

# PMBA Courses

## REQUIRED

### ACCOUNTING

#### **ACCT 5001. Introduction to Financial Accounting**

In this course we will study the three fundamental financial accounting issues, including (1) recognition, (2) measurement/valuation, and (3) classification/disclosure and consider how business transactions are reflected on the financial statements using generally accepted accounting principles (GAAP). We will cover the four primary financial statements (balance sheet, income statement, statement of stockholders' equity, and statement of cash flows), the supporting footnotes to these statements, and several reports (annual reports, proxy statements, and press releases). The course incorporates both a preparer's perspective (i.e. how to apply GAAP requirements for recording and presenting financial information) and a user's perspective (i.e. how an investor or analyst can interpret and use financial statement information). 1.5 Credits.

#### **ACCT 5002. Strategic Cost Analysis**

This course provides an introduction to cost concepts, cost behavior and cost systems. Understand how strategy, technology and the environment affect a firm's choice of cost system type and system design alternatives. Discuss how cost system choices, in turn, influence tactical and strategic managerial decision-making. Tools such as cost-volume-profitability analysis, customer profitability, value chain analysis and relevant-cost analysis are presented. Case discussions illustrate the application of course topics. 1.5 Credits.

### FINANCE

#### **FIN 5203. Financial Management**

Students will learn in this class how the decisions of a company affect shareholder value and what decisions can increase it. To understand the perspectives of shareholders, we will study basic principles of investing: time value of money, valuation of debt and equity securities, discounted cash flow as a foundation for stock prices, the impacts of diversification and leverage on portfolio risk, the relationship between risk and expected return in securities markets, and capital market efficiency. We will use these principles to analyze capital investment decisions by estimating cash flows and discounting them at the appropriate cost of capital. We will also study how shareholder value is affected by a firm's financing decisions, such as the choice of using debt or equity capital. 3.0 Credits

### MANAGEMENT, POLICY, AND HUMAN RESOURCES

#### **MGT 5301. Introduction to Management and Strategy**

This course focuses on the job, perspective, and skills of the general manager - an individual charged with developing and implementing the long-term strategy of a business organization. The course helps students develop skills in identifying and analyzing past and current strategies and with formulating and implementing new ones. During the course, students are introduced to concepts around strategy formulation, resource and capabilities assessment, and industry and competitor analysis. 1.5 Credits.

#### **MGT 5315. Critical Thinking and Impactful Communication-I)**

The objectives of this course are to help you to better formulate, analyze, and communicate your ideas about unstructured business problems, some of which involve multiple functional areas of business (marketing, operations, finance, etc.). The kinds of competencies you will develop in this course include: problem formulation, elimination of faulty reasoning, persuasive communication and impactful communication. 1 Credit.

#### **MGT 5316. Critical Thinking and Impactful Communication-II)**

The objective of this course is to help you better communicate your ideas about unstructured business problems, some of which involve multiple functional areas of business (marketing, operations, finance, etc.). The course follows from MGT 5315, which was focused on critical thinking. In this course, we'll focus particularly on developing your presentation skills, and in combining those skills with your critical thinking skills. 0.5 Credits.

#### **MGT 5320. Strategic Management**

This capstone course provides an opportunity for students to integrate concepts from prior functional courses (marketing, operations, finance, accounting, and managerial economics) through the development and implementation of a business strategy. **Prerequisite: All previous core classes.** 1.5 Credits.

## **MANAGERIAL ECONOMICS**

### **MEC 5401. Managerial Statistics**

Introduces the statistical methods for analysis of business and economic data. The role of probabilistic concepts such as independence, conditional probability, expectation, and variance, and probability models such as the Bernoulli, binomial, Poisson, and normal are examined. Particular emphasis is placed on topics that relate to model formulation, estimation of model parameters, hypothesis testing and simple and multiple regression. 1.5 Credits.

### **MEC 5406. Managerial Economics**

This course introduces the basic principles of economics and their applications to managerial decision-making. The course begins with the analysis of the decision making of individual consumers and producers. The course then examines how consumers and producers interact with one another in a variety of market settings ranging from situations in which firms have many competitors and few tactical options to those in which there are a small number of firms competing vigorously along several strategic dimensions. Applications covered include decision making in risky situations, pricing policies in firms, and the relationship between market structure and the strategic choices that are open to the firm. 3 Credits.

## **MARKETING**

### **MKT 5503. Marketing Management**

The purpose of this course is to familiarize students with the foundational elements of marketing strategy and execution in various managerial contexts. Class sessions emphasize customer/market focus and competitor analysis to coordinate marketing tactics in a manner that drives growth in revenues and earnings. The course primarily uses case discussions, with lectures where appropriate. The cases provide students an opportunity to develop their oral and written skills in formulating and defending their marketing proposals. Recent developments in theory and practice are integrated into the course as appropriate. 3 Credits.

## **OPERATIONS AND MANUFACTURING MANAGEMENT**

### **OMM 5704. Operations Management**

This course discusses the main principles and concepts in managing operations for competitive success. Among the topics covered are: operations strategy, capacity analysis and organization, queuing theory, service management, quality management, inventory management, and a brief introduction to supply chain management. Students learn the basics of how to manage the operations of a firm, and how operational issues affect and are affected by the many business decisions they will be called upon to make or recommend in their careers. Most sessions consist of in-depth case discussion, integrated with theory. 3 Credits.

### **OMM 5705. Quantitative Decision Making**

This course has the following objectives: (a) to introduce students to the science of quantitative decision making; (b) to enhance and reinforce students' analytical skills and their ability to intelligently use information; (c) to teach the art and science of spreadsheet modeling; and (d) to expose students to different approaches, support tools, and analytical methods for decision making, particularly those analytical methods useful for later courses. These objectives will be facilitated through the following key tools taught in this course, which are spreadsheet modeling, decision analysis, simulation for risk-analysis and modeling uncertainty, and optimization tools. The course will be taught from an interdisciplinary standpoint and examples will be provided from a variety of functional areas. 1.5 Credits.

## **ORGANIZATIONAL BEHAVIOR AND STRATEGY**

### **OB 5601. Organizational Behavior**

Develops a conceptual tools and basic skills for managing people in organizations. The course focuses on the basic problems that confront every manager: communicating effectively, negotiating sound agreements that build lasting relationships, managing the inevitable conflicts that arise in every organization, and exercising leadership in work teams. 1.5 Credits.

# Electives

## ACCOUNTING

### **ACCT 500C. Tax and Business Strategy: A Planning Approach**

This course is intended to provide business students with an overall framework for taking tax considerations into account when making business decisions. More specifically, as the textbook authors point out in the preface to the book, the course is intended to provide students with “a solid understanding of the decision contexts that give rise to tax planning opportunities, how to integrate tax strategy into the bigger picture of corporate decision making, and the dramatic impact that changes to transaction structure can have on after-tax cash flows.” The course is not intended to provide students with an understanding of the technical tax rules that will be discussed during the course. However, many technical tax rules will be mentioned throughout the course and a general framework of the tax rules will be provided so as to facilitate a discussion of how these tax rules affect business decision-making. **Prerequisites: ACCT 567 or permission of the instructor.** 1.5 Credits.

### **ACCT 500D. Fraud Prevention and Internal Controls**

This course is designed to provide students with an overview of various forms of fraud, the role of auditors and forensic accountants in detecting the fraud, and how internal controls may be designed to prevent such activity. The course will draw extensively on cases that illustrate the various types of fraud. In each topical area, students will examine the techniques that may enable an investigator to detect the fraudulent practices and also develop appropriate internal controls that would help a corporation minimize or prevent the fraudulent practices. **Prerequisites: ACCT 5011 or ACCT 5001.** 1.5 credits

### **ACCT 500E. Information Technology Control and Audit**

This course is designed to provide students with an introduction and overview of the field of Information Technology (IT) Auditing. It is intended to provide students with an understanding of risks in the IT environment, general computer and application control concepts and the basics of how to perform an IT audit. The course will also introduce students to the ISACA COBIT framework and the concepts of IT governance and assurance. **PMBA Prerequisite: ACCT 5001. MBA Prerequisite: ACCT 5011. Concurrent enrollment in or completion of ACCT 564.** 1.5 credits

### **ACCT 500G. Analysis of Financial Institutions & Financial Instruments**

The main goal of the course is to give you an in-depth understanding of how financial reports provide unusually accurate and detailed (but not perfect) information about the risks and performance of firms in the financial services industries. These firms' financial statements increasingly are based on fair value accounting and their financial reports typically include extensive risk and estimation sensitivity disclosures. Both fair value accounting and risk and estimation sensitivity disclosures are necessary ingredients for financial reports to convey the risk and performance of financial services firms in today's world of complex, structured, and risk-partitioning financial instruments and transactions. While financial services firms often apply fair value accounting and risk and estimation sensitivity disclosures imperfectly (or worse), careful joint analysis of the information they do provide invariably yields important clues about their risks and performance. **Prerequisite: ACCT 5001 and ACCT 501 OR 501B or equivalent.** 1.5 credits.

### **ACCT 500H. International Financial Reporting Standards**

The early part of this course will cover an overview of International Financial Reporting Standards and the International Accounting Standards Board; advantages and disadvantages of adopting IFRS from the viewpoints of users, preparers, auditors, developing countries, developed countries, and others. The course will also provide an overview of the SEC staff's findings and observations regarding certain issues in adopting IFRS in the United States and related observations from the perspective of the IFRS Foundation and staff. The remainder of the course will be devoted to the key differences between IFRS and GAAP in such areas as revenue recognition; inventories; and long-term assets, including property, plant, and equipment, intangible assets, research and development costs, borrowing costs, and impairment. **Prerequisite: Successful completion of or concurrent enrollment in Advanced Financial Accounting Problems B50 ACCT 4680 or B60 ACCT 563.** 3 credits.

### **ACCT B60 500I. International Financial Reporting Standards II**

This course will be a continuation of A500H and will be devoted to the key differences between IFRS and GAAP in such areas as provisions, contingent liabilities, and contingent assets; leases; income taxes; employee benefits; share-based payments; business combinations; consolidations and investments in related entities; financial instruments; cash flow statements; operating segments; interim financial reporting; accounting policies; changes in accounting estimates; errors; events after the balance sheet date; related party transactions; earnings per share; discontinued operations; and changes in foreign exchange rates. The course also will cover management opportunities and issues when converting from GAAP to IFRS. **Prerequisite: ACCT 500H.** 1.5 credits.

