

John Chambers College of Business and Economics

Degrees Offered

- Master of Accountancy
- Master of Arts in Economics
- Master of Science in Economics
- Master of Business Administration
- Healthcare Master of Business Administration
- Master of Science in AI Marketing
- Master of Science in Business Data Analytics
- Master of Science in Business Cybersecurity Management
- Master of Science in Forensic and Fraud Examination
- Master of Science in Industrial Relations and Human Resources
- Doctor of Business Administration
- Doctor of Philosophy in Business Administration
- Doctor of Philosophy in Economics

Certificates Offered

- Business Data Analysis
- Business Data Science
- Business Data Technology Management
- Business Operations Research
- Business Cybersecurity Data Analytics
- Business Cybersecurity Foundations
- Business Cybersecurity Management
- Forensic Accounting and Fraud Examination

Historical Background

The John Chambers College of Business and Economics was founded in November of 1951 and graduated its first class in the spring of 1953. Since that time, the Chambers College has become one of the largest colleges at West Virginia University. In 1954, the College became fully accredited by The Association to Advance Collegiate Schools of Business (AACSB) International, the gold standard for business accreditation.

The Chambers College is located in the newly opened Reynolds Hall. The facility includes collaborative classrooms and learning labs for virtually every discipline. Advanced technologies connect WVU to the world, from students across campus to companies around the globe. Reynolds Hall is designed to enhance the educational and teaching model and significantly enhance the student experience at WVU's business school.

Mission

Through our people and our values, the WVU John Chambers College of Business and Economics is committed to educating and transforming our students, our state and our world toward greater prosperity, through research and scholarship.

Vision

The WVU John Chambers College of Business and Economics fosters a diverse and inclusive culture and builds business leaders while dedicating ourselves to excellence, innovation, and ethics. We catalyze interdisciplinary solutions that advance economic growth in the state of West Virginia and beyond.

Goals

- Foster and advance the reputation of the Chambers College and its programs
- Recruit, retain, and graduate high-quality students
- Recruit and retain top-notch faculty and staff devoted to the land grant mission of the University and Chambers College
- Continually enhance the educational environment for student learning

- Promote discovery and exchange of knowledge and ideas
- Improve West Virginia's economic health and quality of life

Values

- SERVICE - We seek opportunities to serve others and are committed to providing the highest quality of service.
- CURIOSITY - We ask questions, seek new opportunities and change through innovation.
- RESPECT - We are respectful, transparent and inclusive with each other.
- ACCOUNTABILITY - We perform at our very best every day to create a University that is responsive, efficient and effective.
- APPRECIATION - We support and value each other's contributions as we build a community that is One WVU.

Statement of Quality

The faculty, staff, administrators, and student employees of the John Chambers College of Business and Economics are committed to being responsive, sensitive, and understanding to the needs of the students and to the needs of each other. Our conduct shall be positive, professional, and supportive to all.

Accreditation

Business programs in the John Chambers College of Business and Economics are accredited by The Association to Advance Collegiate Schools of Business (AACSB) International at the undergraduate and graduate levels. AACSB International accreditation assures students and prospective employers that our programs adhere to the highest standards of excellence in worldwide recognized business programs. The Chambers College has maintained full accreditation in the AACSB International since 1954.

Technology

The array of technology available to students in the John Chambers College of Business and Economics is impressive. Through coursework and experiential learning opportunities, students develop skills with technology and its application to business. Business students have access to standard and specialized business software, e-mail, and Internet services through three computer labs in the new, innovative Reynolds Hall. Students can receive technology assistance through the new Tech Spot.

Students use the latest word processing, spreadsheet, database, and presentation software. Each student is encouraged to purchase a personal computer. A wireless network provides Internet access from anywhere in Reynolds Hall to students with properly equipped laptop computers. In addition, all general-purpose classrooms have multimedia presentation capabilities, and the building houses a Cybersecurity Lab, the Wehrle Global Supply Chain Lab, the Data Analytics Lab, Roll Capital Markets Center, and an Ideation Hub.

Careers

The John Chambers College of Business & Economics focuses heavily on career preparation services that help our students to secure internship positions and full-time opportunities after graduation. The Center for Career Development (CCD), a resource specifically dedicated to business students, facilitates a variety of recruitment and networking events on campus throughout the year to connect students with diverse employer partners. The CCD team also offers one-on-one career coaching sessions, resume and cover letter reviews, virtual and in-person mock interviews, internship and full-time search assistance, salary negotiation guidance, and more. These networking opportunities and resources, in conjunction with the support of the Center's staff, allow students to expand their networks, gain valuable professional and internship experiences, and ultimately reach their desired career outcomes.

Admission

Admissions Committees for each program are made up of John Chambers College of Business and Economics faculty. The Committees review applications holistically and will admit students based on strength of their admissions application and potential to succeed in this program. If students do not meet minimum standards, a provisional offer of admission may be offered. Upon completion of expectations, the student's status will be changed to fully admitted.

Funding Opportunities

Most PhD students will be offered a graduate assistantship (GA) which includes a tuition waiver and a stipend. Online students are not eligible for a GA. On-campus master's degree students are able to compete for a limited number of Chambers GAs. GAs outside of the Chambers College are not allowed except for MBA students who work in Corporate Relations and MSIRHR students who work in Career Services.

Classes Taken at Other Institutions

Students may transfer up to 9 credit hours of degree applicable coursework and must meet the following criteria:

- Completed at an AACSB accredited institution,
- Earned a grade of B- or higher,

- Completed within the past 8 years, and
- Must be 400 level or higher.

Individual programs may set higher standards or may not allow transfer credit at all. Credits will not automatically count but will be evaluated by the Program Coordinator to determine if the course satisfies program standards and objectives. Students must request their credits be evaluated for transfer a minimum of two weeks prior to the start of the semester.

Independent Study

Students are allowed to take six hours of independent study in a graduate program. Any exception should be approved by the Program Coordinator and the Associate Dean for Undergraduate and Graduate Programs.

Tuition Loyalty Program

Students completing an undergraduate degree at any West Virginia college or university, are eligible for current, in-state (resident) tuition rates while enrolled in the Master of Science in Industrial Relations and Human Resources program.

Military Discount

Active duty military personnel are able to complete the MS in Human Resource Leadership for \$250 a credit hour. All other programs offer a \$100 discount per credit hour to current and former service personnel.

ADMINISTRATION

DEAN

- Joshua Hall - Ph.D. (West Virginia University)
Milan Puskar Dean

ASSOCIATE DEANS

- Brad Humphreys - Ph.D. (Johns Hopkins University)
Associate Dean for Academic Affairs and Research
- Rebel Smith - Ed.D. (University of Arkansas)
Associate Dean for Undergraduate and Graduate Programs

ASSISTANT DEANS

- Susan Catanzarite - J.D. (West Virginia University)
Assistant Dean for Undergraduate Programs
- Abigail Esguerra - M.A. (West Virginia University)
Assistant Dean of Development
- John Lymparty - Ed.D. (Spalding University)
Assistant Dean for Administration and Planning
- Julie Turner-Maramba - M.Ed. (Frostburg State University)
Assistant Dean for Graduate Programs

Specialized Accreditation

All academic programs within the John Chambers College of Business and Economics have specialized accreditation through the Association to Advance Collegiate Schools of Business International (AACSB). The Department of Accounting is also separately accredited by the AACSB.

AACSB provides internationally recognized, specialized accreditation for business and accounting programs at the bachelor's, master's, and doctoral level. The AACSB Accreditation Standards challenge post-secondary educators to pursue excellence and continuous improvement throughout their business programs. AACSB Accreditation is known, worldwide, as the longest standing, most recognized form of specialized/professional accreditation an institution and its business programs can earn.

<http://www.aacsb.edu/accreditation> (<http://www.aacsb.edu/accreditation/>)

Special Requirements

Admission to any John Chambers College of Business and Economics graduate program requires a bachelor's degree from an accredited institution. Visit the program's webpage for specific admissions requirements.

<https://business.wvu.edu/graduate-degrees> (<https://business.wvu.edu/graduate-degrees/>)

Degree Designation Learning Outcomes

Each degree program has designated learning outcomes. Please refer to the program's webpage for program specific learning outcomes.

Certificate Programs

- Business Cybersecurity Data Analytics (http://catalog.wvu.edu/graduate/graduatecertificates/bus_cybr_da/)
- Business Cybersecurity Foundations (http://catalog.wvu.edu/graduate/graduatecertificates/bus_cybr_foundations/)
- Business Cybersecurity Management (http://catalog.wvu.edu/graduate/graduatecertificates/bus_cybr_mgmt/)
- Business Data Analysis (http://catalog.wvu.edu/graduate/graduatecertificates/business_data_analysis/)
- Business Data Science (http://catalog.wvu.edu/graduate/graduatecertificates/business_data_science/)
- Business Data Technology Management (http://catalog.wvu.edu/graduate/graduatecertificates/business_data_tech_mgmt/)
- Business Operations Research (http://catalog.wvu.edu/graduate/graduatecertificates/business_operations_research/)
- Forensic Accounting and Fraud Examination (<http://catalog.wvu.edu/graduate/graduatecertificates/forensicaccountingandfraudexamination/>)

Courses

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ACCOUNTING (ACCT)

ACCT 501. Accounting/Economic Decision Making. 3 Hours.

PR: Admission into the MAcc program. This course exposes students to the theory and application within the accounting profession of the topics of corporate governance, economic theory, financial management, cost accounting, and strategic planning, particularly as it relates to decision making.

ACCT 511. Financial Accounting Theory and Practice. 3 Hours.

