

## Ouachita MBA

### Curriculum/Course Descriptions/Sequencing

MGMT 5001. Entrepreneurship/Intrapreneurship Practicum. This course is intended to provide assessment and student feedback during the year-long MBA experience. A running evaluation of students' experiences with integrating various disciplines with management is a main focus of the course. Students will enroll in this course three times during the program, for a total of three hours. **Fall (first session), Spring (first session), Summer.**

ECON 5013. Economic Tools for Managerial Decisions. Provides tools of economic analysis for managers, including marginal analysis, market structure analysis, Game Theory, regression analysis, and time series analysis. Alternative theory and practice of pricing is considered, including transfer pricing and two-part tariffs. A brief policy introduction to macroeconomics is also included with special reference to managers. **Fall (first session).**

MGMT 5013. Leadership, Faith, and Business. This course focuses on the development of a student's leadership capacity in all parts of life, with particular emphasis placed on the integration of faith and business. Students will hear from multiple professionals who are leading organizations with purpose. Students will have the opportunity to take personal assessments that enhance self-awareness of personal strengths, needs, and stress behaviors. **Fall (first session).**

ACCT 5013. Managing with Accounting Information. Examines the usefulness of accounting information for decision making in a business setting. Topics include interpretation of financial statements, accounting methods, ratio analysis, cost analysis, and budgeting. An introduction to the principles of accounting is also included. **Fall (second session).**

MGMT 5023. Telling Your Story: Digital Marketing and Personal Selling. Your personal brand as well your company's brand are catalysts for trust, growth and success. How one cultivates a company's brand in the marketplace or a personal brand within the office needs to be thoughtfully and carefully executed to connect with an audience to build authenticity, loyalty and trust. This course will examine key brand archetypes and help you define your brand so you can build a distinctive reputation and valuable relationships in a company or community. **Fall (second session).**

MGMT 5033. Management and the Law. Addresses the legal environment in which business must operate. Contemporary business law concepts and cases are considered, including modern statutory and regulatory law and recent court decisions involving topics such as contracts, employment law, sales, and intellectual property. Emphasis is placed on how managers may deploy preventative law measures to navigate a complicated legal landscape. **Spring (first session).**

MGMT 5043. Managing Data. Uses descriptive, predictive, and prescriptive statistics - along with data visualization - to further enhance a manager's ability to make decisions informed by both financial and non-financial data. Special emphasis will be placed on interpreting statistical analyses to reach the best conclusions and/or decisions. An overview of statistical methods is also included. **Spring (first session).**

FINN 5063. Financial Analysis and Valuation. Explores key financial decisions for a firm and provides techniques for managers to use in their analysis of optimal solutions. Specific topics include financial

statement analysis, cash flow analysis, valuation, capital budgeting, and capital structure. An overview of financial markets is also included. **Prerequisite:** ECON 5013, ACCT 5013. **Spring (second session).**

MGMT 5053. Global Management. This course enables students to develop a deeper understanding of how and why management practices and processes can differ around the world, while enhancing the development of the skills necessary to function successfully in this international business environment. **Spring (second session).**

MGMT 5063. Strategic Management. Considers how firms build and sustain competitive positions and achieve long-term profitability, without abandoning mission. This course develops an integrated view of business that encompasses functional areas such as operations, marketing, accounting, and finance. **Summer.**

Each of the above courses will be required for the degree, and each course (with the exception of the one-hour practicum) will be a three-hour course that is taught in an online format and at the graduate level only.