



## CUSHMAN & WAKEFIELD DEPAUL UNIVERSITY MBA 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.

### **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.

### **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.

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

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.

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

This course provides foundational quantitative analytical skills to address typical problems that arise in business. The course emphasizes a problem-oriented approach utilizing software applications such as Excel for data analyses. The topics covered in the course include relevant mathematical concepts such as algebra and probability theory/application as well as a strong focus on fundamental statistical tools such as hypothesis testing, regression analysis and forecasting.

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

This course teaches students how to use available economic data to assess business conditions. This is done by: (1) evaluating the sources and usefulness of data periodically released by government and private sources and (2) developing a macroeconomic framework that the student can use to analyze business conditions. Completion of this course will allow students to understand economic news and relate it to their business or job. (2 credit hours)

### **MGT 504: OPERATIONS MANAGEMENT**

At its core, business is about providing a superior product or service. This course analyzes the processes used to deliver products in the marketplace. World class firms have demonstrated that effective operations management can be a potent competitive weapon. This course addresses the key operations and logistical issues in service and manufacturing operations, which have strategic as well as tactical implications. Both quantitative and qualitative techniques and principles used by leading organizations are examined. (2 credit hours)

### **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.

### **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.

**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.

**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.

**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.

Concentrations available to students in this program:

- Accounting
- Applied Economics
- Business Analytics
- Business Strategy and Decision-making
- Entrepreneurship
- Finance
- Hospitality Leadership
- International Business
- Management
- Management Information Systems
- Marketing
- Marketing Strategy & Planning
- Real Estate Finance & Investment
- Strategy, Execution & Valuation
- Custom (choose any 4 courses)