PR: Consent. Comprehensive examination of financial accounting theory as established by the opinions, statements and interpretation of professional organizations with special emphasis on their application and problem solving.

ACCT 512. Mergers and Acquisitions. 3 Hours.

PR: Consent. Strategic perspectives of mergers and acquisitions, their valuation, and evaluation of their subsequent performance. Accounting for business combinations and foreign operations and related financial accounting and reporting issues.

ACCT 520. Advanced Technology for Accounting. 3 Hours.

The materials that will be covered are applicable to external auditing, internal auditing, financial accounting, and forensic accounting. The course covers the use of technology in matters related to the efficiency and effectiveness of the audit. Also covered is the use of technology in the accounting function since this function provides the source data and information for any audit.

ACCT 541. Federal Tax Research and Writing. 3 Hours.

PR: Consent. Study of federal tax authorities and hierarchy, the research resources available, development of federal tax research and writing skills, and the application thereof.

ACCT 542. Advanced Federal Corporate Tax. 3 Hours.

An advanced study of federal income taxation for corporations and shareholders, including: corporate operations, corporate formation and capital structure, distributions to shareholders, acquisitions and liquidations, and reorganizations.

ACCT 544. Taxation of Property Transactions. 3 Hours.

This course enables students to identify and apply the key principles of the taxation of property transactions including tax basis, basis adjustments, recognition and realization principles, cost recovery, debt, as well as dispositions of property including through sales, gifts, and bequests.

ACCT 561. Governmental and Not-for-Profit Accounting. 3 Hours.

PR: Consent. Theory and practice of accounting for governmental and not-for-profit entities with an emphasis on the conceptual foundation of fund accounting, budgetary control and accountability.

ACCT 580. Accounting for Forensic and Fraud Investigators. 3 Hours.

A basic introduction to financial and managerial accounting, auditing, and technology applicable to accounting, and the relationship of those areas with forensic accounting and fraud examination.

ACCT 581. Fraud Investigation. 3 Hours.

PR: Restricted to FAFI students. Types of fraud, documents, sources of evidence, and analysis of internal and external fraud schemes with an emphasis on the skills needed to identify and investigate fraud.

ACCT 582. Fraud Data Analysis. 3 Hours.

PR: Restricted to FAFI students. Computer-aided data analysis techniques for detecting and investigating fraud cases, issues related to the collection and use of digital evidence, and collection of data from electronic devices.

ACCT 583. Fraud: Criminology/Legal Issues. 3 Hours.

PR: Consent. Theories of criminal behavior, laws, rules of evidence, rights of persons under interrogation and interviewing, report writing and ethics, as these topics relate to forensic accounting with a focus on the behavioral aspects of fraud.

ACCT 584. Advanced Fraud Investigation. 3 Hours.

PR: ACCT 581 and ACCT 582. Major fraud case investigation with an emphasis on forensic and litigation support aspects, including presentation of cases in moot court setting.

ACCT 585. Forensic and Fraud Examination Advanced Analytical Techniques. 3 Hours.

PR: ACCT 580. An examination and use of advanced analytical techniques with respect to three forensic accounting and fraud examination special topics: civil litigation support and damage claims, valuations and financial statement fraud.

ACCT 586. Private Company Valuation. 3 Hours.

PR or CONC: ACCT 580 or ACCT 581 with a minimum grade of B-. This course provides students with the fundamental knowledge and skills needed to complete private company valuations.

ACCT 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

ACCT 592. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

ACCT 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

ACCT 594. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

ACCT 595. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

ACCT 691. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

ACCT 692. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

ACCT 693. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

ACCT 694. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

ACCT 695. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

ACCT 696. Graduate Seminar. 1-3 Hours.

PR: Consent. Each graduate student will present at least one seminar to the assembled faculty and graduate student body of his or her program.

ACCT 697. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.).

ACCT 698. Thesis or Dissertation. 1-6 Hours.

PR: Consent. This is an optional course for programs that wish to provide formal supervision during the writing of student reports (698), or dissertations (798). Grading is normal.

ACCT 699. Graduate Colloquium. 1-6 Hours.

PR: Consent. For graduate students not seeking coursework credit but who wish to meet residency requirements, use the University's facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled, through enrollment in their department's 699/799 Graduate Colloquium to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is P/F; colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.

ACCT 710. Accounting Research Methods Seminar. 3 Hours.

PR: Accounting PhD Status. An introduction to common topics, theories, and methods used in the production of accounting research. We will consider both "classic" and "cutting edge" work from a variety of domains (i.e., auditing, financial, tax) and methodologies (i.e., archival, experimental). We will also consider a variety of other academic issues that are critical to your professional development.

ACCT 711. Behavioral Accounting Research. 3 Hours.

This is a doctoral-level course designed to familiarize students to various behavioral topics within the accounting literature. The goal of the course is to survey some of the major theories, issues, and empirical findings within the behavioral-accounting literature. This approach is designed to build a foundation upon which the student may consider their own areas of research.

ACCT 712. Archival Accounting Research. 3 Hours.

PR: Admission to PhD program and STAT 511. This doctoral-level course is designed to familiarize students to various capital markets topics within the accounting literature. The goal of the course is to survey some of the major theories, issues, and empirical findings within the archival literature. This approach is designed to build a foundation upon which the student may consider their own areas of interest.

ACCT 713. Forensic Accounting and Fraud Examination. 3 Hours.

This course familiarizes students with various special topics as it relates to forensic accounting and fraud examination. It surveys some of the major theories, issues, and empirical findings within and without the accounting literature.

ACCT 714. Auditing and Assurance. 3 Hours.

The purpose of this seminar is to introduce the theory of auditing and the empirical methodologies used to research audit and assurance. During the seminar, we will read and critique published research papers related to auditing. We will also discuss alternative ways in which the author(s) might have achieved their research objectives.

ACCT 793. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

ACCT 795. Independent Study. 1-9 Hours.

Faculty-supervised study of topics not available through regular course offerings.

ACCT 797. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading will be S/U.).

BUSINESS ADMINISTRATION (BADM)**BADM 503. Accounting Essentials. 3 Hours.**

The course covers theory and practice with respect to accounting for liabilities and stockholder's equity; special problems peculiar to financial accounting; analysis of financial statements and changes in financial position; use of financial and managerial accounting concepts and techniques in planning, decision making, and controlling operations.

BADM 504. Economic Essentials. 3 Hours.

In this course in economics we use the "economic way of thinking" to help us understand how human systems of producing and distributing goods and services behave at the individual and aggregate levels. While much of the course involves the development of a theoretical underpinning to understand economic behavior, a significant portion is devoted to "real world" applications.

BADM 523. Decision Analysis. 3 Hours.

PR: Good standing in the MBA program. The central theme of the course is decision analysis through model-building and solving these decision models by utilizing certain tools in spreadsheets. Students will review real-world problems, formulate them in mathematical terms, and solve them through software tools.

BADM 525. Marketing Management. 3 Hours.

PR: Good standing in the MBA program. This is a case based course and provides an overview of the marketing discipline, focusing on managerial decision-making in marketing. It covers marketing decisions on strategy, marketing intelligence, consumer behavior, segmentation, branding, pricing, distribution, promotions, and ethics. The course reviews how marketing management works and how a marketing program should be developed and managed.

BADM 531. Supply Chain Design and Innovation. 3 Hours.

PR: Good standing in the MBA program. Successful and innovative companies show us that supply chain excellence allows a company to gain a competitive advantage. Visionary acumen and game-changing products can lead to market capitalization. Success depends as much on supply chain design as it does on innovative products. The role, foundational aspects, and integration of supply chain are critical components of managers or entrepreneur's education.

BADM 535. Organizational Behavior. 3 Hours.

PR: Good standing in the MBA program and consent from the program director and course instructor. Focus on understanding human behavior, primarily in an organizational context, with the applied purpose of helping the student to become a more effective manager, leader, team member, and organizational member. Examination of basic theories of human behavior and individual differences as a foundation for a study of the process of energizing and directing behavior (of both self and others).

BADM 536. Leading with Ethics. 3 Hours.

PR: Good standing in the MBA program. This course provides different perspectives and approaches to leadership practice. A central theme of the course will be going beyond traditional leadership practices to examine empowering and ethical leadership approaches and contemporary leadership challenges. The overall objective of this course is to increase students' understanding of and ability to apply contemporary ethical leadership knowledge in work situations.

BADM 551. Global Planning and Strategy. 3 Hours.

PR: Good standing in the MBA program and consent from the program director and course instructor. Explores the various strategic options available to companies in order to compete in the global marketplace and places emphasis on vision/mission identification and objective setting, business creation, global strategic development, business plan creation, venture capital financing, conducting operations, doing so successfully in face of competition from other firms, all in an effort to earn a profit for its shareholders.

BADM 555. Financial Management. 3 Hours.

PR: Good standing in the MBA program. In this course, we will examine the capital decisions of the firm. The foundation for corporate decisions is formed through principles of microeconomic theory, using the accounting principles underlying financial statements to organize information. The analysis includes a consideration of financial markets, intertemporal comparisons of opportunities, and the elements of the decision-making criteria for the financial manager.

BADM 556. Data Analytics for Management. 3 Hours.

PR: Good standing in the MBA Program. This course will examine critical aspects of Data Analytics for Management, allowing the student to inform and evaluate organizational decision making. The core components include obtaining a high-level overview of the topics of Business Intelligence, Data Collection, Data Management and Inquiry, Business Statistics, Data Modeling, Decision Science and Analytics, Simulation Modeling and Data Visualization.

BADM 557. Experiential 1. 3 Hours.

