Business Administration (M.B.A.)

View PDF of Business Administration Checklist
Prospective students should use this checklist to obtain specific admissions requirements on how to apply to Graduate School.

Coordinated Master of Business Administration and Master of Science in Health Administration (MBA - MSHA)

Coordinated Master of Business Administration & Master of Public Health (MBA-MPH)

View PDF version of the Business Administration catalog description

Degree Offered: M.B.A.
Director: Ken Miller, MBA, Ed.D
Phone: (205) 934-8855
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Web site: http://www.uab.edu/business/mba

Faculty

Douglas Ayers, Director, MBA Programs, Associate Professor (Marketing, Economics, and Industrial Distribution); Business to Business Marketing, Product Management, Industrial Distribution

Theodore Bos, Professor (Accounting and Finance); Quantitative Analysis

Richard M. Burns, Associate Professor (Accounting and Finance); Financial Management, Financial Institutions

Lary B. Cowart, Assistant Professor (Accounting and Finance); Real Estate valuation and Investment Analysis, Financial Management

Paul Crigler, Instructor (Management, Information Systems, and Quantitative Methods); Management Information Systems

Manabendra Dasgupta, Associate Professor (Accounting and Finance); Economic Theory

Thomas E. DeCarlo, Professor and Ben S. Weil Endowed Chair of Industrial Distribution Marketing, Economics, and Industrial Distribution; Marketing and Sales Management

James B. Dilworth, Professor Emeritus (Management, Information Systems and Quantitative Methods); Production and Operations Management

W. Jack Duncan, University Scholar and Professor Emeritus (Management, Information Systems and Quantitative Methods); Strategic Management

Joel Dobbs, Entrepreneur in Residence, (Management, Information Systems and Quantitative Methods);

Thomas Edmonds, Professor (Accounting and Finance); Financial and Managerial Accounting

Robert Holmes, Professor Emeritus, (Management, Information Systems and Quantitative Methods); Strategic Management

Mark N. Hadley M.D. FACS, Charles A. and Patsy W. Collat Professor of Neurological Surgery (School of
Xuan Huang, Assistant Professor (Management, Information Systems and Quantitative Methods) Statistical Quality Management, statistical modeling of financial data and quality management in health care.

Eric P. Jack, Interim Dean, Associate Professor (Management, Information Systems and Quantitative Methods); Operations Management

Allen C. Johnston, Assistant Professor (Management, Information Systems and Quantitative Methods); Information Assurance, Forensic Investigations, Telecommunications Management, Object-oriented Development

Karen Kennedy, Associate Dean, Associate Professor (Marketing, Economics, and Industrial Distribution); Personal Selling and Marketing Strategy

Susan Key, Associate Professor (Management, Information Systems and Quantitative Methods); Social, Legal, and Ethical Environment of Business

Keri Larson, Assistant Professor (Management, Information Systems and Quantitative Methods); Data Management, Intro to Information Systems, and Social Media and Virtual Communities

Seung-Dong Lee, Professor (Marketing, Economics and Quantitative Methods); International Economics, Applied Economic Theory

Gail W. McGee, Professor Emeritus (Management, Information Systems and Quantitative Methods); Organizational Behavior

Nir Menachemi, Associate Professor of Healthcare Organization and Policy (Public Health) and Associate Professor of Marketing and Industrial Distribution (Marketing, Economics, and Industrial Distribution); Healthcare Policy and Healthcare Organization

Frank M. Messina, Professor and Chairman (Accounting and Finance); Systems, Taxation, Fraud Prevention

Kenneth R. Miller, Instructor (Marketing, Economics and Industrial Distribution); Business Strategy, Marketing Strategy, Sales Management, Professional Selling

Carol Motley, Associate Professor (Marketing, Industrial Distribution, and Economics); Consumer behaviors, marketing with social media

George M. Munchus, III, Professor (Management, Information Systems and Quantitative Methods); Human Resource Management, Labor Relations

