



## CORPORATE PARTNER COHORT PROGRAM

### COURSE DESCRIPTIONS

#### **ACC 502: FINANCIAL ACCOUNTING FOR MANAGERIAL DECISION-MAKING**

This introduction to financial accounting provides both a theoretical foundation and an opportunity to apply accounting logic in increasingly complex situations. The accounting model and information processing cycle are developed. The content of the income statement, balance sheet, and statement of cash flows are studied in detail and analyzed. (Online)

#### **MGT 500: LEADING EFFECTIVE & ETHICAL ORGANIZATIONS**

Students will critically examine ethical and creative methods to solve problems related to managing individuals and teams. Students utilize feedback from a developmental assessment center assessing their managerial and interpersonal skills. Personal development plans are created and skills developed throughout the course. Skill development domains include perception, attribution, motivation, learning leadership, communication, team development, managing change and conflict, decision-making, power and politics and business ethics. (Live)

#### **GSB 519: BUSINESS ANALYTICS TOOLS**

This course provides a comprehensive review of some basic mathematical and statistical methods and stresses their practical applications in business and economics. The course will equip the student with the quantitative skills required in the MBA program and will also provide a good foundation for addressing typical problems that arise in business. Additionally, the skills acquired in the course will also help the student prepare for the quantitative sections of professional exams, such as the CFA, the CPA and the CMA exams. This course will stress learning through applications/problem-solving using Excel and/or Minitab software for data analyses. However, the course must be analytical and theoretical to the extent that is necessary to develop a correct understanding of the topics presented. The topics covered in the course include relevant mathematical concepts: use of relevant functions and solving equations in unknowns, elementary calculus and graphing functions. It also focuses on relevant statistical concepts: probability theory, hypothesis testing, regression analysis and forecasting. (Live)

#### **MKT 555: MARKETING MANAGEMENT**

Students are provided with an overview of the marketing process for consumer-oriented firms. Focus is placed on decision-making that aligns a firm's market offerings with the wants and needs of targeted segments of customers within a continuously changing environment. Written cases/projects are part of the course assignment. (Online)

#### **MGT 555: HUMAN CAPITAL STRATEGY & SCIENCE**

This course will help students understand how the management of people is influenced by the social, ethical, and legal environment; by diversity in the work place; by the organizational culture; and by the business strategy. Students will learn how to effectively perform the following HR activities: selecting employees, developing people, evaluations and rewarding performance, and motivating employees. (Online)

#### **MGT 563: NEGOTIATION SKILLS**

The nontraditional course relies predominantly upon experiential learning to enhance students' ability to get what they want through negotiation. It is a skill-building course designed to help each individual student become persuasive, both personally and professionally. The course makes use of lecture, class discussion, various stress negotiation assignments and a major bargaining exercise. It builds upon failures as well as successes, enabling students to identify their own individual negotiations style. Students completing the course will have developed the ability to compete successfully in future negotiation situations at all levels and to refine the tools and techniques they learned during the quarter. (Live)

#### **MGT 504: FUNDAMENTALS OF OPERATIONS MANAGEMENT**

Operations Management provides an introduction to the basic and pragmatic issues faced by operations managers. Major practices in operations management, such as operations strategy selection, process improvement, inventory management, project management, and quality issues are covered to help students understand the role of operations management in an organization and between organizations (supply chain). More specifically, the course educates students in strategic thinking (operations strategy selection, supply chain management), doing (inventory management, project management, quality management), and feeling (ethical issues in cross-border supply chains, lean production, continuous improvement). (Five weeks) (Online)

#### **ECO 502: ANALYSIS OF BUSINESS CONDITIONS**

This course in macroeconomics will cover the nature of macroeconomic activity including the component parts of aggregate expenditures and the nature of key indicators of the economy's performance. The roles of fiscal and monetary policy makers will be examined as well as the structure of the central bank. (Five weeks) (Online)

#### **FIN 555: FINANCIAL MANAGEMENT**

This course provides an introduction to concepts and techniques required to analyze and implement optimal financial decisions by firms and serves as the core course in the corporate finance sequence. The course focuses on the effect of time and uncertainty on investment and financing decisions. It develops a framework for corporate financial decision-making. Topics covered include basic discounting techniques, stock and bond valuation, capital budgeting, portfolio theory, asset pricing, and capital structure. The course uses several case studies to illustrate the application of finance theory to practical problems. (Live)

**ECO 555: MANAGERIAL ECONOMICS**

This course provides students with an opportunity to apply microeconomic principles to managerial decision-making. These principles include those underlying the theories of consumer choice, production and cost as they relate to decisions made by firms and households. Specific topics include consumer demand analysis and estimation; elasticity; production theory; cost structure and estimation; profit maximization; and the effect of market structure on pricing, output and profit. (Online)

**GSB 525: BUSINESS INNOVATION & DESIGN**

This course explores the role of innovation in organizations with an overarching structure of two key components of innovation in organizations: people and process. A Design Thinking process centers the course and includes theory and process related to problem identification, ideation, and development of innovative solutions. The course format is largely experiential, with a focus on group and individual projects, exercises and techniques through which students will experience the innovation process. The course also explores the realities of innovation in order to provide a useful and pragmatic view. (Live)

**GSB 599: STRATEGIC ANALYSIS FOR COMPETING GLOBALLY**

This capstone course views the impact of contemporary issues on corporate strategy. Competitive, cultural, social and ethical issues are examined within the context of a global business environment. The course content emphasizes identifying strategic alternatives, developing corporate and business strategies, and understanding the role of functional activities and organizational processes from a strategic viewpoint. The process of the course involves team interaction, problem-solving, group decision-making, written reports and oral presentations. (Live)

Online classes are asynchronous; students complete the work on their own according to the class schedule.

Live classes are synchronous; students attend class at the scheduled time.

Concentrations available to students in this program:

- Accounting
- Business Analytics
- Entrepreneurship
- Finance
- Healthcare Economics
- Hospitality
- Management
- Marketing
- Real Estate
- Finance & Investment
- Custom (choose any 4 courses)