

GRADUATE BUSINESS (GB)

GB500: Business Perspectives

This course is the cornerstone experience for the MBA student. You will analyze the fundamental processes that comprise a business system, building a conceptual understanding of how businesses prosper. You will examine business functions, resources, and processes to appreciate their synergy and interrelatedness. You will apply methodical approaches to evaluate choices in complex business situations. Finally, you will assess and plan to develop your own capability relative to business leadership.

Quarter Credit Hours: 4 | Prerequisite: None

GB512: Business Communications

Business Communications focuses on effective communication strategies for various stakeholders using oral and written formats for different purposes, including one-on-one communication and engagement with larger audiences.

Quarter Credit Hours: 4 | Prerequisite: None

GB512M1: Prepare Documents

Prepare documents using industry conventions and Standard English mechanics.

Quarter Credit Hours: 1 | Prerequisite: None

GB512M2: Apply Cultural Literacy

Apply cultural literacy in professional environments.

Quarter Credit Hours: 1 | Prerequisite: None

GB512M3: Analyze Business Problems

Analyze business problems using research.

Quarter Credit Hours: 1 | Prerequisite: None

GB512M4: Create Business Presentations

Create presentations that achieve a defined business purpose.

Quarter Credit Hours: 1 | Prerequisite: None

GB513: Business Analytics

This course provides an analytical foundation for MBA students. You will learn to adopt a quantitative approach to problem solving, while becoming familiar with the analytical context in which business decisions are made. Analytics is the extensive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based management to drive decisions and actions. Topics covered will include a review of basic algebra, mathematical functions, mean and standard deviation calculations, histograms, pie charts and line plots, distributions, sampling, and the basics of hypothesis testing and regression analysis. Microsoft Excel will be used extensively in the course.

Quarter Credit Hours: 4 | Prerequisite: None

GB513M1: Charting Business Situations

Illustrate business situations through graphs and tables.

Quarter Credit Hours: 1 | Prerequisite: None

GB513M2: Analyzing Business Problems With Hypothesis Testing

Apply hypothesis testing and probability analysis to solve business problems.

Quarter Credit Hours: 1 | Prerequisite: None

GB513M3: Predicting Business Outcomes With Quantitative Methods

Predict business results by using quantitative methods.

Quarter Credit Hours: 1 | Prerequisite: None

GB513M4: Presenting Solutions Through Statistical Analysis

Evaluate real-world situations and present solutions using statistical methods.

Quarter Credit Hours: 1 | Prerequisite: None

GB518: Financial Accounting Principles and Analysis

This course covers the basics of how accounting systems are used to assess economic events and produce financial statements for internal and external users. The course also delves into the analysis, synthesis, and evaluation of accounting information and how to use accounting information for strategic decision making.

Quarter Credit Hours: 4 | Prerequisite: GB512 and GB513, or enrollment in the MSN/MBA Dual Degree Option

GB518M1: Assess Accounting Information and Systems

Assess accounting information and systems in business environments.

Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513, or enrollment in the MSN/MBA Dual Degree Option

GB518M2: Business Strategies and Decision-Making

Integrate accounting information into the development of business strategies, decision-making, and management processes.

Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513, or enrollment in the MSN/MBA Dual Degree Option

GB518M3: Ethical Behavior in Business Environments

Appraise ethical principles of accounting in diverse business environments.

Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513, or enrollment in the MSN/MBA Dual Degree Option

GB518M4: Evaluate Global Accounting Interconnectedness

Evaluate global interconnectedness as it applies to accounting.

Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513, or enrollment in the MSN/MBA Dual Degree Option

GB519: Measurement and Decision Making

This course will provide you with the foundations of measurement and decision making in organizations. You will examine the role of accounting and operating information in directing the activities of organizations. You will assess the importance of various types of information in planning and controlling activities and making effective decisions. You will also analyze and evaluate situations using a wide variety of decision-making approaches and techniques.

Quarter Credit Hours: 4 | Prerequisite: GB512, GB513, and GB518; or enrollment in the MSN/MBA Dual Degree Option

GB519M1: Decision-Making Techniques in Business

Assess decision-making approaches and techniques in business situations.

Quarter Credit Hours: 1 | Prerequisite: GB512, GB513, and GB518; or enrollment in the MSN/MBA Dual Degree Option

GB519M2: Leadership Approaches to Decision-Making

Evaluate leadership approaches to heuristics and biases in the process of decision-making.

