

2018

M.B.A. with a Concentration in Enterprise Information 2018-2019

Nova Southeastern University

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M.B.A. With A Concentration in Enterprise Information 2018-2019

CONTACT US

Graduate Admissions

(954) 262-5168
800-672-7223 ext. 25168
hcbeinfo@nova.edu

Manage and Lead Enterprise-Wide Digital Transformation

Become a part of one of the first M.B.A. programs in the country that has a digitally driven focus, designed to foster learning at a level that yields actionable ideas and a new set of competencies best suited for the digital age. Our graduates are empowered to manage and lead digital transformation within an organization, including but not limited to enterprises within the domains of health and healthcare, banking, retail, and law.

Our mission: to prepare leaders to tackle the challenges and opportunities presented in the digital age, where technologies are dynamic, disruptive and ubiquitous and have the potential to completely transform the manner in which business is conducted.

- Developed by our Advisory Board of industry executives, researchers, innovators and entrepreneurs.
- Founded on NSU's Center for Collaborative Research's top-level relationships with incubator and early stage businesses, tech and pharma.
- Designed to transform students' skill sets so they are optimally prepared to address the impact of disruptive digital technologies; Graduates of the program will be in a position to be highly sought after by employers who are in dire need of these systems-oriented, analytical skill sets.

Admissions Deadlines:

Winter I 2019: December 21, 2018
Winter II 2019: March 4, 2019
Summer 2019: April 22, 2019
Fall I 2019: August 5, 2019
Fall II 2019: October 7, 2019

Program Features

- M.B.A. core courses offered weeknights or during the day on the main campus and online. Enterprise Informatics courses offered weeknights on the main campus and online.
- Program can be completed in as little as 21 months.
- Program begins five times annually with starts in August, October, January, March, and May.

For more information about the program, please contact:

The Office of Graduate Admissions

(954) 262-5168
1-800-672-7223 ext. 25168
hcbeinfo@nova.edu

Admissions

Application Requirements

- A conferred bachelor's degree from a regionally accredited U.S. institution or an equivalent degree for international applicants. Applicants that have earned a graduate degree from a regionally accredited institution with an overall GPA of a 3.0 or greater will be considered for admission.
- An overall undergraduate GPA of 2.50 or greater on a 4.00 scale as reflected on official, final transcripts from all undergraduate institutions attended.

Applicants will be considered eligible for admission if their undergraduate GPA in the final 60 hours of their enrollment is a 2.50 or greater on a 4.00 scale.

- For applicants who have earned a 2.25-2.49 cumulative undergraduate GPA or who have earned a GPA of 2.25-2.49 in the last 60 hours of their undergraduate program, a minimum GMAT (Graduate Management Admission Test) score of 450 or the equivalent score of a GRE (Graduate Record Examination) is required.
- Applicants with an undergraduate degree from a non-regionally accredited institution will be considered for admission. Such applicants must demonstrate an undergraduate GPA of 2.50 or greater on a 4.00 scale and a GMAT score of 450+ or the equivalent score of the GRE.
- For those applicants whose native language is not English or the bachelor's degree was not completed in English, a language proficiency will be required.
- Students can connect wirelessly on campus, and laptops are encouraged in the classroom – for taking notes, instructor-led exercises, and working in groups. Students are not required to purchase a particular brand of computer. However, please remember that College-provided software runs on Windows platforms. Students who use Macs will need windows emulation capability and must secure their systems using antivirus and antispyware programs. Recommended minimum computer specifications: Windows 7 or 8/8.1 operating system, MS Office, and 6GB RAM, 125GB hard drive.
- Resume
- Interview

Required Documentation

1. Completed [Master's Application for Admission](#) and non-refundable \$50 application fee.
2. Official transcripts from all colleges and universities previously attended. The applicant's bachelor degree transcript must show degree conferral date in order to be evaluated for admission consideration. If graduate degree has been earned, the transcript must show degree conferral date in order to be evaluated for admission consideration. Electronic transcripts can be sent to electronictranscript@nova.edu or by mail at:

