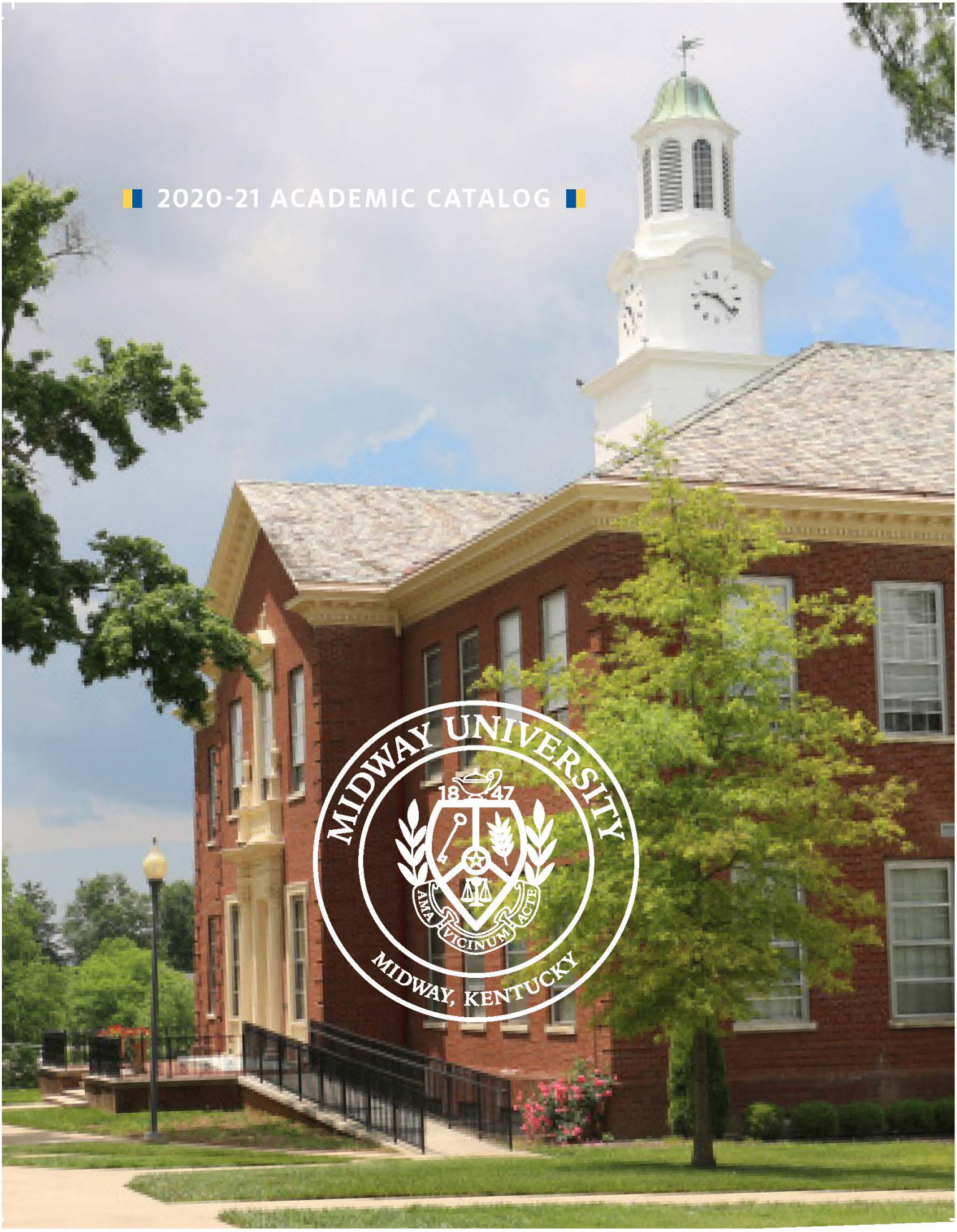
2020-21 ACADEMIC CATALOG



Midway University Course Catalog

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The Tourism and Event Management Concentration of the MBA Program prepares students to work in the Bourbon Tourism industry. This program focuses on consumer education, interpretation and sensory evaluation. Its serves as a non-branded education that supports the entire bourbon industry, not a particular brand.

Student Learning Outcomes of Program

- To provide technical and conceptual skills appropriate for Tourism and Event Management.
- To comprehend and articulate written and oral communication as appropriate for Bourbon Tourism industry.
- To understand the concepts and application of managerial, financial, and technical skills that are needed to be successful within Bourbon Tourism industry.
- To prepare students for entry-level management positions with a specific focus on individual, social, and environmental perspectives.

