

Business Administration

Degree Offered:	Master of Business Administration (M.B.A.)
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Master of Business Administration

The UAB MBA is designed to provide competency in management and to acquaint the student with all aspects of business activity. In order to deal effectively with increasingly complex and ambiguous problems of business and organizations, managers require training in sophisticated analytical techniques, appreciation for the behavioral facets of management, as well as an ability to anticipate and adapt to changes in an organizational environment. The program stresses critical thinking and is decision oriented, focusing on key aspects of business administration.

The MBA program is suitable not only for students with baccalaureate degrees in business but also for those who have degrees in engineering, the sciences, or liberal arts.

UAB's MBA program offers an online MBA, and an on-campus program where students may take a combination of face-to-face and online classes. Students may choose to follow either a one or two-year-plan of study to guarantee graduation with a specified time-frame, or to pursue the degree at their own pace. Students have 5 years from term of entry to complete degree requirements.

Concentrations are available in finance, management information systems, marketing, health services, business analytics and entrepreneurship. Dual Degree options available include MD/MBA, DMD/MBA, OD/MBA, MPH/MBA, MSHA/MBA, MSN/MBA, ASEM/MBA, and several additional Engineering/MBA programs. Applicants interested in these dual degree options are required to apply and be accepted to both degree programs.

Quantitative Requirement

Applicants should be quantitatively proficient with the ability to analyze and interpret numerical information. All entering students must prove competency in fundamental mathematical operations by passing a proficiency quiz upon admission to the program. For students who need a refresher before taking the quiz, study materials will be available via an online platform. Study materials and quiz are provided at no cost.

More information about this can be found on the [Collat School of Business website](#).

Grade Point Average Policy

The MBA program follows the [GPA policy](#) set forth by the Graduate School.

Admission

To obtain specific admissions requirements on how to apply to Graduate School, prospective students should visit this page:

<https://www.uab.edu/business/home/admissions/graduate/mba>

Application Deadlines

Fall semester - July 1st
Spring semester - November 1st
Summer semester- April 1st

It is suggested that international applicants should apply at least 6 months in advance of the deadline to ensure processing of all Visa paperwork. **There is no international admission in summer term.*

Required Documents

- **Application form** including 3 letters of reference
- Current resume
- Official transcripts from all colleges and universities attended sent directly by the Registrar to the UAB Graduate School, 1720 2nd Ave. S., LHL G03, Birmingham, AL 35294-0013, or electronically to gradschool@uab.edu.
- GMAT score* (optional) Students may submit a GMAT score of 500 or greater to increase their chance of acceptance.
- Kira Talent Assessment (online interviewing platform)

Additional Documents Required for International Applicants

- TOEFL IBT score of 80 with a minimum score of 20 in each section or IELTS of 6.5 with a minimum score of 6.0 in each section or a composite score of 140 on the Duolingo with a minimum of 120 required in all skill areas (international applicants only)

Transcript Evaluations

Applicants with coursework earned from institutions outside the United States must provide a course-by-course foreign college transcript evaluation of all attended non-U.S. institutions.* We will accept a transcript evaluation from any NACES accredited evaluation company. To determine academic eligibility for admissions, academic credentials must be:

- Translated to English;
- Evaluated course-by-course;
- Include the overall academic GPA; and
- From an approved third party company. We will accept a transcript evaluation from any NACES accredited evaluation company.

SpanTran

SpanTran created a custom application for UAB that will make sure you select the right kind of evaluation at a discounted rate. You can access their application through the [SpanTran application – The University of Alabama at Birmingham portal](#).

International Student and Scholar Services will have access to your decision and a representative will contact you directly if any other

documentation is necessary to begin processing your immigration documents.

*UAB will complete the evaluation for institutions outside of the United States if they are on a 4.0 grading scale. UAB reserves the right to request a NACES-accredited evaluation if a determination is made that the evaluation cannot be completed internally.

