101 Freshman Seminar
Fall, Spring. 0 to 1 credits. A student may earn a maximum of 2 credits in all enrollments for this course. R: Open only to freshmen.
Introduction to the academic life of the University. Special topics proposed by faculty to engage the interests of new students.

INTEGRATIVE MANAGEMENT

The Eli Broad College of Business
The Eli Broad College of Business and The Eli Broad Graduate School of Management

800 Managerial Skills
Summer. 1(1-1) R: Open only to MBA students in the Program in Integrative Management.
Approaches to effective group management in business organizations. Creating, maintaining, and leading work groups.

801 Firm Analysis
Fall. 1(1-1) R: Open only to MBA students in the Program in Integrative Management.
Faculty supervised analysis of the student's employing organization. Organization and financial structure. Information, accounting, operating, and marketing systems.

802 Environmental Analysis
Spring. 1(1-1) R: Open only to MBA students in the Program in Integrative Management.
Faculty supervised analysis of the student's employing organization. Customer and competitor analysis. Legal and environmental. Human resource issues.

803 Strategic Analysis
Fall. 1(1-1) R: Open only to MBA students in the Program in Integrative Management.
Faculty supervised analysis of the student's employing organization. Strategy formulation and policy integration.

811 Financial Accounting Concepts
Summer. 1(1-1) R: Open only to MBA students in the Program in Integrative Management.

812 Managerial Accounting Concepts
Fall. 1(1-1) RB: (PIM 811) R: Open only to MBA students in the Program in Integrative Management.
Accounting information for decision making and control: cost behavior patterns, activity-based costing, cost allocations, budgeting, transfer pricing, and accounting controls. Application of course concepts to work environment.

813 Information Systems
Fall. 1(1-1) R: Open only to MBA students in the Program in Integrative Management.
Information, process, and technology architectures of corporate information systems. Role of information in organizational control and decision making. Methods for evaluating effectiveness of information systems. Application of course concepts to the work environment.

821 Managerial Economics
Summer. 1(1-1) R: Open only to MBA students in the Program in Integrative Management.
Economics of the firm, with applications. Supply and demand, production and cost, competitive markets, pricing with market power, strategic behavior.

822 Macroeconomics for Managers
Summer. 1(1-1) R: Open only to MBA students in the Program in Integrative Management.
Determinants of national income, employment, and inflation. Macroeconomic environment of business: business fluctuations, fiscal and monetary policy, international capital flows, and forecasting macroeconomic data.

831 Managerial Legal Environment
Spring. 1(1-1) R: Open only to MBA students in the Program in Integrative Management.
The U.S. legal system. The interrelationship of law and ethics. Regulation of business by courts, state and federal statutes, and governments. Applications of course concepts to work environment.

841 Corporate Finance
Fall. 1(1-1) RB: (PIM 811) R: Open only to MBA students in the Program in Integrative Management.

842 Managerial Finance
Spring. 1(1-1) RB: (PIM 811 and PIM 841) R: Open only to MBA students in the Program in Integrative Management.
Market efficiency, capital budgeting, security issues, dividend policy, capital structure, and bankruptcy costs. Agency problems between different stakeholders and option pricing. Application of course concepts to work environment.

850 Analysis and Decision Models
Summer. 1(1-1) RB: (STT 315) R: Open only to MBA students in the Program in Integrative Management.
Models to support decision making: applications of regression analysis, decision analysis, simulation, forecasting, and project management.

852 Organization Design
Fall. 1(1-1) R: Open only to MBA students in the Program in Integrative Management.
Assessing tasks, environments, and technology to organize and implement corporate and business unit strategies. Assessing distinctive competencies in organizations to deal with dynamic environments. Application of course concepts to work environment.

853 Human Resource Management
Fall. 1(1-1) R: Open only to MBA students in the Program in Integrative Management.
Strategic organizational issues associated with managing the labor market to acquire, develop, and compensate human resources. Application of course concepts to work environment.

855 Strategic Management
Fall. 1(1-1) R: Open only to MBA students in the Program in Integrative Management.
Determination of the strategic direction of the firm in a global, complex, and volatile environment. Analysis of the management of strategic actions and processes within and across firm boundaries. Integration of environmental factors and organizational functions in the analysis of management problems.
862 Customer and Competitor Analysis
Spring, 1(1-1) RB: (PIM 861) R: Open only to MBA students in the Program in Integrative Management.
Assessment of consumer and organizational buying behavior processes and competitive environments. Competitive strategies and customers’ needs, wants, motivations, and behaviors throughout the value-added chain. Application of course concepts to work environment.

863 Marketing Systems
Fall, 1(1-1) R: Open only to MBA students in the Program in Integrative Management. Marketing decision making within global, customer, economic, ecological, and competitive environments. Gathering and analyzing marketing information. Developing strategies to guide the organization and operational market plans. Application of course concepts to work environment.

870 Supply Chain Management
Fall, 1(1-1) R: Open only to MBA students in the Program in Integrative Management. Development of strategies within the supply chain. Interrelationships among purchasing, manufacturing, operations, and logistics management to enhance economic competitiveness. Application of course concepts to work environment.

871 Change and Innovation
Summer, 1(1-1) R: Open only to MBA students in the Program in Integrative Management. Analytic, decision making, and planning concepts and tools for development of new innovative products and services. Management of technology within changing processes and global environments.

