MBA PROGRAM (MBA)

MBA Class Schedule (https://courses.illinois.edu/schedule/DEFAULT/DEFAULT/MBA)

Courses

MBA 500  Issues in Business  credit: 0 Hours. (https://courses.illinois.edu/schedule/terms/MBA/500)
MBA students are faced with a wide variety of issues in the work place. This course will introduce and encourage discussions related to careers transitions, leadership, ethics, and uses of technology in the work place. Guest lecturers and experts in their field will discuss different approaches to these issues and give students the opportunity to discuss strategies and practice skills that will prepare them for the business environment. 0 graduate hours. No professional credit. Approved for Letter and S/U grading. Prerequisite: Co-requisite MBA 501 and MBA 502.

MBA 501  Foundations of Business I  credit: 2 Hours. (https://courses.illinois.edu/schedule/terms/MBA/501)
Provides foundations in the form of principles, concepts, tools, and skills important both to the study of business and to the development of business acumen. Specific foundation topics include planning and measuring firm resources, economic theory of the firm, decision making under uncertainty, consumer behavior, financial management, business communication and computing. May be repeated in the same term. Credit is not given for MBA 501 and either ACCY 500, BADM 520, BADM 572, or ECON 567. Prerequisite: Admission to the Master of Business Administration program.

MBA 502  Foundations of Business II  credit: 2 Hours. (https://courses.illinois.edu/schedule/terms/MBA/502)
Provides additional foundations in the form of principles, concepts, tools, and skills important both to the study of business and to the development of business acumen. Specific foundation topics include organizational theory and design, financial accounting and reporting, manufacturing and services processes, marketing management, business communications and computing. May be repeated in the same term. Credit is not given for MBA 502 and either ACCY 500, BADM 509, BADM 520, or BADM 567. Prerequisite: Enrollment in good standing in the MBA program.

MBA 503  Prin & Proc of Management I  credit: 2 Hours. (https://courses.illinois.edu/schedule/terms/MBA/503)
Presents management topics important to the study of business organizations and the economic landscapes within which they exist. Specific topics include financial resources management, human resources management, strategic management and management of technology. May be repeated in the same term. Students who receive credit for MBA 503 may not receive credit for the following courses: FIN 520, BADM 508, and BADM 544. Prerequisite: Enrollment in good standing in the MBA program.

MBA 504  Prin & Proc of Management II  credit: 2 Hours. (https://courses.illinois.edu/schedule/terms/MBA/504)
Presents additional management topics important to the study of business organizations and the economic landscapes within which they exist. Specific topics include financial management, global strategy, decision and risk analysis, leadership, and ethics. May be repeated in the same term. Prerequisite: Enrollment in good standing in the MBA program.

MBA 505  Topics in Management  credit: 2 Hours. (https://courses.illinois.edu/schedule/terms/MBA/505)
Special topics important to the study of business and management. Examples of topics include international business, strategic thinking, operations analysis, project management, information technology, negotiations. May be repeated in the same term. Prerequisite: Enrollment in good standing in the MBA program.

MBA 520  Corporate and Global Strategy  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/MBA/520)
Focuses on key issues in formulating and implementing corporate strategies with an emphasis on the international operations of firms. Issues are approached from the orientation of the general manager, whose job is to diagnose what is critical in complex business situations and find realistic solutions to strategic and organizational problems. Designed to integrate various functional areas and provide a "total business" perspective on issues pertaining to corporate and international strategy. Builds on learning experiences in previous modules, and acts as an integrative capstone module. Prerequisite: Completion of the first year of the Master of Business Administration Program, including MBA 501, MBA 502, MBA 503, MBA 504, and MBA 505.

MBA 530  Internship  credit: 0 Hours. (https://courses.illinois.edu/schedule/terms/MBA/530)
Approved for S/U grading only. May not be repeated for credit. Prerequisite: Completion of first year of Master of Business Administration program.