*If the applicant's degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

Courses

BUS 230 - Principles of Management

This course is the study of the concept of management in organization, its structure, relationships, processes and systems. The analysis of basic theories and practices of management utilized in the creation and production of goods and services through public or private organizations will be examined. The course focuses on the four primary management functions: planning, leading, organizing and controlling.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 255 - Principles of Marketing

This course is a study of marketing within the context of the whole business system. Emphasis will be placed on the distribution of goods and services from producer to consumer as well as on the identification of markets, environmental factors, product, price and promotion.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 290 - Introduction to Human Resource Management

The field of human resource management plays an increasingly important role in organizations. This course will provide students with practical knowledge and skills in key functional areas of human resource management. Topics include staffing, performance management, training and development, compensation and benefits, labor relations and employee safety.

Grade Basis: L
Credit hours: 3.0

Lecture hours: 3.0

BUS 308 - Fundamentals of Ethical Leadership

This course will explore central concepts in leadership and ethics. Learners explore and develop foundational concepts of ethical leadership, consider their personal talents and predispositions as they relate to ethical leadership tendencies.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 313 - Business and Organizational Communication

This course investigates the role of both formal and informal communication in creating a productive organizational environment. It emphasizes communication skills including presentations, interpersonal and group interactions, and writing. Writing style, form, vocabulary, and grammar are examined in the context of business letters, memoranda and reports.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 319 - Business Research Methods

This course provides an overview of research design to be applied to both academics and management. This overview consists of understanding the preliminary considerations that go into selecting a qualitative, quantitative, or mixed methods research design. These include knowing the definition for these different approaches, considering philosophical worldviews, reviewing the literature, understanding the use of theory, anticipating ethical issues, and developing writing strategies. We will discuss the process of research as it relates to each approach. This process includes writing an introduction, specifying a purpose statement, and developing research questions and/or hypotheses. This course will also discuss the methods and procedures for quantitative, qualitative, and mixed methods studies. While students will not perform statistical analysis during the class, interpretation and understanding of statistical data and its significance to data analysis is an important course outcome.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 321 - Managerial Finance

The focus of this course is on the issues faced by the financial manager. Students will build on their understanding of accounting to carry out financial planning and analysis. Topics of analysis include time value of money, valuation concepts, and capital budgeting decisions. Students will learn the

basic financial tools for evaluating, planning, and decision-making. Prerequisite: ACC 210 Principles of Accounting I.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 328 - Conflict Management and Negotiation

Conflict is inherent in organizations. Conflict management and negotiations is a basic leadership skill that all successful leaders need. This course will provide students with a practical and effective framework and toolset to prepare for all types of conflict management and negotiations. This course explores how to develop effective negotiator skills, using a very individual, personalized approach. Grounded in theory and research, it examines the psychological and sociological factors inherent in the negotiation process. It explores the complexities of negotiations, by looking at how conflict is related and how temperaments and personality traits impact the process. Students are given opportunities to complete exercises, self-assessment tools, and cases, to develop, practice, and perfect their own unique set of conflict management and negotiation skills.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 340 - Legal Environment of Business

The role of law in society is reviewed with respect to its nature, functions and purpose. Law is viewed as a process of settling disputes or facilitating and protecting voluntary agreements and as a dynamic force in resolving acute social conflicts.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 390 - Global Business

This course is an analysis of international economic and financial developments. Emphasis will be placed on current issues in the operation of the international financial system.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 405 - Leading Change

Through assigned readings, case studies, website connections, discussion questions, class discussion, and individual writing assignments, students will be exposed to leadership change situations, terminology, theory and best practices. They will be given the opportunity to apply these principles and concepts in real world change situations.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 410 - Innovation Leadership

This course looks at how innovation is changing the landscape of organizational leadership. Innovation can transform and disrupt firms, industries and whole nations. In this course, we look at how leaders cultivate a culture of innovation within their organizations. Topics such as disruptive innovation, identifying breakthrough innovations, project selection, managing projects and how to measure impact will be covered.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 411 - Strategic Planning

This course introduces students to various management planning models and techniques. It stresses the concepts of strategic planning models and development processes. Students will examine the importance and limits of managers in strategic planning, using case studies to analyze actual strategic planning practices and systems utilized by organizations.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 425 - Special Topics in Business

This course is designed to provide a student with a wide variety of understanding in various business disciplines. The topics may include current problems in accounting, finance, information systems, economics, management, and/or marketing. Different material will be offered each term so the course may be repeated for credit if the course material offered has not been repeated.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 427 - Entrepreneurship

This course will provide students with the opportunity to research and develop business plans. The main outcome will be the preparation and analysis of a business plan. Through the development of a business plan students will consider the critical elements of a business venture. Topics covered will include capital costs, personnel, markets, competition and future needs. These items are often overlooked when an entrepreneur develops his or her business plan.