Non-Degree Seeking Admission

Candidates interested in non-degree seeking admission must have an undergraduate cumulative GPA of 3.0 or higher. Non-degree seeking students are limited to applying 12 hours credit earned in this status to a degree-seeking program, if admitted. The option to enter as non-degree seeking will be offered to candidates who miss the application deadline for applying to the MBA program, but who submit all materials prior to the beginning of the term and meet admission requirements, provided that there are seats available. We will require a resume, copies of transcripts, and GMAT scores along with the application. Permission of the MBA office is needed in order to register for classes as a non-degree seeking student.

Full Time Student Enrollment Status

To be enrolled as a full-time graduate student, a student must register for at least 9 semester hours in the fall, spring, and summer semesters. <http://catalog.uab.edu/graduate/enrollment/>. If a student is enrolled in courses offered in a 7-week format, those credit hours are applied toward the 9 semester hour requirement for the entire 14-week term.

Example: If a student is enrolled in 6 credit hours in the Spring A term (first 7 weeks) and 3 credit hours in the Spring B term (second 7 weeks), the university recognizes this student to be enrolled in 9 semester hours for the entire period (14-week term), and of full time status.

Accelerated Bachelor's to Master's Program (ABM)

Exceptional students currently enrolled in an undergraduate degree program at UAB may apply to our Accelerated Bachelor's/Master's program (ABM). This program is open to all students who meet the criteria for admission, regardless of their major.

How the MBA ABM Program Works

To accelerate progress through a master's degree in the Masters of Business Administration, a limited number of graduate courses (up to 12 credit hours) may be counted towards both the completion of the undergraduate degree and the MBA graduate degree. While concurrent completion of both degrees is possible, it is often not the case. Students who satisfy requirements for the undergraduate degree before completion of 12 hours of MBA coursework must file for undergraduate graduation and then proceed in the MBA program as a degree-seeking graduate students paying graduate tuition.

For non-business majors, these 12 hours of MBA coursework may count as elective credit towards completion of the undergraduate degree. For business majors, approved MBA classes and their corresponding undergraduate courses approved for sharing credit are listed at the end of this section.

Admissions

The Accelerated Bachelors/Master's Program is for exceptional students. The accepted students will have:

- A minimum GPA of 3.7 in all institutional courses
- A minimum of 60 credit hours (45 of these credits must have been taken at UAB). Students admitted to UAB as transfer students are eligible to apply after earning 60 or more undergraduate hours, at least 24 of which must be earned at UAB.
- Applicants should be quantitatively proficient with the ability to analyze and interpret numerical information. All entering students must prove competency in fundamental mathematical operations by passing a proficiency quiz upon admission to the program. For students who need a refresher before taking the quiz, study materials will be available via an online platform. Study materials and quiz are provided at no cost.
- All MBA ABM students will complete the general MBA that includes 3 required electives: MBA 638 Managerial Communication, MBA 639 Developing Your Blueprint for Professional Success, and MBA 676 MBA Internship.
- All non-business undergraduate students must successfully complete BUS 101 or BUS 102 with a grade of B or better before beginning MBA courses.

Before applying, the student must meet with the accelerated learning opportunities advisor in the Graduate School and undergraduate advisor to determine a plan of study for the remainder of their undergraduate program. Once the undergraduate curriculum is planned, students will meet with the MBA office to discuss the MBA program. This plan must be agreed upon by all parties (student, their undergraduate academic advisor, undergraduate program director, graduate program advisor, and graduate program director) and strictly adhered to while in the MBA ABM program for continued participation.

Interested students must apply well in advance of the application deadline and should meet with their financial aid/scholarship advisor to determine the impact of ABM on their scholarships and/or aid award.

Next, students must submit the MBA ABM program application including ABM form, application fee, essay, resume, and one recommendation.

Admission is by a committee chaired by the graduate program director, consisting of the graduate program director and the graduate program advisor.

Credit Sharing Policy

To accelerate progress through the MBA degree, a limited number of courses (up to 12 credit hours) may be counted as an elective towards the completion of the bachelor's degree and toward the completion of the MBA degree.