PR: Good standing in the MBA Program. The two-course cluster provides experiential learning opportunities through which students can develop and sharpen their professional skills. This is accomplished through consultative and advisory projects involving external clientele. Through client-based projects, students engage in teamwork, professional communication, and the direct application of academic knowledge, all of which is grounded in the reality of a bona fide organizational need.

BADM 558. Experiential 2. 3 Hours.

PR: Acceptance to the MBA program and BADM 557. The bulk of this course will be hands-on practical work experience with the internship employer and reports of progress to the internship coordinator. This course provides the MBA candidate with an opportunity to gain professional experience and complement the overall MBA curriculum with a real-world hand on experience.

BADM 571. Professional Development Practicum 1. 1 Hour.

PR: Acceptance to the MBA program. The course 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 not only in obtaining a professional position upon graduation, but will be utilized throughout the evolution of his/her career. This course is a one credit hour course in a three-course sequence.

BADM 572. Professional Development Practicum 2. 1 Hour.

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. This is the second course in a three-course sequence.

BADM 573. Professional Development Practicum 3. 1 Hour.

This is the third course in a three-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 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

BADM 592. Directed Study. 1-6 Hours.

Directed study, reading and/or research.

BADM 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

BADM 595. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

BADM 611. Management Information Systems. 3 Hours.

PR: Good standing in the MBA program. This course focuses on the managerial aspects of information systems for business development. The student is expected to learn, think and act as an executive level manager in understanding and assessing the use of information systems to promote success in organizations. The student will also learn how to assess emerging, new technologies from business management perspectives.

BADM 612. Managerial and Team Skills. 3 Hours.

PR: Good standing in the OMBA program. This course introduces, develops, and enhances managerial skills for complex organizations. The class will explore managerial philosophies, one's own managerial style, and the dynamics of working in groups and teams.

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 618. Macroeconomics and Managerial Economics. 3 Hours.

This course examines factors that affect firms' profitability in two theoretical framework analyses: microeconomic and macroeconomic. In the first half of the semester we use Managerial Economics to analyze factors and types of products. In the second half of the semester we use Macroeconomics to analyze factors that belong to the macroeconomic framework.

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 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 630. Corporate Leadership. 3 Hours.

Corporate leadership emphasizes the ethical, legal, and managerial perspectives of leadership in the corporate workforce. Strategy and decision making will be integrated into developing understanding short-term and long-term and implications of policy.

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 637. Organizational Processes and 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 641. Decision Analysis for 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 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 646. Management Science and Health Services. 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 and 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 650. Global Trade and Supply Chain. 3 Hours.

Global trade and supply chain emphasizes the integration of global logistical systems in the operation of transportation, inventory, warehousing, facility location choice, customer service, and exchanges of information. Analysis of the legal, ethical, and cultural factors of trade.

BADM 652. Marketing Strategy. 3 Hours.

This is a case based course and provides an overview of the marketing discipline, focusing on managerial decision-making in marketing. We'll review how marketing management works. Primary emphasis is places on developing an understanding of central marketing concepts and applying them to real world problems.

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 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 658. Communication & Public Relations for Executives. 3 Hours.

The course provides a study of public relations, reputation management and communication. The course includes an introduction to communication strategy, function and performance. Students will be introduced to the principles of executive and personal branding; media relations; community relations; multicultural and multigenerational communication; integrated marketing communication; crisis communication; social media; and how organizations manage relationships with important audiences.

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 691. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

BADM 693. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

BADM 694. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

BADM 695. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

BADM 700. Statistics Bootcamp. 3 Hours.

This bootcamp explores basic concepts of statistical models, distributions, probability, random variables, tests of hypotheses, confidence intervals, regression and correlation.

BADM 701. Research Methods 1 - Introduction to Regression. 3 Hours.

This course reviews the most frequently used statistics concepts, discuss the quest for causality and good data practices, and introduces the Ordinary Least Squares (OLS) regression frameworks. Students will use SPSS/R to analyze data.

BADM 702. Research Methods 2 - Cross Section Data Analysis. 3 Hours.

This course introduces estimation and hypothesis testing in the multivariate Ordinary Least Squares (OLS) regression, dummy variables, transforming variables, regression discontinuity and discuss using experiments to deal with real-world challenges. Students will use SPSS/R to analyze data.

BADM 703. Research Methods 3 - Experimental Methods. 3 Hours.

Experimental methods are a useful tool set to engage in decision-making analysis using a controlled and causally identifying framework. This course will address different experimental techniques helpful in analyzing decision-making in a business setting with human subjects. Students will learn about survey instrument development, experimental design, randomization, and proper administration evaluation of these methods.

BADM 704. Research Methods 4 - Causal Inference. 3 Hours.

Course covers the theory and application of modern causal inference methods and emphasizes application of these methods using the R statistical package and analysis of actual economic data.

BADM 705. Research Methods 5 - Non Cross Section Data Analysis. 3 Hours.

This course introduces dummy dependent variables, time series, advanced topics in Ordinary Least Squares (OLS) regression, and advanced panel data. We will also discuss how to write an empirical paper and how to be an econometric realist as a conclusion for the DBA research method sequences. Students will use SPSS/R to analyze data.

BADM 706. Ethics, Diversity, and Inclusion for Business. 3 Hours.

PR: BADM 700 with a minimum grade of B-. This course offers an overview of ethics, diversity, and inclusion as they relate to business. First, the course examines questions relating to the social responsibility of business. Next, the course looks at the role of diversity in the firm, paying attention to the benefits as well as the potential drawbacks of diversity.

BADM 707. Business Pedagogy. 3 Hours.

PR: BADM 700 with a minimum grade of B-. The focus of the business pedagogy course is learning and teaching theory, its application in practice for teaching, innovation in teaching and linkages to creating pedagogical research. This includes planning, developing, and accessing learning for diverse student cohorts in line with subject specialization.

BADM 710. Introduction to Accounting Research. 3 Hours.

This research seminar is designed to provide doctoral students a broad introduction to accounting research, providing students with a foundational understanding of the field of study and of the standards and methods of the discipline for doing accounting research.

BADM 711. Behavioral Accounting Research. 3 Hours.

This research seminar reviews published research, major theories, research methods, research design and statistical tools relevant to behavioral (experimental and survey) accounting research.

BADM 713. Introduction to Applied Professional Accounting Research. 3 Hours.

This research seminar introduces students to publishing applied accounting research as distinct from academic research.

BADM 714. Advanced Professional Accounting Research. 3 Hours.

This course is designed to provide doctoral students a broad introduction to key management, organizational, and behavioral research issues, and challenges in topics of accounting information systems (AIS). The objective is to provide a foundational understanding of the field of study and of the standards and methods of the discipline for doing research.

BADM 715. Accounting Academic Research Intensive. 3 Hours.

This research seminar introduces students to publishing accounting academic research in high quality publication outlets, reviewing published research, research methods, research design and statistical tools.

BADM 716. Advanced Academic Accounting Research. 3 Hours.

This research seminar examines high quality academic accounting research by focusing on one or more accounting areas, such as auditing, data (accounting) analytics, financial, forensics, information systems, managerial, tax.

BADM 721. Public Finance. 3 Hours.

The objective of this course is for students to gain familiarity with topics in national, state, and local public sector expenditures and tax policies. This course explores issues related to the design and implementation of policies and programs, as well as views regarding the purpose of government and criteria for evaluating regulatory action.

BADM 722. Labor Economics. 3 Hours.

This course will analyze various labor market phenomena and problems using the tools of economic analysis. Wherever applicable the implications for public policy will be discussed in detail.

BADM 723. Public Choice. 3 Hours.

This course will focus on the way that individual preferences are aggregated into public sector policies through the political process. A general framework within which public sector policies and decisions can be evaluated is presented. Public choice is a dynamic field of economics that analyzes how individuals and groups interact in the realm of collective decision-making.

BADM 724. Regional Economics. 3 Hours.

The course will provide an in-depth exploration of the theories, methods, and empirical applications in the field of regional economics. This course is designed to provide doctoral students with a comprehensive understanding of the economic dynamics within and across regions, enabling them to conduct original research and contribute to the advancement of regional economic theory and policy.

BADM 730. Foundations of Organizational Behavior. 3 Hours.

Numerous leadership studies continue are published each year; the rate of publication seems to be increasing. Does leadership really make a difference? Have leadership researchers been able to develop clear theory that is empirically supported? Has leadership research yielded any general perspectives that can be applied to practice? This seminar is designed to provide insight and understanding about these issues.

BADM 731. Foundations of Strategy and International Business. 3 Hours.

This course provides a survey of the field of strategic management. The emphasis is on exploring concepts, theory, and empirical research to develop foundational knowledge in several key topical areas.

BADM 732. Management of Groups and Teams. 3 Hours.

This course provides a survey of organizational behavior research on groups and teams. Organizations have increasingly embraced teamwork as a way to structure, organize, and complete work tasks. We examine the empirical research to discover the promises and perils of groups and teams in organizational settings.

BADM 733. Advanced Topics in Strategy and Entrepreneurship. 3 Hours.

This advanced seminar aims to cultivate the next generation of management scholars by equipping doctoral students with a comprehensive understanding of seminal and contemporary theories in management research. Designed to foster quality academic research that advances the field of management, the course offers a deep dive into mainstream theories and their empirical applications.

BADM 741. Interfirm Relationships. 3 Hours.

This seminar involves the study of theory and empirical research as it relates to business-to-business marketing, channels of distribution, and interfirm relationships.

BADM 742. Marketing Management. 3 Hours.

