

# ONE YEAR MBA WITH SPECIALIZATIONS

## The Bryant MBA Curriculum

The Graduate School at Bryant University empowers its graduates with the ability to compete and excel in a dynamic business environment. Bryant's dedicated faculty successfully equips students with the analytical, technological and interpersonal skills required to meet the challenges of working in a diverse and global marketplace.

### *The learning goals and objectives of the MBA program are:*

#### Goal 1

Graduates of the Bryant Master in Business Administration program will have the ability to communicate effectively as managers. This goal includes the expectation that graduates will be able to demonstrate effective professional writing for business skills, oral communication skills, and will be prepared to make persuasive presentations at a managerial level.

#### Goal 2

Graduates of the Bryant Master in Business Administration program will have the ability to work and lead in organizational situations to effectively accomplish goals. This goal implies that students will be familiar with their own leadership style, be able to both lead teams effectively as well as work effectively as a member of a team, and, finally, be able to generate quality deliverables from team endeavors.

#### Goal 3

Graduates of the Bryant Master in Business Administration program shall identify and analyze complex managerial problems/opportunities in dynamic environments using an interdisciplinary approach. Achievement of this goal by graduates includes the ability to identify influential and/or causal factors using appropriate analysis tools; be prepared to effectively use quantitative and qualitative analytic tools; have the ability to propose feasible and/or innovative solutions showing consideration of multiple disciplines; and, finally, be prepared to make and justify appropriate recommendations.

#### Goal 4

In a global and cross-cultural context, graduates of the Bryant Master in Business Administration program shall demonstrate knowledge of essential business concepts and management processes with respect to the principal areas of commerce activity, including the discipline-specific areas of accounting, computer information systems, finance, management, and marketing.

#### Goal 5

Graduates of the Bryant Master in Business Administration program shall have an awareness of and a personal philosophy toward ethical business practice such that they are able to recognize ethical dilemmas, the stakeholders involved, and the consequences of different decisions on these stakeholders. Furthermore, graduates will be able to analyze, critique, and appraise their personal values and ethical standards.

## One Year MBA Curriculum with Specializations

*The MBA One Year program requires the completion of 40 credits. Specializations are available in Business Analytics, Global Supply Chain Management, Fintech, International Business or General Management*

### Core Courses

MBA 515	Management Concepts and Skills	1
MBA 520	Managing Corporate Enterprise	3
MBA 521	Leading Effective Organizations	3
MBA 522	Reporting and Controlling Resources	3
MBA 523	Managing Information Resources	3
MBA 524	Managing Financial Resources	3
MBA 525	Marketing for Competitive Advantage	3
MBA 526	Value Formation Through Operations	3
MBA 528	Global Immersion Experience	3
MBA 645	MBA Business Practicum	3
MBA 651	Mastering Strategic Analysis	3

### Electives

Specialization Elective 1
Specialization Elective 2
Specialization Elective 3

## MBA Electives

MBA students may elect to specialize in one of five areas, Business Analytics, Global Supply Chain, Fintech, International Business, or General Management. A specialization area is made up of three, three-credit electives within the specialization discipline. The General Management specialization is made up of three, three-credit electives from the specialization areas.

Note: Students that specialize in Business Analytics and take an additional course, AA 651, Analytics Capstone will be awarded a joint certificate from Bryant University and SAS in Business Analytics.

### MBA Business Analytics Specialization

AA 630	Data Management for Analytics	3
AA 640	Data Visualization and Text Mining	3
AA 645	Data Mining and Predictive Analytics	3

### MBA Fintech Specialization

FIN 501	Programming in Finance	3
FIN 502	Fintech and Blockchain for Finance	3
FIN 503	Fintech and Digital Innovation Fund	3

### MBA Global Supply Chain Specialization

Required:		
GSCM 601	Corporate Social Responsibility in Global Supply Chain Management	3
GSCM 603	Advanced Supply Chain Integration	3
GSCM 604	Logistics of International Trade	3

### MBA International Business Specialization

Required:		
IB 601	International Business Management	3

IB 602	Global Human Resource Management	3
IB 603	International Marketing	3

## Courses

### **MBA 506. Microeconomics for Business. 0 Credit Hours.**

This course serves as a pre-requisite to all on-campus MBA programs for students that do not have sufficient background in the subject. The course provides an overview of microeconomics with an emphasis on understanding key concepts and principles used in business management today. The objective of the course is to teach students how to analyze an organization's performance by applying economic analysis to an array of business situations.

### **MBA 507. Macroeconomics for Business. 0 Credit Hours.**

This course serves as a pre-requisite to all on-campus MBA programs for students that do not have sufficient background in the subject. The course provides an overview of macroeconomics with an emphasis on understanding key concepts and principles used in business management today. The objective of the course is to examine the economy in the long run (when prices are flexible) before examining the economy in the short run (when prices are sticky).

### **MBA 508. Statistics for Business. 0 Credit Hours.**

This course serves as a pre-requisite to all on-campus MBA programs for students that do not have sufficient background in the subject. The course provides a basic background in statistics for students without prior knowledge of statistical analysis and important mathematical ratios which will be utilized throughout the MBA program.

