

# MBA - MBA PROGRAM

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. 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 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. Credit is not given for both MBA 542 and BADM 590, Digital Marketing Analytics.

**MBA 543 Digital Media & Marketing credit: 4 Hours.** (<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. Credit is not given for both MBA 543 and BADM 590, Digital Media & Marketing.

**MBA 545 Marketing in Our New Digital World credit: 4 Hours. (<https://courses.illinois.edu/schedule/terms/MBA/545/>)**

Offers a strategic perspective and examination on how the digital revolution is changing the marketing landscape. We will explore this new digital realm and discuss its revolutionary impact upon both firms and consumers. This exploration comes in two parts. In the first part (the first four weeks), we will explore how the digital revolution has affected our analog (or physical) world. Specifically, we will examine four ways in which the Analog World has been affected by the Digital Revolution: Domination, Resistance, Synergy, and Transformation. In the second part (the second four weeks), we will review the foundations of marketing (i.e., product, promotion, placement, and price) and examine how these foundations are being shifted by the rise of the digital revolution. In this portion of the course, we will explore a variety of new digital concepts and tools, including, customer co-creation, user-generated content, and 3D printing. This course will contain several examples of each of these concepts and explore their implications for both marketers and consumers. 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; you will have the opportunity to engage in a variety of hands-on activities and be a member of a rich learning community. I hope you will join us in this educational adventure. Please note that this is not an e-commerce class. We will not examine social media analytics, search engine optimization, or other digital marketing tactics. The other courses in our Digital Marketing Specialization will cover these topics in considerable detail. Instead, this course is broader in focus and more strategic in orientation.

**MBA 546 Global Business Horizons credit: 4 Hours. (<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. Credit is not given for both MBA 546 and BADM 590, Global Business Horizons.

**MBA 547 Global Marketing credit: 4 Hours. (<https://courses.illinois.edu/schedule/terms/MBA/547/>)**

Enables students to understand how globalization changes consumers and employees 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. The course provides cultural frameworks for better understanding cross-cultural consumer behavior and for more effectively managing organizations across cultural boundaries. In addition, the course introduces the key functions of a global marketer attempting an entry in a new market: sizing the market, understanding the cultural background of consumers in the new market (and how they differ from those of the home market), anticipating cultural differences in consumer behavior, evaluating whether to standardize or adapt the marketing mix, and developing a marketing plan that can resonate at the cultural level. Credit is not given towards graduation 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/>)**

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. Credit is not given for both MBA 548 and BADM 590, Global Strategy.

**MBA 549 Multiculturalism in Management and the Marketplace credit: 4 Hours. (<https://courses.illinois.edu/schedule/terms/MBA/549/>)**

With globalization, multiculturalism is on the rise. This cultural diversity impacts organizations, both in terms of management and in the marketplace. This course introduces the fundamentals of cross-cultural management by describing the impact of culture on interpersonal processes in organizations, discussing how culture shapes communication, decision-making, negotiation, leadership, and teamwork. Additionally, this course introduces the foundations for dealing with multiculturalism in the marketplace, discussing how culture impacts consumer behavior and how marketers can leverage these insights.

**MBA 551 Strategic Innovation credit: 4 Hours. (<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. 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/>)**

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. 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/>)**

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. Credit is not given for both MBA 553 and BADM 590, Entrepreneurship: From Startup to Growth.

**MBA 561 Introduction to Applied Business Analytics credit: 2 Hours.** (<https://courses.illinois.edu/schedule/terms/MBA/561/>)

Businesses rely on data analytics to drive decision-making, requiring leaders who can interpret and apply data insights. This course provides foundational data analytics skills applicable across business settings. You will gain first-hand experience with key steps of data analytic processes, including data preparation, exploration, and tools for communicating data analytic results. Specifically, you will have the opportunity to manipulate real-world datasets, apply functions to transform data structures, and develop efficient coding practices using powerful data analytic language. Credit is not given toward graduation for: MBA 561 and BADM 590, section title "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/>)

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. 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/>)

The ultimate goal of data analytics in business is to obtain actionable insights using various tools—most importantly, your mind. You'll use tools to extract, transform, and load (ETL) data and perform exploratory data analytics (EDA) while practicing programming functions, database queries, and APIs. You will identify patterns with machine learning (ML) algorithms and build a foundation for why they're useful. In the end, you'll gain essential skills to apply models and solve business problems. Credit is not given toward graduation for: MBA 563 and BADM 590, section title "Data Toolkit: Business Data Modeling & Predictive Analytics".

