MASTER OF BUSINESS ADMINISTRATION

The Eli Broad College of Business

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

800 The Global Organization and the Firm’s Strategic Position
Fall, Spring. 2(2-0) R: Open only to MBA students.
Organizational goals, design, and control of the
global business enterprise. Maximization of share-
holder value, competitive forces, configuring the
value-added chain. Strategies for implementing new
organizational forms. Designing and managing
strategic change.

802 Financial Accounting
Fall. 2(2-0) R: Open only to MBA students.
Financial accounting model underlying financial
statements of firms. Information in financial state-
ments and role of these statements in capital mar-
kets. Information intermediaries, regulators, and role
of independent auditor. Standard setting and the
impact of changing standards. Globalization of
standards.

804 Applied Data Analysis for Managers
Fall. 2(2-0) RB: STT 315 R: Open only to
MBA students. Not open to students with
credit in MSC 833.
Analysis of business and economic data to support
managerial decision-making. Building, interpreting,
and applying regression models. Time series and
forecasting.

806 Business Ethics and the Legal Environment
Spring. 2(2-0) R: Open only to MBA stu-
dents.
Framework for identifying, analyzing, and resolving
ethical dilemmas in business. Key legal topics in
business using critical thinking analysis.

808 Leadership and Teamwork
Fall. 1(1-0) R: Open only to MBA students.
Understanding team management and leadership
through experiential and skill-based learning. Effec-
tive communication, including the use of electronic
communication technologies for team development
and maintenance. Active practice of teamwork,
communication, and leadership skills.

812 Managerial Accounting
Spring. 2(2-0) R: Open only to MBA stu-
dents.
Performance measurement and incentive system
design. Organization structure, budgeting, and
transfer pricing. Target costing. Relevant costs and
management decision models. Activity-based cost-
ing. Aligning management accounting and firm
strategy. Accounting for quality. International pers-
pective on management accounting issues.

814 Applied Economics
Spring. 2(2-0) R: Open only to MBA stu-
dents.
Economic view of the firm. Modeling market me-
chanics in supply and demand, marginal concepts,
estability, market characteristics, pricing with market
power, and strategic behavior. Applications to busi-
ness problems and situations. Principal-agent rela-
tionships and wealth maximization.

816 Business Presentations
Fall. 1(1-1) R: Open only to MBA students.
Development of effective interpersonal communica-
tions skills. Oral communications in business set-
tings.

820 Marketing Management
Fall. 3(3-0) R: Open only to MBA students.
Leadership principles. Decision-making. Fundamen-
tal marketing concepts such as segmentation, target
marketing, positioning, growth strategies, revenue
management, product management, and communica-
tion strategies. Problem-solving and marketing
planning.

821 Supply Chain Management
Fall. 3(3-0) R: Open only to MBA students.
Integrative approach to product design, develop-
ment, and delivery. Flow of products from concept
development through delivery to the final user,
including product and process development, manag-
ing information and product flows, total quality man-
agement, and resource and capacity management.

822 Financial Management
Fall. 3(3-0) R: Open only to MBA students.
Investment decisions by firms. Value creation, risk
and return, pricing models, and financial markets.
Financing alternatives, market efficiency, capital
budgeting, and leverage and risk relationships.
Optimizing firm value. Agency problems and effects
on investment and financing decisions.

823 Information Technology Management
Spring. 2(2-0) R: Open to MBA students.
Role of information technology in operations, deci-
sion making, and learning in organizations. Competi-
tive and economic benefits from managing informa-
tion technology resources. Competitive advantage,
efficient operations, and improved decision quality.

824 Managing the Workforce
Spring. 2(2-0) R: Open to MBA students.
Role of workforce management in fulfilling the goals
and mission of the organization. Theories and appli-
cations of management principles to acquiring,
motivating, and rewarding employees and structur-
ing their work. Domestic and international issues in
the workplace.

826 International, Comparative, and Cross-
Cultural Business
Spring, Summer. 2(2-0) R: Open only to
MBA students.
International businesses’ approaches to global
markets, economic trade issues, methods of entry,
and organizational alternatives. Cross-cultural dif-
fferences and their impacts on business practices.
Trade agreements, strategic alliances, negotiations,
and cultural consequences.

841 Studies in the Global Marketplace
Summer. 3(1-4) R: Open only to MBA stu-
dents.
Commercial, economic, cultural, and political as-
psects of global environments. Exposure to leading
executives and government representatives in world
markets. Comparative framework for competitive
strategy in a multi-country context. International field
trip required.

850 Strategic Management
Fall. 2(2-0) R: Open only to MBA students.
Concepts and methods that integrate previous train-
ing in functional areas of management. Total firm
perspective and ways top managers create and
sustain competitive advantage in today’s challenging
global marketplace.

851 Special Topics in Business Management
Fall, Spring, Summer. 1 to 3 credits. A stu-
dent may earn a maximum of 6 credits in all
enrollments for this course. R: Open only to
MBA students.
Current and emerging issues in management. New
and changing developments affecting managers.

891 Special Topics in Business Management
Fall, Spring, Summer. 1 credit. A student
may earn a maximum of 2 credits in all
enrollments for this course. RB: Completion
of at least one semester in the MBA pro-
gram. R: Open to MBA students. Not open
to students in the Advanced Management
Program or Program in Integrative Man-
agement.
Internship in business organizations; application of
business knowledge and management techniques in
a work environment.

893 MBA Internship Experience
Fall, Spring, Summer. 1 to 3
credits. A student
may earn a maximum of 2 credits in all
enrollments for this course. R: Open only
to MBA students.
Internship in business organizations; application of
business knowledge and management techniques in
a work environment.