

## 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.

### Program Competencies and Learning Objectives

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

- Demonstrate the use of effective communication to assess business challenges and opportunities including ethical aspects that are associated with the global economy, competition, change, and uncertainty
- Construct and optimize international business information to produce competitive market analysis
- Utilize applied research methods and business strategies to maximize international business growth and development opportunities
- Identify and analyze complex business concepts and explore alternative solutions to organizational and financial problems
- Apply appropriate quantitative and qualitative tools, proven marketing and management theories and their practices to analyze, evaluate, and improve a wide range of organizational performance issues including ethics

### Curricular Requirements (36 Credits)

The Master of Business Administration in International Management and Marketing degree requires completion of 36-semester credits of coursework, including 24 credits of Business Core courses and 12 credits of International Management and Marketing Specialization Elective courses.

#### 1. Business Core Courses: 24 Credits/8 Courses

- ACC 501 – Accounting
- ECO 518 – Economics for Decision Making
- FIN 515 – Entrepreneurial Finance
- IST 530 – Management Information Systems
- MGT 517 – Organizational Development
- MGT 542 – Leadership and Development in Organization
- MGT 545 – Strategic Management and Competitive Globalization
- MKT 517 – Marketing

#### 2. 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