This seminar is designed to introduce students to research topics on branding, pricing, promotion, distributions channels and new product development.

BADM 743. Consumer Behavior. 3 Hours.

This seminar is designed to introduce students to research topics on consumer behavior, decision making, and other psychological aspects such as attitude and emotions.

BADM 744. Marketing Strategy. 3 Hours.

This seminar is designed to introduce students to research topics on marketing strategy, international marketing and public policy in marketing.

BADM 793. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

BADM 795. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

BADM 797. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading will be S/U.).

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.

BUSINESS CYBERSECURITY (CYBR)**CYBR 510. Cybersecurity Information Systems Management. 3 Hours.**

PR or CONC: CYBR 530 or consent made by the CYBR Program Coordinator. Course provides CYBR students an overview of the IT audit function from an information systems administration perspective. This course will examine in detail how to build and manage an effective IT audit operation capable of analyzing, assessing, and evaluating physical, technical, and operational cybersecurity controls using information systems auditing standards and frameworks such as COBIT, ISO, and ITIL.

CYBR 515. Software Security. 3 Hours.

This course focuses on the practices and aspects of designing secured software systems, throughout the different phases of the software development life cycle as well as developing software systems by employing security technologies and principles, and understanding new developments in secured systems design.

CYBR 520. Business Cybersecurity Analytics. 3 Hours.

PR or CONC: CYBR 510 or consent made by the CYBR Program Coordinator. Technical and management aspects of building and operating a security operations center (SOC) for an enterprise IT environment. Also focuses on data analysis methods and techniques for analyzing cybersecurity data, as well as an introduction to supervised and unsupervised machine learning/artificial intelligence classification algorithms which can be leveraged to provide insights on data analysis and detection problems in cybersecurity.

CYBR 525. Information Security Assurance Management. 3 Hours.

This course prepares graduate students to become effective leaders in the management of computer security risks and cyber threats in private and public sector organizations. This comprehensive course introduces students to information assurance strategies, managerial security frameworks, the management of security controls, and the protection of information systems and networks in business. Students are also provided with the managerial tools.

CYBR 530. Business Data Communications. 3 Hours.

Provides an overview of corporate data communications networks, the TCP/IP model and related technologies of the data communications corporate infrastructure as well as a survey of the essential tools and strategies for the management of secure, effective business networks. The course focuses on many related areas. Students will be encouraged to take and pass the Network+ Certification.

CYBR 535. Business Network Security. 3 Hours.

PR: Admission to MS in Business Cybersecurity Management. This course prepares graduate students to be effective leaders in business network security management. This course focuses on a practical, managerial approach to assessing and maintaining security in organizational networks and private and public cloud infrastructures. The student is expected to learn, think and act as an executive level manager applying network security technologies, controls and policies.

CYBR 540. Information Ethics and Legal Procedures. 3 Hours.

This course provides an introduction to information ethics, including privacy protection and control, surveillance, link analysis, personally identifiable and sensitive data, data anonymity, privacy, accessibility and sharing, censorship, intellectual property, accuracy, virtual reality and AI. Additionally, laws of data collection and storage, security and law enforcement investigations, compliance management for government, publicly held corporations and the healthcare sectors are covered.

CYBR 545. Business Cybercrime Management. 3 Hours.

PR: CYBR 530 and PR or CONC: CYBR 535. Learn the managerial skills to protect, defend, and audit the security of information systems by ensuring confidentiality, integrity, authentications, availability, and non-repudiation through liability assessments, statistical analysis, and risk-based decision making. Upon completion of the course, students should be able to ensure that appropriate business security controls are in place to safeguard digital files and critical electronic infrastructure.

CYBR 550. Business Enterprise Security Architecture. 3 Hours.

Strategies, techniques, and processes of securing information technology assets through developing and managing an enterprise-wide cybersecurity program that can defend against cyberthreats and risks relevant to modern business enterprise networks and information technology environments. Holistic approach to cybersecurity and emphasizes the development and usage of a comprehensive cyberdefense framework. Introduction into conducting research on current and developing cybersecurity threats.

CYBR 555. Business Cybersecurity Practicum. 3 Hours.

PR: CYBR 545. Students will apply business cybersecurity tools to real world information security issues found in a business or non-profit organization. The final project requires integration across the business cybersecurity management skills of business intelligence, data management, information security assurance, data communications, network security, information ethics, legal procedures, business cybercrime management, fraud data analysis and business data visualization using a holistic approach.

CYBR 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

CYBR 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

CYBR 595. Independent Study. 1-6 Hours.

Faculty supervised study of topics not available through regular course offerings.

BUSINESS DATA ANALYTICS (BUDA)

BUDA 510. Overview of Business Intelligence. 3 Hours.

This course provides the foundations for an understanding of Business Data Analytics, giving an overview of the field by covering key concepts including: foundations and technologies of business decision making, data mining, data warehousing, visual analytics, predictive modeling, text analytics, text mining, sentiment analysis, web analytics, business intelligence decision modeling techniques and solutions, expert systems, knowledge management and future technologies.

BUDA 515. Big Data Technologies for Business. 3 Hours.

This course aims to provide a broad and practical introduction to Data Science techniques to collect, process, and analyze all kinds of "Big Data," including Python data science tools, working with different sources of data (structured, semi-structured, and unstructured data), preliminary data processing, data science pipeline, and Hadoop and Spark for big data.

BUDA 520. Data Management. 3 Hours.

This course provides an understanding of database design concepts and logic, including data modeling, database design, and the logic of database queries. In order to analyze data, one must be able to access, organize and query databases. The course focuses on relational databases and queries, but also includes object-oriented databases, large volume databases, database performance, scalability and live streaming considerations.

BUDA 525. Business Statistical Methods 1. 3 Hours.

This course introduces students to the role of statistics in the context of applied business data analytics, providing a foundational review of data and relationships, probability distributions, sampling, hypotheses testing, confidence interval estimation, statistical inference, regression analysis and forecasting techniques. This course provides the foundational groundwork for making informed business decisions.

BUDA 530. Business Statistical Methods 2. 3 Hours.

PR: BUDA 525. This class introduces students to multiple regression, limited dependent variables methods, non-parametric regression, time series analysis and Monte Carlo estimation. This course will allow the student to be prepared to summarize and analyze large-scale data in a manner that facilitates making informed business decisions.

BUDA 535. Business Data Mining. 3 Hours.

PR: BUDA 515. Data mining holds great promise to address the problem of large data by providing efficient techniques to uncover useful information hidden in the large data repositories. Awareness of the importance of data mining for business is becoming widespread. This course intends to bridge the gap between data mining techniques and business applications.

BUDA 540. Decision Sciences and Analytics. 3 Hours.

This course exposes students to the decision sciences analytical tools used to solve business problems. A practical, managerial approach is used, building models that require describing the problem in terms of objectives, decision variables, uncertainties, outcomes, choice criteria, and feasibilities. Students will assess the significance of model outputs, using these to develop managerial insights and action.

BUDA 545. Business Simulation Modeling. 3 Hours.

This course introduces concepts and modeling of computer-based simulation to structure business decisions. Students define business problems by identifying variables and constraints, develop computer programs to simulate situations with decision parameters, and analyze the results for decision making, using simulation software. The course covers various simulation techniques, focusing on the application of simulations to business problems.

BUDA 550. Business Data Visualization. 3 Hours.

This course introduces students to data and information visualization, including both theoretical and practical aspects. In addition to basic visualization techniques, the course covers the application of multivariate techniques in an environment that includes large data sets. Students are involved in both the creation of visualizations, as well as their interpretation.

BUDA 555. Business Analytics Practicum. 3 Hours.

PR: BUDA 525 and PR or CONC: BUDA 550. The course allows students to apply business analytics tools to real-world problems from business, government, or non-profit organizations. Students will complete a final project holistically integrating their accumulated knowledge from the M.S. Business Data Analytics curriculum, potentially including data collection, data management, basic and advanced statistical analyses, data mining, data modeling, simulation, and data visualization.

BUDA 595. Independent Study. 1-9 Hours.

Faculty-supervised study, reading, or research.

BUSINESS LAW (BLAW)**BLAW 690. Teaching Practicum. 1-3 Hours.**

PR: Consent. Supervised practice in college teaching of business law. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It also provides a mechanism for students not on assistantships to gain teaching experience. (Grading will be S/U.).

ECONOMICS (ECON)**ECON 501. Economic Decision Making. 3 Hours.**

PR: ECON 201 and ECON 202. Theory of demand and supply including cost determination, markets and pricing, regulatory economics, national income accounting, the assessment of economics impacts via the multiplier principle, monetary policy, and taxation policy.

ECON 509. Research Design/Methodology. 3 Hours.

The purpose of this course is to translate what you are learning in your courses into publishable research. This research will take a number of different forms including: op-eds, policy papers, fiscal notes, data sets, and journal articles. The course will also provide insight into careers for economics graduate students in business, government, and the non-profit sector.

ECON 510. Microeconomic Theory. 3 Hours.

This is a course in microeconomic theory for students in the MS Economics program. The course's primary objective is to provide students with a strong foundation in microeconomic theory. Topics covered include costs and production functions, the theory of the firm, profit maximization, consumer choice and demand, market competition, consumer choice, and game theory.

ECON 520. Small Data Methods. 3 Hours.

This course is about understanding small data: these are datasets that allow interaction, visualization, exploration, and analysis on a local machine. The material provides an introduction to applied data analysis, with an emphasis on providing a conceptual framework for thinking about data.

ECON 521. History of Economic Thought. 3 Hours.

