

CORE COURSE DESCRIPTIONS

ACCOUNTING

Principles of Financial Accounting	Principles of Financial Accounting focuses on the development, analysis and use of accounting reports. It provides an understanding of what these reports contain, what assumptions and concepts accountants use to prepare them and why they use those assumptions and concepts. It stresses the ability to apply accounting concepts to real world cases, which by their very nature are complex and ambiguous.
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BUSINESS ETHICS/LAW

Professional Responsibility	Professional Responsibility encourages students to think critically about the broader context and consequences of the decisions they make as managers. It first develops the argument that ethical considerations are important in the decision-making process and then develops analytical reasoning skills that enable students to identify and weigh competing ethical concerns in that process. The course also examines the importance of understanding the interdependence of markets, ethics and law in a democratic, free market society.
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Leading Through Change:
Diversity and Inclusion as
Business Assets

Leading Through Change delves into the histories and emerging theories of business and the definitions and practices engaged in “diversity”, “equity”, “inclusion, access (DEIA), “otherness”, and “difference”. The course focuses on business and related applications and draw on cross-sector and interdisciplinary research. Students will engage a variety of texts from different intellectual traditions that have given consideration to the DEI frameworks, the conceptual questions posed above, the contrasting and emerging definitions of “diversity”, inclusion, and bias, and the practical implications of policy implementation.

FINANCE/QUANTITATIVE SKILLS

Foundations of Finance	Foundations of Finance is about financial markets and how assets are valued, managed, and traded within them. Students will analyze the three main types of assets: equities (portfolio management, equilibrium pricing, and valuation), bonds (focus mainly on Treasuries), and derivatives (call and put options, forwards and futures). For each asset, students will ask: How is the asset traded in practice? How much is the asset worth? And how is the asset used within a larger portfolio? Answering these questions will build on the Principles of Finance course and develop important valuation frameworks such as efficient portfolio theory, the Capital Asset Pricing Model (CAPM), the Fama-French three-factor model, the expectations hypothesis of the yield curve, and no-arbitrage pricing for derivatives (including the Black-Scholes option pricing formula). Students will apply these tools to current events such as IPOs, the Fed, and whatever else comes our way. The goal of the course is to give students a solid understanding of how financial markets work and how to make sound investment decisions.
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Statistics & Data Analysis

Statistics and Data Analysis surveys probability concepts and statistical methodology necessary for decision making in a business environment. The course, which stresses application, covers: data collection and analysis; probability and probability distributions; statistical inference, including estimation and sample size determination; and regression and correlation analysis. The course is data based, with great emphasis on statistical inference, including applications to total quality management, polling, employee attitude surveys, market research, operations and finance.

ECONOMICS

Firms & Markets	Firms and Markets presents the major tools and concepts of economic analysis and their application to both the making of business decisions and the formulation of policies. The course also covers determinants of product demand, decision making with different industry structures, network economics, cost-benefit analysis and government policies that affect firms and markets.
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The Global Economy

Global Economy studies two related topics. The first is trade and direct investment, in which students learn to understand the structural economic factors that affect business decisions and the complications caused by government policies and trends in world development. The second topic is international macroeconomics and finance. Students learn to understand the linkages among national economies through exchange rates, the balance of payments and the fundamental forces that determine the growth of nations, and the effects of policy making in a global environment.

INTERNATIONAL RESIDENCY

Global Study Tour course (first year required, second year optional)

As part of the Executive MBA Program, students participate in up to two for-credit Global Study Tours. Recent study tours have taken students to a number of economically diverse regions. This intensive, rigorous program enables students to interact with industry, financial institution, and government leaders from around the world. Participants conduct study group work regarding the countries involved, generate post-trip projects, and actively participate in meetings during the program. In recent years, Executive MBA classes have traveled to Turkey, the United Arab Emirates, Russia, India, China, Korea, Argentina, Brazil, and Chile. With each destination, students gain valuable insight into today's global business environment.

MANAGEMENT

Strategic Communication

Successful strategic communicators focus on achieving intended outcomes, establishing mutual engagement, and expressing clear messages that have impact on individuals and groups. Strategic Communication is designed for students to become aware of how they work and communicate in group settings, make informed decisions about how to structure and deliver business messages, and increase communication effectiveness. During this course, you will deliver individual and group presentations. The course will be highly interactive and the learning experiential.

Leadership in Organizations

Leadership in Organizations focuses on the design of organizations and on how managers can make organizations more effective by maximizing the performance of their members. Part of the course focuses on organizational-level problems such as how an organization should be designed, what strategy it should follow and how the conflict and politics endemic to organizational life can be managed. Another part of the course focuses on individual and group-level problems such as how to evaluate and reward employees, design jobs that motivate people and supervise employees. The course teaches students how to analyze individual performance issues in the context of complex organizations and how to manage change processes.

Strategy

Strategy studies two related issues. The first is how to gain advantage against competitors in the complex and dynamic global marketplace. Core business strategy themes include how to analyze the business environment, assess resources and capabilities and choose competitive strategies. The second issue is how to create corporate value through configuring and coordinating multi-business activities. Core corporate strategy themes include analyzing scale and scope, evaluating corporate competencies, managing the multi-business corporation and choosing corporate strategies.

MARKETING

Marketing

Marketing provides a working knowledge of the marketing of goods and services. Areas of study include capturing value, identifying and segmenting target audiences, consumer behavior, product positioning for competitive advantage, distribution, advertising, promotion, pricing, new product development and marketing research. Study groups prepare and present a marketing plan for a product or service of their choosing.