- The selected MBA courses must be approved by the student's undergraduate academic advisor, undergraduate program director, graduate program advisor, and graduate program director as part of the ABM form.
- Limited to a total of 12 credit hours of coursework

Maintaining Status in MBA ABM

To maintain status in the ABM, the student must:

- maintain a 3.25 average in undergraduate courses
- receive a grade of B or better in the MBA classes taken while still an undergraduate student
- maintain fulltime student status at UAB

If any of these requirements is violated, the student will be withdrawn from the ABM program. If a student is withdrawn from the ABM program, they will retain credit for the courses already taken in the program.

Once the undergraduate student has completed all requirements for graduation, their undergraduate degree may be awarded.

Once the student graduates from a bachelor’s degree program, they enter the MBA program as a regular, degree-seeking student and must maintain the requirements of that program. Tuition is then charged at the MBA graduate rate.

Graduate Courses Allowed for Credit Sharing

**(Passing of the math proficiency quiz and completion of BUS 101 or BUS 102 with a grade of B or better are required before enrolling in MBA courses.)*

The classes below are typically used for elective credit by non-business undergraduate students:

MBA 638 Managerial Communication

MBA 639 Developing Your Blueprint for Professional Success

MBA 602 Essential Skills in Financial Reporting and Analysis (MBA 610 pre or co-requisite)

MBA 610 Business Analytics and AI

MBA 630 Leadership of People and Organizations

MBA 640 Navigating the Complex Economic Environment (MBA 610 pre or co-requisite)

For business undergraduate majors, the following classes may be allowed to take the place of the indicated undergraduate business requirements, pending approval of undergraduate major advisor and MBA Program:

MBA 603: BUS 202

MBA 610: BUS 215

MBA 611: IS 300/400 level major elective

MBA 630: MG 302 or MG 401 or MG 425

MBA 638: BUS 351

MBA 639: BUS 306

MBA 640: EC 210 or EC 310

MBA 650: MK 450

MBA 693: BUS 450

Early Acceptance

Early Acceptance Programs are designed for academically superior high-school students. Early Acceptance Programs allow high achieving students to be admitted to the Master of Business Administration (MBA)

program at the same time they are admitted to an undergraduate program. Students who participate in Early Acceptance are waived from applying after completion of their undergraduate degree and are guaranteed admission as long as they maintain GPA requirements.

Some Early Acceptance students may choose to participate in the ABM program, while others will enter graduate school directly after completion of the undergraduate degree. Find additional information here: <https://www.uab.edu/admissions/academics/early-acceptance-programs/graduate-school>.

Master of Business Administration Degree Options

Master of Business Administration

Requirements	Hours
All Concentrations	
General MBA Electives	
Four additional electives chosen from the following:	12
MBA 621 Topics in Corporate Finance (MBA 602 and MBA 610 prereq)	
MBA 622 Portfolio Theory and Construction (MBA 621 prereq)	
MBA 624 Global Financial Management (MBA 621 prereq)	
MBA 625 Real Estate Decision Analysis (MBA 621 prereq)	
MBA 628 Valuation Seminar (MBA 621 prereq)	
MBA 629 Short-Term Financial Management (MBA 621 prereq)	
MBA 636 Human Resource Administration	
MBA 637 Operations and Supply Chain Management	
MBA 638 Managerial Communication Skills	
MBA 643 Healthcare Leadership Development	
MBA 644 Transformational Leadership and Change	
MBA 652 Sales Management	
MBA 653 Marketing Analysis and Decision Making	
MBA 654 International Marketing	
MBA 655 Digital Marketing Strategy	
MBA 656 Integrated Marketing Communications Practicum	
MBA 658 Applied Marketing Research	
MBA 662 Quantitative Analysis for Business Managers	
MBA 671 Health Care Marketing	
MBA 673 Planning and Pitching a New Business Concept	
MBA 676 MBA Internship	
MBA 681 From Idea to IPO	
MBA 683 Leading Innovation	
MBA 684 Special Topics in Accounting	
MBA 685 Special Topics in Finance	
MBA 686 Special Topics in Marketing	
MBA 687 Special Topics in Economics	
MBA 688 Special Topics in Management	
MBA 689 Special Topics in International Business	
IS 613 Information Security Risk Management	
IS 617 Artificial Intelligence and Machine Learning	
IS 618 IT Project Management	
IS 621 Incident Response and Business Continuity	
Total Hours	12

MBA with Certificate

Students may choose to pair 24 hours of MBA core coursework with a graduate level certificate. Eligible certificates include Business Analytics with Information Technology, Cybersecurity Management, and Digital Marketing and IT Operations and Strategy. Students who choose this option will be awarded both the MBA degree and the related graduate level certificate with successful completion of all required coursework.