This course covers the great thinkers from the history of economics. We will focus on debates between the major thinkers, as well as how and why major elements of contemporary neoclassical theory developed.

ECON 522. Institutional Economics. 3 Hours.

Institutions are the rules of the game in society that constrain and incentivize our behavior. In the latter half of the twentieth century institutions once again became a central focus, resulting in the school of new institutional economics (NIE). This course offers a survey of NIE by looking at its major thinkers and their contributions.

ECON 523. American Economic History. 3 Hours.

This course covers United States economic history. Students will learn about the fundamental factors that led to explosive economic development throughout U.S. history, as well as factors that led to periods of economic stagnation. The economic impact of American institutions such as slavery and mass immigration will also be explored. Students will learn how to conduct original historical economic research.

ECON 525. Econometric Theory and Practice. 3 Hours.

This course provides an introduction to mathematical statistics including probability. Linear regression, ordinary least squares, and panel data methods are covered. Students will use R to analyze data.

ECON 526. Causal Inference. 3 Hours.

PR: ECON 525. This class introduces students to the modern theory of causal inference. Research designs included involve experimental approaches, propensity score matching, differences-in-differences, regression discontinuity, instrumental variables, and the synthetic control method. Students will gain competency at using R to execute these research methods.

ECON 541. Public Economics Theory and Practice. 3 Hours.

PR: BADM 511 or ECON 510. This course covers the economic role of government. Economic roles of state and local governments emphasizing empirical research and policy implications. Particular attention is paid to intergovernmental competition, government performance, service provision, revenue sources, and revenue estimation.

ECON 558. MS ECON Internship. 3 Hours.

PR: Acceptance to MS ECON program, qualifying internship, and permission of MS Coordinator. The purpose of this course is to provide the student with professional work experience further complementing their educational preparation in the MS in economics program.

ECON 561. Regional Economics. 3 Hours.

PR: ECON 525. This course covers a regional economy's spatial dimension, emphasizing interregional capital and labor mobility, the role of cities, objectives and issues of regional policy, lagging regions, and other matters of place-based policy. Students will be introduced to methods of regional analysis such as shift-share analysis, input-output analysis, and spatial econometrics.

ECON 565. Health Economics Theory and Practice. 3 Hours.

PR: ECON 525. Analyzes and evaluates critical questions in health, health care, and health care policy using economic theory and tools. Topics covered include: the demand for health and health care; economic approaches to studying healthy and risky behaviors; the economic causes and correlates of risky health behaviors and health disparities; the design and incentive structures of health care policy.

ECON 571. Economics of Labor. 3 Hours.

Analyze various labor market phenomena and problems using the tools of economic analysis. Wherever applicable the implications for public policy will be discussed in detail. Labor topics include wage and employment determination, human capital theory, discrimination, unemployment, migration, and the effects of unions and government labor regulation.

ECON 572. Economics of Education. 3 Hours.

PR: BADM 522 or ECON 525. This course is an introduction to the topics in the economics of education. The class uses a combination of economic theory, published economic literature, and economic analysis to examine US educational policy through the lens of economics. Education is a primary determinant in labor force productivity, economic growth and development, and individual economic mobility.

ECON 582. MS Economics Practicum. 3 Hours.

PR: Final semester of MS in Economics program. This course provides students the opportunity to apply applied economics tools and theories to data sets embedded in a non-profit or government organization. Students are expected to complete a final paper that uses R and the analytic skills obtained in the program to analyze a policy issue from multiple perspectives.

ECON 590. Teaching Practicum. 1-3 Hours.

PR: Consent. Supervised practice in college teaching of economics. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It will also present a mechanism for students not on assistantships to gain teaching experience. (Grading will be P/F.).

ECON 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

ECON 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

ECON 595. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

ECON 693. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

ECON 695. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

ECON 697. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.).

ECON 701. Advanced Micro-Economic Theory 1. 4 Hours.

PR: Consent. Theory of production and allocation, utility theory, theory of the firm, pricing in perfect and imperfect markets, models of firm's operations.

ECON 702. Advanced Macro-Economic Theory 1. 3 Hours.

PR: Consent. Classical, Keynesian and modern macroeconomic theories.

ECON 706. History of Economic Doctrines and Analysis. 3 Hours.

PR: ECON 701 and graduate standing or consent. Writings of the major figures in the development of economic doctrines and analysis.

ECON 709. Research Design and Methodology. 1-3 Hours.

PR: Consent. Basic research approaches based on examples from the student's own work, papers presented at the departmental research seminar series, and economics literature in general.

ECON 711. Advanced Micro-Economic Theory 2. 4 Hours.

PR: ECON 701. General equilibrium analysis, distribution economics.

ECON 712. Advanced Macro-Economic Theory 2. 3 Hours.

PR: ECON 702. Models of economic growth and fluctuations, and other advanced topics in macroeconomic theory.

ECON 721. Mathematical Economics. 3 Hours.

PR: Consent. Mathematics used in economics.

ECON 723. Dynamic Methods of Economics. 1 Hour.

PR: ECON 721. This course covers the basic techniques of dynamic economic analysis that economics graduate students will be working with in advanced economic theory and field courses.

ECON 725. Econometrics 1. 3 Hours.

PR: ECON 721. Mathematical statistics, including probability, mathematical expectation, distributions. Linear regression, ordinary least squares and simple extensions. Students will use a computer to analyze data.

ECON 726. Econometrics 2. 3 Hours.

PR: ECON 725. Econometric methods used by practicing economist. Includes simultaneous equations, asymptotic properties of estimators, and generalizations of and alternatives to least squares estimation. Also may include qualitative response, panel data, nonlinear, spatial, and time series models.

ECON 727. Econometrics 3. 3 Hours.

PR: ECON 726. Completes the graduate econometrics sequence. Topics may include computational methods and time series, spatial, nonlinear, qualitative response, and panel data models.

ECON 729. Spatial Econometrics. 3 Hours.

Explores the various types of spatial econometric models and how they are estimated and interpreted. Maximum likelihood and Bayesian methodologies will be demonstrated both mathematically and in an applied setting.

ECON 731. Monetary Economics 1. 3 Hours.

PR: ECON 702. Sources and determinants of supply of money; demand for money for transactions and speculative purposes; general equilibrium of money, interest, prices, and output; role of money in policy.

ECON 732. Monetary Economics 2. 3 Hours.

PR: ECON 731. Further topics in monetary economics.

ECON 739. Seminar in Financial Economics. 3 Hours.

PR: ECON 735 and ECON 736 or consent. Covers advanced topics in financial economics such as pricing of derivatives and issues in corporate finance.

ECON 741. Public Economics 1. 3 Hours.

PR: ECON 701. Economic role of government in a mixed economy with regard to topics such as resource allocation and distribution of income; social choice mechanisms; fiscal federalism; and revenue.

ECON 742. Public Economics 2. 3 Hours.

PR: ECON 741. Continuation of public economics.

ECON 743. State and Local Public Economics. 3 Hours.

PR: ECON 741 and ECON 742 or consent. Economic roles of state and local governments emphasizing empirical research and policy implications. Particular attention to intergovernmental competition, government performance, service provision, and revenue sources.

ECON 751. International Trade. 3 Hours.

PR: ECON 701. Contemporary theories of international trade; analysis of current problems in world trade.

ECON 752. International Macro-Economics. 3 Hours.

PR: ECON 702. Current theories and policies concerning balance of payments, international capital movements, and foreign exchange, and their relation to the macro economy.

ECON 754. Comparative Economic Systems. 3 Hours.

PR: ECON 701. Comparative study of economic systems, including planned and market socialism and capitalism and the experience of countries in transition from socialism to capitalism.

ECON 755. Development Economics. 3 Hours.

PR: ECON 701. This course explores why some countries are rich and others are poor. Class examines the major phases of thinking in development economics and themes in the contemporary development literature.

ECON 761. Advanced Regional Economics. 3 Hours.

PR: ECON 701 and graduate standing or consent. Regional income and flow of funds estimation, regional cyclical behavior and multiplier analysis, industrial location and analysis, techniques of regional input-output measurement, impact of local government reorganization on regional public service and economic development.

ECON 762. Advanced Urban Economics. 3 Hours.

PR: ECON 701. Theory, policy, and empirical research regarding growth and decline of cities, urban spatial structure and land-use patterns, intrametropolitan employment location, urban transportation, housing, housing market discrimination, local government structure, fiscal problems, and urban redevelopment.

ECON 764. Seminar in Regional Economics. 3 Hours.

PR: Consent.

ECON 765. Health Economics 1. 3 Hours.

PR: ECON 701 and ECON 725. Analyzes and evaluates critical questions in health and health care using tools and approaches in economics. Topics covered include: the demand for health and health care; economic approaches to studying healthy and risky behaviors; the economic causes and correlates of risky health behaviors and health disparities; and global health and economic development.

ECON 766. Health Economics 2. 3 Hours.

PR: ECON 701 and ECON 725. Analyzes and evaluates critical questions in health and health care using tools and approaches in economics. Topics covered include: demand for private health insurance; public and private health insurance; hospital ownership and competition among hospitals; markets for physician services; technology, innovation and the pharmaceutical sector; comparative health care systems; government's role, and economic evaluation of health and health care.

ECON 791. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

ECON 792. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

ECON 793. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

ECON 795. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

ECON 796. Graduate Seminar. 1-3 Hours.

PR: Consent. Each graduate student will present at least one seminar to the assembled faculty and graduate student body of his or her program.

ECON 797. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/ U.).

ECON 930. Professional Development. 1-6 Hours.