### **ACCT 500J. Not-For-Profit Accounting**

Students will gain an understanding of the unique facets of not-for-profit accounting, including understanding not-for-profit financial statements, differences in not-for-profit GAAP, and the IRS Form 990. **Prerequisite: ACCT 5001.**

### **ACCT 501. Financial Accounting II**

This course is the second in the accounting sequence. It will build upon the first mini-course ACCT 5001. The issues that will be discussed are fundamental to an MBA's training. The course content is important to all students, irrespective of their concentration. This course will enhance your ability to spot problem areas in a firm's financial statements, which is very relevant, in the light of recent corporate scandals. The primary focus will be on the components of the balance sheet and how these components impact the income statement and cash flow statement. Students will learn the implications of financing with equity, debt or off-balance sheet financing. Students will be able to contrast investments in operating assets versus investments in securities. **PMBA Prerequisite: ACCT 5001. MBA Prerequisite: ACCT 5011.** Note: Students cannot take both this course and ACCT 501B for credit. 1.5 Credits.

### **ACCT 502. Managerial Control Systems**

Organizations face both information and incentive problems, usually simultaneously. Managerial control involves developing policies and systems to cost-effectively minimize these problems while helping the organization achieve its objectives. The course focuses on control issues by analyzing the financial aspects of planning, feedback, and performance measurement. Topics include: responsibility accounting, budgeting, benchmarking, target costing, variance analysis, productivity measures, transfer pricing and optimal design of performance measures. **PMBA Prerequisite: ACCT 5002. MBA Prerequisite: ACCT 5012.** 1.5 Credits.

### **ACCT 503. Business Analysis Using Financial Statements**

In this course we use concepts from financial accounting, finance, and strategy to develop models used by financial analysts in valuing equity securities (although we will focus on equity valuation, our approach is applicable to issues faced by managers considering investment opportunities). We will discuss/review a variety of models, including the dividend model, the free cash flow model, the method of comparables/multiples, and the asset-based valuation model. These more traditional models will be contrasted with the residual income valuation model, a relatively recent valuation innovation. **PMBA Prerequisites: ACCT 5001, ACCT 501, FIN core. MBA Prerequisites: ACCT 5011, 501B, and FIN core.** 1.5 Credits.

### **ACCT 503B. Advanced Business Analysis Using Financial Statements**

This course covers equity valuation, including such topics as forecasting free cash flows, using earnings for equity valuation, estimating risk-adjusted discount rates. We also explore the role of financial accounting in contracts, credit analysis, and forecasting financial distress. **Prerequisite: ACCT 503.** 1.5 Credits.

### **ACCT 505. Advances In Management Accounting**

As firms become more competitive, cost management becomes critical to firm survival. This course examines how firms measure the costs of customers, suppliers and product development. You'll also learn to use cost systems in service firms. The course concludes with an introduction to enterprise-wide resource planning systems (ERP). Taught using the case method. Guest lectures. This course is useful for those considering careers in general management, marketing, operations, or consulting. **PMBA Prerequisite: ACCT 5002.** 1.5 credits.

### **ACCT 506. Advances in Planning and Control Systems**

Managerial control is central to firm success. Control systems enable management to communicate firm strategy, as well as prevent employees from engaging in inappropriate conduct. Students learn about strategic risk, the alignment of goals and incentives, the use of different types of control systems, profit planning and performance measurement. A Balanced Scorecard simulation and actual firm performance measures illustrate concepts. Because of the strategic and tactic importance of control systems, this course is appropriate for all career paths. The course is also relevant to entrepreneurs who will one day transfer aspects of control to professional managers. Taught using the case method with guest lecturers. **Prerequisite: ACCT 502 or consent of instructor.** 1.5 credits.

### **ACCT 507/FIN 536. Financial Issues in Leasing**

This course is devoted to studying the various elements that are involved in identifying leasing opportunities and structuring a lease. Topics covered include accounting and tax issues related to leases, the legal and financial structure of a lease, options embedded in lease agreements, and the marketing and negotiation of leases. **PMBA Prerequisites: FIN 5203 and ACCT 5001. MBA Prerequisites: FIN core and ACCT 5011.** 1.5 Credits.

### **ACCT 508. Financial Reporting from the CFO's Perspective**

This course will (1) enhance students' understanding of the role of the CFO (of publicly traded firms) in financial reporting and the related roles of the CFO in issues of corporate governance and investor relations, (2) provide students with a strong understanding of the impact of Sarbanes-Oxley on financial reporting for public companies, as well as requirements of the SEC in financial reporting, (3) develop students' skills in using the authoritative accounting and regulatory literatures when preparing financial reports, (4) examine issues related to financial reporting for specific accounting issues and in times of financial crisis, and (5) provide a basis of understanding the technological changes affecting financial reporting. **PMBA Prerequisites: ACCT and FIN core, and ACCT 501. MBA Prerequisites: ACCT 5011, 501B, and FIN core.** 1.5 Credits.

### **ACCT 555. Accounting Policy and Research**

This course is designed for Students in the Masters in Accounting Program (MACC) and integrates material from previous accounting courses and professional experiences. This course will enable students to develop their knowledge and appreciation of current debates that surround the accounting profession. Students will develop critical thinking skills regarding

these issues and form and defend opinions about contemporary regulatory and market issues. The course will also provide an opportunity for students to learn important technical and research tools used by accounting practitioners. Finally, students will get an appreciation of the primary methods underlying academic research in accounting. **Prerequisites: ACCT 562 or permission of the instructor. Students must be enrolled in the MACC program or have prior approval for the instructor.** 3 Credits.

#### **ACCT 564. Auditing**

Blends research findings in auditing with traditional auditing topics, such as the objectives and procedures employed in the examination of financial statements. Research studies cover the market for auditing services, legal liability, evidence gathering and evaluation, and the impact of qualified audit reports. Also includes certain topics taken from CPA examinations. **PMBA Prerequisites: ACCT 5001 and ACCT 501. MBA Prerequisites: ACCT 5011 and 501B.** Cross-listed with BUS 464. 3 Credits.

#### **ACCT 567. Federal Income Taxes**

Examines the impact of taxation on economic behavior. Develops a framework for analysis and applies it to various topics. Introduces fundamentals of individual and corporate income taxation and highlights their interrelationships in the context of tax planning. **Prerequisite: first 30 units of required courses;** recommended ACCT 562. 3 Credits. **Usually offered in the daytime.**

## **FINANCE**

#### **FIN 553 (formerly 500N). Corporate Finance and Investments Industry Seminar**

This course is designed to expose MBA students to the language, issues, and skill sets necessary for careers in corporate finance, investment banking, private equity and asset management. The primary intent of this course is to offer a detailed introduction to financial markets, as well as those people, companies and other institutions that participate in it as providers of capital, users of capital or the players that work to intermediate between these two. **.5 credit. Prerequisites: First-Year MBA student in good academic standing.**

#### **FIN 500V. Risk Management and Insurance**

This course will provide an introduction to risk management and insurance. We will explore enterprise risk management broadly and understand what risk is, and how risk can be managed and or mitigated. We will understand the different kinds of risk and the difference between insurance and hedging. We will study the various insurance markets and the basics of how they operate. We will especially focus on the issues of risk management and insurance from an insurance issuer's perspective and from a corporate risk manager's perspective. We will also review the insurance operations of Berkshire Hathaway to understand the operations of a diversified insurance company and of Allstate Corporation and State Farm Insurance as we review the basics of auto and homeowners insurance respectively. 1.5 credits.

#### **FIN 500W. Venture Capital Methods**

This course provides basic terminology and tools used in evaluation of early-stage venture investing. The course will also cover the history of venture capital and discuss the different strategies that a venture capital firm could utilize. The course will use case studies and outside speakers to provide overviews of certain aspects of the venture capital industry including investment strategies and VC firm operations. 1.5 credits. **Prerequisite: FIN 5203.**

#### **FIN 500X. Venture Capital Practice**

This course is the capstone for students interested in early stage investing. The course objective is to develop practical skills for angel and early-stage investing in private companies. Students will partner with professional investors in the St. Louis community to perform various activities, including finding deals, performing evaluations of investment opportunities, and where appropriate negotiating, arranging financing, and closing investments. The course also relies on bringing in investment professionals from the local community to provide real-world perspective on early stage investing. 1.5 credits. **Prerequisite: FIN 500W Venture Capital Methods and instructor approval.**

#### **FIN 500Y. Private Equity Methods**

This course will provide the student with an understanding of the basic terminology, due diligence and analytical methodologies critical to evaluating Private Equity investments. The course will also cover the history of Private Equity and the different roles of Private Equity – growth capital, LBO / MBO, Roll-Up, etc. in the evolution of the firm. Private Equity funds in the context of the overall market (strategic vs. financial acquirers) will be discussed as will be the role of leveraged lending and bank financing of financial sponsors. Private Equity as an investment and its role in portfolio construction will be analyzed. Finally, the legal structure of Private Equity funds in the context of firm control and governance will be reviewed. 1.5 credits. **Prerequisite: FIN 5203.**

#### **FIN 500Z. Private Equity Practice**

This course is the capstone for students interested in pursuing careers in private equity. Students will develop practical skills for investing in private companies. Students will partner with professionals in the St. Louis community to perform various activities, including transaction sourcing, evaluating investment opportunities and, where appropriate, negotiating, arranging financing, and closing investments. The course also heavily relies on bringing in professionals from the local community to provide real-

world perspectives on private equity investing. 1.5 credits. **Prerequisite: FIN 500Y Private Equity Methods and instructor approval.**

#### **FIN 521. Financial Intermediation**

Discussion centers on the role of banking institutions and credit markets, the design of financial contracts and institutions and the public regulation of financial markets. After establishing a framework for analyzing financial institutions and markets, we turn to a current topic of special interest. Students will research and present a report advocating a particular point of view.

**PMBA/Prerequisites: FIN core or permission of instructor.** 1.5 Credits.

#### **FIN 523B. Mergers and Acquisitions**

The course will provide an in depth view of the theory and empirical regularities of various corporate control transactions. Specifically, we will discuss valuation of target firms, possible sources of value creation, various motives for mergers, tax consequences of mergers, legal issues in merges, financing an acquisition, defensive tactics in hostile takeovers, going-private transactions and bidding behavior of acquirers. The method of instruction is a mix of lecture and case analysis. **PMBA/MBA**

**Prerequisites: FIN core and 534.** 1.5 Credits.

#### **FIN 524. Options & Futures**

Focuses on futures with an introduction to options. Discusses forward and futures pricing, and the use of various futures contracts to hedge commodity price risk, interest risk, currency risk, stock portfolio risk, and other risk exposures. Provides both binomial tree and Black-Scholes models for option valuation. **PMBA/MBA Prerequisites: FIN core.** 1.5 Credits.

