



“What is really needed in business, the church, government, education, arts, or any other type of organization is a group of more enlightened, competent leader-managers who appreciate and understand the disciplines and interconnectedness of the world around them – who lead people with a shared sense of purpose and enthusiasm for the myriad challenges that confront them.”

- Kevin C. Eichner  
Ottawa University President

## At Ottawa University

The Executive Master's in Business Administration-Information Technology program provides students with high-quality professional advanced study in business. Courses incorporate personal values and professional ethics. For maximum flexibility for working adults, Business Administration degree program courses are offered at Ottawa University's Phoenix campus.

From large corporations to small businesses, there is always a need for good management. In addition, nonprofit organizations look for leaders with good management and business skills. A graduate degree in business is an important factor in reaching senior management ranks within most companies. Through OU's EMBA-IT program, students can qualify for jobs in the private sector, the public sector and in academics.

## Careers

The growing number of businesses either adding Internet presence or providing strictly online sales justifies the importance of a greater understanding into management of people, e-commerce and security. The foundational skills of an MBA with a focus on Information Technology is an important combination in the modern technology-based world. An MBA in Information Technology provides a competitive advantage by providing conceptual vision and advancing a business to change with technological trends.

## Future Opportunity

The U.S. Bureau of Labor Statistics projected computer and information systems management positions to increase 15% between 2012 and 2022, which was faster than average ([www.bls.gov](http://www.bls.gov)). Professionals combining both high-tech knowledge and management abilities offer companies an advanced, valuable skill set.

# Graduate EMBA - Information Technology

## Module 1 – Behavioral Courses

### BUS 7000 Organizational Behavior and Theory

Examines human behavior as it impacts the work organization. Includes theoretical foundations of motivation, group dynamics, leadership, decision-making, satisfaction and performance.

### BUS 7200 Value Systems & Professional Ethics

Study of personal and corporate value systems and decision making. Investigation of personal beliefs, purposes and attitudes, and their effects on self and others. Examines the ethical dimensions of organizational structures and practices.

One course from IT concentration.  
One course from CPT Practicum.

## Module 2 – Core Courses

### BUS 7500 Managerial Economics

Application of economic theory to managerial decision making. Emphasis on both quantitative and qualitative application of microeconomic principles to business analysis.

### BUS 7600 Managerial Finance

Application of the theories and tools used in financial decision making. Topics include present value and capital budgeting, financial analysis and forecasting, market efficiency, and capital structure.

### BUS 7700 Management of Information Systems

Examines the use of computer information systems in business organizations, with emphasis on how information technology supports business functions and aids managerial decision making. Explores current trends and emerging technologies.

### BUS 7800 Management Accounting

Explores use and application of accounting information for planning, control and decision making. Topics include cost analysis and allocation, budgeting, and behavioral aspects of accounting systems.

Two courses from IT concentration.  
Three courses from CPT Practicum.

## Module 3 - Capstone Courses

### BUS 8500 Graduate Seminar: Business Policy and Strategy

Capstone course in which participants develop a major case study of business administration issues, programs and policies in a current organization. Draws from and utilizes concepts, theories, and skills developed in previous courses. Prerequisite: Completion of all core courses in the MBA program or approval of advisor.

Two courses from IT concentration.  
Two courses from CPT Practicum.

## EMBA-IT Concentration Courses

### IT 7000 Systems Analytics and Enterprise Management

Students learn to manage and perform activities throughout an information systems development life cycle from the analysis of system requirements and system design to system implementation and operation. Advanced system development processes and the latest enterprise management methods and tools are presented.

### IT 7003 Networking Essentials and Security

Topics in this course include networking hardware and software, switches and routers, and network design technologies. Includes concepts of cyber security and security risks that affect computers and networks and explores methods and security options available to successfully protect the IT environment.

### IT 8000 Data Analytics

Course covers the essential exploratory technique for summarizing data. Modeling techniques covered include predictive modeling, also known as predictive analytics; cluster analysis, segmenting, affinity analysis, and applied predictive analytics. Course is dependent on a sound understanding of statistical analysis techniques, such as regression analysis and hypothesis testing. Prerequisite: Undergraduate statistics course.