Professional development courses provide skill renewal or enhancement in a professional fields or content area (e.g., education, community health, geology). These tuition-waived continuing education courses are graded on a pass/fail grading scale and do not apply as graduate credit toward a degree program.

ENTREPRENEURSHIP (ENTR)

ENTR 540. Survey of Entrepreneurship. 3 Hours.

This course offers a study of the concepts necessary to become a successful small business entrepreneur. The course work includes practical application of marketing and management skills.

ENTR 580. Survey of Entrepreneurship and Small Business Management. 3 Hours.

This course explores entrepreneurship and provides an in-depth understanding of issues involved in planning and creating a new venture, while highlighting the various roles of the entrepreneur. Upon successful completion of this course, students will earn 3 credit hours.

ENTR 793. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

FINANCE (FIN)

FIN 500. Corporate Finance. 3 Hours.

PR: BADM 511, BADM 522, and BADM 524. A practical consideration of the operation of financial markets, considerations for the inter-temporal comparisons of opportunities, and the elements of the decision-making criteria for the financial manager.

FIN 510. Investments and Portfolio Management. 3 Hours.

PR: BADM 532. The course provides theoretical understanding of how financial decisions are made under uncertainty. The topics include the securities market environment, modern portfolio theory, risk analysis, bond and stock valuations, and derivative securities.

FIN 511. Financial Economics. 3 Hours.

A survey of Microeconomic Markets in the U.S. economy. Examines how the U.S. System interacts with larger global economy.

FIN 512. Ethical Standards in Finance. 2 Hours.

An overview of the impact of legal, societal, and ethical considerations on business decision-making and strategic planning in the finance industry. Prepares participants to pass the Ethical and Professional Standards portion of the CFA and CBOK Exam.

FIN 513. Macroeconomics and Financial Markets. 2 Hours.

This course provides students with an understanding of how macroeconomic performance is measured, how monetary and fiscal policies influence macroeconomic performance, and how these relate to financial markets around the world.

FIN 520. Quantitative Finance. 3 Hours.

Examines statistical and probability concepts, statistical inference, regression analysis, time series analysis and financial modeling. Emphasizes financial applications, including portfolio optimization and analysis of financial time series.

FIN 521. Financial Reporting and Analysis. 3 Hours.

Fundamental security analysis requires that cash flows be evaluated primarily using external accounting data. This course provides students with the skills necessary to evaluate financial reports focusing on firm valuation.

FIN 522. Advanced Corporate Finance. 3 Hours.

Case study approach focusing on complex problems in the corporate forecasting, capital budgeting, cost of capital analysis, the financing of capital investments, and financial decisions on strategic investment.

FIN 523. Equity Investment. 3 Hours.

This course provides students with professional knowledge of investment tools in equity markets, industry and company analysis, valuation models, and equity portfolio management.

FIN 525. Derivative Securities. 3 Hours.

This course will extend the student's knowledge of derivatives markets for commodities and financial instruments. Particular attention will be given to the use of financial derivatives for risk management.

FIN 526. Portfolio Management. 3 Hours.

Examines the complete investment process from constructing investment objectives and policies to strategic asset allocation, security selection, trade execution, portfolio monitoring, and performance measurements.

FIN 527. Alternative Investments. 3 Hours.

Alternative investments are a growing presence in financial markets. These investments allow the investors to diversify their portfolios beyond rational debt and equity securities. This course provides students with the skills necessary to understand the risks and rewards in alternative investment markets.

FIN 528. Integrated Financial Analysis. 3 Hours.

This is a capstone course that brings together all elements of financial planning including ethical standards, quantitative methods, economics, financial reporting, corporate finance, equity and fixed income investments, derivatives, portfolio management, and wealth planning.

FIN 529. FinTech. 3 Hours.

Fintech (or financial technology) is one of the most fast-moving industries. The applications of fintech go over different areas in investments, banking, and other financial institutions. This course introduces students to the major topics of Fintech, including Blockchain, Bitcoin, Alternative Cryptocurrencies, FinTech Credit, InsurTech, Crowdfunding, Big Data, Machine Learning, Robo Advisers, and Algorithmic Trading.

FIN 530. Energy Financial Economics. 3 Hours.

Introduction to the ways in which legal/regulatory systems affect the energy industry and to important economic and political concerns that underlie the regulation of the production and trading of energy and the connections to the derivative markets for the energy sector.

FIN 531. Energy Law/Regulation/Ethics. 3 Hours.

Provides an understanding of energy markets and the ancillary markets, the legal and regulatory environments, and the ethical questions surrounding this business sector. Additionally, the course will help prepare participants to address the ethical standards of the finance profession.

FIN 532. Energy Financial Accounting. 3 Hours.

Provides the tools to interpret and analyze external financial information from the viewpoint of investors and creditors. The energy sector has a unique perspective from other industries. The role of mark to market accounting techniques will be emphasized.

FIN 533. Energy Financial Risk Management. 3 Hours.

Investigates the evolving and expanding practice of financial risk management in the energy sector. Risk management is a complex process of identifying, quantifying, and managing risk exposures. The course analyzes and discusses the various sources of risk.

FIN 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

FIN 592. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

FIN 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

FIN 594. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

FIN 595. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

FIN 690. Teaching Practicum. 1-3 Hours.

PR: Consent. Supervised practice in college teaching of finance. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It also provides a mechanism for students not on assistantships to gain teaching experience. (Grading will be P/F.).

FIN 691. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

FIN 695. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

FIN 696. Graduate Seminar. 1-3 Hours.

PR: Consent. Each graduate student will present at least one seminar to the assembled faculty and graduate student body of his or her program.

FIN 697. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.).

FIN 699. Graduate Colloquium. 1-6 Hours.

PR: Consent. For graduate students not seeking coursework credit but who wish to meet residency requirements, use of the University's facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled, through enrollment in their department's 699/799 Graduate Colloquium to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is P/F; colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.

FIN 735. Portfolio Theory. 3 Hours.

PR: ECON 701 and ECON 702. Basics of decision making under risk. Portfolio choice under various utility and returns specifications. Asset allocation over time.

FIN 736. Asset Pricing. 3 Hours.

Theories of the determination of prices and returns in financial markets. Properties of general static and intertemporal asset pricing models and determinants of equilibrium returns in specific general equilibrium models.

FIN 737. Corporate Finance Theory. 3 Hours.

A comprehensive examination of the foundational theories in corporate finance. Topics will include: finance theory under certainty and uncertainty, utility theory, capital structure, issuance, dividend policy, corporate governance, M & A theory, and financial distress.

FIN 741. Corporate Finance Seminar. 3 Hours.

This course acquaints students with theoretical and empirical research in corporate finance. Topics include capital structure, dividend policy, stockholder-manager and bondholder-stockholder agency conflicts, governance mechanisms, market for corporate control, bankruptcy and corporate restructuring.

FIN 742. Investments Seminar. 3 Hours.

PR: ECON 736. A comprehensive examination of the theoretical and empirical literature covering the foundational topics in investments. Topics include portfolio theory, performance evaluation, derivatives, market anomalies, investor behavior and other pertinent developments in the investment area.

FIN 743. Advanced Topics Seminar. 3 Hours.

Examination of the theoretical and empirical research in important areas of finance. Examples include financial institutions, international finance, behavioral finance and market microstructure.

FIN 795. Independent Study. 1-9 Hours.

Faculty Supervised study of topics not available through regular course offerings.

FIN 797. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.).

FIN 930. Professional Development. 1-6 Hours.

Professional development course provide skill renewal or enhancement in a professional field or content area (e.g. education, community health, geology). These tuition-waived continuing education courses are graded on a pass/fail grading scale and do not apply as graduate credit toward a degree program.

HEALTHCARE BUSINESS ADMINISTRATION (HMBA)

HMBA 600. Healthcare Business Essentials. 3 Hours.

The Healthcare MBA Essentials course introduces students to the functional areas of business delivered with a healthcare lens. Students will be exposed to cases, assignments and real-world applications of the business of healthcare.

HMBA 611. Healthcare: Management Information Systems. 3 Hours.

PR: Admission to HMBA program or instructor approval. This course will cover three critical areas of the Healthcare Information Systems: fundamental technologies, management strategies related to economic drivers and legal themes, and current and new issues of healthcare information technology (HIT).

HMBA 612. Healthcare - Managerial and Team Skills. 3 Hours.

This course introduces, develops and enhances managerial skills for complex health care organizations. The class will explore managerial philosophies, one's own managerial style, and the dynamics of working in groups and teams in health care settings.

HMBA 621. Healthcare Analytics. 3 Hours.

PR: Admission into Healthcare MBA or instructor permission. This course develops student skills in data-driven, fact-based decision-making to support critical evaluation of business reports, research proposals, and other studies relying on business research. The course provides a basic understanding of reading and conducting empirical research in a healthcare setting.

HMBA 622. Healthcare Finance- Reporting and Analysis. 3 Hours.

PR: Admission to HMBA program or instructor permission. Course includes: Development and preparation of financial statements- balance sheet, income statement and statement of cash flows. Investigation of the underlying conceptual/theoretical foundation of accounting information. Analysis of business transactions and their effect on financial statements. Analysis of financial statements as a basis for decision making. Analysis of the association between accounting information and company valuation.

HMBA 626. Health Economics. 3 Hours.

PR: Recommended familiarity with Microeconomics and Statistics/Econometrics. Analyzes and evaluates critical questions in health, health care, and health care policy using economic theory and tools. Topics covered include: the demand for health and health care; economic approaches to studying healthy and risky behaviors; the economic causes and correlates of risky health behaviors and health disparities; the design and incentive structures of health care policy.