#### **FIN 524B. Derivative Securities**

Provides an in-depth analysis of valuation and trading strategies for options and other derivative securities which have applications across areas of finance such as hedging, swaps, convertible claims, mortgage payments, index arbitrage, insurance, capital budgeting and corporate decision making, and are responsible for many new innovations and developments of the financial markets. **PMBA/MBA Prerequisites: FIN core and 524.** 1.5 Credits.

#### **FIN 525. Fixed-Income Securities**

This course analyzes investment in bonds and related fixed-income instruments. Major topics are bonds, interest rate risk, and related securities. Bond topics include yield curves and forward interest rates. Risk analysis covers duration, convexity, and immunization. **MBA/PMBA prerequisite: FIN 5203.** 1.5 Credits.

#### **FIN 527. Financial Markets**

This course will facilitate further learning in the finance track by providing insights into various financial markets, financial institutions, associated market participants, select representative transactions and industry conventions. Students will examine the role of regulators, rating agencies, commercial and investment banks, and investors in the debt, equity and derivatives markets. In addition, in the context of the Financial Crisis, the role of regulation, monetary policy, leverage and human behavior will be discussed as possible root causes of the crisis with an emphasis on the various market failures in specific markets and their impact on market participants. Lastly, the role of revised regulations and the future of financial innovation will be debated. Learning will be facilitated through assigned readings, responsive essays on assigned readings, class discussion of historic and current events and lectures. **PMBA/MBA Prerequisites: FIN core.** 1.5 Credits.

#### **FIN 528. Investments Praxis**

In this course students serve as managers of a portfolio, the Investment Praxis Fund, which is owned by the school. Students will analyze investment opportunities in various industries and present recommendations to the class for possible purchases or sales of securities. Students must demonstrate that their investment decisions are consistent with the style and objectives of the fund. Valuation tools, financial statement analysis and investment techniques are emphasized as part of a thorough analysis. The course will blend theory with practical advice from investment professionals such as portfolio managers, securities traders, and consultants. **Prerequisites: FIN core, FIN532 and FIN534.** 3 Credits.

#### **FIN 530. International Finance**

Measuring and hedging exposures to exchange rate fluctuations is a central topic of this course. The relationships among spot and forward exchange rates, interest rates, and inflation rates are described. Additional topics include capital budgeting for international projects, international capital markets, and international portfolio diversification. **PMBA/MBA Prerequisites: FIN core.** 1.5 Credits.

#### **FIN 531. Venture Capital and Private Equity**

Private equity funds are an important source of financing for new ventures and buyouts of established companies. Asymmetric information and the need for monitoring and control are among the reasons private equity has evolved as a substitute for other financing sources, such as bank loans and public debt and equity issues. This course will discuss how private equity funds are raised and structured and how private equity investors (i) analyze investment opportunities, (ii) interact with the management of the companies they finance, and (iii) exit investments. Students will be expected to have some proficiency in financial valuation. Prerequisite: completion of at least one of the following: Advanced Corporate Finance I—Valuation, Investment Banking, Mergers & Acquisitions, Financial Statement Analysis or consent of the instructor. **Prerequisites – FIN 5203 and at least one of the following recommended: FIN 534, FIN 523B, FIN 549F, or ACCT 503 or permission of the instructor.** 1.5 credits.

### **FIN 532. Investment Theory**

This course covers the theory of risk and return in capital markets. Topics covered include the CAPM, factor models of asset pricing, measures of mutual fund performance evaluation. **MBA/PMBA prerequisite: FIN 5203.** 1.5 Credits.

### **FIN 532B. Valuing Strategic Corporate Investments**

The objective of this course is to obtain an in-depth understanding of some of the major empirical issues in investments. Based on recent research articles and cases, students are required to learn the facts, theories and the associated statistical tools to analyze financial data. The topics for this course include models of stock returns, Bayesian and shrinkage estimations for expected returns and covariances, multifactor asset pricing models, GARCH models, principal components, asset allocation, stock screening, predictability, performance evaluation, anomalies, limits to arbitrage and behavioral finance. **Prerequisites: FIN 5203 and FIN 532.** 1.5 credits.

### **FIN 533. Valuing Strategic Corporate Investments (formerly Real Option Valuation)**

The objective is to obtain both an in-depth understanding of the real option theory and the associated implementation skills in real-world applications. The theoretical tools are binomial models and Monte Carlo simulations. The application topics cover all types of typical real options, cases of leasing, R&D, take-over, market expansion, growth values, dot-coms, staged investments, multiple project uncertainties, ranging from standard European and American options to compound and rainbow options. **MBA/PMBA Prerequisite: FIN core.** 1.5 Credits.

### **FIN 534. Advanced Corporate Finance I -- Valuation**

This course considers issues faced by corporate financial managers with respect to the valuation of projects, divisions, and entire companies. The prime focus is on assessing the profitability of different business alternatives in a forward-looking sense. The impact of financing decisions on the valuation of business alternatives is explicitly considered. Also covered is an introduction to measuring the role of flexibility inherent in business alternatives. The course is "hands-on" and heavily focuses on direct applications of the theory and the individual development of spreadsheet modeling skills. **MBA/PMBA prerequisite: FIN 5203.** 1.5 Credits.

### **FIN 534B. Advanced Corporate Finance II - Financing**

This course considers a broad range of issues faced by corporate financial managers with respect to the financing of investment opportunities. In this course, we turn to the right-hand side of the balance sheet as a direct follow up to the skills acquired in the Advanced Corporate Finance I - Valuation, a course that focused on the left-hand side of the balance sheet. The course is designed to be "hands-on", and we will heavily focus on direct applications of the theory of financing to business practice. To that end, we will cover topics related to the valuation of bond and convertible securities, estimating the costs of financial distress, the reorganization of firms in financial distress, deriving an optimal capital structure, and the effects of management stock option grants on valuation. Students may not take both this course and FIN 523 for credit. **PMBA/MBA Prerequisites: FIN core and 534.** 1.5 Credits.

### **FIN 534C. Advanced Corporate Finance III – Frontiers of Valuation**

This course covers advanced topics in valuation. Main topics covered will be the valuation of private firms and young businesses, and the valuation of financial services firms such as banks and insurance companies. The course applies both theory and practical valuation methods through the analysis of cases and real world examples. **PMBA/MBA Prerequisites: FIN core, 534, and 534B.** 1.5 Credits.

### **FIN 536/ACCT 507. Financial Issues in Leasing**

This course is devoted to studying the various elements that are involved in identifying leasing opportunities and structuring a lease. Topics to be covered include the legal and financial structure of a lease, options embedded in lease agreements, accounting and tax issues related to leases, and the marketing and negotiation of leases. **PMBA Prerequisites: FIN core and ACCT 5001.** **MBA Prerequisites: FIN core and ACCT 5011.** 1.5 Credits.

### **FIN 537. Advanced Derivative Securities**

This course focuses on implementation of models for pricing and hedging derivative securities in the equity, currency, and fixed-income markets. Students will learn to write programs in a programming environment such as MATLAB to implement the Black-Scholes model, binomial models, Monte-Carlo methods and finite-difference methods. The derivatives studied will include exotic equity and currency derivatives and caps, floors and swaptions. The goals of the course are to learn more about the various instruments that are traded, the various assumptions and methods that may be chosen in modeling them, and the importance of the assumptions in determining the prices and hedges that are chosen. The course will be especially useful to students pursuing careers in sales and trading who will interact with research departments and students pursuing careers in asset management. **Prerequisites: FIN core, 524, and 524B.** 3 Credits.

### **FIN 549H. Special Topics: Real Estate Finance**

This course provides a broad introduction to real estate finance and investments. Topics include both equity and debt. We begin with an overview of real estate markets in the United States. On the equity side students will be introduced to the fundamentals of real estate financial analysis, including pro forma analysis and cash flow models, and elements of mortgage financing and taxation. Ownership structures, including individual, corporate, partnerships and REITS will also be covered. On the debt side, we examine a number of financing tools in the context of the evolution of the secondary mortgage market, both residential and commercial. Additional topics related to real estate finance are covered in Fixed Income Securities (FIN 525). **Prerequisite: FIN core.** 1.5 credits.

### **FIN 550A Legal, Compliance & Taxation Aspects of Wealth Management**

The course will cover topics in law, compliance, risk management and taxation in wealth management at both the firm and client level. Topics covered include firm regulation; advisor compliance, licensing and education; firm risk management; ethics; and taxation of client assets as relates to wealth planning and related firm services required. At the conclusion of this course students will understand the major management issues involved in running a wealth management firm, the obligations of an advisor and the major non-investment considerations for clients of wealth management firms. 1.5 credits.

### **FIN 550B Wealth Management – Practice**

The course will help students to apply the many holistic concepts of Wealth Management by reviewing topics covered in previous courses, and emphasizing the importance of synthesizing, communicating and executing the various planning strategies used to meet the individual needs of clients. Students will be split into small groups; each group will receive a distinct client case study in the first class, and each group will develop a wealth management plan over the course of the semester to be presented to a hypothetical client in the last class. Every class will review planning topics including investment concepts, estate planning, tax management, insurance planning, retirement funding and education funding with a focus on practical application that will inform the recommendations in the wealth management plans. 1.5 credits.

### **FIN 550C Endowments, Foundations & Philanthropy**

The course will cover topics in endowment and foundation governance, grant making and investment management as well as fundamentals of philanthropic giving at both the foundation and personal levels. Topics covered include investment policy statements, spending policies, portfolio construction, giving priorities, socially-responsible / environmental-social-governance investing, impact investing, program related investments, and tax considerations. 1.5 credits.

### **FIN 550D Hedge Fund Strategies**

This course provides both an overview of hedge funds and an in-depth analysis of their trading strategies. Topics covered include structure, incentives, and performance evaluation of hedge funds, regulatory and taxation aspects of hedge funds, common trading strategies of hedge funds (e.g., market neutral, global macro, forex, activism, and event driven), and the academic evidence on the performance and influence of hedge funds. Prerequisite: FIN 532 or instructor's approval. 1.5 credits.

