# Dual Master of Public Health/Master of Business Administration Curriculum and Course Descriptions

## Master of Business Administration Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
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<tr>
<td>MBA 520</td>
<td>Leadership &amp; Ethics in Global Environment</td>
<td>Reviews paradigms of leadership in global environment. Introduces and applies principles for ethical decision-making in business situations. Assesses student's leadership capacities and responsibilities in challenging situations.</td>
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<td>MBA 541</td>
<td>Analytical Tools for Management Decisions</td>
<td>This course prepares students to be more effective users of quantitative information as well as to avoid potential pitfalls from the misuse of statistical methods. Coursework emphasizes understanding what a previously obtained data set implies and, if appropriate, to develop meaningful forecasts with a reasonable sense of confidence. Specific topics include data analysis and statistical description, sampling and statistical inference, time series and regression analysis.</td>
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<td>MBA 510</td>
<td>Economics</td>
<td>Students will study fundamental concepts of macroeconomics, including supply and demand as well as methods of measuring economic performance, such as GDP, inflation, and unemployment. Other topics include the causes of instability in the economy and potential corrective measures.</td>
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<tr>
<td>MBA 500</td>
<td>Financial Accounting</td>
<td>Concentrates on the preparation, interpretation, and analysis of the balance sheet, income statement and statement of cash flows. Emphasizes the rationale for and implications of important accounting concepts, the selection of alternative accounting methods, and their effects on valuation, net income determination and reporting.</td>
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<td>MBA 539</td>
<td>International Business</td>
<td>Students will discuss selected readings in international business. Topics include culture, geography, politics, foreign direct investment, supply chain management, monetary systems, foreign exchange markets and political risk management. Current developments in international business will be covered.</td>
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<td>MBA 601</td>
<td>Managerial Accounting</td>
<td>This course introduces the measurement, communication, and interpretation of cost data for management decision-making, planning, control, and evaluation of results. Students are shown how to use accounting information as an effective management tool for coordinating managerial activities. Course material is explored in the context of the extensive changes being implemented in the area of manufacturing, service delivery technologies, and control systems. This course uses case studies to emphasize the application of concepts.</td>
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<td>MBA 611</td>
<td>Managerial Economics</td>
<td>Students will learn to apply micro-economic tools to business decision-making. Topics include optimization, consumer behavior, elasticity of demand, the use of regression analysis to estimate demand (revenues) and costs, marginal analysis and market structure.</td>
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MBA 651  **Financial Management**
Students will develop an understanding of financial theory and its application through case analysis. Topics include capital management, operating and financial leverage, costs of capital, investment, and financing decisions. Coursework covers techniques for the evaluation of investment alternatives using net present value and internal rate of return concepts. The course emphasizes the application of these concepts to the valuation of a going concern. Extensive use of pro forma modeling of financial statements is made throughout the course.

MBA 661  **Marketing Management**
This course introduces students to both the theory and practice of marketing. It analyzes all marketing issues from the perspective of the marketing manager. Students will explore how consumer behavior, market research, environmental trend analysis, new product development, pricing and distribution decisions, and promotional considerations must interact to create a successful marketing program. Case analysis, contemporary issues in marketing, and the practical application of marketing concepts to the student’s employment experiences are also features of this course.

MBA 630  **Operations Management**
This course focuses on the strategic role of operations and how to improve operations processes. Issues to be discussed include continuous quality improvement, the critical importance of the customer and consideration of selected quantitative techniques.

MBA 683  **Project Management**
The class is an examination of the art and science of project management as applied to a variety of business and technology settings. Students will study how to initiate, plan, execute, control and close projects within budget and on schedule. Advanced topics may include critical chains, adaptive and agile project management and portfolio management. A project planning software tool is used, usually MS Project. This course is appropriate for technology and non-technology managers alike.

MBA 671  **Strategic Management**
This course requires students to use and integrate the disciplines and techniques learned in previous required courses. Strategy formulation and implementation concepts are discussed using theory and cases. This course should be taken within two courses of completion of the required courses. Required. Prerequisites: MBA 651, MBA 661.

**Master of Public Health Program Courses**

MPH 602  **Public Health System**
This course provides an overview of the history, basic structures and operations of public health and health care delivery systems.

MPH 601  **Behavioral and Social Aspects of Public Health**
Students will explore social and psychological determinants and theories of health behavior.

MPH 610  **Health Policy**
This course considers current health policies as they relate to larger political and social debates, the determinants of disease, and available resources and information-gathering systems necessary to formulate health policies.
MPH 604 Epidemiology
Students will learn to analyze chronic and communicable disease patterns in the U.S. and the world. The course covers the epidemiological triad and other models, preventive health and medicine, the impact and spread of disease throughout history and the study of epidemiological statistical methods.

MPH 605 Environmental Health
The health implications of human relationships to the biosphere are examined as well as the effect of environmental change on physical, biological and social patterns. Alternative solutions for environmental problems are explored.

MPH 606 Methods of Research in Public Health
This course is an overview of research design, collection and reporting of data, interpretation of findings, inferential procedures and current public health research.

MPH 609 Cultural Context of Health
This course provides information on the cultural and sociological contexts in which the health care system developed. Students examine the role of socio-economic groups in the history of the U.S. health care system.

MPH 611 Public Health Biology
Students will examine how diseases occur in order to plan effective interventions. Topics covered include how infectious diseases are transmitted; risk factors and biological processes for common diseases; and the impact of these diseases, disorders, conditions and control strategies on the health of the public.

MPH 607 Community Health Analysis
Students will learn to analyze the factors relating to health needs in communities, leading to proposals for solutions. Coursework involves research and field work.

MPH 662 Management of Health Services Organizations
This course is an overview of the organizational structures, management styles and challenges in health care organizations. Students will learn key business functions as they apply to the effective management of health care organizations.

MPH 690 Internship
During the internship, students will demonstrate skills and competencies learned in the MPH program in a practical, supervised experience in a health-related agency. The purpose of the internship is to provide experiential learning and the opportunity to explore professional goals.

Elective

MGMT 581 Team Building
Develops a working knowledge of team building, its theoretical basis, and its strengths and weaknesses as an organization development intervention.