Philip Musa, Associate Professor (Management, Information Systems and Quantitative Methods); Project Management, Operations Management, Supply Chain Management, and Information Systems

Thomas L. Powers, Professor (Marketing, Economics and Industrial Distribution); International Marketing, Strategic Marketing

Andreas Rauterkus, Assistant Professor (Accounting and Finance); Fixed Income, Markets and Institutions, Securities Analysis, International Finance

Stephanie Rauterkus, Assistant Professor (Accounting and Finance); Investments, Derivative Securities, Trading,
Program Objectives

The objectives of the program are to provide professional, graduate-level education and to maintain a continuing relationship with the business community through service activities. In order to deal effectively with increasingly complex problems of organizations, managers require training in sophisticated analytical techniques, appreciation for the behavioral facets of management, and an ability to anticipate and adapt to changes in the organizational environment. The MBA program is designed to provide competency in management and to acquaint the student with all aspects of business activity. The program is decision oriented, focusing on key aspects of modern administration, and seeks to prepare graduates for leadership roles in business, industry, government, or social service.

Admission Requirements

Applicants must be holders of baccalaureate degrees from regionally accredited institutions and must present evidence including, but not limited to, admission test scores (see below) and undergraduate records indicating high
promise of success in business study at the graduate level. Preference is given to applicants with a minimum of two years of professional work experience after completion of the undergraduate degree. Applicants must have completed satisfactorily an undergraduate calculus course within the previous five years of application. Students without calculus or students who took calculus more than 5 years prior to entry may prove proficiency by enrolling in a college level business calculus course or by passing 4 proficiency tests offered through the Graduate School of Management. The GSM offers a calculus review course in both fall and spring for applicants who need assistance in preparing for the proficiency exams. In addition, foreign student applications must have a minimum score of 550 on the TOEFL paper-based test or a minimum of 20 in each section and a minimum of 80 composite score on the computer-based test.

GMAT waivers may be granted for applicants with:

- a master's degree from a regionally accredited institution
- a terminal degree (M.D., Ph.D., J.D, etc.) from a regionally accredited institution
- a bachelor's degree and five or more years of progressively responsible professional work experience. Admission is competitive and based on one’s ability to perform well academically and enhance the classroom with experience. A minimum 3.0 GPA is required for applicants with less than 10 years of experience.

Interview is required.

For additional information on this policy or to see if you qualify for a GMAT waiver, please contact MBA Program Coordinator, Christy Manning at 934-8815 or cmanning@uab.edu.

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 earning 12 hours credit in this status. 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 Coordinator is needed in order to register for classes as a non-degree seeking student.

Graduate Certificates

Students who meet the criteria for entering as a non-degree seeking student (see above) may pursue a certificate. Degree-seeking students may pursue a certificate in addition to their degree. Both certificates are made up of 4 courses.

Certificate in Life Sciences Entrepreneurship is designed to expose business and science students to the business foundations of entrepreneurship and technology commercialization. Students work on “live” projects in interdisciplinary teams. The courses are designed to blend knowledge and experiential learning in an effort to help move technology out of the lab and into the marketplace.

Required courses:

MBA 673. Tech Venture Business Planning. 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 and competitive analysis. 3 hours.

MBA 681. From Idea to IPO. 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 690- Managing Innovation** 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. 3 hours.

**MBA 691** Independent Study. 3 hours.

**Graduate Certificate in Social Media** is designed to help students and working professionals advance in their careers by improving understanding of how to use the latest social media technologies to benefit organizational stakeholders, such as managers, organizations, employees, customers and partners. Emphasis is on application of new and emerging social media technologies, to serve those currently working in the IS and marketing related fields, and to prepare individuals from other fields by building the skills needed to succeed in social media careers.