### IT 8003 Cloud Computing

Course provides end-to-end coverage of cloud computing topics as they pertain to both technology and business considerations. Topics include fundamental cloud computing terminology and concepts; challenges and risks of contemporary cloud computing platforms and cloud services; cloud delivery and calculating cloud on premise solution costs and service level agreements (SLAs) for cloud based IT resources. Course includes hands-on exercises in topical areas.

### IT 8100 Database Architecture and Design

Course focuses on the design, development, and structuring of programs that store large collections of data. Topics include the development and implementation of software solutions to enhance business needs. Several types of databases may be used, including relational and multimedia. Also covered are programming languages such as Python and Structured Query Language (SQL) to create databases, manipulate big data sets, and generate reports.

### IT 8701-8702 CPT Practicum(s)

Students participate in a seminar led by a faculty member. Student is also required to work a minimum of 5 hours per week in a training position related to IT directly or management of IT services. Coursework in the seminar is directly tied to the performance of activities of a regularly scheduled employee in the information technology field and the student must complete a minimum of 90 contact hours with the employer during the course of the practicum and its continuation (16 weeks).

### EMBA Prerequisites

A prospective EMBA-IT student who has not satisfied the preparatory course requirements should take at least one undergraduate accounting course and one economics course with a minimum letter grade of "C" for each, or complete the MBA Math course. The prerequisite course(s) must be completed prior to enrolling in BUS 7500 Managerial Economics and BUS 7800 Management Accounting. Note that BUS 7500 and BUS 7800 are also prerequisite courses for the BUS 7600 Managerial Finance course. Your Enrollment or Academic Advisor will advise you about how to enroll in the MBA Math course should you require it.

# Graduate EMBA - Business Data Analytics



As business models become more data-driven, the way in which you collate, manage and analyze your data is more important than ever. The insights provided through advanced analytics are the most powerful tools in driving innovation, engaging customers and boosting efficiencies. They will equip business and industry to compete – and succeed – in entirely new ways.

## At Ottawa University

Competency in Business Data Analytics is now a staple in every organization as a result of the dependence on data in decision-making, the growth of e-commerce and the increase in utilization of communication channels including social networks. This program focuses on the business and management side of business data analytics. The skills acquired in this program will be more focused on the management of data and systems as opposed to the technical aspects such as software development, and quantitative analysis only.

## Careers

This degree program is designed for business professionals who must extract data to explain trends, predict future performance, determine best approaches, and explain solutions to stakeholders. With skills focused on the management of data and systems, students will be able to:

- Spark change by turning data analysis into tangible resources for decision making.
- Define business problems and translate statistical analysis into business intelligence that improves performance.
- Interpret and visualize raw data to make it digestible and accessible for business users.
- Integrate and suggest solutions that use data modeling.
- Define and align database requirements.

## Education and Qualifications

Students in Business Data Analytics desire greater business experience and specialized knowledge to lead their team or organization. They may work as business analysts or analytics managers, or they may need analytics knowledge to advance in marketing or accounting teams.

# Graduate EMBA - Business Data Analytics

## MBA Prerequisites

A prospective student who has not satisfied the preparatory course requirements should take at least one undergraduate accounting course and one economics course with a minimum letter grade of "C" for each, or complete the MBA Math course. The prerequisite course(s) must be completed prior to enrolling in BUS 7500 Managerial Economics and BUS 7800 Management Accounting. Note that BUS 7500 and BUS 7800 are also prerequisite courses for the BUS 7600 Managerial Finance course. Your Enrollment or Academic Advisor will advise you about how to enroll in the MBA Math course should you require it.

## Required Core Courses

### BUS 7000 Organizational Behavior and Theory

Examines human behavior as it impacts the work organization. Includes theoretical foundations of motivation, group dynamics, leadership, decision-making, satisfaction and performance.

### BUS 7200 Value Systems & Professional Ethics

Study of personal and corporate value systems and decision making. Investigation of personal beliefs, purposes and attitudes, and their effects on self and others. Examines the ethical dimensions of organizational structures and practices.

### BUS 7500 Managerial Economics

Application of economic theory to managerial decision making. Emphasis on both quantitative and qualitative application of microeconomic principles to business analysis.

### BUS 7600 Managerial Finance

Application of the theories and tools used in financial decision making. Topics include present value and capital budgeting, financial analysis and forecasting, market efficiency, and capital structure.

