American University of Cote D’Ivoire (AUCI)

**Core Courses - MBA- Master of Business Administration**

**MBA600 Organizational Leadership Development**

This course deals with the theoretical knowledge and application of organizational behavior and Leadership thoughts. The goal is to assist student to develop management skills to make effective decisions and inspire other individuals to accomplish their tasks efficiently. In this course student will learn how to direct the behavior of others towards achieving a common goal.

**MBA605 Business Ethics and Social Responsibility**

This course focuses on the application and importance of ethics and social responsibility in business setting. Its main objective is to increase students’ understanding of ethical issues in business environment and to offer students with useful theoretical tools to guide analysis and decisions. This course also equips students to recognize, think critically and solve ethical issues they are likely to face in the work environment, at the individual, organizational and societal levels.

**MBA 610 Macroeconomics Seminar**

This Course helps students to understand relevant macroeconomic issues such as economic growth, inflation, fiscal and monetary policies, unemployment, consumption, and investment level. Other models such as the marginal propensity to consume and to save will be learned.

**MBA 615 Management Accounting**

This course is vital to improve a manager’s ability to make sound financial decisions. Its main purpose is to assist students to better understand the concepts and techniques of management accounting. These topics will be examined in the context of a fast-changing global market to show the interaction of management accounting and the business processes. "Cost behavior", "Cost Management Systems" and "Decision-Making" are the key issues that will be examined. Accounting procedures such as "Budgeting", "Variance Analysis" and "Management Control System" are used to make effective accounting decisions.

**MBA 620 Marketing Strategy**

This course focuses on logical and decision-making procedures involved in formulating, controlling and implementing strategic marketing for a product market entry. It encompasses discussions of competitors, customers and environmental analysis such as market segmentation and targeting; competitive positioning; implementation and control. It also shows how marketing interrelates with other levels of strategy and other functional business departments within an organization. Finally, this course will provide the students with an intrinsic understanding of the development and claim of strategic approaches of marketing.

**MBA 625 Management Strategy**

In this course, the value and procedures of strategic management are appraised. It will give an opportunity to students to integrate and apply their prior learning to strategic decision making in companies. Students will learn how to formulate a vision and mission statement, examine principles, techniques and models of organization and environmental analysis. They will debate the theory and practice of strategy formulation and implementation such as corporate governance and business ethics for the development of effective strategic leadership.

**MBA 630-Financial Management**

A study of the company’s acquisition and financial activities such as working capital management, capital structure strategies, capital budgeting, and valuation theory. The practical application of financial policy is stressed for decision-making purposes.

**MBA 635 Managerial Data Analysis**

This course examines the concepts, theories, problems, and practices of data management. Focus is on managerial procedures for effective data management in both goods-producing and service -execution companies. Subjects include process design, capacity planning, operations strategy, facilities location and design, forecasting, production scheduling, inventory control, quality assurance, and project management. The topics are combined using a systems model of the operations of a company.