

ONLINE MBA (OMBA)

OMBA 6900 Special Topics 3 s.h.

Special topics and new developments in business. Subject matter to be announced in advance of each offering.

Prereq.: As announced or permission of instructor.

OMBA 6921 Industrial Economics 3 s.h.

Students will learn to analyze and understand the impact economic factors (e.g., information, consumer behavior, supply and demand) have on shaping markets and industries. Using this knowledge, students will be capable of assessing the different types of economic strategies (e.g., product differentiation, pricing, advertising and signaling) an organization can employ to gain market power to realize economic profits.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6922 Cost Based Decision Making 3 s.h.

Insights into a company's product costs (including those considered direct and indirect), its fixed and variable costs (and ways to identify these) and an understanding of its controllable and non-controllable costs all are necessary to effectively manage an organization. This course focuses on these concepts and how they can be used when making business decisions.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6923 Corporate Financial Management 3 s.h.

Participants will gain an understanding of financial analysis techniques are used when evaluating businesses, projects, budgets and other related decisions. Participants will develop a set of analytical tools for conducting historical analysis (analysis of the income statement, cash flow statement, balance sheet, interpretation of various financial ratios) as well tools associated with capital budgeting, capital structure and cost of acquiring capital.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6930 Business Analytics 3 s.h.

Explore business analytics through a comprehensive approach that develops the skills and tools needed to transform data into actionable insights for strategic decision-making. Designed for professionals aiming to excel in a data-driven economy, the content bridges the gap between business strategy and analytical methods, ensuring practical application in real-world scenarios.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

Cross-Listed: BUS 6930.

OMBA 6931 Business Data Visualization 3 s.h.

Develop the skills to transform raw data into compelling visual narratives, creating dynamic dashboards and effective visualizations that drive data-informed decision-making. Learn key principles of data visualization, including best practices for chart selection, color theory, and dashboard design, while exploring advanced functionalities such as calculated fields, parameters, and interactivity to enhance user engagement and insight communication. 3 s.h.

Cross-Listed: BUS 6931.

OMBA 6932 AI for Business Analytics 3 s.h.

AI in Business Analytics equips students with the skills to leverage AI for more efficient, automated, and insightful data analysis. As businesses increasingly rely on AI to streamline processes, this course explores how AI enhances data cleaning, analysis, visualization, and automation. Students will learn to integrate AI tools for handling unstructured data, generating reports, automating workflows, and even assisting in writing code. By the end of the course, they will design a fully functional AI-enhanced analytics pipeline, preparing them to apply AI-driven solutions to complex business challenges. Graduate standing and admission to the OMBA Program or permission from the MBA Program required.

Cross-Listed: BUS 6932.

OMBA 6940 Leadership 3 s.h.

Designed for professionals seeking to strengthen their leadership capabilities, this course develops the knowledge, behaviors, and self-awareness needed to lead effectively in the modern workplace. Participants learn to set direction; build trust and credibility; communicate a compelling vision; enable others to act; adapt their style to the situation; and build a constructive, high-performing team culture. Through assessments and guided reflection, participants identify their leadership style, surface strengths and growth opportunities, and define goals and action steps to improve their effectiveness.

Prereq.: graduate standing, admission to the OMBA Program or the Certificate in Organizational Leadership or permission from the MBA Program.

OMBA 6941 Managing Organizational Talent 3 s.h.

Designed for professionals, from individual contributors to experienced managers, this course examines how individuals and groups behave within organizations and how to shape those dynamics to improve performance. Participants learn strategies to enhance motivation, leverage talent, and support effective decision-making. Emphasis is placed on applying organizational behavior concepts to strengthen employee performance and drive organizational success. Graduate standing, admission to the OMBA Program or the Certificate in Organizational Leadership or permission from the MBA Program required.

OMBA 6942 Essentials of Leadership Coaching 3 s.h.

Coaching and leadership are essential skills for any professional who wants to realize their potential and unlock the full potential of others. Organizations need leaders who can guide employees, foster collaboration, and drive results. Leaders who use coaching techniques build positive relationships, instill empowerment, and enhance the motivation and engagement of others to create lasting change. This course will help participants develop a solid foundation of coaching and leadership competencies, which will enable them to excel as a colleague, manager, and leader. The course is valuable for any professional looking to create a better understanding of themselves, help others to develop and grow, and become an even more valuable asset to their organization.

Prereq.: graduate standing, admission to the OMBA Program or the Certificate in Organizational Leadership or permission from the MBA Program.

OMBA 6943 Developing and Leading High Performing Teams 3 s.h.

