Business Administration

Master of Business Administration

The master of business administration program is accredited by the AACSB. It is offered as a full-time, day-class program in Morgantown and requires thirteen and one-half months to complete. It is also offered in the evening via distance learning in Charleston, Morgantown, Martinsburg, and online. The evening and online program, referred to as the Executive M.B.A. Program, is designed for working professionals and requires two years to complete. The standards of excellence that support accreditation by the AACSB are maintained at all instructional sites.

The M.B.A. degree program recognizes the need for future managers to be able to anticipate and recognize change and then to manage resources advantageously in that environment. Thus, the curriculum emphasizes a general, broad-based approach to graduate education in management which provides the student with the qualitative and quantitative skills necessary for a manager to succeed in such an environment. The program develops a managerial perspective that is primarily line-oriented as opposed to staff-oriented and is relevant to those in both private and public organizations.

Full-Time M.B.A. Program

The full-time M.B.A. plan of study requires a total of fifty credit hours of graduate credit. The program is designed for individuals with varying educational and professional backgrounds. Students must have pre-requisite courses to be eligible for the program: ACCT 201, ECON 201, and ECON 225 or STAT 211. If students are applying to the M.B.A. program from outside WVU, the course descriptions can be used to match courses at other institutions. Students not able to meet the prerequisite coursework prior to completing their undergraduate degree can meet this requirement via an online software program. No master’s thesis is required for completion of the degree.

The full-time M.B.A. degree program is completed on the Morgantown campus. A full-time student can enter the program only in June of each year and graduate in mid-August of the following year. Students may enter the executive M.B.A. program at the start of either the fall or spring semester and complete the program two years later.

Executive M.B.A. Program

The executive M.B.A. plan of study requires forty-eight credit hours of graduate credit. The program is designed for working professionals with varying educational and professional backgrounds. The program requires a minimum of two years of work experience. There are two program offerings, online and evening. The online program begins twice a year in fall and spring. In addition to the online curriculum, four three-four day residencies are required. The residencies occur once a semester. The evening program is offered in Morgantown, Martinsburg, and Charleston. Classes are two evenings a week with an occasional Saturday. The evening program begins once a year in the summer.

Dual Degree Programs

The College of Business of Economics offers a number of joint programs through both the full-time and the executive M.B.A. programs. Please contact the Office of Graduate Programs for details regarding admission criteria and plans of study.

Dual Degree Programs in conjunction with the full-time M.B.A.:

- M.B.A./M.S.I.R.
- M.B.A./M.S. of sport management
- M.B.A./M.S. in finance
- M.B.A./M.D.
- M.B.A./D.D.S.
- M.B.A./M.P.H.

Dual Degree Programs in conjunction with the Executive M.B.A.:

- M.B.A./J.D.
- M.B.A./Pharm.D.

Financial Aid

Scholarships are available for the full-time M.B.A. program on a competitive basis. Additional information and application forms can be obtained from the director of masters programs.

Academic Standards

The M.B.A. requires that the candidate achieve a cumulative grade point average of at least 3.0 on all work counting toward the graduate degree. A regular graduate student whose cumulative grade point average falls below 2.75 will be placed on probation. If the average is not brought up to 2.75 by the end of the following semester, the student will be suspended from the program. A grade below C in more than one course taken while enrolled
as a graduate student will result in suspension from the program. In addition, the student must maintain a 3.0 average in all work counting toward the graduate degree.

**FACULTY**

**DIRECTOR OF MASTERS PROGRAMS**
• Elizabeth Vitullo - Ph.D. (West Virginia University)

**PROFESSORS**
• Jack Fuller - Ph.D. (University of Arkansas)
• Clifford Hawley - Ph.D. (Duke University)

**ASSOCIATE PROFESSORS**
• Gerald Blakely - Ph.D. (University of North Carolina)
• David Dawley - Ph.D. (Florida State University)
• Karen R. France - Ph.D. (University of Pittsburgh)
  Associate Dean for Academic Affairs, Associate Professor of Marketing
• Jeff Houghton - Ph.D. (Virginia Polytechnic Institute and State University)
• Gary S. Insch - Ph.D. (Indiana University)
  Associate Dean for Graduate Programs, Associate Professor of Management
• Virginia Kleist - Ph.D. (University of Pittsburgh)
• Christian Schaupp - Ph.D. (Virginia Polytechnic Institute and State University)
• Paul Speaker - Ph.D. (Purdue University)
• Abhishek Srivastava - Ph.D. (University of Maryland)

