designing database-centric solutions for business and organizations.

MBAD 6261. Organizations and Leadership. 1.5 Credit.

A behavioral perspective on core leadership concepts at the individual, team, and organizational level. Students apply these concepts to examine their own leadership qualities in organizations. Experiential exercises and participation in team projects.

MBAD 6262. Managing Human Capital. 1.5 Credit.

Issues of corporate culture, strategy implementation, growth management, employee recruitment and retention, organizational behavior, diversity, ethics, and legal aspects of business. How human resource policies and practices can become a source of competitive advantage.

MBAD 6263. Organizations and Human Capital. 3 Credits.

Formal and informal organizational dynamics related to leading and managing human capital. Motivation and compensation, managing diversity, power and employee relations, organizational culture and change, leadership and decision making, and staffing and performance management. Restricted to MBA students. Credit cannot be earned for this course and BADM 3103.

MBAD 6265. Entrepreneurship. 1.5 Credit.

Focus on the total enterprise creation process starting with an introduction to the creative and innovative practices, lifestyle commitment and the skills necessary for entrepreneurial success. Develop skills and knowledge to be effective as entrepreneurs, members of entrepreneurial teams, intra (entrepreneurs and managers of intrapreneurs. Explore how to identify and develop solutions to the most common leadership and personal challenges faced by entrepreneurs via a lean startup strategy.

MBAD 6272. Nature of Markets. 1.5 Credit.

Marketing as an organizational function as well as a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

MBAD 6273. Marketing Decisions. 1.5 Credit.

Formulation and implementation of marketing strategy, applying the analytic perspectives, decision tools, and concepts of marketing to the elements of marketing strategy. Prerequisite: MBAD 6272.

MBAD 6274. Marketing. 3 Credits.

Marketing as an organizational function creating, communicating, and delivering value to customers, while managing customer relationships in ways that benefit both the organization and its stakeholders. Formulation and implementation of the elements of marketing strategy through the application of concepts of marketing, analytic perspectives, and decision tools. Credit cannot be earned for this course and BADM 3401.

MBAD 6281. Business Ethics. 1.5 Credit.

Businesses are experiencing increasing challenges and opportunities to ensure that they demonstrate integrity in all of their activities, both internal and external to their operations. Perspectives, information, and skill development in advancing the value of integrity in business organizations.

MBAD 6284. Business and Public Policy. 1.5 Credit.

Provides a foundation for understanding business in its broader social context; emphasis on interaction of the market system and public policy process. Instructor's active guidance with students to develop a public policy strategy proposal for a live partner.

MBAD 6285. Business Law. 1.5 Credit.

The legal environment of business, with particular attention to the liability of organizations and their managers for contracts, torts, and crimes. Strategies for avoiding litigation, including the development of clear, concise, and accurate writing.

MBAD 6286. Strategic Management I. 1.5 Credit.

An introductory approach to strategic management, stressing the general concepts and methodologies used in strategic management and providing a foundation for the MBA learning experience.

MBAD 6287. Strategic Management II. 1.5 Credit.

An integrative approach to strategic management, stressing the general manager's perspective, strategy formulation, implementation of strategy and policy, and evaluation and control of strategy in various types of organizations.

MBAD 6288. Strategic Management. 3 Credits.

An integrative approach to strategic management; general manager's perspective, strategy formulation, implementation of strategy and policy, and evaluation and control of strategy in various types of organizations. MBAD 6235 may be taken concurrently. Prerequisites: MBAD 6211, MBAD 6235 and MBAD 6274.

MBAD 6289. Business Ethics and Public Policy. 3 Credits.

Political, legal, social, economic, and ethical forces acting upon business. Interaction of the market system and public policy process in the development of law and regulation.

MBAD 6290. Special Topics. 3 Credits.

May be repeated to a maximum of 3 times. Same As: FINA 6290, MKTG 6290.

MBAD 6291. Business Communications. 1.5 Credit.

Practical and effective written and oral communication skills for the business environment. Focus on developing and delivering messages clearly, concisely, and effectively, and on learning to write in plain English. The purpose and mechanics of different forms of business communications. Strategies for routine communications challenges.

MBAD 6292. Consulting I. 3 Credits.

See attached.

MBAD 6293. Consulting I. 3 Credits.

Instruction in and application of the integrative problem-solving, communications, and leadership skills required by the successful management consultant.

MBAD 6294. Consulting Abroad Project. 3 Credits.

Students gain practical experience in the global environment through engagement in projects provided by international or foreign companies. A representative of the company visits GW to work with students during the associated practicum. Students work on projects during the seven-week practicum prior to the international residency.

MBAD 6295. Interdisciplinary Projects. 1-6 Credits.

Project and experiential studies of an interdisciplinary nature involving student teams and faculty from more than one field of study. Permission of the MBA program director required prior to enrollment. May be repeated for credit.

MBAD 6296. Business Challenge. 1.5 Credit.

Students identify a business challenge in their own organization and formulate a proposal to address the challenge within the organization's social, political, and technical contexts. The problem and proposal are formally presented at the end of the course. Restricted to students in the World Executive MBA program.

MBAD 6297. Business and Innovation. 1.5 Credit.

Innovation as a core business process involving technological, market, and organizational change. Strategic decisions, capabilities, and moves made or developed in established firms to create, deliver, and capture value. Restricted to students in the World Executive MBA program.

MBAD 6298. Graduate Internship in Business and Management. 0 Credits.

Structured practical experience. Permission of the instructor required prior to enrollment.