Nova Southeastern University
Enrollment Processing Services (EPS)
Attn: H. Wayne Huizenga College of Business and Entrepreneurship
3301 College Avenue
PO Box 299000
Fort Lauderdale-Davie, Florida 33329-9905

Curriculum Guide

Total credits: 40-49

M.B.A. Core Courses (22-31 total credits)

ENTERPRISE INFORMATICS CONCENTRATION COURSES (18 TOTAL CREDITS)

- QNT 5475 Data Management**
- QNT 5485 Data Mining and Predictive Analytics Fundamentals**
- EIN 5100 Managing Enterprise Architecture**
- EIN 5200 Managing the User Experience**
- EIN 5300 Capstone in Enterprise Informatics**

XXX XXXX Open elective course in HCBE (excludes courses with ACT, CHS, PUB and TXX prefixes)

Current students: Please consult your Academic Advisor for program requirements or access SharkLink for your CAPP report. Program requirements are subject to change, and your Academic Advisor or CAPP report can provide you with the courses required for your catalog term.

M.B.A. Core Courses

EACH OF THE FOLLOWING IS REQUIRED (22-31 TOTAL CREDITS)

- ACT 5001 Introductory**
- Accounting* FIN 5008 Business**
- Finance****
- QNT 5000 Foundations of Business Statistics****
- MGT 5001 Developing Academic and Career Success*****
- MGT 5105 Managing Organizational Behavior in a Dynamic and Complex**
- World*** MKT 5125 Marketing Decisions for Managers**
- FIN 5130 Financial Management**
- ACT 5140 Accounting for Decision Makers**
- ISM 5150 Information Systems Strategy and Data**
- Management QNT 5160 Data Driven Decision Making**

MGT 5170 Applying Strategy for Managers

* Course may be waived at the discretion of the department chair or designee. Waivers will only be considered when an equivalent course with a grade of C has been earned in the past 10 years

** Waivers will only be considered when an equivalent course with a grade of B- has been earned in the past 5 years

*** Students must take MGT 5001 and MGT 5105 in their first term.

Current students: Please consult your Academic Advisor for program requirements or access SharkLink for your CAPP report. Program requirements are subject to change, and your Academic Advisor or CAPP report can provide you with the courses required for your catalog term.

Course Descriptions

Full-Time professionals are available to discuss course content in greater detail with you. Simply contact your Admissions Manager at 800.672.7223 Ext. 25168 or use the Contact Us link.

ACT 5001 Introductory Accounting (3.00 cr.)

An accelerated introductory course stressing the essential elements of accounting skills that will be used in the master's degree program. Managerial uses of accounting data and preparation of financial statements will be covered in this course. Course satisfies program prerequisite of financial accounting for master's degree programs.

ACT 5140 Accounting for Decision Makers (3.00 cr.)

This course focuses on the various ways decision makers in all organizations can use accounting information. The focus is NOT to train students to produce accounting information. Rather, the focus is to train students to interpret, evaluate, and use accounting information. Accounting information can be used to support a variety of real world decisions, including evaluating an organization's financial position, planning future activities (short and long-term), motivating behavior, and evaluating performance. We will discuss both financial accounting (focusing on external users of accounting information) and managerial accounting (focusing on internal users of accounting information). We will also discuss the regulatory environment that governs financial accounting. We will discuss international accounting issues such as International Financial Reporting Standards (IFRS) and transfer prices. Prerequisites: ACT 5001 or equivalent and QNT 5000 or equivalent with grade of B-or better and no older than 5 years.

FIN 5008 Business Finance (3.00 cr.)