Required courses:
MBA 615 Social Media and Virtual Communities in Business
MBA 616 Web Analytics
MBA 617 Intro to Business Intelligence
A social media course from any graduate program at UAB with approval of advisor

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

A maximum of 51 semester hours of credit is required for completion of the MBA program; however, students with applicable undergraduate courses in business may have certain core courses (MBA 609, 620, 632, 633, 640, 650, 660) waived. A "B" average is needed in equivalent courses to waive foundation courses. The minimum degree requirement is 36 semester hours.

After the student is admitted to the program, the MBA graduate advisor is available to meet with the student, if needed, to help outline a plan of study. Each candidate for the MBA must file formal application for the degree in the Graduate School of Management Office one term prior to the expected term of graduation.

**Program Information**
The MBA program is taught in an evening format and is designed for students who work during the day. Most students can complete degree requirements within 2-2½ years. Concentrations are available in finance, information technology management, and health care management. Each concentration consists of nine semester hours. The MBA program is accredited by AACSB--The Association to Advance Collegiate Schools of Business.

**Additional Information**

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<tr>
<th>Admission Terms Available</th>
<th>Fall, Spring and Summer</th>
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<tr>
<td>Deadline for All Application Materials to be in the Graduate School Office:</td>
<td>Fall admission - July 1st</td>
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<td>Spring admission - Nov. 1st</td>
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<td>Summer admission - April 1st</td>
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<td>Number of Evaluation Forms Required:</td>
<td>Two letters of reference or *recommendation forms *</td>
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Contact Information

For detailed information contact Christy Manning, Coordinator of Graduate Programs in Business: School of Business, Room 210, 1150 South 10th Avenue, Birmingham, Alabama 35294-4460.
Telephone 205-934-8817 or 205-934-8815

E-mail cmanning@uab.edu
Web www.uab.edu/mba

Course Descriptions

Unless otherwise noted, all courses are for 3 semester hours of credit. Courses numbers preceded with an asterisk indicate courses that can be repeated for credit, with stated stipulations.

Master of Business Administration (MBA)

609. Financial Accounting for Managers. Accounting fundamentals—an introduction to accounting and its role in the U.S. economy, emphasizing management's use of financial statements. 3 hours.

610. Financial Reporting and Analysis for Management. Determination and use of cost data for decision making, control and evaluation of performance, and formulation of goals and budgets. 3 hours. Prerequisites: MBA 609

611. Management Information Systems. Applications of information and management sciences to design and use of decision-oriented systems. 3 hours.

620. Corporate Finance. Introduction to financial management of nonfinancial corporations. Topics include time value of money, bond and stock valuation, cost of capital, capital budgeting, capital structure and dividend policy. Cases may be used. Prerequisites: MBA 609, and 660. 3 hours.

621. Advanced Topics in Corporate Finance. An advanced course in finance with emphasis on special topics such as financial planning, working capital management, leasing hybrid financing, international capital budgeting, etc. Case studies are used. Prerequisite: MBA 620. 3 hours.

630. Social, Ethical, and Legal Environment. Social, ethical, and legal environment in which business enterprise operates domestically and internationally. 3 hours.

632. Managerial Processes & Behavior. A study of classical and modern theories of organization, management and leadership with emphasis on applications to modern organizations. 3 hours.

633. Operations Management. Introduction to management planning and control techniques applicable to operations portion of various enterprises. Prerequisites: MBA 660. 3 hours.

634. Business Strategy. Integration of management, finance, accounting, marketing, economics, production, and decision-making concepts. Prerequisite: Last term in MBA program. 3 hours.

635. International Business Policy. Problems and strategic considerations of firms engaged in international business. Prerequisites: MBA 632 or equivalent. 3 hours.
640. **Applied Microeconomic Analysis.** Application of economic theory and methodology to decision making: theoretical and empirical analysis of demand, production, costs, and pricing behavior. Prerequisite: MBA 660. 3 hours.