**MBA 564 Data Analytics Applications in Business credit: 2 Hours.** (<https://courses.illinois.edu/schedule/terms/MBA/564/>)

Develops students' knowledge regarding the role, methods, and implications of business and data analytics in business. Application opportunities span multiple areas of business. Special topics may include marketing, finance, supply chain, and accounting. Topics covered may include forecasting using time series models, modern portfolio theory, measurement and scaling, A/B testing, ANOVA, and conjoint analysis. May be repeated in the same or separate semesters, if topics vary. Credit is not given for both MBA 564 and MBA 592.

**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. Credit is not given for both MBA 565 and ACCY 593, Infonomics.

**MBA 571 Identify—Healthcare Ecosystem and Need Identification credit: 4 Hours.** (<https://courses.illinois.edu/schedule/terms/MBA/571/>)

An overview of the healthcare ecosystem, the healthcare innovation process, and value creation. Emphasis is placed on key concepts and principles essential for efficiently designing and managing healthcare delivery systems. Focused on uncovering innovation opportunities through in-depth identification and analysis of unmet, underserved, and unarticulated stakeholder needs using qualitative, analytical, and design thinking methodologies. Emphasizes critical thinking and creativity and prepares students to recognize and select opportunities that can be developed into successful innovations. Same as HBSE 571. 4 graduate hours. No professional credit.

**MBA 572 Innovate—Healthcare Innovation Process credit: 4 Hours.** (<https://courses.illinois.edu/schedule/terms/MBA/572/>)

Guides students through the healthcare innovation process, from ideation and concept generation to product and process design and development. Students will learn how to balance cost, quality, and usability in product development and how to integrate technology trends, user feedback, and various analyses for concept development and business case preparation. An in-depth exploration of principles and methodologies for rapid and efficient prototyping is included, as are the intricacies of process management and effective strategies for managing healthcare innovation. Same as HBSE 572. 4 graduate hours. No professional credit.

**MBA 573 Implement—Healthcare Business Strategy and New Venture Implementation credit: 4 Hours.** (<https://courses.illinois.edu/schedule/terms/MBA/573/>)

Equips learners with essential strategy and business skills to launch, manage, and grow successful ventures and prepare for disruption and change within the healthcare landscape. Students will learn to develop sustainable business models, create robust business plans, build and manage venture teams, explore financing options, and engage with investors in the healthcare ecosystem. Also explores the transformative ideas reshaping healthcare delivery and prepares students to evaluate those innovations to balance cost, quality, and access effectively. Same as HBSE 573. 4 graduate hours. No professional credit.

**MBA 581 Business Ethics credit: 2 Hours.** (<https://courses.illinois.edu/schedule/terms/MBA/581/>)

This course in business ethics and corporate responsibility seeks to bridge the gap between the moral behavior of the individual as a private citizen and the challenges afforded by organized business activity in the marketplace. Business ethics is the study of how ethics and business are connected and the analysis of ethical decision-making in commerce. In this course, students will learn about a set of conceptual frameworks, theories, and ideas in which ethical concepts are embedded in the very basic processes of business. Further, students will experience and practice ethical decision making in the context of a range of stakeholder relationships exploring the challenges and responsibilities and the issues they generate. Credit is not given towards graduation for both MBA 581 and MBA 547 if MBA 547 was taken prior to FA23.

**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. Approved for S/U grading only. May be repeated if topics vary; student cannot take the same section more than once.

**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. Approved for Letter and S/U grading. May be repeated up if topics vary to a maximum of 20 hours in the same semester and a maximum of 30 hours in separate semesters.

**MBA 597 Program Foundations credit: 0 Hours. (<https://courses.illinois.edu/schedule/terms/MBA/597/>)**

This is the first course of the University of Illinois iMBA degree and is taken concurrently with a student's first course(s) during their iMBA program. Students will develop connections to the program and have a firm understanding of program and academic expectations upon course completion. These skills will then be applied to the iMBA coursework in order for students to be successful. Approved for S/U grading only. Prerequisite: iMBA students are expected to enroll in this course during their first term in the program. Concurrent enrollment with other courses is expected. Limited to iMBA students in their first enrollment term.

**MBA 598 Program Capstone credit: 0 Hours. (<https://courses.illinois.edu/schedule/terms/MBA/598/>)**

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. Approved for S/U grading only. Prerequisite: iMBA students are expected to enroll in this course during their final term in the program. Concurrent enrollment with other courses is expected. Limited to iMBA students in their final enrollment term.