Quarter Credit Hours: 1 | Prerequisite: GB512, GB513, and GB518; or enrollment in the MSN/MBA Dual Degree Option

GB519M3: Global Interconnected Management Decision-Making

Examine global interconnectedness as it applies to managerial accounting and decision-making.

Quarter Credit Hours: 1 | Prerequisite: GB512, GB513, and GB518; or enrollment in the MSN/MBA Dual Degree Option

GB519M4: Managerial Accounting Principles and Practices

Evaluate operational results using managerial accounting principles and practices.

Quarter Credit Hours: 1 | Prerequisite: GB512, GB513, and GB518; or enrollment in the MSN/MBA Dual Degree Option

GB520: Strategic Human Resource Management

You will examine human resource management from a strategic perspective. You will analyze theories and practices in terms of organizational effectiveness when competing in a global business environment. You will investigate ongoing operational human resource issues such as compensation, organizational development, benefits, recruitment, training, and leading employees to high performance. Current issues that challenge human resource practitioners will be explored such as downsizing, implied contracts between employer and employee, managing knowledge workers, and the issues of the changing legal environment.

Quarter Credit Hours: 4 | Prerequisite: None

GB520M1: Strategic Management and the HRM Fit

Evaluate the value of human resources management in the organization system.

Quarter Credit Hours: 1 | Prerequisite: None

GB520M2: SHRM, HR Planning, and Work Systems Design

Evaluate human resource systems for how well they support organizational strategic goals.

Quarter Credit Hours: 1 | Prerequisite: None

GB520M3: Preparation for Performance and Rewards

Analyze human resource considerations in business decision-making.

Quarter Credit Hours: 1 | Prerequisite: None

GB520M4: Managing SHRM in a Global Economy

Assess global human resource initiatives relative to social and ethical values.

Quarter Credit Hours: 1 | Prerequisite: None

GB525: Global Business Environment

In this course, you will explore how the needs of the manager and the organization differ in international contexts. Topics covered include the key drivers of globalization and the evaluation of the differences in national political economies, including factors related to economic, cultural, political, and legal systems. You will apply knowledge of these differences to ethical decision-making in an international setting.

Quarter Credit Hours: 4 | Prerequisite: None

GB526: Global Management and Leadership

In this course, you will consider the unique skills required of global managers and leaders. You will explore proven international communication and negotiation methodologies and research-based methods for managing conflict across different cultural contexts. You will then apply this foundational knowledge to the successful management of culturally diverse teams operating in face-to-face and virtual environments.

Quarter Credit Hours: 4 | Prerequisite: None

GB527: Global Operations

In this course, you will consider how organizational design supports the firm's strategic decisions related to primary business functions operating across national borders. You will consider how cultural, political, economic, and legal differences will influence global marketing strategy and decisions related to production and manufacturing. You will explore the merits of various approaches to global staffing and the role of international agencies and agreements in managing the financial operations of a multinational firm.

Quarter Credit Hours: 4 | Prerequisite: None

GB528: Global Strategy

In this course, you will conduct a strategic assessment of the overall global competitive environment and consider how an organization can leverage resources, capabilities, and preferential entry modes to create competitive advantages when entering a foreign market. As part of the final assessment of global strategy, you will take part either virtually or in-person in an international trip, visiting one to two foreign locations to experience local business culture. You will use theoretical knowledge to assess the strategy of an international organization in an applied cultural context. Upon satisfactory completion of all coursework requirements, you will be eligible to receive the Global Competence Certificate (GCC), an internationally recognized mark of the ability to employ principles of intercultural awareness in professional and social settings. You may also be eligible to receive the Global Scholar micro-credential, which recognizes learners who have distinguished themselves as global scholars through advanced intercultural skill development and participation in a virtual or travel Education Abroad experience. NOTE: There is an additional course fee for participation in the field experience. Please contact PG Education Abroad (educationabroad@purdueglobal.edu) for detailed pricing.

Quarter Credit Hours: 4 | Prerequisite: GB525, enrollment in the Global Business concentration or micro-credential, and permission from School of Business and Information Technology

GB530: Marketing Management

This course provides an analysis and evaluation of the theories and practices for effectively managing the relationships between customers and providers of goods, services, and ideas. Students will, in three segments, analyze and evaluate theories related to an understanding of the marketplace; an understanding of the relationship between the marketplace and marketing functions, such as pricing, promotion, distribution, and products; and strategy formation within the marketing function as it relates to overall business strategies.

