

BMBA - MBA CORE - MBA CORE (BMBA)

BMBA 7000 Action Learning Project (6 Credits)

BMBA 7410 Law and Entrepreneurship (3 Credits)

BMBA 8008 Accounting Pre-Qualifier (0 Credits)

An overview of Financial and Managerial Accounting. Students will obtain an understanding of the financial statements, the accounting cycle, and basic Managerial Accounting concepts.

BMBA 8009 Legal Studies Pre-Qualifier (0 Credits)

The course provides an overview of the American legal process; an introduction to the relationship between law and business with special emphasis on the law of contracts.

BMBA 8010 Accounting Pre-Qualifier (0 Credits)

The course provides the foundation for understanding how accounting information serves decision-makers in the global business world. The course focuses on the basics of accounting and reporting, outlining the composition and interrelationship of the primary financial statements and the principles that underlie their preparation.

BMBA 8011 Economics Pre-Qualifier (0 Credits)

The course provides an introduction to or review of both micro and macro economics principles. Topics covered include major economic systems, forces of supply and demand and their effect on equilibrium prices, various markets, government intervention and regulation, fiscal policy and international economic issues.

BMBA 8013 Finance Pre-Qualifier (0 Credits)

Introduction to the principles of finance for incoming MBA students with very limited finance backgrounds. Topics deal with the terms and tools of basic finance: money and capital markets, time value of money, capital budgeting, asset pricing/portfolio analysis and derivatives.

BMBA 8018 Mathematics Pre-Qualifier (0 Credits)

The course will review a variety of mathematical concepts and their applications to the business setting. Elementary algebra and calculus techniques will be the primary focus, and special attention will be paid to the manner in which they can be used in the modeling of basic business situations.

BMBA 8019 Statistics Pre-Qualifier (0 Credits)

The course introduces and develops an understanding of statistical concepts and methods as tools in the managerial decision making process in the face of uncertainty. Descriptive statistics, probability and probability distributions and statistical inference will be discussed. Linear regression and correlation also will be introduced. Emphasis will be placed on the student's ability to identify appropriate statistical tools for analysis in a variety of business-related problems.

BMBA 8020 ITM Pre-Qualifier - Software Personal Productivity Tools (0 Credits)

The course familiarizes students with the software productivity tools used in business today. The class focuses on the use of Microsoft Excel. Topics covered include worksheet construction, use of simple equations, creation of graphs and charts and sorting/filtering of data. n

BMBA 8111 Intro To Healthcare Systems (3 Credits)

Systematic introduction to the healthcare system with an emphasis on interactions of government authorities, delivery systems, the financing of health care, regulation, competition, organizational innovations in healthcare services and alternative strategies. 3 credits

BMBA 8113 Healthcare Management (3 Credits)

The role of the contemporary healthcare manager with emphasis on identifying the basic managerial skills and knowledge that contribute to effective healthcare management. Examination of comparative international systems. 3 credits

BMBA 8118 Managing Community Health Syst (3 Credits)

This course emphasizes the manager's role, responsibilities and involvement in developing, implementing and evaluating strategies for community health initiatives. Community health focuses on geographically related individuals, groups and organizations sharing health resources. Topics covered include community health assessment with an emphasis on applied epidemiology for planning and outcome purposes, managing distinct types of organizational collaborations, and the application of a population model for community health services and agencies. Opportunities and challenges for integration with organizational systems are also discussed. 3 credits

BMBA 8500 Seminar for International Stu (0 Credits)

The Graduate Seminar for International Business students is a program designed for first-year international business students, and we expect all of our entering students as required by the admissions process to attend.

BMBA 9111 Analytical Methods - Info Sys (4 Credits)

The focus of this course is on helping students learn: (1) the basics of information technology (IT) and how IT is used effectively by organizations and (2) quantitative analysis skills that are essential to function effectively as a business professional. Problem formulation strategies, decision making methodologies and analytical reasoning from operations research will make information technology concepts more meaningful and help students make better decisions regarding the management of IT as a strategic resource. Students will also learn how technology can be used to enhance the formulation and development of commonly encountered business problems and to solve them effectively. Prerequisite: Pre-Qualification Sequence in IT, Math and Statistics (BMBA 8018, 8019, 8020) or equivalent. Offered: Fall, Spring.

