

# BUSINESS ADMINISTRATION (ADMN)

University of New Hampshire Peter T. Paul College of Business and Economics

## Degree Offered: MBA

*Programs available in Durham, Manchester, and Online.*

### A nationally ranked MBA program that YOU design.

Earn your MBA from Paul College at the University of New Hampshire, the state's flagship university. What sets us apart is our distinct combination of rigor, relevance and world-class faculty. Our students come from various industries and functional areas like finance and marketing to engineering, law, healthcare and the military. Some are seeking growth within their current organizations, while others are looking to gain the skills and knowledge to change professions. You will fit right in.

### We stand out from the competition:

- We are one of only 5 percent of business schools worldwide to hold AACSB (Association to Advance Collegiate Schools of Business) accreditation - the gold standard in business education.
- Our research-active faculty brings the analytical tools and cutting edge insights to teaching and our former executives and managers bring real world perspective.
- International and New York City residencies are built into the Full-Time MBA curriculum.
- MBA programs are offered in Durham, on New Hampshire's seacoast, and in Manchester, the state's urban center - both situated an hour north of Boston - or 100 percent online.
- Beginning with a core curriculum focused on today's business needs, you can customize your education by choosing one of six industry-focused specializations - finance, information systems & business analytics, marketing, global business, growth & innovation, and hospitality management.
- We have a dedicated Career and Professional Success office to help you chart your post-graduation course.

### Our Programs

#### Full-Time MBA

If you are able to step away from your full time career and you want to expedite reaching your next career goal, then the UNH Paul College Full-Time MBA program is for you. A small cohort of like-minded individuals who are equally driven to excel will become your teammates. Completing your MBA in less than one year is a great return on your investment of both time and money. The core curriculum includes 11 courses that grow your skills in multiple areas of management, five electives, and specialized options. The college also integrates strong partnerships with the corporate community and a corporate consulting project culminates your experience.

#### Part-Time MBA

If you are a working professional who enjoys taking classes face-to-face, with online classes also available, then our nationally ranked Part-Time MBA is for you. This innovative program offers evening classes taught at our Durham and Manchester campuses as well as the flexibility to

take classes online. Taught by the same great faculty as our full-time program, the Part-Time program allows you to take classes at a pace that works for your life, earning your degree in as little as two years. The curriculum includes 9 core courses and seven electives. Start your program in August or in January.

### Online MBA

Our nationally ranked Online MBA program has everything the part-time program offers with the bonus of taking classes from anywhere around the world. It has rapidly become our most popular MBA model. The curriculum is identical to the part-time program allowing students to mix and match online and/or face-to-face course offerings. The same great faculty who teach in our other programs teach classes asynchronously adding to the flexibility of the online option. The quality of our student and faculty engagement and the services and technology support available make our online program stand out. Start your program in fall, winter, or spring.

## Admission Requirements

A portfolio approach to admissions is utilized in which an applicant's work and/or military experience along with other indicators of maturity, motivation, and self-discipline, are considered in addition to an applicant's academic record.

- Two years minimum professional experience; current seniors with high academic qualifications may apply
- 3.0 minimum undergraduate GPA

<https://paulcollege.unh.edu/mba>

## Programs

- [Business Administration and Juris Doctor Dual Degree \(M.B.A./J.D.\)](#)
- [Business Administration: Full-Time \(M.B.A.\)](#)
- [Business Administration: Online \(M.B.A.\)](#)
- [Business Administration: Part-time \(M.B.A.\)](#)
- [Hospitality Management \(Graduate Certificate\)](#)

## Courses

### Administration (ADMN)

#### ADMN 827 - Hospitality Operations & Financial Metrics

##### Credits: 3

This course applies principles of organization, management and decision models to the challenges of hospitality operations. These include problem-solving techniques related to planning, staffing, communications, and operations. Topics: hospitality systems thinking-service design; service product lifecycle evolution and development; hospitality organizational structure and service system procedures; integrated hospitality operational diagnostics; and operational performance metrics. Students apply this knowledge in a simulated hotel environment, taking the Certified Hotel Industry Analyst (CHIA) exam to receive CHIA designation.