**ASSISTANT PROFESSOR**
• Matthew Sarkees - Ph.D. (University of Pittsburgh)

**VISITING PROFESSOR**
• Nicholas Apostolou - D.B.A. (University of Tennessee)

**LECTURER**
• J.Timothy Heames - A.B.D. (Carnegie Mellon University)

**RESEARCH ASSOCIATE**
• Christiadi - Ph.D. (West Virginia University)

**ADJUNCT PROFESSOR**
• Jena Martin Amerson - L.L.M. (University of Texas), J.D. (Howard University)

**DIRECTOR, CENTER FOR CAREER DEVELOPMENT**
• Jennifer Belluci

**Admissions to Full-Time M.B.A. Program**

To gain admission to the full-time M.B.A. program, an applicant must have a bachelor’s degree from an accredited institution. Admissions decisions are based on an assessment of expected success in the program shown by the application materials and on space available. The Admissions Committee considers grade point average in all previous college-level work and also the grade-point average in the last sixty hours of coursework. Applications for admission to the M.B.A. program and official transcripts of all prior academic work should be submitted to the WVU Office of Admissions as early as possible. Applicants who have attended institutions other than WVU must request the registrar or records office of those institutions to forward a complete official transcript directly to the WVU Office of Admissions. The Graduate Management Admissions Test (GMAT) or the Graduate Record Examination (GRE) is required and the Admissions Committee takes no action on an application for admission to the full-time program until the applicant submits a GMAT or GRE score. However, a GMAT score is preferred and is required to determine eligibility for merit scholarships. Each applicant must submit a resume with the application. Additionally, applicants are encouraged to submit a statement of purpose and no more than three letters of reference. The deadline for the full-time M.B.A. program is March 1st of each year.
Admissions to Executive M.B.A. Program

To gain admission to the executive M.B.A. program, an applicant must have a bachelor’s degree from an accredited institution and a minimum of two years of full-time work experience post bachelor’s degree. Admissions decisions are based on an assessment of expected success in the program shown by the application materials and on space available. The Graduate Management Admissions Test (GMAT) is required unless an applicant has a terminal degree. GMAT waivers may also be granted if the applicant has five or more years of professional work experience and an undergraduate GPA of 3.0 or better. Applicants must apply for the GMAT waiver; these requests are reviewed by the Admissions Committee. The applicant must have submitted an application to be considered for a GMAT waiver. Each applicant must submit a resume showing prior work experience. For applicants with less than five years of work experience, the GMAT and the undergraduate record provide the strongest indicators of success. For applicants with five or more years of experience, the Admissions Committee will place greater emphasis on the work history. For applicants with terminal degrees, the Admissions Committee may waive the GMAT requirement. Additionally, applicants are encouraged to submit a statement of purpose and no more than three letters of reference. The priority deadline for receipt of applications and transcripts in the College’s Office of Graduate Programs is June 1 for the summer intake and July 1 for the fall intake, and December 1 is the priority deadline for the spring intake. Admission to the program is competitive and subject to space being available.

M.B.A. Program

The M.B.A. degree program requires fifty hours of graduate credit presented in the following format:

A minimum GPA of 3.0 is required in all courses
A grade of C or higher must be earned in all required courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>BADM 511</td>
<td>Managerial Economics</td>
<td>3</td>
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<td>BADM 512</td>
<td>Law/Ethics and Diversity</td>
<td>3</td>
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<tr>
<td>BADM 522</td>
<td>Business Research/Statistics</td>
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<td>BADM 523</td>
<td>Decision Analysis</td>
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<td>BADM 524</td>
<td>Financial Accounting</td>
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<td>BADM 525</td>
<td>Marketing Management</td>
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<td>BADM 527</td>
<td>Macroeconomics</td>
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<td>BADM 528</td>
<td>Managerial Accounting</td>
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<td>BADM 531</td>
<td>Operations/Supply Chain</td>
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<td>BADM 532</td>
<td>Corporate Finance</td>
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<td>BADM 534</td>
<td>Information Systems</td>
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<td>BADM 535</td>
<td>Organizational Behavior</td>
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<td>BADM 536</td>
<td>Leadership/Organization Change</td>
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<tr>
<td>BADM course - Professional Development Practicum 1</td>
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<td>BADM course - Professional Development Practicum 2</td>
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<tr>
<td>BADM 551</td>
<td>Global Planning and Strategy</td>
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<td>BADM 562</td>
<td>International Business</td>
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<td>Select one of the following:</td>
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<td>ILR 543</td>
<td>Negotiation Strategy</td>
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<td>FIN 510</td>
<td>Investments &amp; Portfolio Mang</td>
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<td>BADM 542</td>
<td>Personal Financial Planning</td>
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Total Hours 50