HMBA 633. Healthcare Leadership & Cultural Competency. 3 Hours.

PR: Must be enrolled in Healthcare MBA. This course is designed to develop cultural competencies in leaders to drive diversity as a core component of excellence in Healthcare. Diversity, equity, and inclusion in healthcare settings, especially in leadership roles, is emphasized. The course also focuses on the personal development of students as future healthcare leaders and managers.

HMBA 634. Healthcare Services Marketing. 3 Hours.

This course will focus on delivering value to patients and providing excellent quality and services in terms of both healthcare outcomes and patient/customer experience.

HMBA 638. Healthcare Supply Chain Management. 3 Hours.

The purpose of this course is to provide a solid foundation of key topics and tools of supply chain operations and on how they relate to business success. We will discuss analytical tools, major concepts, and contemporary techniques necessary to solve or be conversant about supply chain issues at the strategic and tactical levels.

HMBA 656. Law and Medicine. 3 Hours.

An introduction to the American legal system and theories that apply to the American healthcare system and the practice of medicine.

HMBA 661. Healthcare Innovation and Commercialization. 3 Hours.

PR: HMBA 622. This course will dive into the world of entrepreneurship, specifically focusing on healthcare and life science-based companies. We will spend a majority of the course walking through the business model canvas and learning the lean launch methodology approach to entrepreneurship. These processes and tools are well tested and have demonstrated success.

HMBA 693. Special Topics. 1-6 Hours.

PR: Consent. Study of advanced topics that are not covered in regularly scheduled courses.

HUMAN RESOURCE LEADERSHIP (HRL)**HRL 503. Performance Management Systems & Strategies. 3 Hours.**

This course presents a broad overview of theories, research, and practices as they relate to the development of individual employees within organizations. Drawing upon research in management and organizational psychology, this course provides students with the knowledge to strategically create and manage a performance management system.

HRL 510. Recruitment, Assessment, and Selection. 3 Hours.

This course focuses on theoretical, practical, and legal issues involved in talent acquisitions in organizations. Topics covered include legal compliance, sourcing, selection processes, selection measures, job analysis, and manpower planning.

HRL 520. Artificial Intelligence Management. 3 Hours.

This course focuses on the managerial process of adoption and implementation of artificial intelligence (AI) techniques in organizations. Students will acquire an understanding of the key concepts and techniques in machine learning from a managerial perspective. This course will also critically examine the ethical, legal, and organizational dimensions of managing AI.

HRL 541. Total Reward Systems. 3 Hours.

This course reviews compensation theory, research, and practice. You will acquire some of the technical skills needed to design and manage a compensation system.

HRL 551. Human Resource Development. 3 Hours.

The purpose of this course is to understand and apply, through theory and practice, an organization's training and organization development functions and processes. In short, this course well-covers the theory and scholarship surrounding the learning-teaching experience, as well as the "how-to" aspect of serving as a strategic leader and partner in organizational development and training within an organization.

HRL 593. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

HRL 595. Independent Study. 1-9 Hours.

Faculty-supervised study, reading, or research.

HUMAN RESOURCE MANAGEMENT (HRMG)

HRMG 505. Labor and Employment Law. 3 Hours.

This course will provide a basic overview of employment law as it relates to day-to-day hiring and firing practices. You will be guided through the entire employer-employee relationship—from the initial decision to fill a position to the ultimate decision to terminate the employer-employee relationship.

HRMG 506. Performance Management. 3 Hours.

Development of individual employees in an organization; performance evaluation, discipline of problem employees, identifying training needs, and design and delivery of training programs.

HRMG 507. Negotiation and Conflict Resolution. 3 Hours.

This course is designed to build your understanding, skill, and confidence so that you achieve better outcomes for your negotiations and conflicts at work, large and small.

HRMG 508. Organizational Change and Renewal. 3 Hours.

Organizational evolution as a result of multiple change process, including employee involvement, empowerment, high performance organizations, process consulting, and goal setting. Emphasis on organizational and union relationships.

HRMG 509. Talent Acquisition. 3 Hours.

This course focuses on the management of employee staffing and selection. Topics covered include legal compliance, sourcing, selection processes, selection measures, job analysis for manpower planning selection criteria, and management of the workforce flow.

HRMG 515. Business and Human Resource Integration. 3 Hours.

PR: Enrollment in the MSHRM program or permission of the instructor. Bridges the gap for the Human Resource (HR) Professional between functional HR knowledge and other key general management skills such as financial, accounting, and operations functions of an organization.

HRMG 522. International Industrial Relations. 3 Hours.

Analyzes the human resource and labor relations practices of firms and economies as they relate to the global market; basis of international business, legal/governmental environmental, labor movements, and industrial relations practices.

HRMG 525. HR Analytics. 3 Hours.

PR: Enrollment in MSHRM program or permission of instructor. This course introduces quantitative techniques related to human resource (HR) management. The primary objective is to expose and equip students with quantitative and statistical techniques used in the field of HR to make decisions related to workforce utilization, support employee development, and maximize organizational goals. Students will work with databases, collection of data, statistical packages, data interpretation, and data visualization.

HRMG 530. Compensation and Benefits. 3 Hours.

This course provides an overview of the compensation function in human resource management. It covers both direct (monetary) compensation as well as employee benefits. Focused attention is given to how compensation system objectives and strategies must align with the internal needs of the organization while also being responsive to external conditions.

HRMG 534. Work Group Dynamics and Leadership. 3 Hours.

Small group or individual research on topics related to leadership and group dynamics in the work environment including training and other human relations programs.

HRMG 544. Benefits Management. 3 Hours.

Considers employee benefits from the perspective of the human resource management specialist who is responsible for articulating and administering a corporate program. Includes study of all benefits covered by major federal legislation.

HRMG 545. Diversity and Inclusion Management. 3 Hours.

PR: Admission to MSHRM program. Covers theoretical, practical, and legal considerations related to diversity and inclusion initiatives in organizations. Students will think critically about their workplace experiences and interactions based on their own history and identity as well as think about how the broader workplace context may perpetuate bias, discrimination. Will elaborate on the ways diversity and inclusion initiatives intersect with other key HR functions.

HRMG 546. Training and Development. 3 Hours.

Survey of the domain and issues of the field of training and development and practical approach to designing and conducting training and development programs. Topics include both scientific issues and applied issues.

HRMG 548. Strategic Management for Human Resources. 3 Hours.

Stages and types of strategies; Formulation and implementation of strategies; human resource aspects of planning and strategic assessment; extensive case analysis and team projects.

HRMG 562. Labor Relations. 3 Hours.

Examination of the theory and practice of labor relations and collective bargaining. Topics include economic and historical environment, labor law, unionization, contract negotiation, patterns in contract content, conflict resolution, grievance handling, and an introduction to arbitration.

HRMG 571. Human Resource/Industrial Relations Practicum 1. 1 Hour.

PR: Enrollment in the MS HRMG program or consent. The first course in a series required one-credit hour courses that offers practicum experiences, delivers professional development opportunities, and provides exposure to contemporary topics in the field of HR/IR, (e.g., teambuilding, diversity issues).

HRMG 572. Human Resource/Industrial Relations Practicum 2. 1 Hour.

PR: Enrollment in the MS HRMG program or consent. The second course in a series of required one credit hour courses that offers practicum experiences, delivers professional development opportunities, and provides exposure to contemporary topics in the field of HR/IR (e.g., HR investigations, performance management systems).

HRMG 573. Human Resource/Industrial Relations Practicum 3. 1 Hour.

PR: Enrollment in the MS HRMG program or consent. The third course in a series of required one credit hour courses that offers practicum experiences, delivers professional development opportunities and provides exposure to contemporary topics in the field of HR/IR (e.g., outsourcing the HR function, HR impact on mergers and acquisitions).

HRMG 581. Collective Bargaining Practice. 3 Hours.

Examination of the development of the Collective Bargaining process from its legal and historical foundation through and including a simulated full contract negotiation similar to what students experience in Labor Relations and Human Resources when actually employed.

HRMG 585. Internship. 3 Hours.

The purpose of this course is to provide the student with professional work experience and application of classroom learning to further complement their preparation to enter the work world as a Human Resource Management professional upon graduation from the MSIRHR Program.

HRMG 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

HRMG 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

HRMG 595. Independent Study. 1-9 Hours.

PR: Consent. Faculty-supervised study, reading, or research.

MANAGEMENT (MANG)**MANG 590. Teaching Practicum. 1-3 Hours.**

PR: Consent. Supervised practice in college teaching of management. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It will also present a mechanism for students not on assistantships to gain teaching experience. (Grading may be S/U.).

MANG 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

MANG 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

MANG 594. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

MANG 691. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

MANG 692. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

MANG 693. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

MANG 694. Seminar. 1-6 Hours.

Special seminars arranged for advanced graduate students.

MANG 695. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

MANG 696. Graduate Seminar. 1-3 Hours.

PR: Consent. Each graduate student will present at least one seminar to the assembled faculty and graduate student body of his or her program.

MANG 697. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.).

MANG 698. Thesis or Dissertation. 1-6 Hours.

PR: Consent. This is an optional course for programs that wish to provide formal supervision during the writing of student reports (698), or dissertations (798). Grading is normal.

MANG 699. Graduate Colloquium. 1-6 Hours.

PR: Consent. For graduate students not seeking coursework credit but who wish to meet residency requirements, use of the University's facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled, through enrollment in their department's 699/799 Graduate Colloquium to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is S/U; colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.

MANG 709. Applied Univariate Statistics. 3 Hours.