### **FIN 550E Behavioral Finance**

The course will cover topics in behavioral finance, which is a field of finance applying psychology to decisions of investors and corporate managers. Topics covered include prospect theory and non-expected utility preferences, behavioral biases and heuristics, limits to arbitrage, anomalies and their behavioral explanations, bubbles and their behavioral explanations, behavioral biases of individual vs. professional traders, and behavioral corporate finance. The course will cover theoretical aspects, empirical and experimental evidence, as well as practical implications. Prerequisite: FIN 532 or instructor's approval. 1.5 credits.

### **FIN B62 560A. Research Methods in Finance**

The course is designed to prepare students for independent research in finance by exploring methods and techniques in a manner that will allow the students to implement them correctly and efficiently. The curriculum will emphasize practical applications of empirical methods used in financial research and how to implement them. Students in the course will learn empirical methods in corporate finance and asset pricing; obtain basic knowledge and familiarity of the databases used in common finance research; get exposure to recent research in finance which applies the methods covered; and learn how to implement the methods covered using relevant programming languages. 3 credits.

## **MANAGEMENT**

### **MGT 571 (formerly 500T)/S50-5060. Social Entrepreneurship**

This course is about using entrepreneurial skills to craft innovative solutions to lead and fund efforts to resolve social needs. Entrepreneurs are particularly good at recognizing opportunities, exploring innovative approaches, mobilizing resources, managing risks, and building viable enterprises. These skills are just as valuable and essential in the 'independent' social sector as they are in the 'private' business sector. While entrepreneurship can be broadly defined as any innovative effort that brings new processes, approaches, and solutions to bear on opportunities and problems; this course focuses more specifically on the opportunity to create innovative 'earned income' revenue solutions to funding mission based social organizations. Additionally, while social entrepreneurship can conceptually apply to both for-profit and not-for-profit models, this course is focused on the not-for-profit organizational form, which is seeking to create social value and fully leverage its not-for-profit tax status. This course will be co-sponsored and co-taught by the George Warren Brown School of Social Work and the Olin School of Business as an innovative approach to blend cross-discipline competencies to help solve the social issues of our world. 3 credits.

### **MGT 501. Management Center Practicum**

Students work in four-person teams on consulting projects, applying insights from their course work to real-world business problems under faculty supervision. Each student is expected to spend about 150 hours on the project. Grades are based on the quality of the final written and oral reports, as determined by the faculty supervisor.. 3 Credits.

**MGT 502. Ethical Issues in Managerial Decision Making**

This course consists of a seminar, which focuses on ethical issues in management. This course is “team taught” and surveys a number of ethical standards or levels by which managers make decisions involving most functional areas of business. Course will emphasize discussion by student of cases and problem situations which confront managers and for which ethical dimensions are a significant part of the business choices. Course grade is determined by class participation and a written summary paper. See instructor for additional information. 1.5 Credits.

**MGT 511A. Law and Business Management**

We will review different rules of substantive law which affect the conduct of individuals and businesses. We will analyze different legal theories and rules of substantive law which regulate the conduct of individuals and businesses and which impose liability for damages on individuals and business entities when those rules are violated. We will survey basic rules of criminal law, intentional torts, and negligence. We will next focus on the rules affecting the making and performance of contracts, and the liability which results from breach of contractual relationships. This will include general contract law, as well as specific rules that exist in the sale of goods and merchandise, and in the purchase, ownership and sale of real property. In addition, we will also analyze and compare the choices available for dispute resolution, including mediation, arbitration, and trial in court. 1.5 Credits.

**MGT 511B. Legal Issues at Business Stages**

An analysis of legal issues affecting business from startup, operation, and the sale or closing of the business, including mergers and acquisitions. Startup analysis will include a comparison of business entities available and the factors to be considered in choosing one form of entity over another. We will compare general partnership, limited partnership, corporate and limited liability company forms of doing business, and basic rules of taxation of business entities, including and understanding of Apass through entities@ for tax purposes. Specific issues to be considered in the operation and conduct of the business will include a review of the law of agency, employment law, intellectual property law, securities regulation and antitrust. We will conclude with a review of legal issues affecting the sale or closing of a business, including mergers and acquisitions. We will discuss specific issues affecting seller and buyer including representations and warranties by seller, successor liabilities, and indemnification arrangements. 1.5 Credits.

**MGT 512: International Business**

Examination of management strategies of global businesses. We use a network approach, though not exclusively, to understand firm strategies. Business networks are linked to knowledge clusters. Discussion of rationale for going global and internal organizational architectures and models that firms use for global management. Global strategy of firms influences their external networks and how they deal with technological change. Examination of how logistics and finance relate to global business strategy. Consideration of political-economy of business and global economic crisis. The course will have case dealing with a current strategic challenge of a global corporation. The company will present a problem/case on the first class day. Concurrently with the coverage of concepts of global business, selected class periods will cover themes applicable to the case. Students will propose a strategic solution in group case presentations to company executives on the last class day, and the executives will give their final reactions in the last period. 3.0 credits

**MGT 513N. Employment Laws**

As you are or will be hiring and managing people during your career, knowing the discrimination laws (NLRA, ADA, Title VII, Age Discrimination Act, FMLA, etc.), the wage and hour laws, and non-compete laws and being exposed to their practical application will make you an effective manager and an asset to your employer. This course is designed to give you the practical knowledge of how to avoid violating the law and how to effectively deal with employees without incurring liability to you and your employer. More specifically, by taking this course, you will be able to: (1) identify potential legal issues associated with managing employees (for example, discrimination problems); (2) learn effective strategies to avoid lawsuits against yourself and your company; and (3) learn how to earn the respect of and bring out the best in the employees you manage. 1.5 Credits.

**MGT 520. Taylor Community Consulting Project**

This course is designed to provide business assistance and expertise to St. Louis area non-profit agencies. Applications available in the Center for Experiential Learning, Simon 117. Open to PMBA/MBA students, upper level BSBA students, and MSW students. 1.5 Credits.

**MGT 521. Introduction to Entrepreneurship**

This course is designed not only for the student with a burning passion to start his/her own business, but anyone who believes that entrepreneurial skills are an essential element of business success. “Introduction to Entrepreneurship” is taught primarily via the case method. Most case discussions will be followed by a relevant guest speaker —either an experienced entrepreneur or a professional from the investment community. You will hear from entrepreneurs and corporate managers with an entrepreneurial flair, some who have experienced great success, and others for whom success has been elusive. The structure of this course follows the evolutionary process of a new venture. Topics covered include: Idea Assessment, Organization Formation, Capitalization, Growth, and Exit. Corporate Entrepreneurship also will be explored. This course integrates much of what you have learned in your core courses and challenges you to apply those learnings. In each class you will be expected to make difficult business choices with less than perfect information, dealing with ambiguity and uncertainty, much like a real life entrepreneur. Analytical rigor will be emphasized throughout and you will be expected to have “run the numbers” for each case. A central element of this course is the opportunity to pitch your “business idea” to classmates via a 5 minute “elevator pitch”. Those with the winning business concepts will recruit classmates to join their team to conduct a

comprehensive feasibility analysis. Your “final” will consist of a formal 20 minute dress presentation of your idea—much like you would pitch your business concept to a potential investor. It is the professors’ objective that by the end of this course you will:

- 1) Better understand entrepreneurship and the entrepreneurial process
- 2) Be an incisive analyst of a business and/or business concept
- 3) Be a more persuasive seller of your business ideas.

Note: This course is strongly recommended for students interested in participating in the MGT 524. Students may not receive credit for both this course and MGT 514A. 3 Credits.

#### **MGT 524. Business Planning for New Enterprises [The Hatchery]**

In this course, student teams pursue their own business idea or support outside entrepreneurs by researching, writing, and pitching business plans for new commercial or social ventures. Enrolled students can recruit a team to work on their own business idea, or can join a team working on another’s idea. Outside entrepreneurs and scientific researchers wishing to recruit student teams must apply in advance to be considered for student selection. Most of the work is done outside the classroom with the support of mentors, advisors and the instructor. Classes are held once per week for the first half of the semester. Workshops and rehearsals are required in the second part of the term. Students make final presentations to a panel of outside judges including venture capitalists, angel investors, entrepreneurs and people involved with early stage ventures.

**Prerequisites: Introduction to Entrepreneurship (MGT 521), Social Entrepreneurship (MGT 500T or S-50-5060) or permission of the instructor. 3 Credits.**

#### **MGT 525. Strategic Consulting**

The focus of the course is developing a strategy for a real world company. Many students use their current employer, a past employer, or the organization they would like to work for after the MBA. In this individual project, students use everything they have learned in their business career and MBA program so that each element of the strategy fits together and reflects the company’s business realities. The strategy should provide superior value to employees, customers, and owners. While the primary emphasis is on strategy development and implementation, the secondary emphasis is on the consulting process. Outside speakers and a case study discuss consulting issues at the major strategy firms, the Big 5, and smaller consulting firms. Most students should take the course in their last year but some full-time MBAs take it in their first year if they plan to do a consulting internship. 1.5 Credits.

#### **MGT 529. Management and Corporate Responsibility**

Corporate leaders are expected to maximize returns to shareholders, produce compelling products and services, and create attractive work environments for their employees while at the same time adhering to the laws and expectations of the communities and countries within which they operate. This course will explore real situations in which the objectives of the corporation’s various constituencies—shareholders, employees and communities are in conflict. It will also focus on situations in which societal concerns—environmental and health, for example may be at odds with the immediate interests of important stakeholders. Through vigorous case discussions, dialogues with industry leaders and role-play simulations students will wrestle with these often ambiguous dilemmas, gain insights into the conflicts, and develop their own approaches and decision-making frameworks for resolving these situations and those they will face during their careers. 1.5 credits

#### **MGT 530 Asian Business Networks**

To engage successfully with the dynamic economies of Asia, business leaders and their firms need to understand how the region’s business networks operate. This course examines the structures and the behavioral principles which govern the major business networks of Asia, including the Japanese keiretsu, Korean chaebols, Overseas and mainland Chinese, and the Indian networks. We also will consider successful and failed strategies of non-Asian headquartered firms who have attempted to participate in Asian networks. Business actors are placed in social organizational, economic, and political contexts, and a rich set of case studies comprise the core of the evidence. 1.5 credits

#### **MGT 533. Effective Managerial Communication**

This course expands MBA candidates’ competencies in writing the emphatic and active voice style for different stakeholders, presenting under difficult or unplanned circumstances, evaluating the work of others and delivering constructive feedback, running better meetings, and writing and evaluating strategic documents. MBA candidates benefit from constructive feedback provided by the instructor and an international range of classmates. Assignments are drawn from real organizational cases requiring solid tactical thinking to ensure that communication is received well. 1.5 Credits.

