NAVISTAR
ONSITE DEPAUL UNIVERSITY MBA PROGRAM COURSE DESCRIPTIONS

GSB 420: 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.

MGT 500: MANAGING FOR EFFECTIVE AND ETHICAL ORGANIZATIONAL BEHAVIOR
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.

ACC 500: FINANCIAL ACCOUNTING
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.

MKT 555: DECISIONS IN 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.

ECO 555: ECONOMICS FOR DECISION-MAKING
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.

ACC 554: MANAGEMENT ACCOUNTING AND CONTROL
This course provides students with a conceptual understanding of basic cost management and managerial accounting knowledge and skills. Topics include cost behavior, cost-volume-profit analysis, cost accounting systems, budgeting and control, responsibility accounting, the basics of strategic performance measurement systems and analyzing performance. Emphasis is on the interpretation & use of accounting information rather than its creation & accumulation.

MGT 504: FUNDAMENTAL OPERATIONS MANAGEMENT
Fundamental 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).

MKT 576: EFFECTIVE BUSINESS COMMUNICATION
This course is designed to expand the participant's communication skills through application of the principles of communication science and the psychology of persuasion in a contemporary business setting. Personal ethics and credibility are explored as important components of effective communication, both as individuals and as team members. Students are shown how to develop successful communication and message packaging strategies useful in a variety of communication venues including memos, meetings, briefings, interviews and individual and team presentations. Oral presentations and written communication techniques are explored including use of visuals, computer graphics, and layout techniques. The mechanisms of Speech Apprehension (stage fright) are presented as well as techniques for management and reduction of this common, debilitating phenomenon. Personal ethics and credibility are explored as important components of effective communication.

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 501: STRATEGIC SUPPLY CHAIN MANAGEMENT
This course examines how operations related strategic decisions can lead to improved market and competitive performance. We view the supply chain (of products or services) from a strategic point of view. The design of an expedient logistics system is critically linked to the key decisions and objectives of a responsive and efficient supply chain (forecasting, aggregate planning, inventory management, matching supply with demand, transportation, location and information). Spreadsheets and simulations to illustrate and help understand how logistical decisions impact the performance of the firm as well as the entire supply chain.

ECO 502: SELECTED TOPICS IN MACROECONOMICS
This brief two credit hour 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.

MGT 554: MANAGING HUMAN CAPITAL
Managing Human Capital addresses the role of human capital in business strategy and competitive advantage, high performance work practices, metrics of HR effectiveness. Topics covered include: Legal Context of Human Capital Management; Recruitment and Selection - recruitment sources and tactic; Employee Development and Performance Management; Total Rewards (pay and benefit systems); Employee Relations. Issues of ethics and employee rights are integrated across the above six topics.

MGT 530: LEADERSHIP IN ORGANIZATIONS
This course utilizes a theoretical framework to provide a foundation of understanding of effective leadership in organizations. The opportunity for self-assessment of leadership strengths and management styles, as well as reflection and action planning for individual leadership development, is also provided. To enhance self-assessment, there are questionnaires, as well as classroom exercises, experienced in a supportive group environment. Examples of effective organizational leadership are also critically examined in case studies. Current leadership topics to be covered include values and vision, strategy, organizational culture, management style, leading groups and teams, and coaching, thus providing analysis from both the macro and micro organizational levels.

***MGT 573:* CREATIVITY & INNOVATION IN BUSINESS**
This course explores the nature and role of creativity in organizations. Theories and modes of creative thinking, and the link between creativity and innovation are presented. The course format is largely experiential, with emphasis on group and individual exercises, techniques, simulations and cases, through which students will investigate the creative process in a variety of organizational settings. The role of managers and team members in nurturing and sustaining a creative enterprise is discussed. The course is designed to open students to the creativity within themselves and organizations, and to the tools with which creativity can be managed to promote innovation and enhance organizational effectiveness as well as satisfaction and quality of work life.

MGT 598: PROJECT MANAGEMENT
This course covers management techniques that are applicable to a wide variety of project types including new product development, business start-ups, marketing campaigns, facility relocations, construction, research programs, and special events. Emphasis is on scheduling, budgeting, and control including the selection and application of project management software. Other topics include project organization, qualifications and roles of the project manager, project leadership, team building, and the management of conflict and stress in projects.

MKT 530: CUSTOMER RELATIONSHIP MANAGEMENT
Students are introduced to a new strategy methodology, CRM, which is currently being adopted by many organizations in efforts to enhance their competitive advantage. Focus is placed on understanding how an enhanced customer relationship environment can differentiate an organization in a highly competitive marketplace. Both the business and consumer markets are examined in multiple vertical markets. New technology demonstrations and their impact will be discussed. Topics included: Case analysis and projects make up the course assignments.

MKT 545: CONSUMER BEHAVIOR
A review of the various theories, models, and techniques that attempt to explain consumer behavior. The course consists of lecture-discussions of behavioral theories, the empirical findings of contemporary research, and case studies designed to illustrate the salient issues involved in developing consumer-oriented marketing strategies.

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.

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.

MKT 541: BRAND MANAGEMENT
Brand management is an important component of both consumer and business marketing. The course addresses important branding decisions faced by an organization, particularly the role of brands in strategy. Learning objectives are (1) to increase understanding of the important issues in planning and evaluating brand strategies; (2) to provide the appropriate theories, models, and other tools to make better branding decisions; (3) to understand how marketing mix variables can affect brand equity over time; (4) to understand how to build and maintain brand equity; (5) to understand how to adapt brand strategies and tactics to optimize marketplace success.

DEPAUL UNIVERSITY
KELLSTADT GRADUATE SCHOOL OF BUSINESS

1 East Jackson Boulevard, Suite 5300
Chicago, Illinois 60604-2201

Telephone: (312) 362-8810
Email: kgsb@depaul.edu
Web: kellstadt.depaul.edu