### Program Matrix

### mASTER OF BUSINESS ADMINISTRATION IN INTERNATIONAL MANAGEMENT AND MARKETING

The Master of Business Administration in International Management and Marketing (MBA-IMM) program is designed to prepare students for careers in the fields of international management consulting, managing multicultural and multinational workforce management, and provides a global perspective of business marketing. Students pursuing this specialization will focus on theories, practices, and ethics of leadership, risk management, global business management and marketing. Individuals with leadership inclinations and eager for a business venture will benefit from this specialization.

# Program Competencies and Learning Objectives

Upon successful completion of this program, students will be able to:

* Integrate marketing theories and practices to improve organizational performance
* Construct and optimize international business opportunities in competitive markets
* Assess business challenges and opportunities associated with the global economy, competition, change, and uncertainty
* Utilize applied research methods and business strategies to maximize international business growth and development opportunities
* Foster interdisciplinary team work and collaborative work environments
* Identify and analyze complex business concepts and explore alternative solutions to organizational and financial problems
* Apply critical thinking skills and proven management theories and practices to analyze, evaluate, and decide on a wide range of financial business issues
* Demonstrate effective written and oral communication skills
* Facilitate the use of appropriate technologies for inquiry and problem solving
* Measure the economic performance of organizations

# MBA-IMM Curricular Requirements (36 CREDITS)

##### The Master of Business Administration in International Management and Marketing degree requires completion of **36 semester credits** of coursework which includes 24 credits of Business Core courses and 12 credits of International Management and Marketing Specialization courses.

##### **Business Core Courses: 24 Credits/8 Courses**

1. **Accounting**
* ACC 501 Accounting
1. **Economics**
* ECO 518 Economics for Decision Making
1. **Finance**
* FIN 515 Entrepreneurial Finance
1. **Information Technology**
* IST 530 Management Information Systems
1. **Management**
* MGT 517 Organizational Development
* MGT 545 Strategic Management and Competitive Globalization
* MGT 553 Project Management for Professionals
1. **Marketing**
* MKT 517 Marketing

##### **International Management and Marketing Specialization Courses:** **12 Credits/4 Courses**

* MGT 518 Global Business Management
* MKT 525 Integrated Retail Management
* MKT 545 Purchasing and Supply Chain Management
* MKT 558 Global Marketing Policy