#### **MGT 534. Corporate Strategy**

This course explores the unique strategy issues that arise within multi-business firms. The course examines how value is created or destroyed through the process of combining businesses and examines strategic issues surrounding mergers and acquisitions. Discussion within the course will critically evaluate patterns of diversification and growth within firms. The course will also address issue of vertical integration, exploring the limits of firm size. The course will also address the unique organizational design choices that emerge in multi-business settings, including an exploration of corporate governance. **PMBA Prerequisite: MGT 5301. MBA Prerequisite: MGT 5311.** 1.5 Credits.

#### **MGT 535. Strategic and Crisis Communication**

This course refines MBA candidates’ competencies in delivering strategic communications related to three concentration tracks (financial, marketing, and consulting), communicating with employees and the public during high risk situations, strategizing and delivering damage control messages and crisis communications, preparing for media coverage, and managing media interactions. The videotaped sessions, within the context of simulated high risk and crisis situations, provides MBA candidates with immediate feedback about the potential consequences of their communication strategy and word choices. Outside

speakers provide anecdotal stories and advice; a local businessperson serves as a client for the final business presentation simulation. 1.5 Credits

### **MGT 538 (formerly 500P). Integrated Value Creation: The Wholonic Approach**

The purpose of this course is to develop an integrated model of shareholder value creation in organizations that relies on concepts students have learned in various functional areas, and to show how tangible( six-sigma quality initiatives, EVA, mergers, etc.), as well as seemingly intangible( leadership development, creativity, knowledge, innovation, etc.), forms of value creation affect firms' market values. This model exposes both the complementarities and the tensions in the four basic ways in which value is created in organizations, and sheds lights on how "metric-driven" conflicts arise in organizations to impede effective value creation for shareholders. We will discuss the "rules" of value creation in the four quadrants of the Wholonic model and examine the optimal design of performance metrics in these quadrants. We will examine best practices for different forms of value creation and analyze organizational situations from the perspective of a value-creation consultant. The goal is to develop an improved understanding of how "soft" and "hard" value creation initiatives interact and how one should design, manage and lead an organization. **Prerequisite: 2nd year standing. This course is primarily an MBA course, but PMBAs who have completed the core may take it if space is available.** 1.5 credits.

### **MGT 539 (formerly 500U). The Basics of Bio- Entrepreneurship**

Bio-Entrepreneurship" investigates issues and decisions that inventor/scientists, investors, founders, business people, lawyers and others might typically encounter when they are considering the application and commercialization of early stage scientific discoveries. This course is intended for anyone interested in working in the life sciences industry as a chief scientist, entrepreneur, manager, consultant, or investor. It focuses on the issues and decisions that researchers typically face when considering how a discovery might be moved from a university laboratory to actual use. This course will provide an overview of the scope of knowledge and range of skills needed. The goals of the course are to: 1. Introduce a framework for evaluating discoveries and ideas that might be commercially viable through licensing or partnership agreements and in some cases lead to high opportunity startup companies. 2. Consider the implications of a researcher's or research team's personal motivations in choosing potential next steps for commercialization including the tradeoffs between scientific interests, reputation, personal time commitment, wealth creation, control, valuation and access to resources. 3. Develop an appreciation for the overall process including understanding university resources, economics, intellectual property, competitive dynamics and value milestones that impact various discoveries and the stages of monetizing different types of bio-entrepreneurship discoveries. 4. Develop skills including idea evaluation, intellectual property strategies, feasibility analysis, market assessments, regulatory approval, funding cycles, business planning, team formation and financial planning. The course will include examples and case studies from drug discovery, diagnostic tool/medical device development and possibly other products Bio-Entrepreneurship is offered to Post Docs, PhD and masters level students who have or are pursuing advanced degrees in science. 3 credits.

### **MGT 540 (formerly 550C). Sports Management**

This course examines business and management issues involved in the sports industry. This industry is very diverse, ranging from global sports events (such as the Olympic Games, World Cup Soccer, etc.) to major national competitions (such as the National Football League, Major League Baseball, etc.). Engaged in this industry are many different players, including franchises, governing leagues, sponsors, media, stadium owners, government, fans, and so forth. This course will take a practical look at the world of sports management and administration, with an eye on extracting key lessons for corporate management and administration. 1.5 credits

### **MGT 550T. Venture Advising**

Students who complete the course will gain a deep understanding of the issues of both operational management and investment management of start-up firms. Students will learn of the fundamental strategies and tactics employed by private equity and venture capital firms as well as will aid in the development of business strategies for the companies in which they invest. Additionally, students will learn how to take into account the macroeconomic, political, and cultural issues that affect start-up businesses that are both operating internationally and raising capital internationally. Furthermore, students will learn of the subtleties in the complex relationship between the investment firm and the entrepreneur and will understand both their shared and disparate motivations and objectives. Students who complete the course will develop competency in the research and writing of professional consulting reports and will gain a more sophisticated understanding of both venture capital and entrepreneurship management and strategy. Students will better understand the interpersonal dynamics between the relevant stakeholders, will become proficient in the terminology of private equity investing, and will learn how to create structure to unstructured problems thus improving their ability for critical thinking. Participants will be given the opportunity to apply their efforts beyond their basic functional business skills, and towards issues of relationship management and strategy.

**Prerequisites: MBA core and MGT 521. 3 credits.**

### **MGT 550X. CEL Entrepreneurial Consulting Team (CElect)**

Early stage companies provide a unique environment for students to make a meaningful impact on the future trajectory of a growing organization. CElect is an experiential learning course that matches teams of Washington University students with St. Louis area start-up ventures to perform defined management consulting projects. In addition to the required day-long orientation and concluding sessions taught at the T-REx incubator downtown, students will work directly with the professor and with their client company on a consistent, but variable, schedule depending on the project needs over the course of the semester. In addition to being embedded on a project for an early stage company, students will have the opportunity to engage with other entrepreneurship support organizations such as local accelerators, venture capital firms, and incubators. **Law Students:** Prerequisite/corequisite: Corporations. This course is cross-listed with the Business School, B63-550X, and is co-taught by Profs. Clifford Holekamp and Hillary Sale. Grading for Law Students is modified pass/fail: HP (3.94), P, LP (2.98), F (2.50). Interested students should apply/register by adding their names to the waitlist in WebSTAC, and then sending their

resumes to Prof. Sale (c/o Beth Mott, [emott@wulaw.wustl.edu](mailto:emott@wulaw.wustl.edu)). They will be notified soon as to whether they got in or not. *Once accepted, students may not drop this class.* **Please note: there is a required orientation session that will be held on the second Friday of the graduate business semester (Spring 2017 = Friday, January 27<sup>th</sup>.)** Enrollment is limited. 3 credits.

#### **MGT 555. Global Management Studies**

Encourages MBA students to improve their understanding of business management outside of the USA by allowing them to plan, organize and lead a course that includes field study in foreign nations of their choice. Offered in the spring term of each year, this course is planned, organized and led by a team of students under the direct supervision of an Olin faculty member recruited by the student team. Both a faculty adviser and the GMS policy committee must approve each course proposal. Open to MBA degree candidates only. 1.5 Credits.

#### **MGT 557 (formerly 550A). Introduction to Non-Market Environment**

While a firm's competitive advantage derives in large part from the development and exploitation of difficult to imitate capabilities and resources in the market environment, a firm's nonmarket business environment also poses important hazards and opportunities for strategy makers. Many barriers to imitation originate from legal rules or government policies that favor some capabilities over others. The rules, and in many cases their enforcement, are not fixed constraints. Rather, they are determined by the competition between interests in public institutions. In many industries, participation in the policymaking and judicial process is a critical component in creating or sustaining a company's competitive advantage.

This class focuses on the nonmarket environment from the point of view of managers and consultants. Its primary objectives are to examine the nonmarket environments of business in terms of the issues, interests, and institutions; to learn a set of conceptual frameworks for analyzing those issues, interests, and institutions; and to practice forming effective strategies for managing in nonmarket environment. Three sets of topics are considered: Anticipation and management of nonmarket issues, Nonmarket strategies in governmental arenas, and Globalization and international business. 1.5 Credits

#### **MGT 558 (formerly 550B). Managing the Innovation Process**

The course takes the perspective that innovation is a core business process associated with survival and growth of the organization, and it should be managed as such. We view innovation broadly as a process of knowledge creation. Innovation creates new possibilities through combining different knowledge sets. This process is multi-stage and takes place under highly uncertain conditions. The course objective is to help develop for our students the needed managerial skills in managing the multi-stage process of innovation. We focus on the systematic management of innovation processes through careful resource commitment and management of involved uncertainties. Enrollment limited to 2YR MBAS and PMBAs. 1.5 credits

#### **MGT 560D. US Macroeconomic Policy after the Crisis**

The course will cover 6 - 7 different topics related to monetary policy, banking supervision and regulation, and financial markets. The course will feature notable speakers as well as lectures by assigned faculty. The goal is to present the best in contemporary thought regarding monetary and fiscal policy as well as public regulation of the financial sector. 1.5 Credits.

