

Broad Full-Time MBA Spring 2012 course offerings sample

CLASS	Credits	Title	Description
ACC 807	3	Financial Statement Analysis	Concepts of financial analysis using U.S. and international accounting information. Cash-flow and earnings based models for business valuation, and supply of and demand for accounting information in financial markets.
ACC 808	3	Financial Reporting Decisions	Framework for making professional judgments and decisions about accounting for contemporary financial reporting issues. Conceptual framework, standard setting, accounting for financial instruments, foreign subsidiaries, and hedging.
ACC 822	3	Analysis/Design Enterprise Sys	Management of information system projects. Modeling of business processes. Management of project scope, time and costs. Planning and control of projects. Program and portfolio management. Consulting issues for effective project management.
ACC 823	3	Adv Enterprise Database System	Architecture of enterprise information. Semantic and syntactic modeling of enterprise economic phenomena, relational database technology and database design for business systems, business process analysis patterns and implementation compromises.
ACC 824	3	Govern/Control Enterprise Sys	Governance and control of information technologies. Identification and valuation of key information and communication technologies, frameworks for assessing information system risk, information system auditing, and international standards for information technology governance and control.
ACC 826	3	Enterprise Information Systems	Enterprise resource planning (ERP) systems. ERP implementation issues and success factors. Use of enterprise systems, and exploring future directions in ERP systems.
ACC 833	3	Fed Inc Tax of Corp & Sharehld	The Federal income taxation of corporations and shareholders resulting from operations, distributions, formations, liquidation, and reorganizations. Taxation of pass through entities.
ACC 834	3	Taxation Gifts, Trusts, Estate	Transfer taxes applied to gifts and transfers at death. Transfer tax planning including the use of trusts.
ACC 836	3	U.S. Tax of Multintl Transact	Federal income taxation of transactions by U.S. persons outside the United States, and of investments by foreign persons in the U.S.
ACC 841	3	Strategic Mngt Accounting	Management accounting concepts for strategic management and business unit-management. Performance measurement, planning and budgeting, and control system design.
ACC 850	3	Acctg Multiunit Enterprises	Financial reporting and tax issues related to business combinations and divestitures and the resulting consolidated reporting of the multi-unit enterprise's financial and tax information.
FI 851	3	Introduction to Investments	Theories of domestic and international financial markets and instruments. Effects of risk and maturity on prices. Arrangement of business and portfolio risk and returns with options and futures.
FI 852	3	Financial Markets & Strategies	Theories of domestic and international financial markets and instruments. Effects of risk and maturity on prices. Arrangement of business and portfolio risk and returns with options and futures.
FI 857	3	Security Analysis	Fundamental analysis of individual stocks. Discounted cash flow valuation, relative valuation, and special situations. Portfolio implications.
FI 862	3	Advanced Managerial Finance	Financial background and practical application of discounted cash flow (DCF), residual income (RI), and real options analysis (ROA) helpful in valuing companies and making sound managerial decisions intended to create value and increase shareholders' wealth. Development of valuation models.
FI 870	3	Venture Capital	Financing of entrepreneurial startups, venture capital, and private equity. Valuations of entrepreneurial startups, structuring venture capital, and private equity deals and partnerships.
FI 878	3	Bank Management	Nature, structure, and management of commercial banks. Products and services offered, risks, policies, and strategies. Applications in domestic and international settings.
HB 875	3	Marketing in the HB Industry	Understanding hospitality marketing in a global business environment. Industry responses to changing consumer trends. Applying marketing principles to case studies.
HB 882	3	Financial Mgt in the HB Industry	Interpretation and analysis of financial statements. Budget preparation and analysis. Leasing, franchising, and management contracts.
MBA 806	2	Social Issues in Management	Analysis of the business environment including social, ethical, public policy, ecological, and international dimensions. Management of stakeholder relationships.
MBA 812	2	Managerial Accounting	Performance measurement and incentive system design. Organization structure, budgeting, and transfer pricing. Target costing. Relevant costs and management decision models. Activity-based costing. Aligning management accounting and firm strategy. Accounting for quality. International perspective on management accounting issues. Offered second half of semester.
MBA 814	2	Applied Economics	Economic view of the firm. Modeling market mechanics in supply and demand, marginal concepts, elasticity, market characteristics, pricing with market power, and strategic behavior. Applications to business problems and situations. Principal-agent relationships and wealth maximization. Offered first half of semester.