The executive M.B.A. program requires forty-eight hours of graduate credit presented in the following format:

<table>
<thead>
<tr>
<th>Course</th>
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<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>BADM 611</td>
<td>Management Information Systems</td>
<td>3</td>
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<tr>
<td>BADM 612</td>
<td>Managerial and Team Skills</td>
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<td>BADM 613</td>
<td>Macroeconomics</td>
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<td>BADM 621</td>
<td>Business Research</td>
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<td>BADM 622</td>
<td>Financial Statements Analysis</td>
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<tr>
<td>BADM 623</td>
<td>Strategy</td>
<td>3</td>
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<td>BADM 631</td>
<td>Managerial Economics</td>
<td>3</td>
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<td>BADM 632</td>
<td>Corporate Finance</td>
<td>3</td>
</tr>
<tr>
<td>BADM 633</td>
<td>Leadership</td>
<td>3</td>
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</tbody>
</table>
Applications Are Currently Not Being Accepted for the D.B.A program. Please refer to the Ph.D. in Business Administration - Management major for doctoral studies in management.

The doctorate of business and administration program is offered through a combination of face-to-face and distance learning instruction to various sites in the United States and Europe. The D.B.A is designed for working professionals seeking to increase their research and problem-solving abilities beyond an M.B.A. Emphasis is placed on workplace solutions to workplace problems using current research techniques. Graduates will have the ability to function as change agents in their organization or in a consultancy role. The program requires three years to complete. The standards of excellence that support accreditation by the AACSB are maintained at all instructional sites.

Credit Hours

The plan of study requires a total of fifty-six credit hours of graduate study distributed as follows:

- Concentration courses – eighteen semester credit hours
- Research methods – twelve semester credit hours
- Current issues – six semester credit hours
- Dissertation – twenty semester credit hours

The D.B.A. degree program is completed on the Morgantown and selected European campuses. Students can enter the program only in May of each year. A dissertation is required to complete the program.

Admission

To gain admission to the D.B.A. program, an applicant must have an M.B.A degree or equivalent from a recognized university. Admissions decisions are based on an assessment of expected success in the program shown by the application materials and on space available. The Admissions Committee considers grade point average in all previous college-level work and also the grade point average in the last sixty hours of coursework. The Graduate Management Admissions Test (GMAT) is required and the Admissions Committee takes no action on an application for admission to the full-time program until the applicant submits a GMAT score. Each applicant must submit a resume showing prior work experience. A minimum of two years work experience post bachelor’s degree is required for admission into this program. Additionally, applicants are encouraged to submit a statement of purpose and no more than three letters of reference.

Transcripts and Deadlines

Applications for admission to the D.B.A. program and official transcripts of all prior academic work should be submitted to the appropriate Office of Admissions as early as possible. Applicants who have attended institutions other than WVU must request the registrar or records office of those institutions to forward a complete official transcript directly to the appropriate Office of Admissions. The deadline for receipt of applications and transcripts in the appropriate Office of Graduate Programs is November 1.

Financial Aid

Scholarships are available on a competitive basis. Additional information and application forms can be obtained from the director of graduate programs.

Academic Standards

The D.B.A. requires that the candidate achieve a cumulative grade point average of at least 3.0 on all work counting toward the graduate degree. A regular graduate student whose cumulative grade point average falls below 2.75 will be placed on probation. If the average is not brought up to 2.75 by the end of the following semester, the student will be suspended from the program. A grade below C in more than one course taken while enrolled...
as a graduate student will result in suspension from the program. In addition, the student must maintain a 3.0 average in all work counting toward the graduate degree.

COURSES

BADM 511. Managerial Economics. 3 Hours.  
Survey of microeconomic markets in the U.S. economy. Provides a foundation of economic understanding for use in managerial decision-making. Topics covered include supply, demand, markets, pricing practices, and firm strategies in contestable markets.

BADM 512. Law/Ethics and Diversity. 3 Hours.  
An overview of the impact of legal, societal, and ethical considerations on business decision-making and strategic planning.

BADM 521. Global Environment. 2 Hours.  
Insight into the major current global economic and business issues, challenges, and opportunities facing the United States and the rest of the world; acquaints students with the dynamic forces that will shape the future.