650. **Modern Marketing Concepts.** Analytical approach to business systems directing flow of goods and services from product conception and production to consumption from a marketing manager's point of view. 3 hours.

651. **Seminar in Marketing Policy.** Problems of marketing managers; planning, implementing, evaluating, and controlling marketing activities. Prerequisite: MBA 650. 3 hours.

660. **Business Statistics.** Selected statistical techniques, including statistical inference, regression, and decision theory. Application to business problems. 3 hours.

661. **Decision Science.** Introduction to topics in operations research. Prerequisite: MBA 660. 3 hours.

**Electives**

612. **Corporate Governance.** Federal and other laws applicable to the governance, accounting, and finance activities of publicly-owned corporations, larger privately-owned corporations and other complex business organizations. (also listed as AC 612)

615. **Technology Based Entrepreneurship.** Technology Based Entre- and Intra-preneurship. MBA 611 as the prerequisite. 3 hours.

616. **Web Analytics.** 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. 3 hours.

617. **Introduction to Business Intelligence.** This course is an introductory level exposition with the emphasis of providing a descriptive understanding to the following major components of business intelligence: data warehousing, business performance management, data mining, and business intelligence implementation. 3 hours.

618. **Technology Based Project Management.** Provides the foundation for the management and successful execution of IT based projects. MBA 611 as the prerequisite. 3 hours.

622. **Portfolio Theory and Construction.** Theoretical and practical aspects of investments and portfolio management. Prerequisites: MBA 620. 3 hours.

623. **Mergers and Acquisitions.** Introduces the student to the basic terminology, theories, and empirical evidence regarding the immediate and long-term wealth effects of corporate control events such as mergers, acquisitions and divestitures. Prerequisites: MBA 620. 3 hours.

624. **Global Financial Management.** Financial analysis and decision making in international context. Prerequisite: MBA 620. 3 hours.

625. **Real Estate Decision Analysis.** Designed to provide students with the tools and analytical framework for making real estate decisions. Preq: MBA 620.3 hours.

626. **Credit Markets and Instruments.** Detailed coverage of the credit markets (Money and Bond markets) of the U.S. and an introduction to the international aspects of those instruments. Prerequisite: MBA 620. 3 hours.
627. **Financial Risk Analysis and Management.** Unifying approach to the valuation and use of derivatives in domestic and international financial risk management; exploration of issues in the measurement, analysis, and management of financial risk including interest rate, exchange rate, and commodity price risks. Prerequisite: MBA 620. 3 hours.

628. **Valuation Seminar.** A blend of theory and practice to gain knowledge and skills in the valuation of businesses and interests therein. Prerequisite: MBA 620. 3 hours.

629. **Treasury Management.** Multi-disciplinary approach to analysis of financial statements and working capital management. Financial planning, corporate liquidity, and short-term financial policy issues. Prerequisite: MBA 620. 3 hours.

636. **Human Resource Management.** 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. Prerequisite: MBA 632 or equivalent. 3 hours.

639. **Seminar in Management.** Current issues and problems in selected areas of management. Prerequisite: MBA 632, or permission of instructor. 3 hours.

641. **Macroeconomic Analysis and Decision Making.** Macroeconomic analysis; modern theory of aggregate demand and supply; forecasting and link between business firm and microenvironment. Prerequisites: 660. 3 hours.

645. **Game Theory in Industrial Organization.** Introduces students to the logic of game theory, in the context of selected topics in the theory of industrial organization. Emphasis will be on applying game-theoretic logic to generic business issues, studied as cases. Prerequisite: MBA 640. 3 hours.

654. **International Marketing.** Examination of international marketing activities, including environmental issues, marketing strategy, and tactical considerations in entering foreign markets. Prerequisite: MBA 650. 3 hours.

667. **Quantitative Methods for Finance.** Involves quantitative reasoning and management science methodology, but focuses specifically in finance issues, not business processes in general. Prerequisite: 660. 3 hours.