BMBA 9112 Acctng and Legal Consideration (4 Credits)

This course covers various accounting and legal issues that business professionals need to know to succeed in a business environment. Topics covered include: asset valuation issues; liabilities; footnote disclosures; financial statement analysis; stockholders' equity; cost behavior; cost-volume-profit analysis; ethical issues; business associations and introductions to antitrust and employment laws. Prerequisite: Pre-Qualification courses in Legal Studies and Accounting (BMBA 8009 and 8010) or equivalent. Offered: Fall, Spring.

BMBA 9113 Financial and Economic Analy (4 Credits)

An integrated approach to decision making, with emphasis on quantitative methods in economics and finance. Topics include model estimation, demand and supply, revenue, production, cost, money, interest rates, business cycles, valuation, return, risk, capital budgeting, asset pricing and derivatives. Prerequisite: Pre-Qualification courses in economics and finance (BMBA 8011 and 8013) or equivalent and BMBA 9111. Prerequisite or corequisite: BMBA 9112. Offered: Fall, Spring.

BMBA 9114 Org. and Market Dynamics (4 Credits)

This course offers an integrative environment in which the students will be able to develop skills to analyze strategic management and marketing problems, to develop appropriate solutions, and to implement them. This course provides (1) an overview of theories and behavioral and social science approaches to more effective management of complex organizations; and (2) an overview of the marketing management process to better understand buyers and buying behavior and more effectively manage the delivery of value to an organization's stakeholders. Offered: Fall, Spring, Summer.

BMBA 9201 Social Responsibility (2 Credits)

The course will examine the relationship of the business enterprise to its stakeholders and raise questions about the social and ethical conduct of the enterprise. Case presentations; discussion of the consequences of enterprise behavior and analysis of the ethical implications of corporate policies and procedures. Offered: Fall, Spring, Summer.

BMBA 9202 International Perspective (2 Credits)

This course is designed to introduce the graduate student of business to the world of international business, international trade and political economy. These subjects are approached from the viewpoint of a generalist, offering information and insights from the broad perspectives of business, economics, finance, political and economic geography, risk management, marketing, ethics and international law. Through an introduction to these fields, it is expected that students will gain a core understanding of the concepts, ideas and vocabulary of international business. Offered: Fall, Spring, Summer.

BMBA 9210 Integrative Exp II Bus Consult (2 Credits)

This course culminates MBA students' educational experience by applying concepts to a real world challenge. Students will work in teams with an assigned client on business issue. You will have an opportunity to apply concepts learned in other classes and utilize 'soft skills' like communication, problem solving, adaptability, teamwork and conflict resolution. This project-based course will provide you with a hands-on opportunity to participate in a real world consulting engagement with a client. You may substitute this course for BMBA 9400: Business Policy (capstone course) for equivalent credits AND to meet MBA curriculum requirements.

Prerequisites: BMBA 9111 and BMBA 9112 and BMBA 9113 and BMBA 9114 and BMBA 9201 and BMBA 9202

BMBA 9301 E-Commerce (2 Credits)

Information technologies and the Internet are rapidly transforming business relationships and changing the competitive dynamics of the marketplace. The digitalization of information, along with globalization and deregulation of industries has created an economy characterized by rapid technological innovation and increasingly shorter product and service life cycles. Companies are adopting technology to extend market reach, improve quality of customer service and increase productivity. Marketing professionals must transform product, service, promotion, pricing and distribution strategies that have been effectively used previously. This course provides an overview of how new IT create value within the exchange process between companies and consumers and illustrates how several key business strategies benefit from new IT, particularly in the context of marketing. No prerequisites required. Offered: Irregularly.

BMBA 9302 Economics of Strategy (2 Credits)

Case selections offer a range of managerial problems demonstrating the application of production, location and game theory and other microeconomic optimal decision path tools. Prerequisite: BMBA 9113.

Prerequisites: BMBA 9101

BMBA 9304 Leadership and Team Building (2 Credits)

The process of providing a vision, standing on principle and sponsoring an atmosphere that develops leaders is the focus of this course. The importance of how we must work together in a team atmosphere is emphasized. Concerns of the business world such as trust, empowerment, globalization and the increased influence of technology will be explored. Students will be exposed to the differences between leadership and management and, through experimental learning, will develop techniques to improve their skills. No prerequisites required.