MBA with Business Analytics Certificate

Requirements	Hours
Business Analytics Certificate Courses	12
IS 617 Artificial Intelligence and Machine Learning	
IS 619 Text Mining & LLMs	
IS 651 Data Management & SQL for Analytics	
IS 652 Data Visualization for Business	
Total Hours	12

MBA with Cybersecurity Management Certificate

Requirements	Hours
Cybersecurity Management Certificate Courses	12
IS 607 Introduction to Cybersecurity	
IS 613 Information Security Risk Management	
IS 644 Digital Forensics	
IS 620 Cyber Attacks and Threat Mitigation	
IS 621 Incident Response and Business Continuity (waived with completion of MBA 611 in MBA core)	
Total Hours	12

MBA with Digital Marketing Certificate

Requirements	Hours
Digital Marketing Certificate Courses	12
MBA 653 Marketing Analysis and Decision Making	
MBA 655 Digital Marketing Strategy	
MBA 656 Integrated Marketing Communications Practicum	
MBA 657 Digital Marketing Topics	
Total Hours	12

MBA with IT Operations & Strategy Certificate

Requirements	Hours
IT Operations & Strategy Certificate Courses	12
IS 607 Introduction to Cybersecurity	
IS 618 IT Project Management	
IS 611 Information Technology and Business Strategy	
IS 650 Artificial Intelligence Strategy	
IS 660 Emerging IT Trends & Technologies	
Total Hours	12

MBA with Concentration

Students can choose to pursue a concentration in one of the following areas: Business Analytics, Entrepreneurship, Finance, Health Services, Management Information Systems, or Marketing.

MBA with Concentration in Business Analytics

Requirements	Hours
MBA Required Classes	
Business Analytics Concentration Electives	
Choose four courses from:	12
IS 617 Artificial Intelligence and Machine Learning	
IS 619 Text Mining & LLMs	
IS 651 Data Management & SQL for Analytics	
IS 652 Data Visualization for Business	
MK 536 Digital Marketing Analytics	
600-level graduate business elective approved by department	
Total Hours	12

MBA with Concentration in Entrepreneurship

Requirements	Hours
MBA Required Classes	
Entrepreneurship Concentration electives	
Choose four courses from:	12
MBA 673 Planning and Pitching a New Business Concept	
MBA 681 From Idea to IPO	
MBA 683 Leading Innovation	
MBA 688 Special Topics in Management (Entrepreneurship related topic approved by advisor)	
600-level graduate business elective approved by department	
Total Hours	12

MBA with Concentration in Finance

Requirements	Hours
MBA Required Classes	
Finance Concentration electives	
Required:	
MBA 621 Topics in Corporate Finance (prereq MBA 602 and MBA 610)	3
Then choose three courses from:	9
MBA 622 Portfolio Theory and Construction	
MBA 624 Global Financial Management	
MBA 625 Real Estate Decision Analysis	
MBA 629 Short-Term Financial Management	
MBA 685 Special Topics in Finance	
Or other Finance course approved by advisor	
Total Hours	12

MBA with Concentration in Health Services

Requirements	Hours
MBA Required Classes	
Health Services Concentration electives	12
MBA 671 Health Care Marketing	
MBA 688 Special Topics in Management (Health-related topic)	
Two MBA or HPO electives at the 600-level or other health-related courses approved by department	
Total Hours	12