An accelerated introductory course stressing the essential elements of finance knowledge. Course satisfies program prerequisite of finance for master's degree programs. Financial management as it applies to organizations, time value of money concepts and applications, discounted cash flows and securities valuation will be covered in this course as well as preparation of financial statements and managerial uses of accounting data.

FIN 5130 Financial Management (3.00 cr.)

Students will gain a working knowledge of financial management by learning to develop a systematic approach to financial analysis; to apply techniques for planning, forecasting, and managing; as well as to evaluate and recommend improvements in the organization's financial performance. Prerequisite Change: FIN 5008 or FINP 5008 or equivalent with a grade of B- or better. Prerequisite courses can be no older than 5 years

ISM 5150 Information Systems Strategy and Data Management (3.00 cr.)

Information and communication technologies and their strategic application in business processes are essential components of today's global business environment. This course explores the use of information systems and data management in a business setting to build innovative business models and systems, optimize business processes, capture and leverage valuable data, and deploy strategies for creating competitive advantage. The implementation and use of these systems to build strategic partnerships and customer relationships are also discussed.

MGT 5001 Developing Academic and Career Success (1.00 cr.)

This course focuses on preparing students for academic and career success. Topics include working effectively in teams, academic writing and research skills, networking, business ethics, social responsibility, sustainability and leadership qualities for effective performance in the work place. Through formal and informal interactions with faculty and business leaders, students will examine, explore and practice skills necessary to perform successfully in their academic and professional life.

MGT 5105 Managing Organizational Behavior in a Dynamic and Complex World (3.00 cr.)

Students will gain a thorough understanding of individual, group and organizational behavior. Students will utilize this knowledge to build practical skills in leading individuals and teams to high performance. Through a variety of teaching methods, students will learn to diagnose their business environment, identify and analyze problems, and develop sound, creative and socially-responsible solutions to help their organizations thrive in a complex and uncertain world.

MGT 5170 Applying Strategy for Managers (3.00 cr.)

Students will integrate knowledge across the fields studied in the MBA program and apply entrepreneurial and strategic practices to organizations of varying sizes. The goal is to create value for the organization and shareholders and ensure sustainable growth. Students will use critical thinking skills to formulate, implement and evaluate strategic decisions in a dynamic, competitive, regulated, global environment. Throughout the course, students will apply strategic management concepts to real world and simulated situations and assess the effect on competitive advantage. Prerequisites: MGT 5105 or MGT 5020, and MKT 5125 or MKT 5070, and FIN 5130 or FIN 5080 or FIN 5970 or FIN 5805, and ACT 5140 or ACT 5060 or ACT 5809, and ISM 5150 or ISM 5085 or ISM 5014, and QNT 5160 or QNT 5040.

MKT 5125 Marketing Decisions for Managers (3.00 cr.)

Students will gain a working knowledge of the decisions marketing managers make by learning to think strategically. Students will develop marketing plans aligning marketing decisions and strategies. Students will be able to implement marketing decisions to optimize customer and organizational value.

QNT 5000 Foundations of Business Statistics (3.00 cr.)

This course covers collection, description, analysis, interpretation, and presentation of data to support business decision making. Probability distributions, central limit theorem, statistical inference for uni-variate data; correlation analysis and introduction to linear regression modeling and their application to real world business problems are discussed. The data analysis capabilities of Microsoft Excel are integrated throughout the course.

QNT 5160 Data Driven Decision Making (3.00 cr.)

Data is rapidly becoming one of our most important and valuable business assets. This course covers the concepts and practices of decision-making with the application of analytical methods that can leverage the value of that data. Students will gain a working knowledge of various quantitative models and techniques such as simulation, queueing and forecasting. Emphasis will be given to decisions that must be made in a real world environment where the explicit consideration of risk and uncertainty is a critical factor. Decision-making applications will include operational areas such as capacity planning, demand management, and inventory control. Prerequisites: QNTP 5000 or QNTP 5002 with a grade of B- or better and FINP 5001 or FINP 5008 with a grade of B- or better. Prerequisite courses can be no older than 5 years.