BMBA 9305 Management Accounting (2 Credits)

The course describes how to use accounting as an internal management tool. Topics covered include: product costing, process costing, job-order costing, variance analysis, make or buy decisions, adding or dropping a product line, relevant costs and costing of special orders. Prerequisite: BACC 6101, BMBA 9112 or equivalent.

Prerequisites: BACC 6101 and BMBA 9103

BMBA 9306 Mgmt-Applic of Info Technology (2 Credits)

The combination of powerful technology developments and global business opportunities has led to the creating of new challenges and opportunities for the management of Information Technologies (IT) in organizations. This course focuses on how to understand and take advantage of the new technologies to achieve organizational goals. Prerequisite: BMBA 9111.

Prerequisites: BMBA 9102

BMBA 9308 Operations Management (2 Credits)

Provides the foundation and stresses the insights necessary for analytical managerial decision making. Emphasis on problem modeling and particularly on the significant role of the manager in the model building process. Prerequisite: BMBA 9111. Offered: Fall.

Prerequisites: BMBA 9102

BMBA 9309 Topics In Commercial Law (2 Credits)

Examination of legal and ethical issues related to transactions involving aspects of commercial paper, sales, warranties and secured transactions with respect to personal property under the Uniform Commercial Code. Also considers issues arising under bankruptcy and debtor-creditor rights. Prerequisite: BMBA 9112. Offered: Fall, Summer.

BMBA 9310 MBA Internships (3 Credits)

Students obtain positions with companies in order to obtain hands-on experience in their chosen field. Offered: Fall, Spring, Summer.

BMBA 9311 MBA Internships (3 Credits)

Students obtain positions with companies in order to obtain hands-on experience in their chosen field. Offered: Fall, Spring, Summer.

BMBA 9312 Internship (2 Credits)

Students obtain positions with companies in order to obtain hands-on experience in their chosen field. No prerequisites required.

BMBA 9313 Internet Strategy (2 Credits)

The Internet has had a phenomenal impact on the competitive advantage of industries and individual firms, and just about everyone has to work in businesses with Internet content. This issue-oriented seminar course is designed to offer students the concepts and tools to analyze and formulate new business models and to develop competitive strategies in the Internet economy. No prerequisites required. Offered: Summer.

BMBA 9315 Legal Aspects of Management (3 Credits)

Prerequisites: BMBA 9113) and (BMBA 9102 or BMBA 9111) and (BMBA 9103 or BMBA 9112) and (BMBA 9104 or BMBA 9114)

BMBA 9316 Legal Issues-Estate Planning (2 Credits)

A current review of legal and ethical issues relating to personal property, real property and conveyance; decedent's estates; duties of executors, administrators and trustees; financial implications of estate planning. Prerequisite: BMBA 9112. Offered: T.B.D.

BMBA 9317 MBA Internships (2 Credits)

Firms in many industries are scrambling to develop innovative ways to move products from raw materials through manufacturing to customers more quickly and efficiently. This course examines many of the recent innovations in this area. Through this course students will (a) recognize salient strategic challenges and opportunities for managing supply chains; (b) learn to use several basic analytical tools to assess performance tradeoffs and support decision making; (c) become familiar with the core supply chain concepts and strategies that have been adopted by leading companies and (d) review emerging supply chain strategies facilitated by internet technology.

BMBA 9319 Managing Knowledge Workers (2 Credits)

This course covers the emergence and management of a new powerful breed of organizations - knowledge organizations - that thrive on knowledge and human creativity. It provides an in-depth understanding of these organizations and adapts and updates available management principles and techniques to suit them. It exposes students to new and organization-specific practices that are suitable to managing employees who possess special cutting-edge knowledge and the ability to transform it into contemporary marketable goods, processes, and services. It also covers psychological and sociological aspects of managing these employees, in particular those belonging to the new generations. With the help of assessment instruments, students learn how to identify and design knowledge organizations for their efficient operation, as they cannot be managed in the traditional ways.

BMBA 9325 Market Forms and Econ Behav (2 Credits)

Theory should predict behavior. This course explores that notion by presenting market structural patterns and the conduct of business. Experimental.