MBA 531  Special Projects  credit: 1 to 4 Hours. (https://courses.illinois.edu/schedule/terms/MBA/531)
Individual projects selected by the student in consultation with a faculty member and approved by the executive officer of the program. Approved for letter and S/U grading. May be repeated in the same or subsequent terms to a maximum of 12 hours. Prerequisite: Completion of first year of Master of Business Administration program.

MBA 541  Marketing in a Digital World  credit: 2 Hours. (https://courses.illinois.edu/schedule/terms/MBA/541)
Explores new digital tools and students will discuss the dynamic of power shifting from firms to consumers. Managers will learn how to use these tools to strengthen their marketing efforts, while consumers will learn how to use these tools to enhance their consumption experience. This course also reviews the foundations of marketing (i.e., product, promotion, placement, and price) and discusses how these foundations are being shifted by the rise of new digital tools. A variety of learning techniques will be used, including video lectures, case studies, and interviews with both digital marketers and digital consumers. The learning approach will be highly interactive; and students will have the opportunity to engage in a variety of hands on activities, such as offering new product ideas to various companies. 2 graduate hours. No professional credit. Credit is not given for both MBA 541 and BADM 590, Marketing in a Digital World.

MBA 542  Digital Marketing Analytics  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/MBA/542)
Introduces students to the science of web analytics while casting a keen eye toward the artful use of numbers found in the digital space. The goal is to provide the foundation needed to apply data analytics to real-world challenges marketers confront daily. Students will learn to identify the web analytic tool right for their specific needs; understand valid and reliable ways to collect, analyze, and visualize data from the web; and utilize data in decision making for agencies, organizations or clients. 4 graduate hours. No professional credit. Credit is not given for both MBA 542 and BADM 590, Digital Marketing Analytics.

Information listed in this catalog is current as of 03/2020
MBA 543  Digital Media & Marketing  credit: 4 Hours. ([https://courses.illinois.edu/schedule/terms/MBA/543](https://courses.illinois.edu/schedule/terms/MBA/543))

Aims to give students ample understanding of the critical role of digital media as the delivery channels of marketing communication and the impacts of digital revolution in marketing and the rise of marketing technology industry, through interaction with the instructor, the content, and other students in the course. 4 graduate hours. No professional credit. Credit is not given for both MBA 543 and BADM 590, Digital Media & Marketing.

MBA 544  Marketing in an Analog World  credit: 2 Hours. ([https://courses.illinois.edu/schedule/terms/MBA/544](https://courses.illinois.edu/schedule/terms/MBA/544))

Beginning with an exploration of the key differences between the Analog and the Digital and then examine four ways in which the Analog World has been affected by the Digital Revolution: Domination, Resistance, Synergy, and Transformation. Several examples of each of these concepts and exploring their implications for both marketers and consumers will be explored. This course will also employ a variety of learning techniques, including video lectures, case studies, hands-on exercises, and interviews with leading marketing scholars. The learning approach will be highly interactive. 2 graduate hours. No professional credit. Credit is not given for both MBA 544 and BADM 590, Marketing in an Analog World.

MBA 546  Global Business Horizons  credit: 4 Hours. ([https://courses.illinois.edu/schedule/terms/MBA/546](https://courses.illinois.edu/schedule/terms/MBA/546))

This course provokes an appreciation for the global challenges as well as opportunities that lie ahead and the important role that businesses can play in addressing these challenges. This course will consist of two immersive and interactive experiences organized around understanding global challenges and designing business solutions on the topics of poverty and environmental sustainability. 4 graduate hours. No professional credit. Credit is not given for both MBA 546 and BADM 590, Global Business Horizons.

