



## Weekend and Evening MBA Core Courses

### Analyzing Environments

#### **Analytical Tools for Decision Making (3 credit hours)**

- Objective: To use basic statistical tools and interpret results to solve managerial problems.
- Skills/knowledge learned: Data analysis, estimation, hypothesis testing, multiple regression, time series, decision analysis, and Monte Carlo simulation.
- Teaching methods: Readings and problems prepare you for class discussions.

#### **Corporate Financial Accounting (3 credit hours)**

- Objective: To gain insight into a company's economic health, profitability and viability by understanding, interpreting, and analyzing their financial statements and disclosures. Learn to use financial statements to make business decisions.
- Skills/knowledge learned: Accounting processes for translating economic events and transactions into financial statements: balance sheet, income statement and cash flow statement.
- Teaching methods: Case-based learning and financial analysis prepare you for class discussions.

#### **Managerial Accounting (2 credit hours)**

- Objective: To understand how effective managers use financial reports in decision-making, product costing, planning, controlling and evaluating. The course is an introduction for individuals who will make business decisions and evaluate the performance of business units using data obtained from the accounting system.
- Skills/knowledge learned: Techniques for effective decision-making, using a wide range of accounting information in different situations.
- Teaching Methods: Case-based learning.

#### **Financial Management (4 credit hours)**

- Objective: To understand how savvy managers make decisions using basic financial concepts, including time value of money, valuation, portfolio theory, asset pricing, and risk and return.
- Skills/knowledge learned: Techniques for financial decision making, including corporate value maximization, financial performance measures and financial planning, capital budgeting and valuation. Also, corporate financial policy and its impact on overall corporate strategy, and the valuation of options and use for the pricing corporate liabilities.
- Teaching methods: Reading and analysis of business case studies, including IPOs and venture capital investments, prepare you for lectures and class discussions.

### **Strategic Microeconomics (3 credit hours)**

- Objective: To grasp microeconomic concepts affecting corporate strategy, such as demand and supply analysis, production and cost optimization, game theory, entry and exit strategy, hold-up problems, and auctions.
- Skills/knowledge learned: Microeconomic tools and concepts used to analyze business problems, such as how much product (or service) to make, what to charge, which production inputs to use, where to locate, and how to succeed in a business environment.
- Teaching methods: Lectures and class discussions of cases, including Airborne Express (entry strategy) and Ethyl Corporation (exit strategy).

### **Macroeconomics: Global External Environment (1.5 credit hours)**

- Objective: To understand basic macroeconomic concepts that affect business decisions, such as interest rates and exchange rates.
- Skills/knowledge learned: Analysis and interpretation of the business impact of domestic and international events, issues, and government policies.
- Teaching methods: Lectures and in-class discussions of current economic issues reported in publications such as *The Economist* and *The Wall Street Journal*.

## **Building Strategies**

### **General Management and Strategy (1.5 credit hours)**

- Objective: To learn to make good business strategy decisions, and quickly.
- Skills/knowledge learned: Analysis, integration, decision making and communication.
- Teaching methods: Dialogue, discussion and case analysis.

### **Strategic Technology (1.5 credit hours)**

- Objective: To gain a strategic perspective of information technology management and to understand how technology can be used in competitive positioning.
- Skills/knowledge learned: Processes for innovation and R&D spending, recent trends in technology and potential impact, and new business models: value nets, customer relationship management, third- and fourth-party outsourcing.
- Teaching methods: Combination of theory-lecture and case-based discussion.

### **Global Operations Management (3 credit hours)**

- Objective: To understand how operations can add value and provide a competitive advantage for your firm.
- Skills/knowledge learned: Basic skills in analyzing, improving and managing operations to support corporate strategies.
- Teaching methods: Case analysis, simulation, problem sets, lectures and discussions.

### **Marketing Management (3 credit hours)**

- Objective: To understand how successful businesses match their objectives and resources with opportunities in the marketplace by identifying and measuring consumer needs, determining target markets, and deciding which products and services to offer.
- Skills/knowledge learned: Basic methods of pricing, promotion, and distributing a firm's products and services.
- Teaching methods: Lectures, class discussions, cases and simulation.

### **Global Context of Business (2 credit hours)**

- Objective: To understand the evolution of the global political economy. Also, to grasp the challenges managers of multinational enterprises face when operating in a world without borders, with potential markets and competitors everywhere.
- Skills/knowledge learned: How globalization and the shift from industrial to post-industrial competition is impacting the competitiveness of individuals, firms and nations.
- Teaching methods: Case analysis and in-class discussion.

### **Corporate Strategy (3 credit hours)**

- Objective: To gain insight into how successful general managers build strategies and business models that allow them to adapt to changing markets and technologies.
- Skills/knowledge learned: Knowledge and analysis skills needed to develop, adapt, and implement business strategies.
- Teaching method: Lecture and class discussion.

### **Capstone: Corporate Strategy Simulation (1.5 credit hours)**

- Objective: To practice working with a management team to build strategies and business models to adapt to changing markets and technologies.
- Skills/knowledge learned: Teaming skills needed to develop, adapt, and implement business strategies.
- Teaching method: Your team will develop and implement a business strategy for an electronics company that competes with companies managed by other teams from your class. Your team decisions, as well as competing team decisions, are entered into a computer program that simulates changing market conditions. Your company's success is based on the quality of your team's strategic plan and implementation.

## **Shaping Leaders**

### **Developing Leadership and Management Skills (3 credit hours)**

- Objective: To improve your leadership and management skills, increasing your effectiveness in today's dynamic and complex business environment.
- Skills/knowledge learned: Increased awareness of your strengths as a leader and manager, and of areas where you need additional development.

- Teaching methods: Class and small group discussions, self-diagnostic instruments, cases and experiential activities. You will create a personal development plan to improve your ability to manage yourself and lead others.

### **Ethical Aspects of Management (1 credit hour)**

- Objective: To examine business ethical issues and dilemmas that confront managers.
- Skills/knowledge learned: Decision-making and leadership skills to resolve ethical issues involved in business management.
- Teaching methods: Lecture, in-class discussion, and projects incorporating analyzing business cases and writing recommendation briefs.

### **Experiences in Leadership (1 credit hours)**

- Objective: To develop leadership skills that will prepare you to step into senior management roles.
- Skills/knowledge learned: Leadership skills such as managing teams, networking effectively, leading change, and marketing yourself.
- Teaching methods: Small group breakouts; interactive role plays; simulations; presentations; professional coaching.

### **Management Communication: Writing (0.5 credit hour)**

#### **Management Communication: Presenting (0.5 credit hour)**

- Objective: To improve your writing and presenting skills to market yourself more effectively in your current or future position.
- Skills/knowledge learned: Effective oral and written communication skills; tips on presentation formatting and content.
- Teaching methods: Small groups; peer and faculty feedback, recording of presentation for self review.

### **Team Effectiveness and Process I (0.5 credit hour)**

#### **Team Effectiveness and Process II (0.5 credit hour)**

- Objective: To give and receive constructive performance feedback that will help you handle potential conflict situations that may arise in your workplace.
- Skills/knowledge learned: Ability to influence change through effective written communication.
- Teaching methods: Periodic written peer evaluations; benchmark improvements; faculty advisement.