BMBA 9330 Strategic Info Technology (2 Credits)

An alarming number of today's business professionals lack a basic understanding of how information technology (IT) functions in a business. This course will address this deficiency by demonstrating: (1) how easy it is to understand technology operations in the business environment, (2) how to capitalize on the strategic use of technology for competitive advantage through effective planning, and (3) how to devise and utilize tools and techniques to drive business professionals to effective strategic and tactical alignment of IT within their own environment. Topics to be covered are hardware, software, organizational design, technology planning, technology budgeting, technology implementation, business and system architecture and ethical usage of technology. The major focus of the course will be the development of a business systems plan for an organization or business. Offered: Every other year.

BMBA 9331 Law in the Media (2 Credits)

The course explores the manner in which law, the legal system and important legal issues are portrayed in film. Students will view classic films that have shaped public perceptions about law; they will critique the content of these films and review constitutional law cases related to the legal issues involved. Offered: Summer.

BMBA 9332 Bus Modeling-Dec Support (2 Credits)

Businesses today operate in very complex and dynamic environments. Effective decision making under such conditions demands that managers become systems thinkers - thinkers who can build models encompassing the many factors and complex interactions that play a role in the outcomes of decisions. The course is very application oriented, and we will build and study models in several functional areas and some public policy situations as well. This course covers the area of System Dynamics and focuses on modeling techniques to enable participants to go beyond simplistic mental models and to build powerful models of business situations. These models can be simulated on a computer in order to forecast the outcomes. Such models have often been called "Business Flight Simulators." Offered: Irregularly.

BMBA 9334 Taxes and Mgmt Decisions (2 Credits)

A course for graduate business students that discusses how taxes affect business decisions. This course is aimed at management decisions. The course discusses various business tax principles and the student is required to base decisions on those principles. The goal of the course is to give the student sufficient knowledge to participate in a business conversation where taxes are discussed. 2 credits

BMBA 9335 Managing Serv Operations (2 Credits)

The service sector is the largest component of all developed economies. Yet, recent evidence suggests that productivity in service firms has substantially lagged that in the manufacturing sector and customer satisfaction with service firms has been steadily declining. This course compares service and manufacturing organizations, exposes students to major issues involved in designing and managing service delivery systems, and demonstrates how quantitative and qualitative methodologies can be used to improve quality and productivity in service organizations. Operating issues related to both the "pure: service sector (e.g., banking, health care, travel and tourism, telecommunications, transportation) and service functions of the manufacturing sector (e.g., customer service, financing, and information management) will be examined. Prerequisite: BMBA 8019 or permission of the instructor. Offered: Irregularly.

BMBA 9336 Bus Proc and Emerg Tech (2 Credits)

This course is aimed at introducing students to advanced topics in business process modeling, visualization, analysis, execution and change management. Topics will cover design issues of organizational and inter-organizational business processes to make them more efficient, flexible and customizable. Students will learn technologies for conventional Web-based business process integration, and are expected to learn the composition and execution. The focus will be placed on the role of knowledge in business process design and changes in the Electronic Commerce, E-Government, and M-Commerce application domains. Workflow technologies, Business Process Management, and Web Service technologies in Web-based and mobile computing environments are examined. 2 credits

BMBA 9337 Seminar in Products Liability (2 Credits)

Intensive review of this specialized area of tort law highlighting its ethics and social responsibility ramifications. Particular emphasis is on the development of products liability and its impact on the business environment. Topics covered include negligence, warranties and strict liability. An analysis of the historical development of the common law and statutory responses to product liability. Offered: Summer.

BMBA 9338 Doing Business with China (2 Credits)

BMBA 9340 Logistics and Operation in Supply Chain Management (2 Credits)

This course is about logistics: the design, planning and quality control of supply chains in business. Supply chains extend from raw material suppliers through production to the consumer and there are many logistics problems associated with each stage. Managing the logistics and operation of a supply chain is a demanding task, which requires a mixture of skills. This course is concerned with developing those skills as well as understanding how to efficiently manage the supply chain operation in practice.

Prerequisites: (BMBA 9111 or BMBA 9102)

BMBA 9341 Knowledge and Innovation Management (2 Credits)

This course covers strategic role of corporate knowledge and technology for contemporary organizations requiring specialized management of human, organizational and social capitals. It addresses the issues related to the acquisition and management of knowledge and technology and their conversion to innovation for success in developing products, services, and processes for the contemporary marketplace. Offered: Spring. May be taken for 3 credits as BMGT 7541.

