

# Gonzaga MBA in American Indian Entrepreneurship

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MBA in AIE students complete their 35-credit program in a two-year, lock step model. The program includes three-week sessions at Gonzaga University each summer, and three to five day campus visits in the fall and spring semesters. Courses involve both synchronous and asynchronous distance learning.

**IMPORTANT NOTE: The MBA in AIE program curriculum is currently under revision. The updated version will be posted once finalized.**

## Year 1 - Summer

### **MBUS 500: Economic Analysis (3 credits)**

Key micro and macroeconomic models which are critical to the development of modern economics are explored. Analysis includes theories of supply and demand, theory of the firm, pricing, employment, monetary and fiscal policy, and international trade and finance.

### **MBUS 560: Accounting Analysis (3 credits)**

Students successfully completing the class will have a general knowledge of accounting concepts and techniques; a familiarity with the accounting procedures used to account for most business transactions; the ability to prepare basic financial reports; an understanding of the uses and limitations of accounting information; an understanding of some of the ethical issues in accounting; and the ability to provide at least an elemental interpretation of the information contained in a set of financial statements.

### **MBUS 617: Tribal Leadership I (1 credit)**

This class focuses on a multi-faceted understanding of leadership, differences between emergent leadership theories, and the practice of leadership. The purpose of the course is to develop students' concepts central to leader-follower interactions in various organizational settings. Details will illustrate group dynamics, change classifications, and interactions critical to effective leadership. Where possible the discussion will be tailored to Native American and First Nations case study and literature.

## Year 1 - Fall

### **MBUS 625: Operations Theory & Practice (3 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, and more specifically as it pertains to tribal communities. The course covers the main principles and concepts pertaining to such issues as the development of an operations strategy, order winners and order qualifiers, lean thinking and six sigma, supply chain management, sustainability operations, and ethical issues in operations management, to name a few.

### **MBUS 628: Accounting Theory & Practice (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.

## Year 1 - Spring

### **MBUS 510: Marketing Analysis (3 credits)**

This course explores the “process of exchange”. Class lectures, readings and assignments acquaint students with important marketing concepts that any organization can use to effectively satisfy consumer needs while also achieving internal objectives.

### **MBUS 520: Financial Analysis (3 credits)**

The purpose of Financial Analysis is to provide students with a basic theoretical foundation and tools to employ in financial decision-making. Of primary importance is provision for the necessary mathematical and analytical methods needed to continue into advanced finance courses. These techniques are commonly encountered by professionals in all areas of business management. Also, the thought process and techniques introduced in this class can be readily applied to everyday personal decision-making situations.

### **MBUS 647: Entrepreneurship (1 credit)**

The primary objective of this course is to give the student an understanding of the entrepreneurial process. This includes: an understanding of the entrepreneur, an analysis of the role of the entrepreneur in the economy, business plan development, financing concerns, strategic issues. This objective will be accomplished with a special emphasis on the process as it applies to the American Indian community.

## Year 2 - Summer

### **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. Concerns for business ethicists range from foundational, abstract issues like the moral justifiability of corporations or the appropriateness of talking about ethics in the context of business in the first place, through less abstract but still somewhat general issues like discrimination in hiring and contemporary advertising practices, to specific case studies like the Firestone recall or any number of sexual harassment cases. The guiding assumption for business ethics, both as an academic discipline and as business practice, is that business and businesspersons are subject to certain ethical constraints not captured entirely by “what makes good business sense.”

### **MBUS 615: Small Business Marketing (3 credits)**

This course emphasizes marketing decision making and the evaluation of markets. Discussions, readings and assignments will be used to help ensure students gain marketing knowledge and technical capabilities that will be beneficial in any small business enterprise.

## Year 2 - Fall

### **MBUS 624: Finance Theory & 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 costs of capital, capital budgeting, capital structure, and working capital management.

### **MBUS 683: Doing Business in Indian Country; Legal Environment (2 credits)**

This course provides an introduction to the basic principles of the legal environment within which business operates. The course will cover the historical and cultural development of law, as well as practical applications to current business issues. Although the readings will be highlighted in class, students will bear the major responsibility for text assignments. Classroom discussions should focus more on specific legal issues involving doing business on Indian reservations.

### **MBUS 699: Tribal Seminars (1 credit)**

This course will bring Native American Entrepreneurs and Business Leaders together in the summer to meet with and talk about the issues in tribal business and learn about their successes and obstacles.

## Year 2 - Spring

### **MBUS 612: Managing People & Performance (2 credits)**

In today's competitive global economy, managing people effectively is more important than ever. An organization may have the best equipment and use the most advanced technology to produce its product, but it is the people who are the common denominator in the organization's operations. Regardless of the size of the organization or purpose, or the sophistication of its strategy, the employees inevitably are the key to the success of an organization. The overall purpose of this course, then, is to help you as a current or future manager to better understand and manage people at work. The closer your managerial behavior mirrors the skills, knowledge and attitudes presented in the texts, the greater the likelihood of success. In brief, this course is an attempt to teach a set of skills grounded in behavioral science theory and research, that are essential for being an effective and successful manager.

### **MBUS 616: Tribal Strategic Management (1 credit)**

Strategic management focuses on general management and the role of top level managers in formulating, implementing, and evaluating the overall strategy of the firm, It is concerned with the analysis of complex business situations, the identification of critical strategic issues, and the development of practical and effective recommendations to address those issues. In addition, the course requires students to apply and integrate course work from the various functional areas of the business administration curriculum. The course emphasizes the dynamic context of business.

### **MBUS 626: Information Systems & Practice (3 credits)**

This course is designed to provide the current and future managers with understanding and appreciation of the issues that are related to the organization's information technology assets. The course is not to educate technical specialists, rather, it is to give students a managerial perspective on the use of, design of, and evaluations of information systems that exist in organizations today. The objective of this course is to prepare students to manage information services in both today's and tomorrow's environment with its managerial, social, political, ethical and global issues.