669. **Foundations of Total Quality Management.** Reviews essential elements of TQM and emphasizes their interrelatedness. What thought processes of management must be changed, why, and how is discussed with application to manufacturing and service sectors. Prerequisites: MBA 660, which may be taken concurrently, or permission of instructor. 3 hours.

671. **Health Care Marketing.** Introductory survey of marketing concepts as applied to health services organizations. Consumer behavior, market segmentation, target marketing, marketing research, management, and control of marketing mix variables. 3 hours.

673. **Tech Venture Business Planning.** 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 and competitive analysis. 3 hours.

674. **Services Marketing.** An examination of the generic differences between goods and services, with appropriate marketing strategies for services developed. Prerequisite: MBA 650. 3 hours.

675. **Seminar in E-Commerce.** Introduction to E-Commerce business-to-consumer and business-to-business
activities. Prerequisite: MBA 650. 3 hours.

676. **Management Internship.** Provides students the opportunity to gain first-hand experience in local businesses for one term while receiving academic credit. Prerequisites: MBA 632, 650 or equivalent and permission of the instructor. 3 hours.

681. **From Idea to IPO.** 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.

682. **The Art of the Deal: Negotiating Technology Agreements.** This course takes an in-depth look at various negotiating strategies and addresses issues such as when to sell or when to license.

690. **Directed Study (Nonthesis).** Prerequisite: Approval of Graduate School of Management. 3 hours.

Graduate students may choose only two courses (6 hours) from the following list of 500-level electives or, if an undergraduate accounting major, from the list of 500-level accounting electives.

AC 572. **Forensic Accounting and Information Technology Auditing.** This course is an introduction to the practice of forensic accounting and its relationship to auditing in settings characterized by extensive reliance on information technology. The course emphasizes audit methodology as applied to accounting information systems. Prerequisite: AC 304, Accounting Information Systems. Requires approval from MAc Director.

AC 573. **Fraud Examination.** This course is an advanced fraud auditing course with a primary focus on occupational fraud and abuse—its origins, perpetration, prevention, and detection. It is the second course in the series of fraud audits and basic forensic accounting. Prerequisite: AC 472/572 or IS 472. Requires approval from MAc Director.

AC 574. **Forensic Accounting Practicum.** Students who wish to complete the forensic series are required to obtain actual work experience that applies forensic accounting concepts and methods. Prerequisite: AC 473/573; permission of the instructor; and for AC 474, senior standing, or for AC 574, graduate standing.

EC 520. **Applied Forecasting.** Practical use of various forecasting techniques on business and economic data. Topics include dynamic regression models, exponential smoothing, moving averages, seasonality, univariate Box Jenkins ARIMA modeling. Prerequisite: MBA 660. 3 hours.

LS 571. **Legal Elements of Fraud Investigation.** This course surveys key legal principles and courtroom procedures relevant to forensic accounting, and a survey of related topics—criminology theories, evidence management, and litigation services. Prerequisite: LS 246, Legal Environment of Business. Requires approval from MAc Director.

MG 518. **Quality Control.** Concepts, techniques, and organizational requirements to ensure that quality is provided to consumer. Topics include breadth of quality efforts, statistical quality control methods, quality circle principles, and quality assurance activities in various enterprises. Prerequisite: MBA 633. 3 hours.

MG 521. **Entrepreneurship.** Analytical and critical examination of functions and environments where new organizational development takes place. Role of entrepreneurship in creation and development of new economic entities. Prerequisite: MBA 632. 3 hours.

MK 520. **Sales Management.** Management of personal selling function. Nature of selling task; recruiting, selecting,
training, compensating, and evaluating sales personnel. Prerequisite: MBA 650. 3 hours.

MK 540. **Small Business Consulting and Research**. Applied field work integrating all of the functional business fields. Prerequisites: MBA 632, MBA 650, and permission of instructor. 3 hours.