#### **MGT 560E: Topics in Closely Held and Family Businesses: The Quest for Best Practices**

This course is designed to introduce students to the unique governance and financing issues faced by owners of closely held businesses and family controlled firms. The core issue addressed in this course is that of sustainability: what actions are required of the current owners to increase the likelihood that the business will last beyond them? What best practices can we learn from successful multi-generational family businesses, some of which have been in existence for 150 years and longer? There are three target audiences for this course: 1) Students who may be or are considering working for a closely held or family controlled business; 2) entrepreneurs who build successful businesses and want their business to remain privately owned; and 3) students seeking to work in the private equity, investment banking, legal or wealth management industries and who will be calling on this segment of the market. The course will be multi-disciplinary and more qualitative than quantitative. Each class will have a lecture and case component; there will be guest speakers at each session. Students will be required to complete a case study in advance of each class (not more than 2 pages). There will be no final exam. Class attendance and active participation is expected. **1.5 credits.**

#### **MGT 563 (formerly 550G). Olin Grand Rounds**

Grand rounds in medical schools are a forum for presenting new and challenging clinical problems and cases. The goal of Olin Grand Rounds is to focus on the challenges and solutions facing the business of medicine. The course will therefore provide an introduction to the current issues facing the health care sector that integrates management tools and clinical knowledge. The objective is to provide students new insights into how modern management tools can be combined with scientific and clinical knowledge to manage health care organizations more efficiently and practice medicine more effectively. 3 credits. **Course is cross-listed with the undergraduate business program as MGT 320; MBA or PMBA students must enroll in MGT 550G.)**

#### **MGT 564 (formerly 550H). Health Economics and Policy**

The basic tenets of health economics will be covered. This course will, however, place a unique emphasis on incorporating materials from three broad source categories: textbook elements, "lay" press and media, and academic journal publications. A particular aim is to foster application of rigorous, critical thought to media presentations of health care economics and policy issues. 3 credits. **Course is cross-listed with the undergraduate business program as MGT 321; MBA or PMBA students must enroll in MGT 550H.**

#### **MGT 565 (formerly 550I). Healthcare Management**

The goal of the course is to develop facility in applying basic tenets of general management to actual situations and dilemmas that might be faced by health care managers, consultants, financiers, investors, innovators, or providers in the course of their work. Issues addressed will include but not be limited to financial issues, management challenges, and conduct of operations. 3 Credits. **Prerequisites: MEC 5401 and 5406. Usually offered in the daytime.**

#### **MGT 566 (formerly 550J). Research in Healthcare Management**

The overarching goal of the course is to develop the skills and confidence necessary for applying rigorous statistical and analytical approaches to research questions in health services, including but not limited to questions relating to management, finance and economics, operations, and policy. The course will focus on directed research projects with faculty oversight. Prior to the initiation of the course, course faculty will identify several available research project options, and prepare to present these options to the course enrollees. The goal would be for these projects to be drawn from sources capitalizing on the strength of the university medical school and affiliated medical centers, as well as for these projects to capitalize on existing relationships between the school and healthcare firms. 3 Credits **Prerequisites: MGT 550G, MGT 550H and MGT 550I. The course can be taken concurrently with one of the latter 2 courses.**

#### **MGT 568 (formerly 550R). Olin Board Fellows**

As future business leaders, Olin MBAs will have the unique opportunity to impact their communities as board members for nonprofit organizations. The Board Fellows Program will offer a high-impact way for students to serve their communities while gaining the valuable experience coupling their business acumen to the mission of a nonprofit organization. As Board Fellows, students will develop skills for effective and thoughtful community leadership and gain business and communication skills as they relate to: addressing nonprofit sector issues, collaborating with other board members, and spearheading a project relevant to the board's current initiatives. Prerequisites: MBA First-Year Core

Note: This is an offering of the Center for Experiential Learning. The course is one year in duration, beginning in Spring B of one year and concluding in Spring of the subsequent year. Interested students go through an application process for this program. Students accepted into the program register for this course only in spring of the second year of the program. No registration is required in spring of the first year.

#### **MGT 572 (formerly 550V). Defining Moments: Lessons in Leadership**

Most successful leaders can point to a handful of "defining moments" in their careers - key choice points that defined the trajectory of their character, their career, and/or their company. What are those defining moments and why do they matter? How can aspiring business leaders prepare themselves to face their defining moments with insight and integrity? This course examines these questions by learning from notable leaders who exemplify both business excellence and personal character. Top executives from leading companies will sit down with us to talk about their "defining moments" and to engage with us in considering these questions. These conversations will be supplemented with **2yr MBA students; PMBA and EMBA students: core completed.** 1.5 credits..

## **MANAGERIAL ECONOMICS**

#### **MEC 531. The Global Economy**

The purpose of this course is to present current issues pertaining to international economics, macroeconomics, and the global economy. The broad topics to be covered are: macroeconomic principles; exchange rate determination; balance of payments analysis; the choice between fixed and floating exchange rates, and the implications of that choice on the implementation of domestic policies; and finally a brief treatment of the determinants of economic growth and nations' development strategies. The material will be presented through a combination of lectures and case discussions. 1.5 Credits.

#### **MEC 537. Data Analysis, Forecasting & Risk Analysis**

This course presents a modern and contemporary coverage of several econometric models that are used for the analysis and forecasting of business data. The basic building blocks for the analysis are regression time series models. Broad coverage of non-seasonal and seasonal ARIMA models is included. The important family of ARCH-GARCH models, used to represent changing volatility, are also covered in detail. These models are widely used in option pricing and in other financial applications. The course includes some extensions of these models to multivariable problems. Students are exposed to numerous real data sets in class and in assignments. All the models are analyzed with a popular econometrics software package that is employed in business. A group project is required. **PMBA Prerequisites: MEC core. MBA Prerequisites: MEC 5400 and 5410.** 3 Credits.

#### **MEC 538. Economics of the Organization**

Business organizations are complex systems with mutually dependent parts. Understanding the economic factors that influence how the organizational pieces function together can be a daunting task. The goal of this course is to provide an economic framework for the analysis of a variety of challenges that face businesses, both at the organizational and individual employee levels. In this course we will consider what economics can say about the efficient organization of firms and businesses, and provides an economic approach to solving organizational and incentive problems. The aim of this mini is to describing general organizational issues facing firms, such as incentive problems arising from adverse selection, moral hazard, and agency. We consider alternative solutions to these problems and then apply these lessons to readings and cases. **PMBA Prerequisites: MEC core. MBA Prerequisites: MEC 5400 and 5410.** 1.5 Credits.

#### **MEC 538B. Compensation, Incentives, and Organizations**

This course is the second in a linked sequence looking at the study of the economics and management of organizations, and focuses on issues at the individual employee level. We will use the tools developed in MEC 500D, Economics of the Organization, to examine how incentives and performance contracts should be combined in an organizational framework to motivate executive and employee performance. In this course we consider the economic incentive problems faced by a firm in recruiting, training, motivating, and retaining workers in the firm's internal labor market, as well as economic tools which may be used to construct compensation and non-compensation schemes to address these incentive problems and raise worker productivity. The format of the course is to present the underlying theory or framework for the topic at hand, and then to illustrate how a firm was able (or unable) to implement the recommended approaches for solving the incentive problem. **Prerequisite: MEC 538** or permission of the instructor. 1.5 Credits.

#### **MEC 540. Money, Capital Markets and Economic Growth**

An introduction to the U.S. monetary and financial system and its interaction with the overall economy. Among topics considered are the determination of interest rates, the relationship between monetary and "real" sides of the economy including savings and investment decisions and inflation rates, and the role of capital markets in GDP and productivity growth. 1.5 Credits.

#### **MEC 592. Competitive Industry Analysis**

Uses economic and game-theoretic models to analyze behavior of firms. Focus will be split between evaluating the competitive environment within industries and developing competitive strategies that are responsive to specific competitive forces facing individual firms. Topics typically covered include models of price and quantity competition, barriers to entry, commitment strategies and credible threats, product differentiation, vertical integration, research and development, and patenting strategies. **PMBA Prerequisites: MEC core. MBA Prerequisites: MEC 5400 and 5410.** 3 Credits.

#### **MEC 595. Market Competition and Value Appropriation**

The objective of this course is to provide students with frameworks and capabilities for making smart strategic decisions in evolving markets. Skills of this variety are critical for those intending to pursue careers in management consulting. Markets offering opportunities for improvement in technology or product quality/features are a classic example of the kind of situation to which these skills may be applied. For example, what is the value-maximizing mix of internally-oriented ("innovative") versus externally-oriented ("imitative") R&D investments? Do the life cycles of markets of this kind display common features? And if they do, how can these shared features be used to make smarter R&D mix choices, and to predict or influence the degree to which a firm can appropriate any value it creates? **Prerequisite: MEC 592 (may also be taken as a co-requisite) or permission of the instructor.** 3 credits.

### **MARKETING**

#### **MKT 500H. Creating & Building Brand Equity**

This course covers topics such as customer-based brand equity, brand positioning, choosing brand elements, designing marketing programs to build brand equity, integrated marketing communications to build brand equity, and leveraging secondary associations. You can think of this course as Brand Management, part I, and MKT 555, Brand Management, as Brand Management, part II. You can take either course or both courses, it's completely up to you. You will not be at a disadvantage if you take only one course, it's really more about how much depth you want on brand management. In this course, we will go through topics from the first half of Kevin Keller's Strategic Brand Management textbook. The course consists of readings and cases, and you will hear from industry guest speakers and complete a project on creating brand equity. There are no prerequisites. Credits: 1.5.

#### **MKT 500J – Business-to-Business Marketing I**

Business-to-business (B2B) markets are more complex than business-to-consumer (B2C) markets in terms of the engineering demands of customers, heterogeneity of customer needs, complexity and customization of products, as well as the scope of contracts and arrangements (e.g., long-term contracts, sourcing arrangements and partnerships, complex fixed and cost-plus pricing, strategic customer accounts, etc.). A handful of key accounts can make or break the annual P/L outlook. Even a large part of the activities (and revenues) of companies with an iconic marketing image, like GE, Microsoft, Coca-Cola, and Disney, is derived from their activities in the B2B sector. This course will primarily use case discussion and industry expert sessions to examine some of the most prominent issues that firms and their customers face in B2B marketing. The emphasis will be on economic, structural and behavioral factors that influence their strategies and actions and we will focus on developing a repertoire of analytic and conceptual skills in understanding and dealing with B2B markets. There are no prerequisites. 1.5 Credits.

#### **MKT 500K. Business-to-Business Marketing II**

This mini course continues the in-depth treatment of business marketing management begun in MKT 500J, with a focus on understanding industrial, institutional and governmental purchase behavior and processes, and recognizing, creating, and capturing value in those markets. We will place emphasis on issues of channel coordination, customer relationship management, systems approaches, and personal selling, as well as value calculation and pricing, in the creation of business marketing strategy and implementation plans. We will make use of some lexicon and analytical tools introduced in MKT 500J, without explicitly reintroducing them in this course. **Prerequisite: MKT 5503. MKT 500J is recommended, but not required.** Credits: 1.5.