**ADMN 828 - Hospitality Asset and Financial Management**

**Credits:** 3

Asset management involves managing the business investment to achieve ownership's specific objectives. Students learn to administer/renegotiate management contracts, real estate development processes, evaluate capital expenditures/manage their execution, monitor expenses to reduce costs, and different valuation methods in the hospitality industry. Students learn to benchmark a property's revenue and expense performance against the market, perform asset risk analyses under current market conditions, and evaluate various refinancing opportunities to reduce debt costs or free up capital for other uses. Prereq: ADMN 930.

**ADMN 829 - Corporate Financial Strategy**

**Credits:** 3

Analytical tools and practical skills for recognizing and solving complex problems of business finance. This course covers the major decision-making areas of managerial finance and some selected topics in financial management such as real options, leasing, mergers and acquisitions, corporate re-organizations, financial planning, and working-capital management. Prereq: ADMN 930.

**ADMN 830 - Investments**

**Credits:** 3

This course covers several topics related to investing, including asset pricing models, efficient models, efficient markets, portfolio theory, stock analysis and valuation, fixed income securities, and derivatives. Prereq: ADMN 930.

**ADMN #832 - Exploration in Entrepreneurial Management**

**Credits:** 3

Examination of the management of change and innovation especially the role of entrepreneur in managing new ventures. Uses case analysis, guest speakers, and business plan preparation to study the characteristic behavioral, organizational, financial, and market problems of entrepreneurs and new enterprises.

**ADMN 834 - Private Equity/Venture Capital**

**Credits:** 3

Covers the financial aspects of new venture creation. Early stage private equity market and mechanisms available for financing the entrepreneurial venture, from seed and startup financing to initial public offering. Includes financing stages from both entrepreneur's and the investor's perspective. Focus on U.S., Europe, and Asian markets. Pre- or Co-req: ADMN 930.

**ADMN 835 - Financial Institutions**

**Credits:** 3

Examination of financial institutions and markets. Emphasis on how institutions create, value, the regulatory environment under which they operate, and the role of risk management. Prereq: ADMN 930 or consent of instructor.

**ADMN 840 - International Business**

**Credits:** 3

Issues and problems confronting managers in the international economy. Emphasis on problems of working across national borders rather than on those encountered within the framework of different national economies, cultures, and institutions for managers working in a multinational enterprise. Prereq: ADMN 970.

**ADMN 841 - International Management**

**Credits:** 3

Develops an understanding of international business from the point of view of management and leadership, human resource management, and organizational structure and change. Emphasis on cultural impact on management thinking and business practice and on skills for managing effectively in international and multicultural environments. Prereq: ADMN 912.

**ADMN 842 - Project Management**

**Credits:** 3

Project management is the discipline of using established principles, procedures and policies to successfully manage a project from conception through completion. Project management techniques improve cost and schedule predictability and the quality of project results, and expertise in project management is a recognized source of competitive advantage. This course will provide student with an understanding of, an opportunity to develop skills in project management through readings, case studies, individual assignments, and a team project.

**ADMN 845 - Supply Chain Management**

**Credits:** 3

The purpose of this course is to learn how to design, plan, and operate supply chains for competitive advantage; to develop an understanding of how the key drivers of supply chain operations (inventory, transportation, information, and facilities) can be used to improve performance; and to develop knowledge of logistics and supply chain methodologies and the managerial context in which they are used. Pre- or Co-req: ADMN 940.

**ADMN 846 - International Financial Management**

**Credits:** 3

Financial management problems facing multinational firms. Focus is on identifying and managing foreign exchange rate exposures and making financial decisions in a global context. Prereq: ADMN 930.

**ADMN 847 - Human Resource Management**

**Credits:** 3

This course will explore key human resource management functions and the strategic role human resources play in maximizing the value of the workforce. Managing talent is a responsibility of every manager, in partnership with HR, and vital to organizational success. The course addresses concepts from an HR perspective, considering HR systems and practices, and drawing on examples from the field of Hospitality Management.

**ADMN 852 - Marketing Research**

**Credits:** 3

Focuses on identification of research questions and objectives as well as collection and analysis of data to improve marketing decision making. Covers qualitative and quantitative methods, internal and external secondary data, sampling, analytical methods, and reporting.