BADM 522. Business Research/Statistics. 3 Hours.  
Survey of major statistical methods used in business and economic research including descriptive statistics, probability, sampling distributions, hypothesis testing, estimation, linear regression, time series, and forecasting.

BADM 523. Decision Analysis. 3 Hours.  
Quantitative course utilizing and building upon applied mathematical skills in solving managerial business problems and decision-making situations.

BADM 524. Financial Accounting. 3 Hours.  
Covers the accounting principles underlying financial statements and their evaluation for planning, decision making, and control, and the basic functioning of capital markets.

BADM 525. Marketing Management. 3 Hours.  
Introduction to the marketing environment with emphasis on the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

BADM 526. Marketing/Business Research. 2 Hours.  
Examination of primary research techniques including sampling theory, qualitative methodologies, data collection, and analysis. Emphasis placed on consumer research.

BADM 527. Macroeconomics. 3 Hours.  

BADM 528. Managerial Accounting. 3 Hours.  
Builds upon the financial management and accounting concepts with new topics in valuation, capital budgeting, performance measurement, working capital management, and capital structure.

BADM 531. Operations/Supply Chain. 3 Hours.  
Acquaints students with the concepts of supply chain and the design/operation of productive systems. Emphasizes quality, competitiveness, and their implications for strategy and the use of analysis tools of management science and statistics.

BADM 532. Corporate Finance. 3 Hours.  
Deals with the financial management of commercial firms. Topics include how assets should be managed, what assets should be purchased, and how these purchases should be financed.

BADM 533. Global Marketing Strategy. 4 Hours.  
Emphasizes the formulation of both global and domestic marketing strategies and the development of analytical and decision-making capabilities. Research projects and simulations will be used to illustrate specific business situations.

BADM 534. Information Systems. 3 Hours.  
Basic information systems and basic application tools are covered as well as their application to pertinent health science topics.

BADM 535. Organizational Behavior. 3 Hours.  
Provides students with an understanding of the behavior of individuals, groups, and formal organizations. Emphasis in employee performance satisfaction and in applying theories of human behavior to solving problems in organizational administration.

BADM 536. Leadership/Organization Change. 3 Hours.  
Topics include leadership concepts and practices designed to motivate and support an organization’s workforce. Students discuss principles of leadership and explore how these principles affect traditional human resource management topics and organizational change.

BADM 541. Business Strategy. 3 Hours.  
Considers the business organization as a whole from a general management perspective to strategy making. Provides analytical tools and frameworks used for identifying and analyzing key strategic issues facing firms today.

BADM 542. Personal Financial Planning. 3 Hours.  
Detailed review of the planning areas: budgeting, insurance, investment, credit management, retirement, and estate planning.
BADM 543. Seminar on Leadership. 2 Hours.
The nature of leadership in complex organizations. Students discuss the purpose of leadership, examples of leadership skills, and the methods used by influential leaders in society.

BADM 551. Global Planning and Strategy. 3 Hours.
Designed to give insight into the current economic, business and political issues, challenges, and opportunities facing the world - to acquaint students with strategies, trends, and forces that shape the 21st century.

BADM 552. Global Accounting and Finance. 2 Hours.
Introduces fundamentals of global financial management for corporations. Currency risk is explored in the short and medium term framework and exposure management strategies are considered.

BADM 553. Service Learning. 2 Hours.
Topics included in this course are federal employment law, job analysis, HR planning, recruitment/selection, performance appraisal and compensation.

BADM 561. Readings in Global Business. 3 Hours.
Students examine current issues in international business pertaining to regions of their interest. The effect of the legal environment, regulatory issues, and cultural differences are examined.

BADM 561A. Readings-Global Business Trvl. 1 Hour.
Travel portion of BADM 561. See 561 for complete description.

BADM 562. International Business. 3 Hours.
Course discusses various international cultures, concepts, and business practices and is often followed by a trip to a foreign country (e.g., Germany, China) that includes seminars by business leaders and trips to business and historic sites.

BADM 562A. International Business-Travel. 1 Hour.
Travel portion of BADM 562. See 562 for complete description.

BADM 563. Essentials of Business. 2-4 Hours.
The course develops the leadership capacity of the individual by strengthening critical thinking skills, executive analysis ability, and decision-making processes.

BADM 571. Prof Development Practicum 1. 1 Hour.
PR: Acceptance to the MBA Program. This is a one credit hour course in a two-course sequence that offers practicum experiences that provide professional and career development opportunities. The course is designed to build career management skill sets that will assist the student in obtaining a professional position. Particular emphasis is placed on the development of a resume, job search skills and a career brand management plan.