MBA 547  Global Impact: Cultural Psychology & Business Ethics  credit: 4 Hours. ([https://courses.illinois.edu/schedule/terms/MBA/547](https://courses.illinois.edu/schedule/terms/MBA/547))

This course enables students to understand how globalization changes consumers at a psychological level, and provides tools for infusing brands with cultural meanings—creating iconic brands—that can resonate with global consumers. The focus is on understanding that culture exists in the mind (e.g., values and beliefs) as well as in the environment (e.g., objects, brands, and institutions), and that globalization creates multi-cultural spaces in contemporary societies. In addition, this course seeks to examine some of the ways in which people evaluate problems associated with human conduct and moral conflict. This course in business ethics and corporate responsibility seeks to evaluate problems associated with human conduct and moral conflict. This course will also employ a variety of learning techniques, including video lectures, case studies, hands-on exercises, and interviews with leading marketing scholars. The learning approach will be highly interactive. 2 graduate hours. No professional credit. Credit is not given for both MBA 547 and BADM 590, Global Impact: Cultural Psychology & Business Ethics.

MBA 548  Global Strategy  credit: 4 Hours. ([https://courses.illinois.edu/schedule/terms/MBA/548](https://courses.illinois.edu/schedule/terms/MBA/548))

This course seeks to understand how firms adapt to, react towards, and shape the global economy. Students should be able to evaluate markets and the best strategies firms should follow when operating globally. 4 graduate hours. No professional credit. Credit is not given for both MBA 548 and BADM 590, Global Strategy.

MBA 551  Strategic Innovation  credit: 4 Hours. ([https://courses.illinois.edu/schedule/terms/MBA/551](https://courses.illinois.edu/schedule/terms/MBA/551))

This course will cover the strategic perspective on innovation and the management side of innovation efforts – leadership and design of innovation initiatives such that employees are able to effectively execute them. It also covers how to successfully implement innovation efforts while working alongside established businesses at the same firm, the challenges of leading product development teams, the analysis of planning and evaluation systems for innovation initiatives, and how to manage innovation when the initiative spans organizational boundaries. 4 graduate hours. No professional credit. Credit is not given for both MBA 551 and BADM 590, Strategic Innovation.

MBA 552  Fostering Creative Thinking  credit: 4 Hours. ([https://courses.illinois.edu/schedule/terms/MBA/552](https://courses.illinois.edu/schedule/terms/MBA/552))

This course will examine what prompts us to be creative, how to navigate the process of generating creative ideas, how to help our teams be creative, how to evaluate the ideas we generate, and how to pitch ideas so that others appreciate them. The end result is that you will be able to think more flexible, make wiser decisions, generate more effective solutions, get more out of your teams, reject fewer good ideas, and communicate more effectively. 4 graduate hours. No professional credit. Credit is not given for both MBA 552 and BADM 590, Fostering Creative Thinking.

MBA 553  Entrepreneurship: From Startup to Growth  credit: 4 Hours. ([https://courses.illinois.edu/schedule/terms/MBA/553](https://courses.illinois.edu/schedule/terms/MBA/553))

Will explore the earlier stages of the entrepreneurial venture process. The course modules will be focused on practical ideas and techniques that entrepreneurs can use to evaluate the potential of market opportunities and make decisions about whether to pursue them in a startup company. This course will also build on concepts, outline strategies, and tactics for forming, financing, and launching the new venture. Topics to be addressed will include developing a go-to market strategy, selecting appropriate revenue and pricing strategies, preparing financial models, raising startup and initial growth financing, and preparing for and managing growth. 4 graduate hours. No professional credit. Credit is not given for both MBA 553 and BADM 590, Entrepreneurship: From Startup to Growth.

MBA 561  Introduction to Business Analytics: Data and the Firm  credit: 2 Hours. ([https://courses.illinois.edu/schedule/terms/MBA/561](https://courses.illinois.edu/schedule/terms/MBA/561))

Focuses on understanding key analytics concepts and the breadth of analytic possibilities. Explore dozens of real-world analytics problems and solutions across most major industries and business functions. Touches on analytic technologies, architectures, and roles from business intelligence to data science, and from data warehouses to data lakes. Will wrap up with a discussion of analytics trends and futures. 2 graduate hours. No professional credit. Credit is not given for both MBA 561 and BADM 590, Introduction to Business Analytics: Data and the Firm.

