HOWARD PAYNE UNIVERSITY

THE SCHOOL OF BUSINESS

MASTER OF BUSINESS ADMINISTRATION

OVERVIEW

The School of Business offers a quality educational experience within a Christian environment. Students will learn the language, techniques, and functions involved in today's business environment. They will develop critical thinking skills, oral and written communication skills, and analytical skills for business applications in a societal context from a Christian perspective. Students will gain an understanding and appreciation for the American Free Enterprise System as the force that has made possible the opportunity and realities of growth that American business has experienced. Below you will find all the courses offered within HPU's School of Business and their descriptions.

COURSE DESCRIPTIONS

Accounting

ACC 5311: Managerial Accounting

Examine how accounting information supports management decisions and organizational improvement. Topics include product costing, cost analysis, budgeting, and continuous improvement, with an emphasis on using financial information to understand business operations.

ACC 5312: Forensic Accounting

Learn approaches used to investigate suspected financial fraud and examine financial evidence. The course introduces the concepts and analytical techniques involved in forensic accounting.

ACC 5313: Taxation and Economic Behavior

Explore how taxation influences choices made by individuals and organizations. Students consider the economic effects of tax decisions and the approaches used to manage tax consequences within broader financial plans.

Finance

FIN 5313: Financial Management

Study how organizations manage financial relationships and resources. Topics include financial reporting, capital markets, financial instruments, working capital, and interactions with the people and institutions that have a stake in the business.

FIN 5314: Investments
Examine investment choices and how investors weigh risk and value. Students study value and index investing, financial markets and instruments, and the role of investments in a broader financial plan.

FIN 5315: International Finance
Explore the financial issues that arise when business crosses national borders. Students examine global financial markets and institutions, central banks, monetary policy, and exchange rates.

Management

MGT 5312: Management
Take a graduate-level look at planning, organizing, leading, and controlling business activities. Students examine the management of people and organizational resources within changing economic and social conditions.

MGT 5314: Business Ethics
Consider the ethical responsibilities that accompany professional and organizational decisions. Students examine ethical challenges, personal values, and organizational integrity, then connect their perspectives to career goals and professional conduct.

MGT 5317: Entrepreneurship
Study the process of recognizing an opportunity and turning an idea into something useful and financially viable. The course considers innovation, risk, and the decisions involved in moving from concept to business activity.

MGT 5318: Legal Environment of Business
Examine the legal setting in which organizations operate and the decisions business professionals must make within it. Students also consider when and how to use professional legal advice effectively.

MGT 5322: International Business
Explore the cultural and economic conditions that shape international business. Students examine trade, productivity, exchange rates, and other factors that influence decisions and growth across countries.

Marketing

MKT 5311: Marketing Management

Examine how organizations create demand and generate revenue through marketing. Students apply marketing research, product development, pricing, consumer behavior, distribution, and promotion to organizational situations.

MKT 5312: Promotional Strategy

Take a closer look at advertising and promotional planning. Students study the creative process, traditional and emerging media, and approaches such as integrated brand promotion, sales promotions, sponsorships, and product placement.

MKT 5313: International Marketing

Explore the decisions involved in marketing across national boundaries. Topics include culture, global markets, regulation, communications, social networks, and questions of responsibility and sustainability when adapting a marketing mix for international audiences.