#### **MKT 521 (formerly 500N). Retail Management**

The purpose of this course in retail management is to introduce students interested in marketing, consumer packaged goods and retailing to the elements of successful retail strategies. The curriculum will include identifying the critical elements of the retail mix, studying key retail metrics, focusing on the challenges presented by multiple channels of distribution including the internet and examining obstacles and strategic choices confronting mature retailers. The course will conclude with side-by-side comparisons of the strategies and financials of preeminent retailers like Home Depot and Lowes and Target and Wal-Mart. 1.5 credits. **Usually offered in the daytime.**

### **MKT 523 (formerly 500P). Sales Management**

Sales management refers to all activities, processes, and decisions involved in managing the sales function in an organization. Effective and efficient sales management is an indispensable component of a marketing strategy especially in business-to-business markets. Companies make significant investments in their sales force as it is the public face of the company, plays a major role in sales creation, and is entrusted with the most important corporate asset – the customer. Primarily through case discussion and industry expert sessions, this course will focus on developing a repertoire of analytic and conceptual skills and emphasize a decision orientation. Topics covered will include sizing, structuring, designing sales territories, recruiting, motivating, compensating and performance management of a professional sales force. **There are no prerequisites.** 1.5 Credits.

### **MKT 500S. Predictive Analytics for Business Decision-Making**

Predictive Analytics deals with the employment of formal learning from business experience, using business data, to predict the future behavior of customers or other critical organizational elements in order to drive better business decisions. This course emphasizes data situations that students are likely to face in marketing, finance, manufacturing and consulting jobs. Students will analyze real-world business datasets using various advanced analytic techniques such as logistic regression, decision trees, neural networks, stochastic gradient boosting, MARSplines, Ensembles, Clustering, Associations etc. The focus of the course lies in the conversion of raw and messy business data in to robust actionable predictions for decision-making.

**Prerequisite: Statistics core class.** 3 Credits.

### **MKT 500T. Customer Analytics Using Probability Models**

Customer analytics is about using customer data to make business decisions and predict future behavior. This course will build and implement powerful and leading-edge models for customer acquisition, retention, behavioral patterns such as website visits, customer lifetime value and direct marketing responses. The course will provide a unifying framework for thinking about customer data analysis and develop hands-on experience in model building and estimation using Microsoft Excel. These models use basic building blocks from probability theory to offer behaviorally plausible perspectives on what people buy, when they buy, and how much they buy. Anyone with interest in the revenues generated by customers (such as managers, consultants, analysts and investors) can benefit from deeper insights and more accurate forecasts that result when accounting for these patterns in their models. 3 credits.

### **MKT 500U. Digital Marketing**

The aim of this course is to provide a rigorous and comprehensive introduction to technology and methods of conducting marketing activities online. Specific objectives are to introduce students to: (1) Concepts and terminology of digital marketing; (2) Specifics of online consumer behavior and internet-based business models; (3) Hands-on experience in creating and running advertising campaigns in social media. 1.5 Credits

### **MKT 555. Analytics Driven Brand Management**

This course will cover decision support tools that can be effectively used by brand managers to improve the quality of their marketing decisions, such as pricing, advertising, promotions etc. These decision-support tools typically rely on market-based estimates of demand and competitive conditions, which are often obtained by analyzing historical transactions data (which is the focus of MKT 555A: Data Analysis for Brand Management) and sometimes using consumer surveys (which is the focus of MKT 571A: Marketing Research). The focus of this course will be on the optimization of marketing resources and budgets given such a quantitative understanding of the marketplace. While the focus will be on fast-moving packaged goods categories (coffee, laundry detergents, carbonated beverages etc.), the course will also deal with durable goods (automobiles), entertainment products (movies) etc. Microsoft Excel will be used for analysis. **Recommended prerequisite: MKT 555A**

### **MKT 555A. Data Analysis for Brand Management**

Firms in several industries, most notably in the packaged goods sector, now have access to accurately measured data on actual market performance of their brands and competing brands, especially with the availability of syndicated data provided by suppliers such as A.C. Nielsen and IRI. Given such vast quantities of data, brand managers must be equipped with the analytical skills required to bring such data to bear on marketing problems facing the brand. This course will introduce students to these new sources and a set of analytic tools useful to analyze such data. Marketing decision support systems will also be discussed. Cases will be used to illustrate the use of the various techniques. **Prerequisite: MKT 5503.** 1.5 Credits. **Usually offered in the daytime.**

### **MKT 558. Pricing Strategies**

This course is designed to equip you with some essential concepts and techniques needed to make profitable decisions about one of the most important marketing variables - price. The course is structured around four fundamental factors that firms need to consider in their pricing decisions: costs, customers, competitors and climate (legal environment). Through case studies, in-class discussions, and course project/presentations this course will provide you with a conceptual framework, grounded in modern economics and consumer psychology, for analyzing a complex marketing environment and designing proactive pricing

strategies that are most profitable for your business. **PMBA/MBA Prerequisites: MKT core (B65 5503). Familiarity with basic statistical techniques and a spreadsheet package like Excel is desirable** 1.5 Credits.

#### **MKT 558B. Pricing Decision Making and Implementation**

The focus of this course is on pricing tactics and strategies that are proven to be profitable for firms. Through case studies, lectures, a pricing simulation game and presentations, this course will help you to gain insights into successful pricing strategies in various industries and to develop your own skills necessary to make the most important business decision--pricing--in your organization. Topics of discussion include pricing innovative products, pricing and market make on the Internet, pricing of digital products, and dynamic pricing. **Prerequisite: MKT 5503; completion of MKT 558 is strongly recommended.** Familiarity with basic statistical techniques and a spreadsheet package like Excel; completion of MKT 558 is strongly recommended. 1.5 credits.

#### **MKT 559. Creating and Marketing Innovative Products and Services**

In a rapidly changing business environment where product life cycles are shortening and competition is intensifying, creating new products has become the most significant and most risky activity within a firm. This course is the first of a two-part sequence, which aims to develop an understanding of the "state of the art" strategies, processes and methods used in developing new products. This course focuses on key new product issues including generation and assessment of ideas, value creation in competitive markets, the impact of disruptive technologies on mainstream industries, and the diffusion of innovative new products and services. This is a case-based course, where students participate in a dynamic and interactive group environment to develop the capacity to use the information learned to make informed new product decisions. There are no prerequisites. 1.5 credits.

#### **MKT 559B. Marketing Strategies for Innovative Products and Services**

This course is the second of a two-part sequence. Each part in the sequence focuses on different areas of new product creation and can be taken as a stand-alone course. However, substantial synergies are gained by attending both courses and attaining extensive knowledge of the strategies, processes and methods used in creating successful new products. This course focuses on issues including business model innovation, marketing mix (4P's) decisions for new products, concept and market testing, first mover dis/advantage, and expanding the product portfolio. This is a case-based course, where students participate in a dynamic and interactive group environment to develop the capacity to use the information learned to make informed new product decisions. There are no prerequisites. 1.5 credits.

#### **MKT 571A. Marketing Research**

This course teaches the essentials of marketing research - how to collect and analyze data in order to understand and characterize the target consumer. It does so in two steps: first, collection of data from consumers using techniques such as focus groups, surveys, laboratory experiments etc.; second, analysis of the collected data using techniques such as linear regression, factor analysis, multidimensional scaling, conjoint analysis etc. The course will teach students how to implement these techniques using standard software. The format for the course is lecture and cases. **Prerequisites: MKT core or permission of instructor.** 1.5 Credits.

#### **MKT 571B. Advanced Marketing Research**

This course is a follow up to MKT 571A, and is designed for students wishing to develop advanced techniques in marketing research and analysis. In this course, students will advance their skills in conducting marketing research and analyzing data using sophisticated multivariate techniques such as conjoint analysis, multidimensional scaling, cluster analyses etc. These analyses will give students the tools to conduct a variety of advanced marketing analyses, such as segmentation and perceptual mapping. The course will teach students how to implement these techniques using standard statistical software (SPSS). **Prerequisite: MKT 571A or permission of instructor.** 1.5 credits.

#### **MKT 576A. Understanding and Influencing Consumer Behavior**

If consumer behavior were easy to explain, then all products would sell as projected, all ads would be effective, economies would be perfectly efficient, and marketing would be a simple prospect. In reality, consumers are frustratingly human: irrational, emotional, and difficult to predict. Marketing begins and ends with consumers, and in this class we will discuss foundations of human behavior that will help us understand and predict consumer choices. There are no prerequisites. 1.5 credits.

#### **MKT 577. Marketing Strategy**

Marketing strategic decisions require long-term planning and are often costly to change once implemented. They often involve more than one marketing mix variable (price, advertising and other promotions) that have to be consistent with a firm's core competencies, with the objective of establishing sustainable competitive advantages. A good strategic planning requires careful analysis of customers and competitors in the industry, identifying a feasible set of options and deciding on a course of actions. With the development of the information technology nowadays, firms have collected valuable market data, either by themselves or from third-party data providers. The biggest question for most firms, however, is how to use these data to help make strategic decisions. The objective of this capstone course is to develop a comprehensive framework to help understand the strategic situations of firms and the trade-off involved in decision-making. It will also provide students a comprehensive knowledge of using analytical skills to solve business problems. We will explore the importance of CRM and how to use customer analysis to make marketing decisions. Other topics including competitor analysis, STP, price competition, product and entry strategies will also be covered. **PMBA/MBA Prerequisite: MKT 5503. Recommended: MKT 571A AND 571C.** 3.0 credits.

