

Gonzaga MBA Core Course Descriptions

Gonzaga's MBA program is 33 credits, composed of 23 core credits and 10 elective credits. The core curriculum is designed to provide a strong, comprehensive foundation in business management. Our curriculum is built on an ethical foundation, with the importance of business ethics emphasized in each class.

Core courses are normally offered every fall, spring, and during one of our two summer sessions. Electives are typically offered on a 12-24 month rotating cycle.

MBUS 610: Economic Environment of the Firm (2 credits)

Managers must understand the nature and objectives of the firm in the economy. This course emphasizes how firms are affected by their market structure and how they interface with society, government, and the global economy. Topics are selected from: competitive markets, market imperfections, pricing strategies, game theory, the economic model of human behavior, compensation and incentives, government regulation, fiscal and monetary policy, foreign exchange, and trade policy.

MBUS 612: Managing People & Performance (2 credits)

This course focuses on understanding behavioral concepts necessary for the effective management of people in organizations. Current literature, case studies and simulations will be used to demonstrate application of concepts. Topics covered include perception, motivation, leadership, managing teams and conflict, supportive communication, leveraging diversity and performance management.

MBUS 613: Quantitative & Statistical Analysis (3 credits)

This course is designed to expose students to the use of spreadsheet-based models and the scientific research process to support problem solving and decision making in a business environment. Emphasis is on the acquisition, analysis, and interpretation of data to solve business problems. Topics include an overview of statistical thinking and basic statistical analysis, analysis of variance techniques, and regression analysis. Case problems may be used to provide practical experience in data analysis and interpretation.

MBUS 614: Business Ethics (2 credits)

In general, business ethics is the study of ethical concerns that arise in connection with business as it is currently practiced, typically in a capitalist setting. This particular course, given the audience, will focus on a handful of basic points of interest that relate essentially to the business lives of managers, especially entrepreneurial managers.

MBUS 624: Finance Theory and Practice (2 credits)

This course focuses on cases that are designed to develop students' understanding of financial theory and how it can be applied to financial decisions a business must make. Topics include cost of capital, capital budgeting, capital structure and working capital management.

MBUS 625: Operations Theory and Practice (2 credits)

The main purpose of this course is to help graduate business students understand the impact of operations in determining the best strategies for the business as a whole. The course covers the main principles and concepts pertaining to such issues as the development of a manufacturing strategy, order winners and order qualifiers, lean manufacturing/thinking and six sigma, process choice and product profiling, supply chain management, manufacturing planning and control systems (MPC), etc.

MBUS 626: Info Systems Theory and Practice (2 credits)

This course introduces information system theories and explores issues related to managing and using IS functions and resources from a managerial perspective. The course also investigates the overall information resources of an organization and the strategic role of IS in improving/creating competitive advantages. Real world cases that show how companies have put ideas into practice are examined and discussed.

MBUS 627: Marketing Theory and Practice (2 credits)

The emphasis in this course is on marketing decision-making based upon an evaluation of the market, the product, promotion effort, price, and channels of distribution. The course provides essential knowledge of marketing needed by the modern executive.

MBUS 628: Managerial Accounting (2 credits)

The principal objective of this course is to explain how accounting data can be interpreted and used by managers in planning, organizing, and controlling organizational activities. The basic processes of cost behavior, product costing, and the use of accounting numbers for performance evaluation will be covered. The intent is not to dwell on accounting procedures; however, a basic understanding of financial accounting and organizational procedures will be necessary to fully understand the concepts covered in this course.

MBUS 629: Corporate Financial Reporting (2 credits)

Corporate financial accounting theory and reporting practice will be studied. The emphasis will be on the analysis and use of corporate financial reports in business decision-making. Ethical dimensions of corporate financial reporting will be considered, as well as more traditional technical topics, which may include receivables, inventory, long-lived assets, investments, leases, pensions, revenue, recognition, fair value measurements, stock option accounting, and/or financial derivatives.

MBUS 616: Strategic Management (2 credits)

This is a capstone course designed to apply and integrate concepts and analytical tools that students have studied in their MBA coursework. This course adopts a general management perspective to analyze complex business situations, identify critical issues, and develop effective solutions. Consideration is given to ethical dimensions of strategic decision making. The emphasis throughout is on developing strategic thinking skills and understanding the fundamentals for achieving competitive advantage in a dynamic global environment. Prerequisites: Completion of the majority of the functional core courses is preferable.