### BUS 7800 Management Accounting

Explores use and application of accounting information for planning, control and decision making. Topics include cost analysis and allocation, budgeting, and behavioral aspects of accounting systems.

### BUS 8500 Graduate Seminar: Business Policy and Strategy

Capstone course in which participants develop a major case study of business administration issues, programs and policies in a current organization. Draws from and utilizes concepts, theories, and skills developed in previous courses. Prerequisite: Completion of all core courses in the MBA program or approval of advisor.

## Required BDA Courses

### BUS 7700 Management of Information Systems

Examines the use of computer information systems in business organizations, with emphasis on how information technology supports business functions and aids managerial decision making. Explores current trends and emerging technologies.

### IT 8000 Data Analytics

Course covers the essential exploratory technique for summarizing data. Modeling techniques covered include predictive modeling, also known as analysis, and applied predictive analytics. Course is dependent on a sound understanding of statistical analysis techniques, such as regression analysis and hypothesis testing. Prerequisite: Undergraduate statistics course or MBA Math modules related to statistics.

### IT 7100 Wrangling: Data Visualization

The goal of this course is to introduce students to data visualization including both the principles and techniques in order to communicate information utilizing graphical means. Students will learn the value of visualization, specific techniques in information visualization and scientific visualization, and how to understand how to best leverage visualization methods. Data visualization tools such as Tableau, Crystal Report, and/or R will be incorporated.

### IT 8201 People Analytics

Delve into prescriptive analytics techniques to understand and improve a firm's organizational processes. Specifically, diversity analytics, predicting employee turnover, predicting employee performance, recruitment analytics, and intervention impact will be covered. Analytics process models will be covered.

### IT 8202 Market Analytics

The course explores customer data analysis techniques and their theoretical foundations to help students acquire analytic skills that can be applied to real world market related problems from empirical data in such areas as segmentation, targeting and positioning, satisfaction management, customer lifetime analysis, customer choice, and product and price decisions using conjoint analysis. Course covers how to analyze data to understand customers and inform marketing decisions, evaluate the quality and usefulness of available data and analyses conducted by others, and communicate analysis-based conclusions to colleagues and managers.

### IT 8203 Operations Analytics

Explore techniques to understand and improve a firm's operational capabilities. Process Analytics, focusing on individual processes in order to improve process performance, quantify the impact of randomness, and visualize process quality is covered. In Supply Chain Analytics, you'll cover the entire supply chain, forecast uncertain demand, optimize inventory, and design distribution networks and supply chains to ensure supply meets demand.

### IT 8701-8702 Executive Practicum(s) - Core and Concentration

Students participate in a seminar led by a faculty member. Student is also required to be employed in a training position related to Business Data Analytics directly or management of data analytics processes. Coursework in the seminar is directly tied to the performance of activities of a regularly scheduled employee in data analytics and the student must complete a minimum of 80 contact hours with the employer during the practicum course. Completion of an applied project is required.



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- Kevin C. Eichner  
Ottawa University President

## At Ottawa University

The Executive Master’s in Business Administration-Operational Effectiveness program provides students with high-quality professional advanced study in business. Courses incorporate personal values and professional ethics. Courses are offered at our Phoenix campus.

From large corporations to small businesses, there is always a need for good management. In addition, nonprofit organizations look for leaders with good management and business skills. A graduate degree in business is an important factor in reaching senior management ranks within most companies. Through OU’s EMBA-Operational Effectiveness program, students can qualify for jobs in the private sector, the public sector and in academics.

## Careers

Occupations with similar functions include office and administrative support supervisors and managers; cost estimators; property, real estate, and community association managers; purchasing managers, buyers and agents; education administrators and top executives.

## Education and Qualifications

Persons interested in becoming administrative services managers should have good leadership and communication skills and be able to establish effective working relationships with many different people, ranging from managers, supervisors and professionals, to clerks and blue-collar workers. They must be able to coordinate several activities at once, quickly analyze and resolve specific problems, and cope with deadlines.

# Graduate EMBA - Operational Effectiveness

## Module 1 – Behavioral Courses

### BUS 7000 Organizational Behavior and Theory

Examines human behavior as it impacts the work organization. Includes theoretical foundations of motivation, group dynamics, leadership, decision-making, satisfaction and performance.

### BUS 7200 Value Systems & Professional Ethics

Study of personal and corporate value systems and decision making. Investigation of personal beliefs, purposes and attitudes, and their effects on self and others. Examines the ethical dimensions of organizational structures and practices.

