

# 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

## **GB518M1: Assess Accounting Information and Systems**

Assess accounting information and systems in business environments. Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513

## **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

## **GB518M3: Ethical Behavior in Business Environments**

Appraise ethical principles of accounting in diverse business environments. Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513

## **GB518M4: Evaluate Global Accounting Interconnectedness**

Evaluate global interconnectedness as it applies to accounting. Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513

## **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

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## **GB519M1: Decision-Making Techniques in Business**

Assess decision-making approaches and techniques in business situations. Quarter Credit Hours: 1 | Prerequisite: GB512, GB513, and GB518

## **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

## **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

## **GB519M4: Managerial Accounting Principles and Practices**

Evaluate operational results using managerial accounting principles and practices. Quarter Credit Hours: 1 | Prerequisite: GB512, GB513, and GB518

**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: GB512

**GB520M1: Strategic Management and the HRM Fit**

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

Quarter Credit Hours: 1 | Prerequisite: GB512

**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: GB512

**GB520M3: Preparation for Performance and Rewards**

Analyze human resource considerations in business decision-making.

Quarter Credit Hours: 1 | Prerequisite: GB512

**GB520M4: Managing SHRM in a Global Economy**

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

Quarter Credit Hours: 1 | Prerequisite: GB512

**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.

Quarter Credit Hours: 4 | Prerequisite: GB525

**GB529: Building Global Competence**

In this education abroad experience, you will explore the unique set of intercultural skills and competencies required to operate effectively in globally oriented workplaces. Topics covered include understanding cultural values and norms, addressing cultural conflict, navigating cultural adaptation experiences, and communicating effectively across cultures. You will apply your knowledge of these competencies as part of either a virtual or in-person international trip. You will visit one to two foreign locations to experience the local business and social culture. Upon satisfactory completion of all coursework requirements, you will be eligible to receive the Global Certificate of Competence (GCC), an internationally recognized mark of the ability to employ principles of intercultural awareness in professional and social settings. NOTE: This course is for students not enrolled in a global business concentration or micro-credential. There is an additional course fee for participation in the field experience. Please contact your field experience leader for detailed pricing.

Quarter Credit Hours: 1 | Prerequisite: Enrollment in or completion of any graduate-level degree program. Undergraduate students may enroll with prior approval.

**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: Completion of all core courses

**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: Completion of all core courses

**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: Completion of all core courses

**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 which aligns with expected consumption behaviors.

Quarter Credit Hours: 4 | Prerequisite: Completion of all core courses

**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 in order to effectively manage a business. In this course, students will analyze and evaluate legal concepts and learn to identify potentially troublesome employment-related legal and ethical issues in order to avoid liability as well as to develop an understanding of how to manage employees to maximize productivity.

Quarter Credit Hours: 4 | Prerequisite: Completion of all core courses

**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: Completion of all core courses

**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: Completion of all core courses

**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, students 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: Completion of all core courses

**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

**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

**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

**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

**GB570M4: Value Chain Enablers**

Evaluate enablers of effective value chain management.

Quarter Credit Hours: 1 | Prerequisite: GB518, GB520, GB530, GB550, and GB560

**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 (results) theories within business conflicts of interest.

Quarter Credit Hours: 1 | Prerequisite: GB512 and GB513

**GB590M2: Deontological Ethical Theories**

Evaluate deontology (responsibility) 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 (relationship) 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 in terms of 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.

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

**GB602: MBA Capstone - Global Option**

This course is a globally-focused culmination of the Master of Business Administration (MBA) program, enabling you to demonstrate leadership competencies and apply your knowledge of business systems in international contexts. You will call on the knowledge and skills you have acquired throughout your MBA journey to gain a greater understanding of global business practices and how you can apply this knowledge in your professional development. As part of this course, you will participate in either a virtual or in-person field experience, visiting one to two international locations to interact with the local business and social culture. Upon satisfactory completion of all coursework requirements, you will also 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. NOTE: This course is for students not enrolled in a global business concentration or micro-credential. There is an additional course fee for participation in the Education Abroad field experience. Please contact PG Education Abroad ([educationabroad@purdueglobal.edu](mailto:educationabroad@purdueglobal.edu)) for detailed pricing.

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