Quarter Credit Hours: 4 | Prerequisite: GB519

GB530M1: Assess Marketing Opportunities

Assess specific marketing opportunities.

Quarter Credit Hours: 1 | Prerequisite: GB519

GB530M2: Segment and Target Markets

Evaluate methods for market segmentation, targeting, and positioning.

Quarter Credit Hours: 1 | Prerequisite: GB519

GB530M3: Develop Marketing Plans

Develop strategic marketing plans.

Quarter Credit Hours: 1 | Prerequisite: GB519

GB530M4: Cultural Literacy Application

Apply cultural literacy in personal and professional environments.

Quarter Credit Hours: 1 | Prerequisite: GB519

GB531: Advertising

This course provides an analysis and evaluation of advertising in the twenty-first century. You will examine and assess the linkages between traditional and non-traditional advertising, integrated marketing communications, and branding strategy. You will investigate media methods and strategy, and synthesize effective creation and implementation strategies.

Quarter Credit Hours: 4 | Prerequisite: GB530

GB532: Marketing Research

This course provides an analysis and evaluation of theories and practices of marketing research as an aid to marketing decision-making. You will apply marketing research methods and techniques to actual marketing problems through the design, implementation, and evaluation of a marketing research project.

Quarter Credit Hours: 4 | Prerequisite: GB530

GB533: Salesforce Management

This course provides an analysis and evaluation of theories and practices involved in the building and managing of effective sales forces. You will examine such aspects of sales management as forecasting, human resources, field automation, and data analysis. Topics include training, motivation, compensation, team building, performance evaluation, and interaction with promotions and marketing.

Quarter Credit Hours: 4 | Prerequisite: GB530

GB534: Consumer Behavior

This course provides you with an understanding of the role of consumer behavior processes and concepts as related to designing marketing strategy. You will learn the nomenclature commonly used by marketers to describe the application of consumer behavior knowledge. You will learn why understanding situational influences is integral to marketing strategy formulation. You will examine the consumer decision process, a process foundational to the study of consumer behavior. You will consider external influences, including the significance of word-of-mouth marketing and the role of opinion leaders as related to consumer purchase decisions. Additionally, you will study how internal influences, such as perception, learning, memory, motives, personality, emotions, and attitudes, combine with external influences to define a consumer's self-concept and lifestyle. By understanding an individual's desired lifestyle, a marketer can design marketing strategy that aligns with expected consumption behaviors.

Quarter Credit Hours: 4 | Prerequisite: GB530

GB540: 🌐 Economics for Global Decision Makers

This course covers microeconomic and macroeconomic principles with an emphasis on decision making and strategic applications. Microeconomic topics include scarcity and resource allocation, supply and demand, market imperfection and government failures, elasticity and efficiency, utility maximization, profit maximization, market and cost structures, economic systems, labor markets, and entrepreneurship. Macroeconomic topics include national income accounting and macroeconomic indicators, business cycles, exchange rates, money and banking, economic growth, national debt, fiscal policy, monetary policy, and international trade.

Quarter Credit Hours: 4 | Prerequisite: None

GB540M1: Ethical Issues in Economics

Evaluate ethical issues in economics.

Quarter Credit Hours: 1 | Prerequisite: None

GB540M2: Examine Microeconomic Tools

Examine microeconomic tools for purposes of problem solving, analysis, and decision-making.

Quarter Credit Hours: 1 | Prerequisite: None

GB540M3: Economic Decision-Making and Economic Growth

Analyze the relationship between knowledge-based economic decision-making and economic growth.

Quarter Credit Hours: 1 | Prerequisite: None

GB540M4: Regional, National, and Global Economic Behavior

Integrate concepts of regional, national, and global economic behavior with macroeconomic theory.

Quarter Credit Hours: 1 | Prerequisite: None

GB541: Employment Law

We depend upon the law as well as ethics and common sense to help us make good decisions about issues surrounding employment that are routinely decided in workplaces every day. These issues can have devastating financial and productivity consequences if mishandled by the employer. Yet it seems as if few employers or their managers are equipped to handle them well. Employment law helps to regulate the workplace environment by protecting employees from discrimination and harassment, and providing a safer, fairer workplace where the rules provide for certain rights and responsibilities for both employees and employers alike. Those who choose to work in the business arena must understand basic legal concepts, plus have working knowledge of regulatory and compliance issues to effectively manage a business. In this course, you will analyze and evaluate legal concepts and learn to identify potentially troublesome employment-related legal and ethical issues to avoid liability as well as to develop an understanding of how to manage employees to maximize productivity.