MBA with Concentration in Management Information Systems

Requirements	Hours
MBA Required Classes	
Management Information Systems Concentration electives	
Choose four courses from:	12
IS 613 Information Security Risk Management	
IS 617 Artificial Intelligence and Machine Learning	
IS 618 IT Project Management	
IS 621 Incident Response and Business Continuity	
600-level graduate business elective approved by department	
Total Hours	12

MBA with Concentration in Marketing

Requirements	Hours
MBA Required Classes	
Marketing Concentration electives	
Choose four courses from:	12
MBA 652 Sales Management	
MBA 653 Marketing Analysis and Decision Making	
MBA 654 International Marketing	
MBA 655 Digital Marketing Strategy	
MBA 656 Integrated Marketing Communications Practicum	
MBA 658 Applied Marketing Research	
MBA 671 Health Care Marketing	
MBA 686 Special Topics in Marketing	
600-level graduate business elective approved by department	
Total Hours	12

Dual Degree Options

The MBA Program offers dual degree options with the following programs: Health Administration, Public Health, Nursing, Engineering (Advanced Safety Engineering Management, Construction Engineering Management, Information Engineering Management, Sustainable Smart Cities, and Structural Engineering.) as well as with the Schools of Dentistry, Medicine, and Optometry.

MBA/DMD, MBA/MPH, MBA/MSHA, MBA/OD, MBA/Engineering, and MBA/MSN

Requirements	Hours
MBA Required Classes	
MBA 638 Managerial Communication Skills	3
MBA 688 Special Topics in Management (health-related topic; Engineering students take a 600-level business elective)	3
Total Hours	6

MBA/MD

Requirements	Hours
MBA Required Classes	
MBA 638 Managerial Communication Skills	3
MBA 643 Healthcare Leadership Development	3
MBA 688 Special Topics in Management (health-related topic)	3
Total Hours	9

Courses

MBA 601. Accounting and Finance for Managers. 3 Hours.

Decision oriented survey course of the principles of both financial accounting and financial management. Broad study of the basic concepts and tools of financial accounting and finance from both the theoretical and practical perspectives. Topics include financial reporting responsibilities of management, analysis and interpretation of financial statements, and the application of time value concepts to the valuation of stocks, bonds, and capital projects.

MBA 602. Essential Skills in Financial Reporting & Analysis. 3 Hours.

Have you ever been curious about how companies manage their finances, from monitoring assets to handling expenses? Discover how these financial figures influence a company's market value. In this course you'll demystify the complexities of financial data. This course serves as an engaging introduction to the vibrant world of finance and accounting, tailored specifically for those eager to leverage financial insights for enhanced decision-making.

Prerequisites: MBA 610 [Min Grade: C](Can be taken Concurrently)

MBA 603. Internal Tools for Investment, Risk, and Profitability. 3 Hours.

This course focuses on the intersection of managerial accounting and finance to equip students with financial tools for decision-making. Core topics include cost analysis, budgeting, and financial forecasting. Emphasis is also placed on capital investment decisions to determine the viability and profitability of potential projects. The course is designed to help managers, entrepreneurs, and anyone interested in business interpret cost structures, enhance profitability, and align investments with organizational goals.

Prerequisites: MBA 602 [Min Grade: C]

MBA 608. Strategic Cost Analysis and Decision Making. 3 Hours.

Determination and use of cost data for decision making, control, and evaluation of performance, and formulation of goals and budgets. The strategic context of managerial decision making is emphasized.

Prerequisites: MBA 601 [Min Grade: C]

MBA 610. Business Analytics and AI. 3 Hours.

This course provides a comprehensive survey of the fast changing landscape of business analytics and Artificial Intelligence from a managerial perspective. It also covers a number of case studies to illustrate how business analytics and AI can harness the power of data for better problem-solving and decision making as a manager.

MBA 611. Managing Disruptive Technologies. 3 Hours.

This course examines how disruptive technologies arise in the business environment based on current events and business developments. Topics include how to identify the emergence of disruptive technologies, evaluate disruptive technologies, and create effective strategies for organizations to implement and leverage them for competitive advantage. Students will gain an appreciation for the business case associated with emerging and disruptive technologies and IT trends facing business managers.

