

**BUS 601 Professional Communication 3 hours**

The intersection of business, culture, and technology is dynamic. One thing that remains constant is the need for effective communication of ideas to meet the challenges and opportunities presented. This course explores foundational principles and theories of human communication. Further, it provides the business professional with a set of strategies, tools, and practical applications necessary for communication competence in the digital workplace. As the first course in this MBA sequence, it also lays the groundwork or learners' academic success by introducing technological, written, and oral competencies required throughout the program.

**BUS 603 Managerial Accounting 3 hours**

The course examines the principles, techniques and uses of accounting in the planning and control of business organizations from the management perspective. Budgetary process and related performance evaluation techniques, cost volume to profit relationships and product costing methods are examined. Review of legal and ethical implications of accounting practices.

**BUS 605 Data Acquisition and Analysis 3 hours**

The course examines strategies for meaningful decision making based on data. Candidates will review sources and quality of data, how ethics and bias can alter interpretation. A proven system of information evaluation is reviewed and applied to a wide range of information sources typically used by professional managers to plan and operate their ventures.

**BUS 606 Managerial Finance 3 hours**

This course explores financing of current operations and long-term capital management, sources and uses of funds, capital structure, and budgeting. Explores the concept of analyzing the financial health of organizations and connects financial health to organizational mission. Challenge of global operations on finance will be examined.

**BUS 607 Marketing and Brand Management 3 hours**

The course examines the principles, techniques and uses of accounting in the planning and control of business organizations from the management perspective. Budgetary process and related performance evaluation techniques, cost volume to profit relationships and product costing methods are examined. Review of legal and ethical implications of accounting practices.

**BUS 655 Decision Making 3 hours**

This course looks at the relationship between leadership and decision making. Examines decision making as a skill set by exploring decision framing, intelligence gathering, coming to conclusions, and review. Examines the legal, ethical, cultural and organizational challenges related to decision making.

**BUS 665 Business Strategy 3 hours**

Students learn how to create strategic alternatives for businesses, test the plausibility of strategy plans, and make the case for the preferred direction. The course concentrates on planning competitive strategy for small to mid-sized businesses, not on reactive or realized strategy. The essential activity for developing effective strategy is thinking strategically, a skill that is developed throughout the course with the following activities applied to case analysis.

**BUS 667 Emotional and Cultural Intelligence 3 hours**

Experienced professionals and new hires alike need effective emotional and cultural intelligence to navigate organizational life, which can be challenging on many fronts with the net effect of diminished productivity. Awareness of personal strengths and weakness and those of the people you work with helps clear the path for more constructive collaboration and lowers personal and organizational stress. Through case analysis, students will enhance their emotional and cultural intelligence.

**BUS 694 Special Topics in Business 3 hours**

Students will propose, create, and defend a business plan, research project, or publish an article that proposes a solution to an identified problem. The candidates will examine data gathering, problem solving, critical thinking and decision making strategies in light of organizational mission. Exploring ethical, internal and external impact of proposed strategies will be important components within the course. Participants will measure the effectiveness of project communication.

**BUS 699 Global Immersion 3 hours**

The course explores cultural intelligence, foreign business climate, societal and personal transformation and culminates in a global journey where students experience the intersection of business, faith and culture. Course work includes pre and post cultural assessments and a detailed look at personal and societal transformation.



# Leadership Certificate Course Descriptions

## **BUS 651**

### **Applied Leadership**

**3 hours**

The course is a comprehensive application corporate-communications strategy, tactics, and programs. Small teams will design, implement, and evaluate a campaign in the context of a challenging 8-week case study. Team projects are presented via a student-created website for evaluation by classmates and faculty.

## **BUS 652**

### **Understanding and Creating Effective Organizations**

**3 hours**

This course focuses on the management areas of leadership. Learners will be exposed to elements of organizational structure, topics of human resource management and organizational behavior. Learners will explore how corporate strategy is linked to organizational structure.

## **BUS 653**

### **Managing Change**

**3 hours**

Today's leaders need to be proactive and forecast the needs of the organization for the short-term, the intermediate, and the long-term. Students will explore how leaders are primarily change agents to influence a shared vision for the future. Students will learn to identify elements critical to leading in a changing environment.



# Healthcare Leadership Certificate Course Descriptions

**BUS 641****Healthcare Ethics and Compliance****3 hours**

An in-depth look at how leaders navigate the complex healthcare environment in light of ever changing regulatory demands. Focus on decision-making, ethics and organizational mission. Addresses issues related to healthcare law, reporting, self-reporting, and outcomes.

**BUS 643****Quality Improvement in the Healthcare Setting****3 hours**

This course looks at the demand of continuous quality improvement in the healthcare setting while examining the relationship between quality and outcomes. Looks at methods of measuring quality, and how measured results create actionable process in operations.

**BUS 644****Developing Community Based Health Services****3 hours**

Participants will examine the state of healthcare, and the increased demand to provide a continuum of care based on the needs of diverse populations in the marketplace. Equally important, the business implications of creating alternative service locations to traditional models of care and alternative healthcare solutions such as education, wellness, and access to care will be investigated.

**BUS 661                      Writing for Internal and External Audience                      3 hours**

Students learn the craft, demands, and expectations of written communications to fulfill corporate-communications strategy. Students write a range of communication forms used in print and digital communications including social media, blogs, and e-newsletters.

**BUS 662                      Communications Research                      3 hours**

Using social-science research methods, students learn how to measure attitudes, opinions, and beliefs of the internal and external audiences of a corporation. Actual research is designed and conducted by small teams to address the needs of a client in an 8-week case study.

**BUS 663                      Corporate Communications and Media Strategy                      3 hours**

The course is a comprehensive application corporate-communications strategy, tactics, and programs. Small teams will design, implement, and evaluate a campaign in the context of a challenging 8-week case study. Team projects are presented via a student-created website for evaluation by classmates and faculty.



# Nonprofit Management Certificate Course Descriptions

## **BUS 663 Corporate Communications and Media Strategy 3 hours**

The course is a comprehensive application corporate-communications strategy, tactics, and programs. Small teams will design, implement, and evaluate a campaign in the context of a challenging 8-week case study. Team projects are presented via a student-created website for evaluation by classmates and faculty.

## **BUS 671 Nonprofit Operations 3 hours**

This course connects organizational mission to operations. Students examine the dynamics of board governance, the benefits and challenges of working with volunteers, and the hiring challenges of nonprofits. Students will learn how to connect long term goals into short term action.

## **BUS 673 Nonprofit Fundraising and Financial Reporting 3 hours**

This course examines fundraising campaigns, grant writing, donor development and communication strategies. Students learn the importance of both financial and social service reporting in communicating organizational needs.