**ADMN 858 - Revenue Management and Pricing Strategies**

**Credits:** 3

Revenue management is increasingly important in hospitality management. This course is for those interested in learning more about formulating tactics and strategies to maximize revenues for their organizations. The course will prepare students for roles responsible for financial performance and operation. Topics include history of revenue management, reservation systems, forecasting demand, inventory control, cost analysis, pricing strategy, channel management, revenue management tactics (i.e., overbook, discount allocation, and demand management and applications). Appropriate for any business application. Prereq: ADMN 960.

**ADMN #859 - Managing Technological Innovations****Credits:** 3

This course explores the formulation of technological innovation strategy by using case-based examples and technological frameworks to identify industry- and firm-level patterns of innovation and organizational characteristics that promote innovativeness. Prereq: Two core ADMN 900 level courses.

**ADMN 860 - International Marketing****Credits:** 3

This course examines marketing practices in a global environment. The course assumes familiarity with marketing management and utilizes this as a base to develop insights and understanding in an international context. Special emphasis is placed on how to develop global marketing strategies, adaptation of marketing execution (communications, products, pricing, channels), and multinational and global structuring of the marketing and sales organization. Pre- or Coreq: ADMN 960.

**ADMN 863 - Marketing Analytics****Credits:** 3

Marketing Analytics is the art and science of developing and utilizing quantitative marketing decision models to plan, implement, and analyze marketing strategies and tactics. The course is primarily designed for graduate students who have already acquired basic data analysis skills as well as principles of marketing. Using marketing cases and related exercises tied to Marketing Engineering for Excel (ME-EL), students will develop marketing plans in various decision contexts. Specifically, this course will introduce a wide variety of quantitative models to improve marketing decision making in such areas as market response, customer segmentation/targeting, product/brand positioning, new product development, and allocation of marketing mix expenditures. Prereq: ADMN 960.

**ADMN 864 - New Product Development****Credits:** 3

Provides a practical introduction to the process of designing and marketing new products. Covers the major phases of market-focused product development from idea to launch, including opportunity identification and market definition, customer research and product concept development, pre-marketing testing and launch marketing. Presents proven approaches and techniques used in new product development. Allows student teams to apply lessons to the development and testing of new product concepts. Pre- or Co-req: ADMN 960.

**ADMN 865 - Digital Marketing****Credits:** 3

As technology has changed, so have the ways consumers acquire information about goods and services. Marketers must be able to engage with their customers via a variety of digital platforms. This course develops the digital marketing skills that will enable success in today's marketing environment. We cover a number of topics including (but not limited to) website and search engine optimization, email marketing, social media, paid search, mobile marketing, customer persona development, and influencer marketing.

**ADMN 872 - Predictive Analytics****Credits:** 3

This course will focus on modern predictive analytic techniques. Each module is designed to introduce a set of statistical techniques and their application to real data from various business fields. The course will focus on 4 broad topics 1) Finding the most appropriate model for the data, 2) selecting optimal set of predictors, 3) reducing dimensionality of the data, 4)improving prediction performance. Programming using R, open source software, is fundamental to the course. Prereq: ADMN 950 or permission.

**Mutual Exclusion:** No credit for students who have taken DATA 822.**ADMN 873 - Data Management and Visualization****Credits:** 3

With improvements in computing technology and the ability to generate/collect vast amounts of data, many organizations are quickly finding themselves data rich yet information poor. The goal of this course is to expose students to techniques and technologies that will enable them to become key players in helping organizations transform unstructured and structured data from various sources including, social media, the web, databases and archival data, into meaningful and insightful information facilitating effective decision making. Prereq: ADMN 926 or permission.

**ADMN 875 - Prescriptive Analytics****Credits:** 3

This course is concerned with the final frontier of business analytics, and develops student knowledge of the uses of descriptive statistics and forecasts to find and suggest optimal courses of action, focusing on the development and use of optimization and Monte-Carlo simulation models for making quantitative business decisions. Optimization topics include linear and mixed-integer programming, network flow optimization, and nonlinear optimization. Application areas include operations & supply chain management, marketing, and finance. Prereq: ADMN 950.