Course Descriptions

Full-Time professionals are available to discuss the M.B.A. with a Concentration in Enterprise Informatics curriculum with you in greater detail. Simply call 800.672.7223 Ext. 25168 or contact our Enrollment Services Staff.

COURSE DESCRIPTIONS

EIN 5100 Managing Enterprise Architecture (3.00 cr.)

Managing Information systems architecture development and implementation requires translating user needs into system specifications and articulating those specifications through the systems implementation process. This course takes a uniquely holistic viewpoint that is organizationally strategic, integrating business and technology planning. This course is designed to give students the opportunity to learn the basic knowledge and skills to manage the design, development, and implementation of interoperable enterprise information systems in diverse industry application areas of health, health care, tourism, hospitality, banking, law, and retail. The course will cover the systems development lifecycle, including problem definition, feasibility analysis, logical model, system architecture and implementation. A major goal is to help to develop the communication, analysis and management skills needed to work in teams and to develop and implement information systems that meet users' needs.

EIN 5200 Managing the User Experience (3.00 cr.)

The objective of this course is to learn how to utilize fundamental principles of user centered design to optimize interactive system designs that accommodate and enhance the capabilities of the human user. At the completion of the course, the student will be able to: 1) Describe a system in terms of system component functions; 2) Apply design and implementation protocols; 3) Perform interactive systems design, including user-centered design, task analysis, contextual inquiry, and systems prototyping; 4) Learn how to develop tests of performance: from conceptualization through construction, piloting, analysis, and replication; 5) Assess neuropsychological and psychomotor task performance. 6) Construct models of human performance during interactive computing; 7) Perform cognitive modeling. 8) Understand the process, scope, and limitations of various approaches to system evaluation, such as Cognitive

Walkthrough, Heuristic Evaluation, Heuristic Walkthrough, and Usability Testing; and 9) Perform system evaluation using biometric indicators.

EIN 5300 Capstone in Enterprise Informatics (3.00 cr.)

Capstone experience that integrates knowledge derived from all programmatic courses into significant project work, including foci on diverse industry application areas of health, health care, tourism, hospitality, banking, law, and retail.

QNT 5475 Data Management (3.00 cr.)

This course provides an overview of principles, practices and technologies required for data management across the data life-cycle. The course discusses design and maintenance of computer-based organization memory, data modeling, data structure and storage, data processing architecture, data integrity and data administration. The specific challenges related to use and management of big data will be addressed. Students will also gain experience with tools and techniques for the management of data and use of database technologies.

QNT 5485 Data Mining and Predictive Analytics Fundamentals (3.00 cr.)

This course introduces analytical methods used to convert large information repositories into effective sources for decision-making. Students will learn fundamentals of predictive analytics and data mining methods for business applications, gain understanding how to use tools to mine large amounts of data and build models to predict future events, and practice using analytical techniques to make recommendations that can improve business outcomes and impact strategic decisions.

Prerequisite Courses

The following prerequisite courses are built into the M.B.A. core curriculum.

ACT 5001 Introductory Accounting*

FIN 5008 Business Finance**

QNT 5000 Foundations of Business Statistics**

* Course may be waived at the discretion of the department chair or designee. Waivers will only be considered when an equivalent course with a grade of C has been earned in the past 10 years

** Waivers will only be considered when an equivalent course with a grade of B- has been earned in the past 5 years

Students have two options for satisfying a program prerequisite course:

Complete course(s) offered by the H. Wayne Huizenga College of Business and Entrepreneurship;

Complete a proficiency examination administered by a testing organization that has national recognition, such as CLEP and DANTES. Students selecting this option must complete the requirements within their first two semesters with HCBE. After the second semester, courses must be completed with HCBE. Official transcripts must be received by the office of Academic Advising one week prior to students seeking to register for courses requiring the prerequisite requirement.