MBA 613. Information Security Management. 3 Hours.

Develop an understanding of key information security concepts. Develop an understanding of how people, technology and organizational policies should be developed and managed to safeguard an organization's information resources. Learn how to manage under uncertainty and risk. Develop policies and procedures to make information systems secure. Learn how to audit and recover from security breaches.

MBA 616. Web Analytics. 3 Hours.

The Web Analytics course introduces technologies and tools used to realize the full potential of web sites. The course focuses on collection and use of web data such as web traffic and visitor information to design web sites that will enable firms to acquire, convert, and retain customers.

MBA 617. Data Science for Business. 3 Hours.

This course is an introduction to the topic of Business Intelligence with the emphasis of providing a descriptive understanding to the following major components: data warehousing, business performance management, data mining, and business intelligence implementation.

MBA 618. Technology Based Project Management. 3 Hours.

Equips students with the fundamental principles of project management required for successfully implementing IT solutions.

MBA 619. Information Technology and Business Strategy. 3 Hours.

Designed to improve students' understanding of business strategies and the technology management practices that support them, this course focuses on understanding the basic concepts and terminology of information technology and developing insight into the role of information technology in the strategy and management of organizations.

MBA 621. Topics in Corporate Finance. 3 Hours.

An advanced course in finance with emphasis on special topics such as financial planning, working capital management, leasing, hybrid financing, real options, and international capital budgeting. Case studies are used.

Prerequisites: MBA 601 [Min Grade: C]

MBA 622. Portfolio Theory and Construction. 3 Hours.

Theoretical and practical aspects of investments and portfolio management. Preq: MBA 621.

MBA 624. Global Financial Management. 3 Hours.

Financial analysis and decision-making in international context. All traditional areas of corporate finance explored. Preq: MBA 621.

MBA 625. Real Estate Decision Analysis. 3 Hours.

Master's level course designed to provide students with the tools and analytical framework for making real estate decisions. Preq: MBA 621.

MBA 627. Financial Risk Analysis and Management. 3 Hours.

Exploration of issues in the measurement, analysis, and management of financial risk including interest rate, exchange rate, and commodity price risks. Preq: MBA 621.

MBA 628. Valuation Seminar. 3 Hours.

A blend of theory and practice to gain knowledge and skills in the valuation of businesses and interests therein. Preq: MBA 621.

MBA 629. Short-Term Financial Management. 3 Hours.

This course covers the principles of short-term financial management. Specific topics include liquidity, management of working capital, corporate cash management, and short-term investing and borrowing.

Prerequisites: MBA 621 [Min Grade: C]

MBA 630. Leadership of People & Organizations. 3 Hours.

In this course, we will assess and develop your leadership knowledge, skills, and abilities by presenting you with the opportunity to reflect on your leadership strengths and confront your leadership weaknesses. In addition, we will delve into various course topics on organizations and the management issues associated with them. Throughout the course you will learn and put your knowledge to practice via self-assessments, insightful and collaborative engagement with the professor and classmates. Participants will complete the class with a better overview of organizations, understanding of their own individual leadership style and a personal development plan (PDP).

MBA 631. Management and Organizations. 3 Hours.

Course focuses on both the internal organizational environment, specifically organizational behaviors, and externally, the legal, ethical, and social environment both domestically and internationally. Students will be able to identify policy issues externally from the legal, social, and ethical environment. Students will also gain an understanding of internal organizational behavior.

MBA 634. Strategic Management. 3 Hours.

The integration of management, finance, accounting, marketing, economics, production, information technology, and decision making concepts through the study of business policy and strategy. Must be in last term in the MBA program to register. Permission of advisor required.

MBA 636. Human Resource Administration. 3 Hours.

Critical management theory as applied to human resource problems such as employment, employee education and training, labor management, health and safety, compensation, and human resources research.

MBA 637. Operations and Supply Chain Management. 3 Hours.

Concepts and principles necessary to manage the operations and supply chain function in both service and manufacturing organizations. Topics include planning, controlling, directing, and organizing of people, facilities, and materials involved in operations and supply chain management. Global considerations also presented.

