

2016-17 Weekend MBA Program Course Descriptions

BACC 518-Accounting for Managers (3 credits)

This course acquaints students with financial reporting, with a focus on financial statements of business organizations, the information they contain, how this information is useful to managers, and how accounting information can be used to analyze profitability.

BBUS 698-Applied Research Project (3 credits)

The program culminates with fieldwork centered around an application-oriented research project completed independently by each student under the supervision of a School of Business faculty member. The projects integrate the knowledge learned and skills developed throughout the program and should reflect an advanced level of strategic thought and analysis.

BFIN 515/525-Economic Analysis and Financial Management (3 credits each)

These courses will explore the foundations of managerial economics and corporate financial management. The first course will cover fundamental topics, including how the world and U.S. economies are organized, and the implications for the behavior of businesses. The second will deal with the four major strategic decisions financial managers face: which investment projects to pursue, financing of those investments, dividend/repurchase policy, and target firms.

BITM 512-Data Management for Organizational Success (2 credits)

This course focuses on the fundamental background on data management in organizations. There are three major parts: (1) data centric decision analysis using spreadsheets, (2) using relational databases in business processes, and (3) exposure to “Big Data” analytics for structured and unstructured data management and data warehousing. Concepts to be covered: Volume (in generating), Reaction time (or velocity, when using) and Variety and Complexity of Data (i.e., structured, numeric data in traditional databases, unstructured text documents, email, video, audio, stock ticker data and financial transactions). Using business cases, students will have hands-on experience using software tools.

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BITM 513-Quantitative Analysis for Business (3 credits)

This course is designed to train students to make business decisions using quantitative techniques. Analytic skills such as problem solving and critical thinking will be taught through the use of probability and logical reasoning. Concepts including simulation and regression will be covered with the aid of software packages. Students will work on projects involving quality control and forecasting. Business skills such as risk management and inventory planning will be emphasized.

BITM 514-Operations Management (3 credits)

Any business organization whether it produces a manufactured product or delivers a service product needs to manage its overall operations in a manner that enables it to gain competitive advantage through quality products and services. The course objective is to present a cross-functional perspective and is designed around the theme of how to deliver value to the customer by effectively managing the process of producing quality products and services. To achieve this objective, the course will introduce key statistical, data, and decision concepts and techniques that are then applied to develop an understanding of operations strategy. This will address a variety of operations decisions used to solve real world operations management problems through case studies.

BITM 522-Information Technology Management (3 credits)

This required course for all MBA students is, simply stated, about managing IT to realize the full potential of investments in these technologies. In today's Internet Age, it is imperative for managers to get a good grasp of the role IS/ITS as a key enabler to achieve business objectives. The course will examine strategic as well as operational issues of IT management. The goal of this course is to cover major topics rather than be encyclopedic, so that a foundation is laid for learning as the field unfolds in the future.

BLAW 680-Business Law for Managers (3 credits)

The objectives of this course are primarily based upon developing and understanding the growing interrelationship of legal and business concepts of employment law. The basic course topics concern the legal rights and obligations of managers and employees. The material is presented in a context which involves the political and social forces that impact upon contemporary business. Relevant legislation and court decisions are examined to illustrate the existence of an evolving business environment in which social and ethical considerations give rise to new legal rights and duties. Through this process, the student is made aware of the impact of law upon business and the business person.

BMGT 513-Organizational Behavior (3 credits)

This course is designed to give the student an opportunity to investigate and experience the relevancy to management and administration of topics whose basis can be found in the applied behavioral sciences (psychology, sociology, political science, etc.). In general, this course will explore the interactions between

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individuals and the systems in which they live and work. Individual and group levels of analysis are included in covering such topics as diversity and personality, perception, communication, motivation, group development and performance, work design, creativity, innovation, quality, individual effectiveness and development, leadership, and intergroup behavior. In addition to conceptual inputs, this course will utilize structured activities, simulations, case analyses, and presentations to provide the student with the opportunity to actually experience the behavioral dynamics being studied and provide situations wherein students can assess the relevance of the dynamics being studied.

BMGT 514-Human Resources Management (3 credits)

This is an introductory course on the management of the employment relationship. The study of human resource management presents an employer perspective focusing on achieving value and competitive advantage from the management of labor. The employee perspective will also be analyzed on employment relationship and on how to improve employee welfare, which in the past has involved unions and collective bargaining. In this course, students will examine several different models and perspectives to gain a greater understanding of how to increase both employee welfare and employer value to maintain equity and efficiency.

BMGT 523-Presentation Skills (1 credit)

This course is taught first in the program to allow students to begin assessing their strengths and areas for improvement, presenting information, giving and receiving feedback, acquiring new knowledge and quickly applying it to relevant business situations, and getting them ready for the types of assignments and challenges that will be found in the Weekend MBA Program. Specifically, this course is designed to: expose students to applicable theory on structuring and presenting information for impact and understanding, allow students to practice and receive feedback on their presentation skills as well as give students the opportunity to assess strengths and weaknesses, develop effective business presentation skills, provide students with the opportunity to give feedback to their peers, and explore current business topics and communication techniques via research and presentations.

BMGT 675-Creativity & Entrepreneurship (3 credits)

This course focuses specifically upon the process of how new value is created by individuals experimenting with new ideas. It will cover a wide variety of topics associated with the value creation process including idea generation, screening, and validation. This course has many ties to the real world, is very hands on, and is predicated on student efforts directed at the development and operation of new fundraising ventures which offer a product and raise money for an important charitable cause. The course is fast-paced, hands-on, and challenges students to put their business skills and acumen to the test in the creation of new value for a given charity. In some instances, student's efforts directly lead to new products and/or fund-raising approaches being adopted by the team's charity going forward. All profits go to charity, all losses contribute to the team's education in entrepreneurship. Students are expected to exit the course with an enhanced understanding of how opportunities to create new value are manifest and with an increased ability to

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effectively exploit such opportunities when they arise. Moreover, students are expected to gain an appreciation for what it is like to be an entrepreneur.

BMGT 680-Organizations, Environments & Sustainability (3 credits)

Weekend MBAs will work intensively on a project of tremendous global importance: Helping organizations develop and implement sustainable strategies and practices to position them to be successful in the constantly and rapidly-changing global economy. This requires, among other skills, the ability to systematically integrate diverse areas. Teams will research global best practices in sustainability problem domains that relate to their organizations' challenges. They will investigate how their personal lifestyle choices with respect to sustainability affect their organizational decision making. They will analyze case studies of companies who have taken different approaches to managing the "Triple Bottom Line," and they will look at ways to recycle through a visit in the "Shark Tank"™. The class will be highly interactive, applied, and participatory.

BMGT 682-Strategic Management (3 credits)

The course is designed to assist students in developing the knowledge and skills of strategic management that are necessary for managers in today's global, fast moving, highly competitive and unpredictable environments. The course has an applied focus and introduces the concepts, models, and tools that are used by strategic decision makers. Students will identify their own strategy-related objectives and personal competencies that they require as managers. Participants will also apply principles of strategic management to their organizations and industries.

BMKT 522-Marketing Management (3 credits)

In this course, students will be provided with a strong foundation in marketing management. The course will cover topics such as the marketing plan, marketing environment, marketing research, consumer behavior, product/service strategies, distribution, pricing, and marketing communications.

BMKT 675-International Business (3 credits)

This course will introduce students to the various issues related to international business with particular emphasis on globalization, cultural differences, international trade theory, global monetary systems, and functional strategies for competing in the global marketplace. The examples and cases will include both local and international companies. A one-week international residency, between the students' first and second years in the program, will be incorporated.