Grade Basis: L
Credit hours: 3.0

Lecture hours: 3.0

BUS 490 - Capstone

This course requires students to demonstrate their abilities by preparing an independent research project and completing the ETS Major Field Test.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUS 495 - Internship

Internship courses allow practical application of classroom knowledge and intentional development of skills applicable to the student's professional growth. This experience focuses on the combination and integration of various concepts by applying them to the analysis and solution of problems viewed in the context of business studies: management, marketing, human resources, finance, etc. The internship experience requires 135 hours of relevant field work at the internships site in addition to scheduled class meetings, Students will be under the supervision of faculty and site supervisors. Students will gain practical hands-on experience, enhance skills learned in the classroom, and acquire contacts with professionals in the field. Students will be expected to complete reflections and demonstrate learning through a final project or presentation. Internship courses are graded pass/fail. May be repeated once.

Grade Basis: P
Credit hours: 3.0

Restrictions:

- Junior or Senior status

BUSM 501 - Fundamentals of Graduate Business

Designed for students whose baccalaureate degree is not in Business, the course includes foundational concepts in accounting, economics, management, and marketing. The course must be completed successfully within the first term of enrollment in the MBA or the student will not be allowed to enroll in subsequent courses

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 520 - Leadership and Effective Decision-Making

Leadership is a process by which a person influences others to accomplish an objective and direct the organization. This course is designed to help learners understand the leadership process, use critical thinking to make sound decisions, and understand the ethical ramifications of their decisions.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 540 - Organizational Behavior

This course focuses on the patterns of interaction that occur among people and teams in organizations and on how these interactions impact the organization. The course assists a learner in developing a clear understanding of the organization internally and of how an organization can transform its competitiveness externally by virtue of how well it copes with and develops major behavioral issues in the day-to-day management of the enterprise.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 550 - Business Law

The course examines issues such as business structure, taxes, personnel, intellectual property rights, and indemnity. Students are provided with an introduction to legal reasoning, briefing a case, the judicial system, civil procedure, and business ethics. Students then move on to studying intentional torts, negligence and strict liability.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 560 - Financial Management

This course involves the development and application of theoretical and empirical principles for financing a business concern's assets so as to maximize the value of ownership interest. Emphasis will be placed on the application and interpretation of analytical techniques for financial evaluation of investment opportunities. Topics covered include financial statement analysis, the time value of money, sources of money and capital market financing, asset and liability valuation, risk adjusted rates of return, capital budgeting, the effects of capital structure on the firm's cost of capital, and the effects of financial leverage on the viability of the firm and the return on owner equity. The course provides the student with the knowledge and skills to evaluate alternate investment and financing options.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 570 - Economic Analysis for Business Decision-Making

The focus of the course is the practical application of microeconomic principles to the management of a business enterprise. Since all business firms survive because there is a demand for the products

or services that they produce, the behavior of consumers under various general economic and externality conditions is of primary interest to business managers. Three major areas of interest to management will be examined sequentially.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 600 - Strategic Marketing Management

This course demonstrates differences between a product-oriented organization, a sales- oriented organization, and a marketing-oriented organization. The course stresses that organizations need to be customer-led (buyer behavior), and adopt an ‘outside-in’ rather than an ‘inside-out’ approach.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 620 - Global Business

This course focuses upon the multinational corporation (MNC) by exploring the strategies and management practices of large global entities, comparing and contrasting U.S. MNCs with those from Europe, and Asia, notably Japan and South Korea. Attention is also paid to MNCs from emerging economies such as China. This course also considers the international business environment.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 640 - Operations Management

In this course students explore the problems and issues confronting operations managers as well as the language, concepts, insights and tools to deal with these issues in order to gain competitive advantage through operations. Because the course deals with the management of processes it applies to both for-profit and non-profit organizations, to both service and manufacturing organizations, and to virtually any functional area or industry.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

BUSM 660 - Strategic Management

Strategic Management presents the essential tools and concepts of strategic development and implementation. The course has three distinct parts: a) strategic analysis; b) strategic choice (generic and/or grand strategy options; c) strategic implementation and control. Topics covered will include mission, vision, values, internal and external environmental analysis, competition, strategic choices).

Grade Basis: L

Credit hours: 3.0
Lecture hours: 3.0

BUSM 690 - Management Issues

The course addresses the challenges that students face in working with groups in the workplace and assists students in identifying their own individual management strengths and weaknesses. Attention will be given to identifying the major management issues confronting today’s executives.

Grade Basis: L
Credit hours: 3.0
Lecture hours: 3.0

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