BMBA 9344 Business Intelligence (2 Credits)

Routine business operations generate huge amounts of data, but much of it goes unused beyond the immediate purpose for which it was gathered. Businesses are becoming increasingly aware of the potential for such data to yield significant insights. This course covers tools and techniques for extracting intelligence from data. The course covers the concepts of exploratory data analysis and uses the R computing environment. Topics include principles of data visualization, using ggplot for data visualization, tidying data, preparing data for analysis and exploring data to identify underlying patterns using the dplyr package.

Prerequisites: (BMBA 9111 or BMBA 9102)

BMBA 9346 International Entrepreneurship (3 Credits)

Prerequisites: (BMBA 9101 or BMBA 9113) and (BMBA 9102 or BMBA 9111) and (BMBA 9103 or BMBA 9112) and (BMBA 9104 or BMBA 9114)

BMBA 9348 Enterprise Resource Planning Systems (2 Credits)

IT and supply chain management professionals must develop a deep understanding of standard business processes that cut across all organizations. SAP is the industry leading ERP software, and course participants will gain valuable hands-on experience in working with various applications by interacting with the appropriate modules in SAP. The interaction will exercise modules that companies use to implement supply chain management principles. Many of the course assignments will be done on SAP.

Prerequisites: BMBA 9111

BMBA 9349 Leadership Seminar (2 Credits)

The objective of the Leadership Seminar is to develop the leadership skills and styles of the seminar participants. The seminar is based on certain assumptions: (1) personal integrity is fundamental to effective leadership; (2) leadership in the post-industrial revolution/ the knowledge economy requires effective leadership of knowledge workers (3) effective leadership in a global environment requires managing individuals, teams and organizations for high/peak performance and (4) effective leadership requires self-knowledge and personal insight on the part of the leader. Offered: Summer.

BMBA 9400 Business Policy-Capstone (2 Credits)

This capstone course addresses the strategic issues in a competitive and global business environment; integrates functional and tool courses in a comprehensive framework for managing an organization; and uses computerized simulation that provides student teams with an opportunity to coordinate production, marketing and financial objectives and decisions in strategic and operating plans. This course is normally taken in the last semester of the program. Prerequisites: BMBA 9111-9114, BMBA 9201-9202. Offered: Fall, Spring, Summer.

Prerequisites: (BMBA 9101 or BMBA 9113) and (BMBA 9102 or BMBA 9111) and (BMBA 9103 or BMBA 9112) and (BMBA 9104 or BMBA 9114) and BMBA 9201

BMBA 9450 The Launch Experience (2 Credits)

This hybrid course begins your Stillman graduate educational journey. Its centerpiece is an intensive residency experience that focuses on the introduction and exploration of the major business disciplines and the fundamental skill sets associated with them. You will apply basic business principles via dynamic, real-world cases that emphasize the integrative nature of business. As part of the residency, you will receive personalized feedback that highlights your strengths and helps you delineate your learning goals. Finally, with guidance from faculty and the Seton Hall University Career Center, you will map out your personal MBA program and write a long-term career plan. Offered: Fall, Spring.

BMBA 9451 Corporate Social Responsibility (2 Credits)

The course will examine the relationship of the business enterprise to its stakeholders and raise questions about the social and ethical conduct of the enterprise. Case presentations; discussion of the consequences of enterprise behavior and analysis of the ethical implications of corporate policies and procedures. Offered: Fall, Spring, Summer.

BMBA 9452 International Perspective (2 Credits)

This course is designed to introduce the graduate student of business to the world of international business, international trade and political economy. These subjects are approached from the viewpoint of a generalist, offering information and insights from the broad perspectives of business, economics, finance, political and economic geography, risk management, marketing, ethics and international law. Through an introduction to these fields, it is expected that students will gain a core understanding of the concepts, ideas and vocabulary of international business. Offered: Fall, Spring, Summer.

BMBA 9453 Accounting for Decision Makers (2 Credits)

This course introduces you to the foundational topics in accounting necessary for a career in business. You will learn the contents of financial statements, accounting for certain common transactions, basic financial statement analysis tools, and commonly used managerial accounting techniques.

