



University of
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Lowell

COM Graduate Programs
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COLLEGE OF MANAGEMENT

Master of Business Administration

Prerequisite Coursework

Microeconomics (49.201)
Statistics (49.211)

Foundation Core courses: 12 credit hours (6 courses – 2 credit hours each – 8 weeks)

60.501 Financial Accounting is an introduction to financial accounting within the context of business transactions and business decisions. This course is a broad introduction to using accounting information from the user's perspective with little emphasis on traditional debits, credits, journal entries and ledgers. Emphasis is placed on preparing and understanding financial statements.

61.501 Business Financial Analysis introduces students to the finance function in a firm. Students are exposed to a variety of analytical techniques and to theory applied to financial decision making. Study will include effects of major financial decisions such as investment, financing, and dividends on the value of a firm, in the light of their risk-return relationship under the assumption that the maximization of shareholder wealth is the goal of management. [Prerequisite: 60.501]

62.501 Marketing Fundamentals describes how marketing strategies and plans of a competitive enterprise are formulated, implemented, and adjusted over time. Behavioral, quantitative, and environmental aspects of forces affecting marketing decisions are examined.

63.501 Operations Fundamentals provides students with an introduction to operation management and operation analysis. The latter furnished the student with a set of quantitative tools that are useful in designing and operating the former. These techniques are generally applicable to other functional areas/courses within the MBA program.

66.501 Organizational Behavior introduces students to management and organizational behavior. Its general purpose is to study and understand the behavior of individuals and groups in organizations. It is directed toward behavioral action components and emphasizes the close relationship between the study of organizational behavior and the practice of management.

66.511 Global Enterprise and Competition is an integrated investigation of global competitive issues to help students understand the processes of organization and technological innovation that permit businesses to achieve competitive advantages in a global environment. This course also deals with the nature and techniques of industry analysis necessary to the formulation of effective global strategy for the firm. [Prerequisites: 60.501, 61.501, 62.501]

Advanced level courses: 10 courses – 30 hours

Required Advanced core: 21 credit hours (7 courses at 3 credit hours each)

60.601 Accounting Information for Management Decisions focuses on the manager's view as opposed to the accountant's view of the decision process and related quantitative and non-quantitative information needs. The course material examines accounting information that will achieve faster, better, and cheaper operations. New strategic cost management models, such as ABC and target costing, are explored and contrasted with traditional cost approaches.

61.601 Corporate Finance relates working capital strategy, capital investment analysis, long-term financing, and capital structure decisions in a risk-return framework to the dynamics of the firm and the market in which it operates.

62.601 Analysis of Customers and Markets pursues the development of comprehensive and integrated marketing plans using industry/competitor analysis, market value chains, and forecasting. An emphasis is given to business-to-business marketing situations that require an in-depth analysis of the firms' complex organizational behavior and evolving buyer-seller relationship.

63.601 Management Information Systems examines computer technologies, database management, and data communications as vehicles to improve and/or restructure business processes and decision making effectiveness to create competitive advantage.

63.671 Operation Management examines the strategic and tactical operations processes of manufacturing and service firms that foster global competitiveness. This course focuses on traditional and newer approaches including just-in-time, total quality management, MRP, flexible manufacturing systems, and capacity management that lead to an integrated operations strategy. Cost reductions, flexibility, and market responsiveness are also considered.

66.601 Managing Organization Design and Change examines how business enterprises are designed, managed and changed to operate efficiently and perform effectively within their competitive environments. It critically examines organizations that vary in terms of such characteristics as size, complexity, goals, and technology as they operate under different circumstances and at various stages of their life cycles. The role and impact of individual managers receive particular attention.

66.691 Strategy Formulation and Implementation reviews strategies for positioning a firm within its competitive environment. Fundamental concepts in strategic management; role of the CEO, levels and components of strategy, competitive analysis, and formulation and implementation of strategy are explored. [Capstone Course – Prerequisites: 60.601, 61.601, 62.601, 63.601, 63.671 and 66.601.]

Advanced Core - Elective courses: 9 credit hours (3 courses at 3 credit hours each)

Total MBA Program Credit Requirement: 42 credit hours

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