Quarter Credit Hours: 4 | Prerequisite: None

GB542: Training and Development

You will develop expertise in core training and development competencies. The course will focus on needs assessment, instructional design, training delivery, learning technologies, evaluating learning impact, coaching, and performance improvement. You will identify an organization that will be used as an organizational context for a course-long project. An onboarding employee-orientation program will be developed for this organization with weekly deliverables that apply the concepts addressed in that unit. You will learn and implement needs assessment, instructional design, training delivery, program implementation, and evaluation of learning impact. Special emphasis will be given to career development with the development of a personal career plan implementing course career development concepts.

Quarter Credit Hours: 4 | Prerequisite: None

GB545: Strategic Reward Systems

This course examines how an organization can leverage their reward systems to sustain, motivate, and retain its desired workforce to help achieve business objectives. The course focuses on the complex variety of pay structures within an organization and the relationship of those pay structures to organizational performance. Students will be exposed to major reward issues in the context of current theory, research, and real-business practices.

Quarter Credit Hours: 4 | Prerequisite: None

GB546: Recruitment and Selection

This course provides a solid foundation in the fundamentals of attracting, hiring, and assessing talent. It takes a closer look at the "war for talent" in the competitive marketplace today, and provides the impetus for more proactive and timely recruitment practices, effective and legally conscious selection methods, and valid assessment techniques. This course highlights the importance of refining talent-acquisition strategies as organizations and HR practitioners seek to improve the pipeline of new hire and job promotion candidates. By the end of the course, you will be familiar with multiple recruitment, selection, and assessment models and will synthesize these approaches from a talent management perspective.

Quarter Credit Hours: 4 | Prerequisite: None

GB550: 🌐 Financial Management

This course provides an analysis and evaluation of the roles and functions of corporate financial managers as they relate to the effective managing of a business. Students will apply and evaluate methods and tools for planning, forecasting, managing, and improving an organization's financial performance. Topics include asset valuation, risk and return, capital budgeting, international financial markets, risk analysis, and effective use of capital.

Quarter Credit Hours: 4 | Prerequisite: GB540

GB550M1: Financial Management Practices

Evaluate the impact of financial management practices on organizational decision-making.

Quarter Credit Hours: 1 | Prerequisite: GB540

GB550M2: Value of a Firm

Calculate the value of a firm through the use of discounted cash flow analysis.

Quarter Credit Hours: 1 | Prerequisite: GB540

GB550M3: Capital Budgeting

Assess the value of proposed investment projects.

Quarter Credit Hours: 1 | Prerequisite: GB540

GB550M4: Capital Decisions

Assess the impact of a firm's financing decisions on its capital structure and shareholder distribution policy.

Quarter Credit Hours: 1 | Prerequisite: GB540

GB560: 🌐 Designing, Improving, and Implementing Processes

This course will provide you with the skills and theories required to develop, improve, and manage business processes. The focus is on the impact of those activities in the organization that cut across functional and organizational boundaries, with a concentration on performance and impact. You will apply process management, project management, and change management tools and techniques to create processes and implement continuous process improvement.

Quarter Credit Hours: 4 | Prerequisite: GB512 and GB513

GB560M1: Business Process Optimization

Analyze the impact of business processes on organizational performance.

Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513

GB560M2: Project Management Concepts

Apply project management methods to achieve a process change.

Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513

GB560M3: Changes Affecting Organizational Performance

Assess the conditions that would support the change of foundational business practices.

Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513

GB560M4: Change Management Planning and Evaluation

Evaluate change management plans.

Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513

GB570: 🌐 Managing the Value Chain

This course provides you with an understanding of the dynamics of managing a globally integrated value chain. You will learn the components that comprise a value chain and why the value chain's design focuses on competitive advantage. You will examine the role of corporate social responsibility in value chain management. Additionally, you will evaluate enablers that drive successful value chain management.

Quarter Credit Hours: 4 | Prerequisite: GB518, GB520, GB530, GB550, and GB560; or enrollment in the MSN/MBA Dual Degree Option

GB570M1: Competitive Advantage and the Value Chain

Analyze how elements of the value chain interact to create competitive advantage.

Quarter Credit Hours: 1 | Prerequisite: GB518, GB520, GB530, GB550, and GB560; or enrollment in the MSN/MBA Dual Degree Option

GB570M2: Corporate Social Responsibility and the Value Chain

Examine the role of corporate social responsibility in value chain management.