MBA 638. Managerial Communication Skills. 3 Hours.

An advanced business communications course for MBA students focusing on the verbal and nonverbal communication skills required of managers in today's business environment.

MBA 639. Developing Your Blueprint for Professional Success. 3 Hours.

This course is designed to lead MBA students through a self-discovery of strengths, natural tendencies, and personal internal motivators, which when paired with an effective career plan, will prepare students for a successful and enriching career. The confirmation and application of their personal leadership strengths will also enable them to optimize their work relationships, improving engagement and productivity. All activities, readings, exercises, and application assignments are designed to help MBA students succeed as business professionals and to personally thrive.

MBA 640. Navigating the Complex Economic Environment. 3 Hours.

As a manager seeking to maximize firm value, understanding how their market(s) function is crucial to achieving that goal. The decisions made by individual managers and consumers generate the fundamentals of market supply and demand and govern the prices and quantities sold in all economic transactions. This course examines how managers make day-to-day decisions when products are sold in markets that work efficiently and in markets where managers can set out to increase their market power. In addition, this course develops a practical understanding of the broader factors of the global economic environment, including public policy, that affect the performance and management of today's firms.

Prerequisites: MBA 610 [Min Grade: C](Can be taken Concurrently)

MBA 642. Economics for Managers. 3 Hours.

Enables students to understand core microeconomic and macroeconomic concepts and how economics theory can be used to direct managers in understanding economic forces and making rational global and domestic economic decisions.

MBA 643. Healthcare Leadership Development. 3 Hours.

Assesses and develops current and emerging leaders in healthcare. Increases awareness of topics and essential skills relevant to effective leadership and management. Participation in a team-based course project is required.

MBA 644. Transformational Leadership and Change. 3 Hours.

This course examines and applies team-based leadership principles; assesses and hones leadership skills in negotiation and conflict management; and challenges team-based leaders to address current and emerging issues via strategic thinking and organizational change. Participation in a team-based course project is required.

Prerequisites: MBA 643 [Min Grade: B]

MBA 646. Leadership Development. 3 Hours.

The course assesses and develops leadership knowledge, skills, and abilities by presenting students with the opportunity to reflect on their leadership strengths and confront their leadership weaknesses. Throughout the course students will learn and practice the effective application of various leadership domains as required for different leadership situations (e.g., we will examine leading in the middle rank of an organization and leading in times of crisis). Participants will complete the class with a better understanding of their own individual leadership style and a personal leadership development plan.

MBA 650. Marketing Management: Strategies and Implementations. 3 Hours.

The aim of this course is to provide students an understanding of the basic concepts that underlie strategic marketing management. The emphasis is upon application of these ideas to real world settings. Students will learn how to integrate marketing strategy into an organization's overall strategic plan and business model. The course will also cover use of marketing analytics in support of marketing strategies, the creation a sustained competitive advantage via the application of market-based assets, development of effective value propositions, new product ideation and development, brand management, and relationship marketing.

MBA 651. Marketing Strategy. 3 Hours.

This course focuses on planning, implementing, and controlling strategic marketing activities. The objective is for students to understand the concepts and processes that guide marketing strategy decision making and to be able to apply these concepts and processes to organizations. Marketing strategy is examined in the context of uncertain competitive environments and from a global perspective.

MBA 652. Sales Management. 3 Hours.

This course focuses on the strategic role of an effective sales force in the organization's total marketing effort and business strategy. Students learn to formulate, implement, and evaluate a sales program. Topics include developing sales goals, creating a sales organizational structure, building a sales program, leading and motivating the sales force.

MBA 653. Marketing Analysis and Decision Making. 3 Hours.

Fundamentals of market-based management and the impact of marketing decisions on profitability. Core themes include customer value, customer satisfaction and marketing performance metrics. Students acquire an understanding of important marketing tools by applying them to key marketing mix decisions.

MBA 654. International Marketing. 3 Hours.

Examination of international marketing activities, including environmental issues, marketing strategy, and tactical considerations in entering foreign markets.