872 International Business

873A Current Business Issues: Finance
Fall, Spring, Summer, 1(1-1) A student may earn a maximum of 9 credits in all enrollments for this course. R: Open only to MBA students in the Program in Integrative Management. Perspectives on current and emerging topics.

873B Current Business Issues: Marketing
Fall, Spring, Summer, 1(1-1) A student may earn a maximum of 9 credits in all enrollments for this course. R: Open only to MBA students in the Program in Integrative Management. Perspectives on current and emerging topics.

873C Current Business Issues: Supply Chain
Fall, Spring, Summer, 1(1-1) A student may earn a maximum of 9 credits in all enrollments for this course. R: Open only to MBA students in the Program in Integrative Management. Perspectives on current and emerging topics.

873D Current Business Issues: International Business
Fall, Spring, Summer, 1(1-1) A student may earn a maximum of 9 credits in all enrollments for this course. R: Open only to MBA students in the Program in Integrative Management. Perspectives on current and emerging topics.

873E Current Business Issues: Business Law
Fall, Spring, Summer, 1(1-1) A student may earn a maximum of 9 credits in all enrollments for this course. R: Open only to MBA students in the Program in Integrative Management. Perspectives on current and emerging topics.

873F Current Business Issues: Management
Fall, Spring, Summer, 1(1-1) A student may earn a maximum of 9 credits in all enrollments for this course. R: Open only to MBA students in the Program in Integrative Management. Perspectives on current and emerging topics.

873G Current Business Issues: Information Systems
Fall, Spring, Summer, 1(1-1) A student may earn a maximum of 9 credits in all enrollments for this course. R: Open only to MBA students in the Program in Integrative Management. Perspectives on current and emerging topics regarding information systems issues.

873I Current Business Issues: Accounting
Fall, Spring, Summer, 1(1-1) A student may earn a maximum of 9 credits in all enrollments for this course. R: Open only to MBA students in the Program in Integrative Management. Perspectives on current and emerging topics regarding accounting issues.

874 The Global Marketplace
Summer, 1(1-1) R: Open only to MBA students in the Program in Integrative Management. Commercial, economic, cultural, and political aspects of global environments. Exposure to leading executives and government representatives of major trading partners. Develop a comparative framework for competitive strategy in a multi-country context. Field trip required.

875G Current Business Issues: Information Systems
Fall, Spring, Summer, 1(1-1) A student may earn a maximum of 9 credits in all enrollments for this course. R: Open only to MBA students in the Program in Integrative Management. Perspectives on current and emerging topics regarding information systems issues.

322 Packaging with Paper and Paperboard
Fall, Spring, 4(3-2) P: (PKG 221 or concurrently and PKG 101) and (MTH 124 or MTH 132 or LBS 118 or MTH 152H) and (CEM 143 or CEM 251 or CEM 351) and (STT 200 or STT 201 or STT 315 or STT 351) R: Open only to sophomores or seniors in the School of Packaging. Physical and chemical properties, manufacture, conversion, and use of wood, paper, paperboard, and related components in packaging. Design, use, and evaluation of packages.

323 Packaging with Plastics
Fall, Spring, 4(3-2) P: (PKG 221 or concurrently and PKG 101) and (CEM 143 or CEM 251 or CEM 351) and (STT 200 or STT 201 or STT 315 or STT 351) and (MTH 124 or MTH 132 or LBS 118 or MTH 152H) R: Open only to sophomores or juniors or seniors or graduate students in the School of Packaging. SA: PKG 320 Physical and chemical properties of plastics and their relationship to selection, design, manufacture, performance, and evaluation of packages.

330 Package Printing
Fall, Spring, 3(3-0) P: (PKG 221) R: Open only to sophomores or juniors or seniors or graduate students in the School of Packaging. Methods of printing packages including copy preparation, design, electronic imaging, aesthetics, camera use, and effects of packaging materials. Production of printed packages including quality control, economics, and environmental considerations.

370 Packaging and the Environment
Spring, 3(3-0) P: Completion of Tier I writing requirement. RB: (CEM 141 or CEM 151 or LBS 164) R: Not open to freshmen or sophomores. Effects of packaging on environmental quality. Solid waste. Air and water quality. Laws, economics, and energy. Resource use and conservation.

410 Distribution Packaging Dynamics
Fall, Spring, 3(3-0) P: (PKG 322 and PKG 323) R: Open only to sophomores or juniors or seniors or graduate students in the School of Packaging. SA: PKG 310 Identification and measurement of hazards in physical distribution. Methods of protection against climate, shock, vibration, and compression.

415 Packaging Decision Systems
Fall, Spring, 3(2-2) P: (MTH 116 or LBS 117 or MTH 114 or MTH 124 or MTH 132 or LBS 118 or MTH 152H) RB: (CEM 101 or CSE 131) R: Open only to sophomores or juniors or seniors or graduate students in the School of Packaging. Application of computers to analyze and solve problems in the management, specification, production, and testing of packaging systems.

432 Packaging Processes
Fall, Spring, 4(3-2) P: (PKG 322 and PKG 323) and (PHY 232 or PHY 232B or PHY 232C or LBS 272 or PHY 184 or PHY 182B or PHY 184A or PHY 184B or PHY 294H) R: Open only to sophomores or juniors or seniors or graduate students in the School of Packaging. Integrated study of packaging and production operations, quality control, and organization and control of machines. Interrelationship of products, packaging, machinery layout and efficiency, and quality issues.