BADM 572. Prof Development Practicum 2. 1 Hour.
BADM 572. Professional Development Practicum 2. This is the second course in a two-course sequence. The course offers additional practicum experiences that provide professional and career development opportunities that are designed to build career management skills that will assist the student in obtaining a professional position and be utilized throughout the student’s career. Particular emphasis is placed on resume refinement and interviewing and networking skill development.

BADM 591A-Z. Advanced Topics. 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

BADM 592A-Z. Directed Study. 1-6 Hours.
Directed study, reading and/or research.

BADM 595. Independent Study. 1-6 Hours.
Faculty supervised study of topics not available through regular course offerings.

BADM 611. Management Information Systems. 3 Hours.
This course focuses on the management of information and technology in business, and uses lectures, case analysis, and hands-on exercises to explore software tools used in business decision-making.

BADM 612. Managerial and Team Skills. 3 Hours.
Introduces, develops, and enhances managerial skills for complex organizations. Explores managerial philosophies, one’s own managerial style, and the dynamics of working groups and teams.

BADM 613. Macroeconomics. 3 Hours.

BADM 614. Health Services Management. 3 Hours.
This course offers students an introduction to environmental issues, organizational structures, and financial control mechanisms that affect the healthcare management process.

BADM 615. Applied Bus/Econ Statistics. 3 Hours.
Survey of major statistical methods used in business, economic, and medical research including descriptive statistics, probability, sampling distributions, hypothesis testing, estimation, linear regression, time series, and forecasting.
BADM 621. Business Research. 3 Hours.
Develops skills in data-driven, fact-based decision making; develops the ability to critically evaluate research proposals and studies which rely on business research; provides a basic understanding of reading and conducting empirical research.

BADM 622. Financial Statements Analysis. 3 Hours.
Provides an overview of the current financial reporting process. Includes discussion of the respective reporting vehicles, financial statements, and the alternatives available which affect the reporting process.

BADM 623. Strategy. 3 Hours.
Considers the relationship between the individual firm and the forces of the global economy; market research and strategy. Provides analytical tools and frameworks used for identifying and analyzing key strategic issues facing firms today.

BADM 624. Economic Decision-Making. 2 Hours.
A microeconomic survey of markets designed to prepare students for further work in the area of health economics.

BADM 625. Financial Statements. 2 Hours.
Examines financial management and accounting concepts and techniques applicable to health care organizations, including financial accounting and financial statement analysis.

BADM 626. Health Economics. 4 Hours.
The context of health care; the use of economic methods to understand the organization of the industry and the behaviors of its participants (consumers, producers, and regulators).

BADM 627. Org Behavior-Health Services. 2 Hours.
Examines behavioral issues confronted in health care organizations. Addresses both managerial and employee perspectives and explores such issues as power sharing, motivation, decision making, empowerment, change, and organizational renewal.

BADM 631. Managerial Economics. 3 Hours.
Provides a solid foundation of economic understanding for use in managerial decision-making. Topics covered include supply, demand, markets, pricing practices, and firm strategies in contestable markets.

BADM 632. Corporate Finance. 3 Hours.
Examines the capital decisions of the firm. This includes a review of the major funding sources for the form and the elements of the decision-making, planning, and the interface between business, government, and society.

BADM 633. Leadership. 3 Hours.
Topics include leadership concepts and practices designed to motivate and support an organization’s workforce. Students discuss principles of leadership and explore how these principles affect traditional human resource management topics.

BADM 634. Health Services Marketing. 2 Hours.
This course offers students an introduction to marketing concepts and tools and an understanding of how to use these tools in analyzing and addressing healthcare marketing issues.

BADM 635. Database Management. 1 Hour.
Covers basic database design concepts for relational databases in a personal computer environment. Students get hands-on experience designing and using tables, queries, reports, and forms.

BADM 636. Managerial Accounting. 3 Hours.
Builds upon the financial management and accounting concepts with new topics in valuation, capital budgeting, performance measurement, working capital management, and capital structure in health services.

BADM 637. Orgnztn Process/Medical Ethics. 4 Hours.
Behavioral and ethical issues confronted in health service organizations. Explores the changing organizational landscapes, group and team processes, organizational and medical ethics, and organizational change.