### **MKT 579G. Contemporary Marketing Channels**

Selling products through intermediaries involves opportunities and conflicts. Supply chain can lead to better targeting of marketing programs but conflicts in goals among supply chain partners lead to reexamining product, pricing and branding strategies. Going direct to consumers has become easier given the technology and information revolution and this exacerbates potential domain and goal conflicts among partners. In this course we will develop a framework to understand these issues and through class discussions, cases, and guest speakers we will explore the strategic trade-offs involved in distributing through intermediaries. Students with broad interests in strategy, brand management and supply chain management will find this course valuable. Class participation, team and individual assignments are the bases for the final grade. **PMBA/MBA Prerequisites: MKT core.**

### **MKT 579I International Marketing Management**

This course begins by defining a strategic approach to international marketing and by raising, in particular, the challenges of international marketing research. It then addresses international market, segmentation, targeting, positioning, and internationalization mode decisions. Finally, the elements of the marketing mix are explored from an international perspective. **Prerequisite: MKT 5503. 1.5 credits.**

## **OPERATIONS AND MANUFACTURING MANAGEMENT**

### **OMM 500D. Project Management**

Change management has become synonymous with project management, since organizations that want to change their focus or direction increasingly recognize that introducing new products, processes, or programs in a timely and cost effective manner requires professional project management. This course analyzes complex projects and discusses available tools for managing them. Some of the topics covered include life cycle models, project selection, project monitoring and control, planning with uncertainty, project risk management, the critical chain method, and managing multiple projects. It also discusses commercial project management software and how to overcome its limited functionality to address the requirements of managing risky complex projects in practice. Students learn project management skills that will be useful throughout their careers. As such, this course is essential for current or future managers regardless of their career concentration. **This is a required course in the Master of Science in Supply Chain Management program. MS/SCM students will have first priority. PMBA Prerequisites: OMM core or permission of instructor. MBA Prerequisite: OMM 5700 or permission of instructor. 3 Credits.**

### **OMM 500E. Supply Chain Risk Management**

Many events in the last few years made supply chain managers keenly aware of the multiplicity and diversity of risks affecting them, from fluctuating commodity prices, unstable currencies, hurricanes and earthquakes, fires, terrorist attacks, contaminated material sourced from developing countries, and suppliers going bankrupt in tight financial credit environments. Building a functional supply chain requires careful planning and consideration of a variety of disruption risks, and it is of paramount importance to integrate management of physical flows and financial hedges when dealing with such risks. Companies that effectively manage their supply chain risks enjoy a level of robustness (flexibility) and resilience (disruption-"proof-ness") that affords them significant competitive advantage. This course will develop a comprehensive risk management framework for complex supply chains and introduce students to all needed decision tools for supply management and risk hedging. In addition, it will outline a portfolio of proven strategies to assess, reduce, hedge, and mitigate supply chain risks. **Prerequisites: OMM 5704 (MBA, PMBA). 1.5 Credits.**

### **OMM 554. Operations Planning and Control**

Examines approaches to problems of operations planning and control in various organizational settings. Topics include demand forecasting (data analysis, forecasting techniques, and control of forecasting systems), end-item inventory control (lot sizing, safety stock, and evaluation of systems), and materials requirements planning (master scheduling, shop scheduling, aggregate capacity planning, and systems implementation). **PMBA Prerequisites: OMM core or permission of instructor. MBA Prerequisite: OMM 5700 or permission of instructor. 3 Credits.**

### **OMM 558. Advanced Operations Strategy**

This course deals with operations issues having a long-term impact on the corporate strategy, and on the competitive viability of a firm. We develop a general framework for creating and analyzing strategies for managing domestic and international manufacturing and service operations. The strategic decision categories to be examined include product-process technology strategies, facilities, and capacity management, performance measurement, managing quality and productivity, and system design. The course covers productivity measurement, process choice, product profiling, interfaces with marketing, experience costs, process positioning, accounting and financial perspectives, and international operations. It gives equal attention to service operations and manufacturing operations. Emphasis is on the application of systems thinking to case studies and the design of world class operations. It is valuable for students with an operations or general management focus, as well as for finance and marketing students. **PMBA Prerequisites: OMM core; or permission of instructor. MBA Prerequisite: OMM 5700; or permission of instructor. 3 Credits.**

### **OMM 559. Managing Global Business Process Outsourcing for Competitive Advantage**

The growth of global outsourcing of all types of business processes (from manufacturing, to R&D, engineering, call centers, clinical trial tests, IT, Accounting, human resources, etc.) with third party contracting organizations all over the world has been heralded by the popular and academic press as the most important business trend of the last decade. As a result of such

strategic trends and actions, it becomes essential to strategically manage the "global business process outsourcing" as a key business process by itself, and thus to hire and train managers that fully understand the tradeoffs, implementation challenges involved, approaches for managing risks, and more importantly, able to manage the business relationships with the third party contracting organizations. The course is intended to provide the fundamental skills to our MBA/PMBA students so they can become successful, global managers of "virtual" value chains, which when faced with outsourcing decisions, can competently make them within the context of their firm's strategy, but also effectively execute all aspects of the outsourcing process and manage the outsourcing relationship with their suppliers. There will be a course packet with readings and case studies. Formerly OMM 500C. 1.5 credits

#### **OMM 572. Strategic Quality Management**

Discusses the theory and practice of quality management in the business world. Covers operations and marketing issues that are typical for manufacturing and service organizations, a cross-functional perspective emphasizing the interactions between the operations and marketing decisions. Topics include quality strategies and competition; organization and incentives for quality enhancement (the approaches of Crosby, Deming, Feigenbaum, Ishikawa, and Juran); quality-function deployment; process mapping; and the role of top management. **PMBA Prerequisite: OMM 5704 and MEC 5406 or permission of instructor. MBA Prerequisite: OMM 5700 and MEC core.** 1.5 Credits.

#### **OMM 576. Foundations of Supply Chain Management**

Examines how companies manage effectively the entire set of activities involved in the production and delivery of goods and services to their customers. Supply chain management (SCM) deals with the management of materials, information, and financial flows in networks consisting of suppliers, manufacturers, distributors, and customers. Recent trends in communication technology, sophisticated information systems, globalization of operations and markets, increased demand for mass customization, and increasing customer expectations have made the coordination and integration of these flows within and across companies critical to the success of businesses. This course focuses primarily on the foundations of SCM, touching topics such as: 1) matching supply with uncertain demand, 2) inventory management, 3) logistics, 4) design for variety, 5) global issues in SCM, 6) Quick/Accurate Response, 7) collaborative processes. **PMBA Prerequisites: OMM core. MBA Prerequisite: OMM 5700.** 1.5 Credits.

#### **OMM 577. Information Technology and Supply Chain Management**

Recent developments and breakthroughs in information technology have radically changed the business world, offering opportunities not only for new products and services also for reengineering supply chains and improving supply chain performance. The course will study how the innovations in information technology affect the ways information flows through the supply chain, which in turns provide opportunities to better coordinate the material and financial flows. The course will review business cases in which companies use supply chain management concepts and emerging technologies to improve business processes as well as creating values. **PMBA Prerequisites: OMM core. MBA Prerequisite: OMM 5700.** 1.5 Credits. **Usually offered in the daytime.**

## **ORGANIZATIONAL BEHAVIOR AND STRATEGY**

#### **OB 500B. Women and Leadership**

In this course, we will take a multi-faceted approach to learning about women and leadership to better prepare students to lead in organizations. To do this we will learn from notable leaders who will share their experiences and advice with the class. These conversations will be supplemented with cases and readings of women leaders pulled from a range of organizations as well as a review of the current state of empirical evidence about the status of women as leaders. Finally, there will be time to engage in deep reflection about what students expect from their careers, as well as a chance to consider the pathways they must take to become effective and inclusive leaders in increasingly diverse organizations. 1.5 Credits

#### **OB 523. Managing Politics and Power in Organizations**

The use of power and politics is inevitable in modern organizations – and the higher one goes the more of it one encounters. Therefore, the development of real competency in managing power and influence can materially enhance career progression. The objective of this course is to develop such competency through the use of learner – centered instruction, which includes actual application of concepts through class discussion of case histories and the use of a learning journal. The content of the course includes: why power and politics occur; when are they particularly prevalent; what are the sources of power; how to build power throughout ones career; common influence tactics; the importance of political "fit" in job search, and; how to avoid political mistakes in a new position. **PMBA Prerequisites: OB 5601. MBA Prerequisite: OB 5620 .** 3 Credits.

#### **OB 524. Negotiation**

Managers spend the majority of their time negotiating - from negotiating schedules and vacation time to negotiating resource allocations to negotiating mergers and major policy decisions and their implementation. Skillful negotiation is a critical component of the tool box of the successful manager. The purpose of this course is to improve students' abilities to diagnose conflict situations, to analyze, plan, and conduct negotiations. The course material addresses negotiation as an effective means for implementing decisions and strategies and resolving conflict in a variety of settings. Course format will involve simulated negotiation and experiential exercises, cases, discussion, and lecture. Students will be evaluated on the basis of case analysis, negotiating performance, and a final project. **Students may not take both this course and OB 561 for credit.** This course covers topics in greater depth than the shorter OB 561 course, offers more opportunities for hands-on practice, learning, and feedback, and also covers a wider range of additional topics. 3 Credits.

**OB 561C. International Negotiations**

International negotiations are more than just a language barrier -negotiating across cultural divides requires a framework for understanding cultural differences. Cultural differences impact not only the process of the negotiation itself, but also the preferences and positions of the parties. Different cultural perspectives result in different negotiator selection criteria, can impact the significance of different types of issues, can create misunderstandings over concerns with protocol, can result in very different bases of trust and comfort with risk, impact preferences for different positions, affect negotiation strategies, and determine the nature of a persuasive argument. This class is designed to help students build advanced skills in negotiation and dispute resolution, in particular in an international context, by providing a framework for understanding the impact of cultural differences on negotiation processes and outcomes. As demonstrated in the pre-requisite negotiations class, a win/lose mentality frequently results in sub-optimal agreements, yet even the definition of winning can change dramatically across different cultures. The ability to anticipate and understand such differences can result in the creation of a "bigger pie" and more integrative and lasting agreements. The class will train students in the advanced negotiation skills of the international negotiator. **Prerequisite: OB 524.** 1.5 Credits.

**OB 562A. Leadership Competence**

This course introduces theories of leadership that identify critical traits, skills, and behaviors typical of successful leaders, with a specific focus on developing competencies in the upcoming internship or career. Participants will review assessments of their own traits, dispositions, behavioral orientations, and social networks in light of contemporary frameworks for effective leadership. Competence in applying these frameworks will be developed through the development of cases and their analysis in 'leadership workshops.' In addition, course participants will engage in constructive leadership development training both as 'coaches' and recipients. Based on this feedback, participants will prepare an individual leadership development plan. **PMBA Prerequisites: OB 5601 or permission of the instructor. Full-time MBA students may not take this course for credit due to content overlap with OB5620 and OB5621.** 1.5 Credits.

**OB 565. Leading Change**

This course introduces the concepts of how leaders create and manage change in four domains: developing a strategic vision, designing new structures and processes, aligning individual motivation with organizational culture, and gaining support for the implementation of change. The class approach will include presentations on leadership experiences, case studies of examples of leaders exhibiting specific behaviors, and experiential exercises. It offers participants meaningful opportunities for the development of a portfolio of tools for leading change. **PMBA Prerequisites: OB 5601. MBA Prerequisite: OB 5620 or permission of the instructor.** 1.5 credits.