MBA 823	2	Information Technology	Role of information technology in operations, decision making, and learning in organizations. Competitive and economic benefits from managing information technology resources. Competitive advantage, efficient operations, and improved decision quality.
MBA 824	2	Managing the Workforce	Role of workforce management in fulfilling the goals and mission of the organization. Theories and applications of management principles to acquiring, motivating, and rewarding employees and structuring their work. Domestic and international issues in the workplace.
MGT 804	3	International Management (IB)	Management challenges and roles in a multinational business. Strategic planning in global firms, managing people in international organizations, leadership, and the future of international management.
MGT 810	3	Human Resource Management	Human resource management functions performed by all managers. Design, administration, and evaluation of human resource activities. Needs assessment, program implementation and evaluation, information management and decision support, and international human resource management.
MGT 822	3	Human Resource Compensation	Application of compensation principles to organizational objectives. Strategic use of compensation systems for attracting, motivating, and retaining employees. Managerial aspects of paying employees at all organizational levels.
MGT852	3	Entrepreneurship: Venture Strategy	Starting a new business. Identifying a viable business opportunity, recognizing the risks and challenges of starting a new venture, and developing a business plan.
MGT 879	3	Strategic Mgt consulting Projects	Team-based, project-oriented course in which students work with a company to analyze a strategic issue facing the company. Development of a consulting engagement from project definition through a final report and recommendations.
MKT 806	3	Marketing Analysis	Analysis of data gathered for strategic and tactical marketing decisions from a variety of sources. Traditional and internet marketing research methods, statistical analysis software, sales forecasting, data mining techniques, scanner data and analysis, Web site traffic metrics and analysis.
MKT 808	3	Market Creation, Growth & Domination	Creative, outside-the-box, and theoretical concepts and processes for creating markets, growing markets, and establishing leadership positions in mature markets.
MKT 809	3	Pricing Profitability & Market	Design, management, and integration of pricing into the marketing mix and the revenue yield strategies of the firm. Analytic, empirical and simulation approaches to pricing. Design of effective and efficient metrics for control of marketing operations.
MKT 811	3	Brand Strategy	Competitive brand development strategy, marketing analysis, and marketing planning. Simulating marketing and product decisions in globally competitive market environments. Development and execution of marketing and branding strategy and plans for a high technology firm.
MKT 862	3	Global Marketing (IB)	Marketing strategies for international expansion. Global marketing planning, market selection, timing, modes of entry, and the marketing activities necessary for global marketing expansion.
SCM 815	3	Emerging Topics in Supply Mgmt	Perspectives on new and emerging issues of supply management. Topics vary.
SCM 825	1	Supply Management Tools	Analytical tools to support procurement strategy development and supplier management. Spend analysis, supplier cost and price analysis, 'should cost' models, cost analysis for make-versus-buy decisions.
SCM 826	1	Manufacturing Des & Analysis	Designing and analyzing operations processes. Capacity planning and management, process flow and mapping, value-mapping, quality tools and techniques, dependent demand inventory techniques. Recent developments and data.
SCM 827	1	Supply Chain Logistics	Logistics as a value-adding process that synchronizes demand and supply. Supply chain logistics strategy, information technology, segmental positioning, forecasting and collaborative planning, and customer accommodation.
SCM 833	2	Decision Support Models	Analytical models to support decision making with specific supply chain focus. Topics include multiple regression, linear optimization, decisions under uncertainty, and forecasting.
SCM 843	2	Sustainable Supply Chain Mgmt	Sustainability within business and supply chain contexts. Balancing ecology/waste, economy, and equity. Supply chain sustainability from design and resource management through transformation processes, to delivery to the final customer.
SCM 855	2	Supply Chain Mgt Tech & Appl	Integration of logistics, procurement, and operations strategy in the supply chain. Problem solving approaches, decision support tools, and analytical methods. Applications through case studies and computer simulations of supply chain situations in consumer and industrial settings.
SCM 869	2	Service Supply Chains	Service supply chains. Application of supply chain principles in a service environment. Service design and resource management. Management of the transformation processes. Management of delivery to the final customer.

course restrictions may apply