PR: Must be enrolled in a WVU Business & Economics PhD program or permission of the instructor. This course is an advanced introduction to applied univariate statistics, emphasizing understanding statistical concepts and methods and building data analysis skills. The goal is to provide a foundation from which students can continue to develop statistics knowledge and skills. The course will cover foundational topics (descriptive statistics, sampling distributions, hypothesis testing, probability) and statistical analyses (chi-square, t-tests, correlation, ANOVA, regression).

MANG 710. Philosophy of Research. 3 Hours.

PR: Consent. This course provides an overview of the philosophical concepts that guide research in organizations, including overview of research process, scientific progress, theory and practice, and selection of research design.

MANG 711. Research Methods. 3 Hours.

PR: Consent. Graduate-level introduction to critical topics in research methodology relevant to the social sciences. Emphasis on theory-driven research design, data collection, measurement development and evaluation, and various quantitative data analytic issues with a particular focus on organizational research.

MANG 713. Structural Equation Modeling. 3 Hours.

PR: Consent. This course examines the role and application of structural equation modeling (SEM) in social science research. The overarching goal is to provide the student with an understanding of the rationale underlying SEM, the application of SEM to research endeavors, the interpretation of SEM analyses, and the evaluation of research using SEM.

MANG 720. Human Resource Management. 3 Hours.

PR: Consent. This course offers an overview of theories and research underpinning the strategic and functional human resource management literature by reviewing representative research published in top academic journals and generating original research proposals.

MANG 730. Leadership. 3 Hours.

PR: Consent. This course seeks to critically analyze and explain current and classic leadership literature, taking stock of the knowledge base developed to date and considering conceptual and methodological avenues for further advancement.

MANG 740. Org Behavior: Groups and Teams. 3 Hours.

PR: Consent. This course provides a survey of the field of organizational behavior, primarily at the group/team level. The emphasis is on exploring concepts, theory, and empirical research to develop foundational knowledge in several key topic areas and in the approaches used to study group- and team-level organizational behavior.

MANG 760. Organizational Theory. 3 Hours.

PR: Consent. This course provides a survey of modern developments in organizational theory and their connection to the field's roots. Modern organizational theory has several different sub-fields whose diverse theories this course will connect.

MANG 770. Strategic Management Theory. 3 Hours.

PR: Consent. This course provides a survey of theories and methods in strategy research. The emphasis is on the development of major theories, perspectives, and paradigms in the strategic management field.

MANG 780. Organizational Behavior: Individuals. 3 Hours.

PR: Consent. This course provides a survey of the field of organizational behavior, primarily at the individual level of analysis. The emphasis is on exploring concepts, theory, and empirical research to develop foundational knowledge in several key topic areas.

MANG 785. Contemporary Strategic Mgmt. 3 Hours.

PR: Consent. This course provides an evaluation and analysis of contemporary issues in the strategic management literature.

MANG 791. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

MANG 793. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

MANG 795. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

MANG 797. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading will be S/U.).

MARKETING (MKTG)

MKTG 500. Seminar in Marketing. 3 Hours.

MKTG 510. AI and Marketing Research. 3 Hours.

This course introduces scientific approaches to the solution of marketing problems with an emphasis on AI-driven methods and techniques.

MKTG 515. AI and Consumer Behavior. 3 Hours.

This course explores the transformative impact of artificial intelligence (AI) on consumer behavior, providing students with advanced insights into how AI technologies are reshaping marketing strategies and decision-making processes.

MKTG 520. AI in Sales. 3 Hours.

This course explores the intersection of artificial intelligence (AI) and sales, providing students with a comprehensive understanding of how AI technologies can enhance sales strategies, optimize sales processes, and improve customer relationships.

MKTG 525. AI Marketing Project 1. 3 Hours.

PR: (MKTG 415 and MKTG 435 and MKTG 475 and MKTG 510 and MKTG 515 and MKTG 520) with a minimum grade of C- in all. This course provides an in-depth understanding of the application of artificial intelligence (AI) tools in marketing campaigns. Students can apply the knowledge and skills gained from previous AI Marketing coursework to create a comprehensive promotions campaign for an organization.

MKTG 530. Digitally Mediated UX. 3 Hours.

This course provides an overview of User Experience (UX) to consider a consumer's realized or anticipated interaction with a brand's digitally-mediated (e.g., AI, CMS) products, systems, and services.

MKTG 535. Management Distribution Systems. 3 Hours.

MKTG 540. AI Ethics. 3 Hours.

This course examines the ethical implications of leveraging artificial intelligence (AI) in marketing practices, providing a critical framework for responsible decision-making in the digital age. Students will explore topics such as data privacy, algorithmic bias, transparency, and the societal impacts of AI-powered marketing.

MKTG 545. AI Marketing Project 2. 3 Hours.

PR: MKTG 525 and MKTG 530 with a minimum grade of C-. This course is designed to provide an in-depth understanding of how artificial intelligence (AI) tools, particularly large language models (LLMs) like ChatGPT4, can transform marketing communications. Students will learn to develop an Integrated Marketing Communications (IMC) campaign using AI for prompt generation, content creation, and strategic decision-making.

MKTG 590. Teaching Practicum. 1-3 Hours.

PR: Consent. Supervised practice in college teaching of business and economics. Note: This course is intended to insure that graduate assistants are adequately prepared and supervised when they are given college teaching responsibility. It will also present a mechanism for students not on assistantships to gain teaching experience. (Grading will be S/U.).

MKTG 591. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

MKTG 592. Directed Study. 1-6 Hours.

Directed study, reading, and/or research.

MKTG 593. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

MKTG 595. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

MKTG 691. Advanced Topics. 1-6 Hours.

PR: Consent. Investigation of advanced topics not covered in regularly scheduled courses.

MKTG 695. Independent Study. 1-9 Hours.

Faculty supervised study of topics not available through regular course offerings.

MKTG 697. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading may be S/U.).

MKTG 698. Thesis or Dissertation. 1-6 Hours.

PR: Consent. This is an optional course for programs that wish to provide formal supervision during the writing of student reports (698), or dissertations (798). Grading is normal.

MKTG 699. Graduate Colloquium. 1-6 Hours.

PR: Consent. For graduate students not seeking coursework credit but who wish to meet residency requirements, use of the University's facilities, and participate in its academic and cultural programs. Note: Graduate students who are not actively involved in coursework or research are entitled, through enrollment in their department's 699/799 Graduate Colloquium to consult with graduate faculty, participate in both formal and informal academic activities sponsored by their program, and retain all of the rights and privileges of duly enrolled students. Grading is P/F; colloquium credit may not be counted against credit requirements for masters programs. Registration for one credit of 699/799 graduate colloquium satisfies the University requirement of registration in the semester in which graduation occurs.

MKTG 700. Seminar on Marketing Theory. 3 Hours.

Critical review of the literature with an emphasis on evaluating the structure of theories as well as the various schools of marketing thought. Additionally, students develop an understanding of social science and the scientific method.

MKTG 701. Foundations of Academic Research and Writing. 1 Hour.

This course focuses on the philosophy needed by researcher to explore important areas of marketing: philosophy of science and moral philosophy and logic. We will also cover the ethical requirements of a researcher conducting research, publishing research, and reviewing research. We will explore the tools a researcher must have to be successful.

MKTG 710. Philosophy of Research. 3 Hours.

This course provides an overview of the philosophical principles that guide research in organizations, ethical dilemmas and practical relevance of research, and factors that guide the selection of a research design and method of analysis.

MKTG 711. Advanced Topics in Marketing 1. 3 Hours.

this seminar involves the study of theory and empirical research as it relates to the following areas in Marketing: channels of distribution, sales and sales management, retail management, and services marketing.

MKTG 713. Multivariate Data Analysis. 3 Hours.

PR: MANG 712. This course discusses commonly used techniques (e.g., factor analysis, MANOVA, structural equation modeling) of analyzing multivariate data. The course will help students in choosing the appropriate methods for analyzing data in their own research.

MKTG 720. Seminar in Buyer Behavior. 3 Hours.

This course covers buyer behavior theories including information processing, attitude, behavior, decision making, social environment, and potential moderators from positivist and post-positivist perspectives.

MKTG 721. Special Topics in Marketing. 3 Hours.

A study of traditional and contemporary special topics in the field of marketing (e.g., channels of distribution, sales, services, sharing economy, branding, product strategy).

MKTG 730. Advanced Marketing Research. 3 Hours.

PR: MKTG 700 and MKTG 720. This seminar covers common research methods employed in marketing research, including: experimental design, sampling and survey research, measurement, meta-analysis, and validity issues to facilitate students' ability to critique marketing papers and to develop their own research.

MKTG 731. Trending Topics in Marketing Research Methods. 2 Hours.

The objectives of this course are twofold. The first objective is to familiarize you with trending, contemporary topics in marketing research methodology. Assigned readings and assignments will cover contemporary marketing research methodologies and tools. The second objective is to enhance your ability to evaluate critically marketing or management research methodologies.

MKTG 740. Seminar in Marketing Strategy. 3 Hours.

This seminar is designed to deepen the students' understanding of marketing strategy, international marketing and public policy in marketing. Topics include: measuring marketing outcomes, competition, foreign market entry mode, country of origin, consumer welfare, and sustainability.

MKTG 793. Special Topics. 1-6 Hours.

A study of contemporary topics selected from recent developments in the field.

MKTG 795. Independent Study. 1-9 Hours.

Faculty-supervised study of topics not available through regular course offerings.

MKTG 797. Research. 1-9 Hours.

PR: Consent. Research activities leading to thesis, problem report, research paper or equivalent scholarly project, or a dissertation. (Grading will be S/U.).