MBA 562  Introduction to Business Analytics: Communicating with Data  credit: 2 Hours. ([https://courses.illinois.edu/schedule/terms/MBA/562](https://courses.illinois.edu/schedule/terms/MBA/562))

Introduces students to the science of business analytics while casting a keen eye toward the artful use of numbers found in the digital space. The goal is to provide businesses and managers with the foundation needed to apply data analytics to real-world challenges they confront daily in their professional lives. Students will learn to identify the ideal analytic tool for their specific needs; understand valid and reliable ways to collect, analyze, and visualize data; and utilize data in decision making for their agencies, organizations or clients. 2 graduate hours. No professional credit. Credit is not given for both MBA 562 and BADM 590, Introduction to Business Analytics: Communicating with Data.
MBA 563  Data Toolkit: Business Data Modeling & Predictive Analytics  
credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/MBA/563)  
Students will gain an understanding of the basic methods of business analytics by working with different tools and data sets. The course will emphasize applications over the mathematics of the methods. Students will apply the concepts to case studies to deepen their understanding of regression, logistic regression, feature selection and dimensionality reduction, clustering, decision trees, and recommender systems. Following which more advanced but related tools will be discussed such as SVM, Boosting, neural nets and introduction to text mining. 4 graduate hours. No professional credit. Credit is not given for both MBA 563 and BADM 590, Data Toolkit: Business Data Modeling & Predictive Analytics.

MBA 564  Applying Analytics Across Business Functions  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/MBA/564)  
Covers analytics through the application of analytical techniques in the financial and marketing context. Topics covered include forecasting using time series models, modern portfolio theory, measurement and scaling, A/B testing, ANOVA, and conjoint analysis. The primary software tool used will be the R programming language. No prior programming experience is required. 4 graduate hours. No professional credit. Credit is not given for both MBA 564 and MBA 592, Applying Analytics Across Business Functions.

MBA 565  Infonomics  credit: 4 Hours. (https://courses.illinois.edu/schedule/terms/MBA/565)  
This course provides a non-technical perspective on and methods for monetizing, managing and measuring information as if it were any other kind of corporate asset. Topics also will include information's unique economic characteristics and legal status, the importance of alternative data sources, new and emerging information-related roles, and concerns surrounding information ownership, sovereignty, privacy, and ethics. 4 graduate hours. No professional credit. Credit is not given for both MBA 565 and ACCY 593, Infonomics.

MBA 590  Specialization Capstone  credit: 0 Hours. (https://courses.illinois.edu/schedule/terms/MBA/590)  
This course covers various topics from each iMBA Specialization. Group projects and individual assignments will be required. Students are required to take 2 Specialization Capstones for their iMBA degree. Additional fees may apply. See Class Schedule. 0 graduate hours. No professional credit. Approved for S/U grading only. May be repeated if topics vary; student cannot take the same section more than once.

MBA 591  Program Capstone  credit: 0 Hours. (https://courses.illinois.edu/schedule/terms/MBA/591)  
This course is the final course of the University of Illinois iMBA degree and is designed to bridge the 'knowing – doing' gap, challenging students to apply their iMBA courses, work experience, industry acumen, business knowledge and skills. Students will work through a case study in which the deliverables for each module will build upon one another. The course culminates with the final case presentation. 0 graduate hours. No professional credit. Approved for S/U grading only.

MBA 592  Current Topics in Business  credit: 0 to 4 Hours. (https://courses.illinois.edu/schedule/terms/MBA/592)  
Subject offerings of new and developing areas of knowledge in Business. See Class Schedule or departmental course information for topics. 0 to 4 graduate hours. No professional credit. Approved for Letter and S/U grading. May be repeated up to a maximum of 20 hours in the same semester and a maximum of 30 hours in separate semesters.