BADM 638. Operations/Supply Chain Mngmnt. 3 Hours.
Considers the concepts of supply chain management and the design/operation of productive systems. Emphasizes quality, competitiveness, and their implications for strategy and the use of analysis tools of management science and statistics.

BADM 641. Decision Analysis-Executives. 3 Hours.
Applied mathematical course in solving business problems and decision making issues from a general managerial perspective with particular emphasis on the operations management area of the organization.

BADM 642. Managerial Cost Accounting. 2 Hours.
An introduction to internal accounting techniques used by an organization’s managers when they are faced with planning, directing, controlling, or decision-making in their organizations.

BADM 643. Working Capital Management. 2 Hours.
Relates the long-term strategy to the short-term requirements of the firm. Topics include cash management, inventory management, receivables management, leasing, and the distribution of gains to shareholders.
BADM 644. Legal Environment and Ethics. 3 Hours.
An overview of the legal system and the legal and ethical issues relevant to business decision-making, planning, and the interface between business, government, and society.

BADM 645. Corporate Control. 4 Hours.
Builds upon accounting and finance foundations by applying the methods and techniques to various health care related cases.

BADM 646. Management Science/Health Service. 3 Hours.
A quantitative course utilizing and building upon applied mathematical skills in solving managerial business problems and decision-making situations in a health service environment.

BADM 647. Market Strategies/Health Services. 3 Hours.
The application of marketing concepts to problems in health services management. Uses a computer simulation requiring sound creation, analysis, and implementation of marketing plans with a strong emphasis on thinking and analytical skills.

BADM 651. Personal Financial Planning. 3 Hours.
Discussion of individual financial situations in the following areas: budgeting, insurance coverage, investment planning, credit management, retirement planning and estate planning.

BADM 652. Marketing Strategy. 3 Hours.
Application of marketing concepts to a business environment to enhance understanding of market-driven organizations with emphasis on the process of planning and executing then conception, pricing, promotion, and distribution of ideas, goods and services.

BADM 653. Integrated Global Business. 3 Hours.
Explores the various strategic planning options available to companies in order to compete in the global marketplace.

BADM 654. Advanced Topics Seminar. 2 Hours.
Focuses on topics of current interest in business and economics to meet student and programmatic needs.

BADM 655. Health Services Strategy. 3 Hours.
Course on strategic management and planning with a focus on the formulation, implementation, and evaluation of strategic decisions in health care organizations.

BADM 656. Law and Medicine. 2 Hours.
An overview of general principles of law applicable to the delivery of financing in health care and an analysis of specific applications to those principles.

BADM 657. Seminar: Not for Profit Issues. 3 Hours.
Advanced topics seminar covering up-to-date issues in the not-for-profit sectors of health services.

BADM 661. Executive Project 1. 1 Hour.
This course provides an opportunity to develop and demonstrate project management skills through the preparation and presentation of a feasibility study of a proposed project/business implementation plan.

BADM 662. Executive Project 2. 2 Hours.
This course provides an opportunity to develop and demonstrate project management skills through the preparation and presentation of a full and complete project/business implementation plan.

BADM 691A-Z. Advanced Topics. 1-6 Hours.
PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

BADM 694A-Z. Seminar. 1-6 Hours.
Special seminars arranged for advanced graduate students.

BADM 695. Independent Study. 1-6 Hours.
Faculty supervised study of topics not available through regular course offerings.

BADM 711. Qual/Quant Research Methods. 3 Hours.
PR: BADM 710. Graduate-level introduction to critical issues in research methodology relevant to the social sciences. Emphasis on theory-driven, qualitative and quantitative approaches to research.

BADM 712. Linear Statistical Models. 3 Hours.
PR: BADM 710. Students learn to analyze data in the performance of research on business problems using techniques based on linear models including multiple regression, analysis of variance, and the design of experiments.

BADM 750. International Marketing. 3 Hours.
PR: BADM 710. Graduate-level introduction to international marketing. Emphasis on major theories, issues, and literature regarding all aspects of marketing in regional and international contexts.

BADM 900. Professional Development. 1-6 Hours.
Course provides skill renewal or enhancement in a professional field or content area (e.g., education, community health, geology). The continuing education courses are graded on a satisfactory or unsatisfactory grading scale and do not apply as graduate credit toward a degree program.
BADM 930. Professional Development. 1-6 Hours.

Professional development courses provide skill renewal or enhancement in a professional field or content area (e.g., education, community health, geology). The continuing education courses are graded on a satisfactory or unsatisfactory grading scale and do not apply as graduate credit toward a degree program.