The success of professionals in any organizational context is reliant on their ability to harness the power of teams. Essential to this type of success is one's knowledge, skills, and ability to develop and lead teams to be more productive, efficient, and effective. In this course participants will learn the characteristics of high-performing teams, various tools that foster collaboration, communication, and trust among team members, and techniques to handle common challenges and conflicts that arise in teams.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6944 Operations & Supply Chain Management 3 s.h.

Operations and Supply Chain Management (OSCM) examines the functions of sourcing, materials management, operations planning, distribution, logistics, retail, demand forecasting, order fulfillment, and more in a broad area that covers both manufacturing and service industries. In this course, students will learn what functions OSCM performs, why it is important, and how to make business decisions in the field of OSCM. The objective is to help students develop a systematic working knowledge of the concepts and methods related to designing and managing operations in a supply chain.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6947 Managing Information and Technology 3 s.h.

No matter the industry, nor department within a company – information and technology play a key part in an organizations ability to implement its strategy. In this course you will obtain knowledge that will help you not only to better understand, but be able to more effectively select, implement, and manage these resources within your organization.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6948 Project Management 3 s.h.

Project Management deals with seeking new methods of planning, organizing, and controlling non-routine tasks. You will develop an understanding of the role of a Project Manager in an organization, the tools and techniques to successfully manage projects, and how to deal with problems often faced when managing projects. The concepts learned can also help prepare you for taking the PMP (Project Management Professional) or CAPM (Certified Associate in Project Management) certification exams.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6953 Consumers in a Digital World 3 s.h.

An examination of consumers and consumer behavior in a digital world. Students study the consumer decision making process that individuals or businesses engage in during the evaluation, acquisition, use of, and disposition of goods and services. Emphasis is placed on the role that technology plays in developing actionable plans to address consumers' wants and needs of today and anticipate those of tomorrow.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6954 Digital Marketing 3 s.h.

In-depth investigation into the development and evaluation of interactive and digital marketing strategies and tactics.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6955 Marketing Strategy 3 s.h.

Students explore the development of marketing strategy via segmentation, targeting, and positioning, and the support of the marketing strategy through integrated product, price, place, and promotional tactics. Graduate standing and one of the following: admission to the Master of Business Administration (MBA) program, admission to the Master of Science in Business Analytics (MSBA) program, or permission of the MBA program required.

OMBA 6962 Health Care Reform 3 s.h.

The purpose of the course is to give students the skills necessary to understand all aspects of health and health care especially those related to Health Care Reform and recent and previous legislation. It will examine the supply of and demand for health services, and the analysis of health care systems and current, previous and potential future legislation relevant to health care reforms.

Prereq.: graduate standing, admission to the OMBA Program or MHHS Program or ELHH-DD Program or permission from the OMBA Program.

Cross-Listed: HHS 6962.

OMBA 6971 Strategic Human Resource Management 3 s.h.

In today's dynamic and competitive environment, human resources are not simply an expense, but a source of competitive advantage and value creation. For this reason, Human Resources has become a critical strategic partner responsible for attracting, retaining, and managing an organization's most valuable assets – its people. In this course, participants will examine human resource management from a strategic perspective, enabling them to ensure that HR practices are aligned with organizational goals and strategies. The course is suitable for any manager who want to enhance their understanding of strategic human resource management, as well as human resources professionals who want to update their knowledge of best practices in the field.

Prereq.: graduate standing, admission to the OMBA Program or permission from the MBA Program.

OMBA 6975 Business Policy and Strategy 3 s.h.

Strategy involves thinking at the enterprise level. Successful strategy design and implementation requires a holistic understanding of the threats and opportunities in the firm's external environment, and of its internal resources and capabilities. It also requires a synthetic view on how the firm integrates functional activities and cross-functional business processes. This course is designed to develop such an integrative view of the firm and its environment, along with appropriate analytical skills.

Prereq.: OMBA 6923, OMBA 6944, graduate standing, and admission to the OMBA Program or permission from the MBA Program.

OMBA 6992 Health and Human Services Planning and Fiscal Management 3 s.h.

This course examines the principles of strategic planning and fiscal management in relation to Health and Human Services Organizations. Emphasis is placed on the specific role of the program director in leading and managing an organization in collaborative efforts and community planning. The course prepares the student to analyze the impact of fiscal management on resource allocation, personnel management, decision making, and future planning through the development of an individualized strategic plan.

Prereq.: graduate standing, admission to the OMBA Program or MHHS Program or ELHH-DD Program or permission from the OMBA Program.

OMBA 6996 Independent Study 3 s.h.

Special independent study and/or research in any area of business conducted by the student under the supervision of a graduate faculty member. Credit will be determined in each case based upon the nature and scope of the independent study project. Approval of faculty and program is required prior to registering.

Prereq.: graduate standing, admission to the OMBA Program, and permission from the MBA Program.