Quarter Credit Hours: 1 | Prerequisite: GB518, GB520, GB530, GB550, and GB560; or enrollment in the MSN/MBA Dual Degree Option

GB570M3: Globalization and the Value Chain

Investigate the impact of globalization on the value chain.

Quarter Credit Hours: 1 | Prerequisite: GB518, GB520, GB530, GB550, and GB560; or enrollment in the MSN/MBA Dual Degree Option

GB570M4: Value Chain Enablers

Evaluate enablers of effective value chain management.

Quarter Credit Hours: 1 | Prerequisite: GB518, GB520, GB530, GB550, and GB560; or enrollment in the MSN/MBA Dual Degree Option

GB580: 🌐 Strategic Management

In this course, you will explore factors that contribute to long-term business success. You will create a strategic plan for a business by applying strategic management methods, including environmental scanning, competitive analysis, and organization assessment. You will examine the leadership skills required to formulate, implement, and evaluate business strategy. Strategic decisions will integrate ethical, social, and global considerations.

Quarter Credit Hours: 4 | Prerequisite: GB570

GB580M1: Strategic Management Principles

Evaluate the organizational design of a business using strategic management principles.

Quarter Credit Hours: 1 | Prerequisite: GB570

GB580M2: Strategic Planning

Formulate a strategic plan to improve competitive advantage within target markets.

Quarter Credit Hours: 1 | Prerequisite: GB570

GB580M3: Implementing Strategy

Develop an implementation action plan using strategy tools.

Quarter Credit Hours: 1 | Prerequisite: GB570

GB580M4: Strategic Leadership

Develop a strategic leadership approach to motivate a team.

Quarter Credit Hours: 1 | Prerequisite: GB570

GB590: 🌐 Ethics in Business and Society

The purpose of this course is to build ethical leadership skills by providing an analysis of orientations and models for ethical decision making with an emphasis on application to current issues in today's global business and society. You will have the opportunity to reflect on your own values and ethos and analyze models of ethical leadership and moral principles to which you can commit and apply within your profession.

Quarter Credit Hours: 4 | Prerequisite: GB512 and GB513

GB590M1: Consequentialist Ethical Theories

Synthesize consequentialism theories within business conflicts of interest.

Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513

GB590M2: Deontological Ethical Theories

Evaluate deontology theories within discrimination and workplace issues.

Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513

GB590M3: Justice and Social Contract Ethical Theories

Appraise vendor/customer relationships using justice and social contract theories.

Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513

GB590M4: Decision Models and Corporate Social Responsibility

Critique ethical decision-making within the context of corporate social responsibility.

Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513

GB600: 🌐 Leadership Strategies for a Changing World

This course introduces you to the nature and purpose of leadership in organizations. You will evaluate various leadership approaches and methodologies, including organizational effectiveness and efficiency in dynamic corporate environments. In addition, you will investigate ethics and social responsibility, diversity, and team management. You will apply emotional intelligence in self-awareness, personal development, and communication. Whether you have no prior leadership experience or come with existing knowledge, you will find this course beneficial for developing and refining your leadership skills.

Quarter Credit Hours: 4 | Prerequisite: None

GB600M1: Leadership for Maximum Organizational Performance

Explain the leadership necessary to accomplish business goals and maximize organizational performance.

Quarter Credit Hours: 1 | Prerequisite: None

GB600M2: Leadership for Global Interconnectedness

Practice global interconnectedness as it applies to your field of study.

Quarter Credit Hours: 1 | Prerequisite: None

GB600M3: Leading Teams to Achieve Business Outcomes

Propose a team approach to achieve long-term business outcomes.

Quarter Credit Hours: 1 | Prerequisite: None

GB600M4: Leadership for Organizational Effectiveness

Analyze the influence of leadership on organizational effectiveness.

Quarter Credit Hours: 1 | Prerequisite: None

GB601: MBA Capstone

This course provides the culmination for the Master of Business Administration (MBA) program enabling you to demonstrate leadership competencies and apply your knowledge of business systems. Through individual research, team assignments, and completion of a business simulation, you will apply your problem-solving and analytical skills in dynamic environments to develop a business plan for an international venture. You will evaluate global business problems, integrating ethical considerations for a response that considers multiple stakeholders. You will continue to plan for your post-MBA professional development by working with the Center for Career Advancement and seeking support from your classmates.

Quarter Credit Hours: 4 | Prerequisite: All core MBA program courses; must be taken in final term