MBA 655. Digital Marketing Strategy. 3 Hours.

Develop the skills to build, implement, and manage an actionable and successful digital marketing strategy that aligns with business goals.

MBA 656. Integrated Marketing Communications Practicum. 3 Hours.

Students will leverage their knowledge in a marketing consulting project for a local business or organization. The integrated marketing communications practicum is offered for graduate students completing a social media marketing certificate.

Prerequisites: MBA 655 [Min Grade: C]

MBA 657. Digital Marketing Topics. 3 Hours.

Digital Marketing Topics is a lecture-based course that focuses on digital marketing topics that are both relevant and timely. Topics may include, but are not limited to, new digital marketing tools and techniques, past, present, and future of digital marketing, social media ethics, artificial intelligence, etc. Topics focused upon will be reviewed on an annual basis to ensure relevance in relation to industry.

MBA 658. Applied Marketing Research. 3 Hours.

This course covers the fundamentals of the marketing research process, including problem definition, research design, research performance, collecting, inputting and analyzing data using IBM SPSS software, interpretation of statistical results into managerial insights, and the presentation of those results to business managers.

MBA 659. Green and Gold Fund Investment Portfolio Management. 3 Hours.

The Green and Gold Fund is UAB's student-managed investment portfolio. Fund members perform actual investment portfolio management with real money. For three credit hours in MBA 659, a student must hold the position of CIO, chief economist, or portfolio manager.

MBA 662. Quantitative Analysis for Business Managers. 3 Hours.

Covers a wide range of topics in quantitative analysis for managerial decision making. The goal is to provide students with essential analytical skills needed to make better business decisions with an emphasis on proficiency using Microsoft Excel.

MBA 671. Health Care Marketing. 3 Hours.

This class is designed for master level students seeking employment in the healthcare industry. The primary objective of this course is to provide students with a comprehensive overview of the marketing fundamentals in the health care environment. This course also examines health care organizations as customers in a B2B environment.

MBA 673. Planning and Pitching a New Business Concept. 3 Hours.

The business plan is the DNA or genetic map of a technology venture. It is the foundation for the capital raise, as well as the roadmap for operational milestones. Unfortunately, most business plans focus on internal strategy rather than a comprehensive assessment of the competitive landscape. Therefore, particular attention will be paid to market research, competitive analysis, and product/market fit.

MBA 676. MBA Internship. 3 Hours.

Offers qualified graduate students the chance to gain first-hand experience in a local business while receiving academic credit.

MBA 681. From Idea to IPO. 3 Hours.

This course is specifically designed to give graduate students in business, medicine, and engineering a deeper understanding of the issues involved in determining how to take the right idea from the laboratory to the marketplace.

MBA 683. Leading Innovation. 3 Hours.

This course exposes students to the nature of innovation, how innovation occurs, barriers to innovation and how to create and sustain an environment that encourages and rewards innovation. Students will also learn how to build, manage and grow a start-up company. Areas such as lean start-up techniques will be covered along with defining mission, vision and values, hiring and staffing and building effective business processes.

MBA 684. Special Topics in Accounting. 3 Hours.

Selected topics in accounting, graduate level.

MBA 685. Special Topics in Finance. 3 Hours.

Selected topics in finance, graduate level.

MBA 686. Special Topics in Marketing. 3 Hours.

Selected graduate-level topics in marketing.

MBA 687. Special Topics in Economics. 3 Hours.

Selected graduate-level topics in economics.

MBA 688. Special Topics in Management. 3 Hours.

Selected topics in management, graduate level.

MBA 689. Special Topics in International Business. 3 Hours.

Selected international business topics.

MBA 693. Strategic Management: Competitive Advantage in the Marketplace. 3 Hours.

Investigation of the characteristics and actions that lead firms to achieve sustainable competitive advantage and above-average returns. Integration of functional areas of business such as accounting, economics, finance, marketing, and management. Topics include external business environment analysis, internal business analysis, business- and corporate-level strategies, corporate governance, and strategy formulation and implementation. This course is taken in the final term of the MBA program.