**ADMN 882 - Managing Growth and Innovation****Credits:** 3

This course deals with central concepts and applications at the intersection of technological innovation, organizational growth, and corporate entrepreneurship or intrapreneurship. Building an organization to achieve high growth and successfully and repeatedly bring innovations to market is a daunting managerial challenge. The first part of the course examines why it is so challenging to maintain sustained growth in disruptive environments. In the second part, the course takes a look at technological innovation as a lever that can help firms achieve sustained growth, by providing a number of applied tools, frameworks, and practices managers can use to manage growth and innovation in their organizational contexts.

**ADMN #888 - Strategic Pricing****Credits:** 3

The overall objective of this course is to provide students with the know-how and tools to make pricing decisions that align with the firm's strategy, drive profitability, and lead to sustainable competitive advantage. This course focuses on thoroughly understanding and articulating the monetary and psychological value drivers of the firm's value proposition, applying appropriate monetary equivalents, and successfully communicating these to the purchaser. Rather than seeking to "optimize" prices for the short run, this course takes a longer-term view of managing markets strategically. Prereq: ADMN 960.

**ADMN 898 - Topics****Credits: 3**

Special Topics; may be repeated. Pre- and co-requisite courses vary. Please consult time and room schedule for the specific 898 topics section you are interested in for details.

**Repeat Rule:** May be repeated up to 4 times.

**ADMN 901 - PAUL Assessment of MBA Core Knowledge****Credits: 0**

One of the learning objectives in the MBA Program is that all students will graduate with an understanding of these core knowledge assembled from various disciplines that contribute courses to the program. We assess the learning as part of our Assurance of Learning Program. This zero credit course provides an administrative mechanism for accomplishing this goal.

**ADMN 902 - MBA Internship I****Credits: 2**

The internship provides an opportunity for MBA students to gain business experience in a professional setting, applying their course-based learning to challenges in a business or non-profit enterprise. Students explore the relationship between theory and practice while completing at least 250 hours of time on site. Required of all full-time MBA students except those with more than two years of post-baccalaureate professional work experience. The internship is normally completed in E-Term V. Cr/F.

**ADMN 903 - MBA Internship II****Credits: 1**

The internship provides an opportunity for MBA students to gain business experience in a professional setting, applying their course-based learning to challenges in a business or non-profit enterprise. Students explore the relationship between theory and practice while completing at least 250 hours of time on site. Required of all full-time MBA students except those with more than two years of post-baccalaureate professional work experience. This is the second part of the internship course, usually taken in Term V, after taking ADMN 902 in Term IV.

**ADMN 905 - Corporate Consulting Project I****Credits: 3**

Designed to enhance student's field and research experience. Students work with faculty and Corporate Roundtable members on projects that apply and integrate concepts learned in class.

**ADMN #906 - Corporate Consulting Project II****Credits: 3**

Designed to enhance student's field and research experience. Students work with faculty and Corporate Roundtable members on projects that apply and integrate concepts learned in class.

**ADMN 912 - Managing Yourself & Leading Others****Credits: 3**

Uses the evidence from behavioral science to develop an understanding of individual and work group dynamics in relation to personal and group effectiveness in diverse organizations. Case studies, group projects and personal application will provide students with the opportunity to put theory into practice as they learn to understand individual differences, lead teams, enhance their personal influence, and plan to lead employees, teams and organizations during times of rapid change.

**ADMN 919 - Accounting/Financial Reporting, Budgeting, and Analysis****Credits: 3**

An introduction to the preparation and interpretation of financial information, with emphasis on the use of accounting information for management decision-making. It highlights the guiding principles by which accounting reflects the underlying economic events. It also focuses on reporting and measurement issues that help managers make better decisions.

**ADMN 926 - Leveraging Technology for Competitive Advantage****Credits: 3**

Building competitive advantage depends on a company's ability to strategically and tactically manage its information systems. Information technology is quickly expanding its importance in the business models and operations of companies. Managers in today's world depend on accurate, accessible and useful information to make decisions. The course provides the student with an understanding of the strategic role of information technology and its use within the enterprise to create sustainable competitive advantage for the organization.

