

## COURSE DESCRIPTIONS FOR THE BOLER 5TH YEAR MBA PROGRAM

### **Foundation Courses**

AC 521. FUNDAMENTALS OF ACCOUNTING 3 cr. This course provides students with an understanding of the purpose and use of accounting information through the study of generally accepted accounting principles and concepts as applied to financial statements. Included is the measurement of assets, debt, and equities; determination of income; preparation of statement of cash flows.

EC 521. FUNDAMENTALS OF ECONOMICS 3 cr. This course investigates basic economic principles, with an emphasis on aggregate economic phenomena (macroeconomics). Microeconomic topics include supply and demand analysis, and elasticity and their applications. Macroeconomic topics include measurement of macroeconomic activity, national income accounting, aggregate demand and aggregate supply, money, fiscal and monetary policy.

EC 522. BUSINESS STATISTICS 3 cr. This is a one semester course designed to introduce the concepts of statistics, including descriptive statistics, probability, statistical inference, hypothesis testing, correlation, and regression.

FN 521. FUNDAMENTALS OF FINANCE 3 cr. Prerequisites: AC 521, and EC 521, EC 522. The concepts of financial planning, analysis, forecasting, and control are examined. Emphasis is on financial decision making from the perspective of the business firm. Topics include time value of money, ratio analysis, mergers, capital budgeting, risk, cost of capital, valuation, dividend policy, financial structure, and related financial topics.

MK 521. PRINCIPLES OF MARKETING 3 cr. Students in this course will study the various aspects of marketing for developing sound marketing programs. Product planning, distribution policies, promotional activities, pricing strategies, marketing planning and evaluation are included. Emphasis is on the value added to customers and the organization through marketing.

MN 531. ORGANIZATIONAL BEHAVIOR 3 cr. This course is an intensive survey of selected theoretical and empirical studies from the behavioral sciences relevant to the structure and processes of an organization. We consider formal and informal organizations, the individual, group dynamics, communication, leadership, motivation, and organizational design, development, and change.

## **Core Courses**

AC 551. MANAGING COSTS, BUDGETS AND PROFITS 3 cr. Prerequisite: AC 521 or equivalent. Emphasizes the role of accounting information in an organization's decision making with an emphasis on planning and control. Topics include activity-based costing, just-in-time production systems, product costing, cost behavior, operations budgeting, capital budgeting, and responsibility accounting.

EC 551. BUSINESS DECISIONS USING ECONOMICS 3 cr. Prerequisite: EC 521 or equivalent, and EC 522 or equivalent. Students will learn the application of analytical constructs in economic theory to practical problems, challenges and opportunities confronting organizations. Topics include demand analysis, production and cost analysis, market and pricing analysis, capital budgeting, and government policy.

FN 551. MANAGING FINANCIAL RESOURCES IN BUSINESS 3 cr. Prerequisites: FN 521 or equivalent and AC 551; Students are strongly encouraged to take EC 551 prior to FN 551. This course is a study of financial decision making within corporations. Students will learn about risk analysis, cost-of-capital concepts, money markets, capital markets, and other selected topics which promote the understanding of effective and efficient use of financial resources for the future success of the organization.

MK 551. MANAGING MARKETING RESOURCES FOR VALUE CREATION 3 cr. Prerequisite: MK 521 or equivalent. Students will study challenges and opportunities in organizations from a marketing perspective. The emphasis in this course is on understanding the nature of market and customer behavior as the drivers for building value creating strategies in organizations and the implementation of those strategies. Topics in this course include the elements of marketing strategies and plans along with the effective development and use of an organization's resources for creating sustainable success in the marketplace.

MN 550. LEADERSHIP AND MANAGERIAL SKILLS 3 cr. Prerequisites: MN 531 or equivalent. Comprehensive assessment of the student's leadership and managerial skills, followed by classroom discussion of leadership and managerial skills, exercises, and an individual skills analysis review session. Develops skills awareness and career management strategy.

MN 556. ANALYTICS-DRIVEN BUSINESS INSIGHTS 3 cr. Prerequisite: EC 522. Business analytics and big data are critical tools for effective business decision making. This course uses qualitative analytical techniques and quantitative descriptive and inferential analytical techniques to provide insights for business decision making. Students will learn techniques for classifying people and processes into segments or categories for performance metrics, drawing insights, and generating solutions. Students will also learn to apply predictive analysis techniques to sales forecasting challenges as well as estimating the impact of activities on performance of the organization.

### **In-Depth Study Courses**

MN 562. GLOBAL BUSINESS 3 cr. Prerequisite: Permission of Assistant Dean for Graduate Business Studies. Students will study the challenges businesses face in a global environment. Economic, social, technological and political factors will be explored as well as technical issues in international business. This course includes an international trip with on-site visits to organizations and cultural experiences within the countries visited.

MN 596. CONTEMPORARY TOPICS IN BUSINESS I 3 cr. This course is an in-depth exploration of economic, market-based or technological issues that businesses are currently facing. Application of a variety of concepts to new issues and challenges confronting business will be the focus. Topics covered in this course may change from year to year.

MN 597. CONTEMPORARY TOPICS IN BUSINESS II 3 cr. This course is an in-depth exploration of economic, market-based or technological challenges and opportunities that businesses are currently facing. Application of a variety of concepts to new issues and challenges confronting business will be the focus. Topics covered in this course may change from year to year.

### **Capstone Courses**

MN 591. ETHICS AND BUSINESS ENVIRONMENTAL ISSUES 3 cr. Prerequisite: AC 551, EC 551 & MK 551. This course considers the social, political, legal, and ethical constraints on business policies and managerial decision making.

MN 592. CORPORATE STRATEGIC MANAGEMENT 3 cr. Prerequisite: Completion of at least eight courses from Blocks II and III. This course examines the effective use of resources and capabilities of the firm to create sustainable competitive advantages for the future success of the organization. Environmental analysis and the strategic planning process are applied to a variety of business situations.