One course from O. E. concentration.  
One course from CPT Practicum.

## Module 2 – Core Courses

### BUS 7450 Strategic Marketing

Covers the identification and selection of marketing opportunities, target markets and design, and implementation and evaluation of marketing programs.

### BUS 7500 Managerial Economics

Application of economic theory to managerial decision making. Emphasis on both quantitative and qualitative application of microeconomic principles to business analysis.

### BUS 7600 Managerial Finance

Application of the theories and tools used in financial decision making. Topics include present value and capital budgeting, financial analysis and forecasting, market efficiency, and capital structure.

### BUS 7700 Management of Information Systems

Examines the use of computer information systems in business organizations, with emphasis on how information technology supports business functions and aids managerial decision making. Explores current trends and emerging technologies.

### BUS 7800 Management Accounting

Explores use and application of accounting information for planning, control and decision making. Topics include cost analysis and allocation, budgeting, and behavioral aspects of accounting systems.

One course from O. E. concentration.  
Three courses from CPT Practicum.

## Module 3 - Capstone Courses

### BUS 8500 Graduate Seminar: Business Policy and Strategy

Capstone course in which participants develop a major case study of business administration issues, programs and policies in a current organization. Draws from and utilizes concepts, theories, and skills developed in previous courses. Prerequisite: Completion of all core courses in the MBA program or approval of advisor.

Two courses from O. E. concentration.  
Two courses from CPT Practicum.

## EMBA-Operational Effectiveness Concentration Courses

### BUS 7681 Project Management

Examines project management principles, methods and tools for planning and organizing and controlling non-routine activities. Develop skills needed to plan and execute projects to meet schedule, budget and performance objectives.

### BUS 7683 Logistics/Production and Operations Management

Course focuses on the role of logistics and operations management in organizational performance. Topics include capacity planning, inventory management, logistics management, production planning and control, resource allocation, and total quality.

### HRC 7711 Organizational Change Theory and Strategy

Examines strategic interventions to change organizations from planning through implementation and assessment and theoretical models for change including organization development and total quality management. Prerequisite: HRC 7611

### BUS 7713 Quality Systems

Introduction to quality management concepts and their use in enhancing organizational performance and profitability. Topics include history of the quality movement, application in key economic sections, philosophical perspectives of major quality leaders, contemporary quality issues in services and manufacturing, guidance in organizational decision-making, and various well-known approaches and associated statistical tools.

### BUS 8701-8702 CPT Practicum(s)

Students participate in a seminar led by a faculty member. Student is also required to be employed in a training position related to Operational Effectiveness processes. Coursework in the seminar is directly tied to the performance of activities of a regularly scheduled employee in operations and the student must complete a minimum of 80 contact hours with the employer during the practicum course. Completion of an applied project is required. (8602-8606 are continuations of the previous Applied Practicum)

## MBA Prerequisites

A prospective MBA-OE student who has not satisfied the preparatory course requirements should take at least one undergraduate accounting course and one economics course with a minimum letter grade of "C" for each, or complete the MBA Math course. The prerequisite course(s) must be completed prior to enrolling in BUS 7500 Managerial Economics and BUS 7800 Management Accounting. Note that BUS 7500 and BUS 7800 are also prerequisite courses for the BUS 7600 Managerial Finance course. Your Enrollment or Academic Advisor will advise you about how to enroll in the MBA Math course should you require it.

# Graduate EMBA - Health Care Management



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Ottawa University President

## At Ottawa University

The Executive Master’s in Business Administration-Health Care Management program provides students with high-quality professional advanced study in business. Courses incorporate personal values and professional ethics. Courses are offered at our Phoenix Campus.

From large corporations to small businesses, there is always a need for good management. In addition, nonprofit organizations look for leaders with good management and business skills. A graduate degree in business is an important factor in reaching senior management ranks within most companies. Through OU’s MBA program, students can qualify for jobs in the private sector, the public sector and in academics.

## Careers

Occupations with similar functions include office and administrative support supervisors and managers; cost estimators; property, real estate, and community association managers; purchasing managers, buyers and agents; education administrators and top executives.

