

**MPA CONCENTRATION AREAS****Public Management**

- MPA 502 Economic Issues in the Public Sector
- MPA 616 Cultural Competence in a Global Society
- MPA 684 Leadership, Power and Influence, OR
- MPA 688 Ethical Management of Organizations

**Ethical Leadership**

- MPA 684 Leadership, Power and Influence
- MPA 685 Negotiations and Conflict Management
- MPA 688 Ethical Management of Organizations

**Health Care Administration**

- MPA 681 US Health Care Policies and Systems
- MPA 682 Ethical/Legal Issues in Health Care
- MPA 683 Critical Issues in Health Care

**Nonprofit Management (New)**

- MPA 521 Management in Nonprofit Organizations
- MPA 622 Nonprofit Fundraising and Development
- COMI 505 Public Relations Management, OR
- COMG 600 Organizational Communication

**Analytics\* (New)**

- MSIS 537 Data Management I
- MSIS 545 Introduction to Data Analysis and Computational Statistics
- MSIS 645 Data Mining & Predictive Analytics

*\* Students must earn a "B" or better In MPA 508 before enrolling In classes for this concentration.*

## **NONPROFIT MANAGEMENT CONCENTRATION: Course Descriptions**

### **MPA521**

#### **Leadership and Management in Nonprofit Organizations**

As more programs are operated by nonprofit organizations, public managers must understand the “third sector.” This course provides an overview of the history, structure, and role of the nonprofit sector, including how nonprofit agencies differ from public and for-profit entities in mission, governance, funding, and staffing, and will consider current issues facing the nonprofit sector.

### **MPA 622**

#### **Nonprofit Fundraising and Development**

This course covers the fundamentals of effective resource development (i.e., fundraising) for nonprofit organizations. In this course we will examine the parameters within which nonprofit managers raise funds; the organizational, legal, and ethical contexts of fundraising for nonprofit organizations; the philosophy of philanthropy in the US and the various motivations for giving; and, practical guidelines for identifying potential donors, handling the “ask,” providing donor recognition, and utilizing your board effectively for fundraising purposes.

### **COMI 505**

#### **Public Relations Management**

This course will give students a thorough understanding of public relations as a strategic management function. Students will explore various communication theories, trends/issues and practice areas with a special emphasis on the role of public relations in the integrated marketing communication process. In addition, they will gain real-life experience developing a comprehensive public relations plan that meets specific business and communication needs.

Or

### **COMG 600**

#### **Organizational Management**

This course will provide students an historical and thematic overview of organizational communication theory and research. It will provide a systematic but critical basis on which to discuss communication in complex organizations and will analyze assumptions and pragmatic solutions associated with these theories. It will also enhance students’ research, analysis, writing, and presentation skills.

**ANALYTICS\* CONCENTRATION : Course Descriptions****MSIS 537****Data Management I**

A study of the critical issues related to managing data in organizations. The concept of data as a resource, the data environment, the database approach, and the need for data modeling are examined in detail. The growing use of database management systems in managing data is discussed. The data administration function, its relevance in evolving organizations, and emerging issues are also addressed.

**MSIS 545****Introduction to Data Analysis and Computational Statistics**

This is an introductory course in data analysis with emphasis on statistical computation, analysis, simulation, modeling and prediction. A basic presentation of modern computational data analysis, graphics and inferential statistics is provided in a laboratory setting; students gain proficiency in using a statistical software platform such as R. The course will cover probability concepts, important distributions, descriptive statistics and graphical analysis, inferential statistics including confidence intervals, hypotheses testing and ANOVA, as well as correlation and linear regression in one and several covariates. Computational techniques such as the bootstrap and resampling as well as for simulations are stressed throughout. Principles and methods of statistical analysis are put into practice using a range of real-world data.

**MSIS 645****Data Mining & Predictive Analytics**

Data Mining & Predictive Analytics is the name given to a group of disciplines, technologies, applications and practices for analyzing data (usually based on past business performance) and building models to help enterprise users make better, faster business decisions. The course covers basic concepts, tasks, methods, and techniques in data mining, including data exploration, data preparation, classification, regression, clustering, association, and performance evaluation applied to predictive modeling. Prerequisite: While there are no official prerequisites for this course, it is expected that all students are familiar with elementary probability and statistics (recommended: MSIS 594).

\*Students taking this concentration need to earn a "B" or better in MPA508.