BMBA 9454 Legal Environment (2 Credits)

Managers face a variety of legal challenges that can both help and hinder success. This course will provide a foundation of legal knowledge that will equip students to recognize the legal potholes they will encounter as managers. We will examine legal issues involved in the areas of torts and products liability, antitrust, employment and labor law and a most important area in this knowledge economy, intellectual property. While we will not turn students into lawyers, we will develop the legal knowledge and analytical skills that guide entrepreneurs in a complicated legal environment. Prerequisite: BMBA 8008. Offered: Fall, Spring.

BMBA 9455 The Role of Quantitative Analysis in Business Decision Making (2 Credits)

This course highlights the strategic role of quantitative analysis in the decision-making process in all business-related functional areas. Applications of quantitative concepts and techniques, such as Probability & Statistics, Data Analysis, Simulation, Regression, Modeling, and Sensitivity Analysis et al, to problems from Economics, Finance, Marketing and Law will be used to demonstrate the power of the analytical approach. Prerequisites: BMBA 8018, 8019 and 8020. Offered: Fall, Spring.

BMBA 9456 Management Theory and Practice (2 Credits)

This course covers functional and behavioral aspects of managing organizations, such as planning, organizing, leading, and controlling with special focus on the changing organizational work environment. It will cover the roles managers play, the skills they need, and the processes they use in managing, with reference to context of the large corporation, small-to-medium sized organization, entrepreneurial/start-up, government unit, and the NGO. The course will explore the reasons why individuals, groups, and organizations behave the way they do, and students will learn how to apply their knowledge of organizational behavior in order to increase motivation and organizational effectiveness. Offered: Fall, Spring.

BMBA 9457 Market Decision Making (2 Credits)

This course highlights the strategic role of customer satisfaction and how managers from every department contribute to creating customer value. Fundamental marketing concepts such as the 4Ps, segmentation approaches, product positioning, branding, and product-market lifecycle will be used to solve business problems and discover new opportunities.

BMBA 9458 Information Technology Management (2 Credits)

Information technology (IT) has transformed all aspects of 21st century business and everyday life. It is vital that future managers in every area of business have a working knowledge of modern IT, practical experience in its use, and management perspective on how IT is used in organizations. This course introduces information technologies that are critical to modern business, and discuss applications in various aspects of business operations. Prerequisite: BMBA 8020. Offered: Fall, Spring.

BMBA 9459 Economics for Managers (2 Credits)

This course offers managerial perspectives from the viewpoint of Economics. Topics covered include demand and supply analysis, elasticities of demand, competitive positioning, productivity, pricing power, profitability, business cycle developments, and macro-policy responses to them. Offered: Fall, Spring.

BMBA 9460 Financial Decision Making (2 Credits)

Anchored in the finance incentives of time and risk, the course offers an introduction to applied finance based on four concepts: time value of money, capital budgeting, asset pricing, including an introduction to portfolio analysis, and derivatives. Part of the course will be motivated by linking topics covered in BMBA 9459, such as revenue generation, costs, competitive structure, and business cycles with financial statements, interest rates, return measurements, risk metrics, and the term structure of interest. This linking will effectively form a "2+2" approach across the disciplines in line with "transforming concepts into business practice," the core of the Stillman mission.

BMBA 9461 Business Consulting (3 Credits)

In this course you will put concepts into practice by advising a local organization on real strategic issues. The organization will provide a context in which to apply the knowledge, skills and abilities (KSAs) you have gained throughout your Stillman educational experience. You will be assigned to a functionally diverse consulting team that will meet with the organization, gather primary and secondary data, analyze the resulting data, define specific challenges or opportunities and then propose appropriate strategies, tactics and actionable recommendations. The issues will likely cover a broad spectrum across multiple disciplines giving you a chance to apply many of the tools and concepts you learned in the MBA program, including 'soft skills' like communication, peer coaching, problem solving, critical thinking, adaptability, teamwork, and conflict resolution.

BMBA 9510 MBA Internships (1 Credit)

Students obtain positions with companies in order to obtain hands-on experience in their chosen field. No prerequisites required. Offered: Fall, Spring, Summer.

BMBA 9511 MBA Internships (1 Credit)

Students obtain positions with companies in order to obtain hands-on experience in their chosen field. No prerequisites required. Offered: Fall, Spring, Summer.