## Education and Qualifications

Persons interested in becoming administrative services managers should have good leadership and communication skills and be able to establish effective working relationships with many different people, ranging from managers, supervisors and professionals, to clerks and blue-collar workers. They must be able to coordinate several activities at once, quickly analyze and resolve specific problems, and cope with deadlines.

# Graduate EMBA - Health Care Management

## Module 1 – Behavioral Courses

### **BUS 7000** Organizational Behavior and Theory

Examines human behavior as it impacts the work organization. Includes theoretical foundations of motivation, group dynamics, leadership, decision-making, satisfaction and performance.

### **BUS 7200** Value Systems & Professional Ethics

Study of personal and corporate value systems and decision making. Investigation of personal beliefs, purposes and attitudes, and their effects on self and others. Examines the ethical dimensions of organizational structures and practices.

One course from HCM concentration.  
One course from CPT Practicum.

## Module 2 – Core Courses

### **BUS 7450** Strategic Marketing

Covers the identification and selection of marketing opportunities, target markets and design, and implementation and evaluation of marketing programs.

### **BUS 7500** Managerial Economics

Application of economic theory to managerial decision making. Emphasis on both quantitative and qualitative application of microeconomic principles to business analysis.

### **BUS 7600** Managerial Finance

Application of the theories and tools used in financial decision making. Topics include present value and capital budgeting, financial analysis and forecasting, market efficiency, and capital structure.

### **BUS 7700** Management of Information Systems

Examines the use of computer information systems in business organizations, with emphasis on how information technology supports business functions and aids managerial decision making. Explores current trends and emerging technologies.

### **BUS 7800** Management Accounting

Explores use and application of accounting information for planning, control and decision making. Topics include cost analysis and allocation, budgeting, and behavioral aspects of accounting systems.

One course from HCM concentration.  
Three courses from CPT Practicum.

## Module 3 - Capstone Courses

### **BUS 8500** Graduate Seminar: Business Policy and Strategy

Capstone course in which participants develop a major case study of business administration issues, programs and policies in a current organization. Draws from and utilizes concepts, theories, and skills developed in previous courses. Prerequisite: Completion of all core courses in the MBA program or approval of advisor.

Two courses from HCM concentration.  
Two courses from CPT Practicum.

## EMBA-HCM Concentration Courses

### **BUS 7300** Global Health Care Delivery Systems

Course provides a comprehensive overview of the current status of the health care delivery system nationally, as well as internationally. Topics include factors which influence health status, the effects of utilization on health services, the organization and finance of health care systems, service deployment, and future issues in the US and global health systems.

### **BUS 7303** Legal, Ethical, and Political Aspects of Health Care Management

Examines the legal, ethical, and political forces and their impact on health care organizations. Explores principles and practical applications of laws affecting the operational decisions of health care providers, health plans, and third-party payors and managers, as well as health care products and services.

### **BUS 7305** Regulatory Systems and Quality Assessment in Health Care Environment

Course provides insight into a variety of regulatory bodies commonly found in the US health system and explores their function, standards, and impact on quality assessment procedures. Other topics include the meaning of quality as it relates to health and health care, the various roles and responsibilities of regulatory boards, and the application of quality improvement within the medical care sector.

### **BUS 7309** Communicating Change in Health Care Organizations

Course explores the relationship between change and effective communication within the health care organization. Topics include the impact of change on internal and external environments and working with conflict in order to accomplish strategic goals within a health care environment.

### **BUS 8601-8606** CPT Practicum(s)

Students participate in a seminar led by a faculty member. Student is also required to be employed in a training position related to Health Care Management directly or management of health care processes. Coursework in the seminar is directly tied to the performance of activities of a regularly scheduled employee in operations and the student must complete a minimum of 80 contact hours with the employer during the practicum course. Completion of an applied project is required. (8602-8606 are continuations of the previous Applied Practicum)

### MBA Prerequisites

A prospective MBA-HCM student who has not satisfied the preparatory course requirements should take at least one undergraduate accounting course and one economics course with a minimum letter grade of "C" for each, or complete the MBA Math course. The prerequisite course(s) must be completed prior to enrolling in BUS 7500 Managerial Economics and BUS 7800 Management Accounting. Note that BUS 7500 and BUS 7800 are also prerequisite courses for the BUS 7600 Managerial Finance course. Your Enrollment or Academic Advisor will advise you about how to enroll in the MBA Math course should you require it.