### **MBA 509. Accounting for Business. 0 Credit Hours.**

This course serves as a pre-requisite to all on-campus MBA programs for students that do not have sufficient background in the subject. The course provides an overview of accounting with an emphasis on understanding key concepts and principles used in business management today. The objective of the course is to teach students how to analyze an organization's performance by applying accounting principles to an array of business situations.

### **MBA 514. Finance for Business. 0 Credit Hours.**

This course serves as a pre-requisite to all on-campus MBA programs for students that do not have sufficient background in the subject. The course provides an overview of finance with an emphasis on understanding key concepts and principles used in business management today. The objective of the course is to teach students how to analyze an organization's performance by applying finance principles to an array of business situations.

### **MBA 515. Management Concepts and Skills. 1 Credit Hour.**

This course provides all entering MBA students with a foundation of key management perspectives and skills that will heighten student opportunity for successful program completion. During an intensive, multi-day course, MBA students will be exposed to and participate in instructional sessions addressing technology, research resources, team-building, leadership, communication skills, and case analysis exercises.

### **MBA 520. Managing Corporate Enterprise. 3 Credit Hours.**

Successful management of a corporate enterprise begins with a coherent, well-defined strategy. This course develops the knowledge and skills necessary to analyze, formulate and implement strategy effectively. The course will address the complexity of leading a business in this era of globalization, social and technological change, and dynamic firm and industry boundaries.

### **MBA 521. Leading Effective Organizations. 3 Credit Hours.**

This course emphasizes the importance of understanding the diverse ways that people interpret and respond to situations, emphasizing the complexity of organizational problems, especially in project-oriented, team-based environments. It discusses ways to align individual behavior with the organizations mission and objectives and encourages decision making that is consistent with established models of effective leadership and standards of ethical behavior. It equires students to create personal leadership development profiles and self-improvement plans for their professional practice to aid in the career development.

### **MBA 522. Reporting and Controlling Resources. 3 Credit Hours.**

This course emphasizes the role of accounting in controlling the operations of an organization and the relationship between cost, profits and volume, decision making techniques using accounting data, and the use of programmed budgets as a control mechanism.

### **MBA 523. Managing Information Resources. 3 Credit Hours.**

This course emphasizes knowledgeable and effective use of information systems, IS decision making, knowledge management, and information systems as an element of corporate strategy development.

### **MBA 524. Managing Financial Resources. 3 Credit Hours.**

This course emphasizes the tools and techniques necessary for sound financial decision making including the time value of money, risk and return, capital budgeting, working capital management, and acquisition of long-term capital.

### **MBA 525. Marketing for Competitive Advantage. 3 Credit Hours.**

This course emphasizes markets, innovation and opportunities, consumer characteristics affecting demand, marketing institutions, ethics and government business relations, product planning and pricing problems, distribution channels, promotion, and competitive strategy.

### **MBA 526. Value Formation Through Operations. 3 Credit Hours.**

This course emphasizes the theories and techniques used to manage world class operations for competitive advantage including: operations strategy, process design, quality, inventory control, and project management.

### **MBA 528. Global Immersion Experience. 3 Credit Hours.**

The Global Immersion Experience has been designed to embed the knowledge and skills needed for today's managers to operate effectively in a globalized world. The course typically encourages students to explore a given country or region in depth and in the process become aware of the economic opportunities and pitfalls in doing business in that country/region. Students will be able to take this experience and apply it to a different country. An important aspect of GIE is a student project with an overseas firm in the destination country that builds on the first semester of academic study covering areas of strategy/ leadership, supply chain management and accounting/finance. The Global Immersion Experience is required for the One Year MBA program and optional but highly recommended for the Two Year MBA. While class meetings for MBA 528 begin in the fall term, the GIE takes place during the winter term and entails travelling to a foreign country for approximately ten days.

**MBA 621. Business Consulting. 3 Credit Hours.**

The central idea is that consulting services, both internal and external to business organizations are useful, are in high demand, and are lucrative. The course is intended for students who wish to understand and use consulting principles and practices for competitive advantage, whether as an intrapreneur, entrepreneur, or a traditional consultant. The course introduces the taxonomy and nature of consulting, provider models and business forms such as feasibility studies, proposals, contracts, reports, and billing practices. It includes the strategic application of technology for improved productivity and performance. It helps students to understand and apply methods of thinking, process analysis, client relations, and reporting that are essential to effective consulting.

**MBA 641. Long Term Career Planning. 1 Credit Hour.****MBA 645. MBA Business Practicum. 3 Credit Hours.**

Students will work with a corporation or non-profit organization to develop and implement solutions to business problems or plans to exploit business opportunities. Teams will work closely with company executives to develop a project that adds value to the firm and provides students with hands-on experience working with a company.

**MBA 651. Mastering Strategic Analysis. 3 Credit Hours.**

This MBA Capstone course emphasizes managerial decision-making that involves all aspects of a firm and crosses all functional lines, focusing on the integration of acquired knowledge for strategy development.

**MBA 691. Directed Independent Study in Business. 3 Credit Hours.**

This course is designed to allow an individual academic program to be tailored to fit the unique interests of a graduate student. At the initiation of the graduate student, the faculty member and the student will develop an academic plan that is submitted to the College of Business for final approval.