**ADMN 930 - Financial Management/Raising and Investing Money****Credits: 3**

Focuses on financial decision making to maximize shareholder value. Course concepts are integrated into the standard theories of risk and return, valuation of assets and market efficiency and risk management. Students are expected to develop dexterity with financial decision tools and models, the quantitative elements of this course. Prereq: ADMN 919. Pre or Coreq: ADMN 970.

**ADMN 940 - Managing Operations****Credits: 3**

This course provides a foundation for dealing with managerial decisions about technology and operations issues. Based on the premise that the technology and operations can be a significant source of competitive advantage for a firm. Prepares students to identify and implement operating improvements that directly affect firm performance. Prereq: ADMN 950.

**ADMN 950 - Data Driven Decisions****Credits: 3**

Introduction to the basics of applied statistics for decision-making and for assessing risk and uncertainty. The course will mainly cover the broadly defined subjects of descriptive statistics, probability, decision trees, random variables, random sampling, hypothesis testing for continuous/categorical data and regression analysis/model building. Course delivery will be a mix of lectures, hands-on problem solving and data-driven case discussions led by students.

**ADMN 952 - Organizations, Leadership, and Environments****Credits: 3**

Examines both private and public institutions as open systems whose effectiveness depends on the design of internal structures and cultures to fit external demand, opportunities and threats. Develops students' analytic and diagnostic skills as designers of ethical and socially responsible organizations. Prereq: ADMN 912.

## Faculty

See <https://paulcollege.unh.edu/directory/all>

### **ADMN 953 - The Social Power of Leadership in the 21 Century**

**Credits:** 3

The goal of this cross-disciplinary course is to develop students' deep understanding of the dynamic, mutually reinforcing power of leadership follower relations in modern organizations - including both toxic and beneficial processes and outcomes. Readings draw on the literatures from business, social sciences, and philosophy to illuminate the complexities of leading in 21st century corporations, public service organizations, institutions of higher learning, and government agencies. A diverse cross-section of students from doctoral and master level programs across all UNH schools, colleges, and departments participate in the course in order to most broadly examine how the leader-follower relationship can succeed or fail in its pursuit of organizational strategies and objectives.

### **ADMN #956 - Managerial Decision Making**

**Credits:** 3

The use of quantitative information as an aid in the decision making process. A thought process and an approach to the analysis of, and providing recommendations for, a complex decision making situation. The course is a combination of a lecture, class discussion, problem solving, project presentations and "unstructured" decision making problem approach. Prereq: ADMN 926; ADMN #956 can be taken concurrently with ADMN 926.

### **ADMN 960 - Marketing/Building Customer Value**

**Credits:** 3

Serves as the core marketing course in the MBA program. Provides an introduction and overview to the theory and practice of marketing. Explores the theory and applications of marketing concepts through a mix of cases, discussions, lectures, guest speakers, individual assignments, simulations, and group projects. Focuses on understanding and building customer value in consumer, business-to-business, and services settings. Examines strategic marketing elements (segmentation, targeting, positioning), as well as executional elements (pricing, channels, promotion, and value proposition).

### **ADMN 970 - Economics of Competition**

**Credits:** 3

A study of economic principles useful to business managers. Microeconomic topics include market behavior, economic costs, and economic decision-making. Macroeconomic topics include macroeconomics performance, financial markets, international trade and finance, and monetary and fiscal policy.

### **ADMN 982 - Creating Winning Strategies**

**Credits:** 3

A "capstone" course, focused on industries, companies, and other organizations in operation, and studied through the role of the strategic manager and case examples, with emphasis on integration of materials covered in prior courses, providing students with synergistic knowledge and a "strategy tool kit" to help achieve organizational purpose, excellence, and competitive advantage. Prereq: ADMN 912, ADMN 919, ADMN 930, ADMN 950, ADMN 960, ADMN 970. Prereq or Coreq: ADMN 926 and ADMN 940.

### **ADMN 992 - Special Projects and Independent Study**

**Credits:** 1-6

Projects, research, and reading programs in areas required for concentration. Sixty days advance approval of the student's plan of study by adviser and by proposed instructor required. Maximum of 6 credit, except by special permission. Variable credit.

**Repeat Rule:** May be repeated for a maximum of 6 credits.