

## **MBA WITH A SPECIALIZATION IN EQUINE ENTREPRENEURSHIP**

### **Required Courses**

**36 credits**

#### **MBA610 INFORMATION SYSTEMS FOR MANAGEMENT DECISIONS 3 Credits**

The student will develop or enhance their skills with various office technology software packages, which are fundamental to a computerized information system. Learn about the corporate information system and major issues that relate to the information system, such as decision making, security, privacy, ethics, technologies, project management, team skills, etc. Both individual and team projects are stressed. Prerequisite: An introductory computer course in which the student has developed basic file management, word processing, and spreadsheet skills in creating and formatting neat tables, graphs, and documents.

#### **MBA 619 FINANCIAL REPORTING FOR THE EQUINE PROFESSIONAL 3 Credits**

This course is designed to provide equine entrepreneurs with an understanding of financial reporting within the context of the equine industry. The course will emphasize the importance of effective financial management for the success of equine businesses. Students will learn to prepare and interpret financial statements while adhering to accounting standards and practices.

#### **MBA636 QUANTITATIVE RESEARCH METHODS FOR BUSINESS 3 Credits**

Strategic decisions in organizations must be based in part on information that is subject to cross-verification and validation. This course introduces students to the methods, strategies, and analysis options available to business researchers. Emphasis will be given to methodological foundations of correlative and experimental research designs including hypothesis testing, sampling methods, and statistical analyses.

#### **MBA640 MARKETING PHILOSOPHY AND MANAGEMENT 3 Credits**

Marketing has evolved in recent years from a mere function of the organization to a business philosophy permeating all levels of the organization. An important objective of organizations is to satisfy the needs of existing and potential customers by meeting or exceeding expectations. In order to accommodate consumer needs efficiently, an organization must recognize the potential consumer (segmentation and targeting), and tailor the design, price, promotion and placing of offerings to most optimum levels.

#### **MBA647 INNOVATION, NEW PRODUCTS & SERVICES, & E-COMMERCE 3 Credits**

The viability of a business entity is based in part on its ability to innovate by marketing new products and/or services to accommodate rapid changes in tastes, technology, and competition and E-Commerce distribution. The innovation concepts will include breaking free from tradition, while thinking outside the box, and the emerging technological trends necessary to be competitive in E-Commerce. Students will also be introduced to the new product processes of idea generation, consumer research and R&D interface, concept and product testing, product launch, and product life-cycle management.

#### **MBA 648 EQUINE ENTREPRENEURSHIP 3 credits**

This course will provide students with a comprehensive understanding of entrepreneurship within the equine industry. Students will explore the process of creating and managing successful equine businesses, covering topics such as business planning, marketing, finance, and management. The course will emphasize hands-on learning through case studies, guest speakers, and practical assignments.

### **MBA 651 EQUINE LAW AND ETHICS 3 credits**

This course will give students an in-depth understanding of equine law and ethics. The course will focus on the legal and ethical issues surrounding equine activities, equine welfare, and the equine industry. Students will explore various topics, including liability, contracts, insurance, property rights, and animal welfare. They will also develop a strong foundation in the principles of ethical decision-making within the equine industry.

### **MBA662 FINANCIAL DECISION MAKING 3 Credits**

This course explores the advanced theoretical concepts and practical applications associated with financial management in general and specifically on capital budgeting and the long-term financing of investment alternatives. Under the assumption of an environment of capital rationing, a particular emphasis is placed on improving decision making through the integrated application of the many aspects of the capital budgeting process to include: forecasting relevant after-tax cash flows, applying a cost of capital to assess project viability and planning to maintain an ideal capital structure while seeking the maximization of stockholder wealth.

### **MBA688 HUMAN BEHAVIOR IN ORGANIZATIONS 3 Credits**

This course examines the principles and practices pertaining to human behavior and organizational development. Motivation and leadership issues are studied as they impact the organization and the individual; in turn, the characteristics of individuals and group dynamics are considered as they impact organizational performance. Specific topics relate to micro and macro organizational behavior.

### **MBA690 STRATEGIC THINKING IN ORGANIZATIONS 3 Credits**

Through this capstone course, the student uses a process of strategic planning by drawing together the knowledge from various functional areas of an organization to enhance analysis of business in profit and non-profit settings. The course examines the vast array of strategic management tools that enable managers to evaluate traditional and contemporary strategies in an attempt to develop a strategic planning process. This course emphasizes the interacting and diverse interests of shareholders, managers, customers, employees, and the broader societal stakeholders of the organization. Finally, the role of politics and leadership style are examined in the implementation of strategy.

### **MBA691 & 692 PRACTICUM I & II: AN INTEGRATED CONSULTING PROJECT 6 Credits\***

A two term team based project that provides students with professional career-related experience. It is designed to synthesize knowledge and direct it towards the investigation of a specific business problem. This is not an internship but an actual consulting project staffed according to client needs and student skills. Projects are chosen from problems that corporate sponsors request students to solve.

*\* Equine entrepreneurship students work individually or with a team of students to solve a business problem facing a local equine-related business. This is an opportunity for students to craft a practical experience surrounding their specific interests.*