

# MASTER OF BUSINESS ADMINISTRATION

## MBA

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

#### 802 Financial Accounting

Fall. 2(2-0) R: Open only to MBA students.

Financial accounting model underlying financial statements of firms. Information in financial statements and role of these statements in capital markets. Information intermediaries, regulators, and role of independent auditor. Standard setting and the impact of changing standards. Globalization of standards. Offered first half of semester.

#### 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. Offered second half of semester.

#### 806 Social Issues in Management

Spring. 2(2-0) R: Open to MBA students.

Analysis of the business environment including social, ethical, public policy, ecological, and international dimensions. Management of stakeholder relationships.

#### 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. Effective communication, including the use of electronic communication technologies for team development and maintenance. Active practice of teamwork, communication, and leadership skills. Offered first half of semester.

#### 812 Managerial Accounting

Spring. 2(2-0) R: Open only to MBA students.

Performance measurement and incentive system design. Organization structure, budgeting, and transfer pricing. Target costing. Relevant costs and management decision models. Activity-based costing. Aligning management accounting and firm strategy. Accounting for quality. International perspective on management accounting issues. Offered second half of semester.

#### 814 Applied Economics

Spring. 2(2-0) R: Open only to MBA students.

Economic view of the firm. Modeling market mechanics in supply and demand, marginal concepts, elasticity, market characteristics, pricing with market power, and strategic behavior. Applications to business problems and situations. Principal-agent relationships and wealth maximization. Offered first half of semester.

#### 816 Managerial Communications

Fall. 2(2-0) R: Open to MBA students.

Development of managerial level business communication skills. Communication strategy development. Message creation and delivery of messages in oral and written form.

#### 820 Marketing Management

Fall. 3(3-0) R: Open only to MBA students.

Leadership principles. Decision-making. Fundamental marketing concepts such as segmentation, target marketing, positioning, growth strategies, revenue management, product management, and communication 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, development, and delivery. Flow of products from concept development through delivery to the final user, including product and process development, managing information and product flows, total quality management, 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, decision making, and learning in organizations. Competitive and economic benefits from managing information 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 applications of management principles to acquiring, motivating, and rewarding employees and structuring their work. Domestic and international issues in the workplace.

#### 841 Studies in the Global Marketplace

Summer. 3(1-4) R: Open only to MBA students.

Commercial, economic, cultural, and political aspects 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 training in functional areas of management. Total firm perspective and ways top managers create and sustain competitive advantage in today's challenging global marketplace.

#### 891 Special Topics in Business Management

Fall, Spring, Summer. 1 to 3 credits. A student 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.

#### 893 MBA Internship Experience

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 program. R: Open to MBA students. Not open to students in the Advanced Management Program or Program in Integrative Management.

Internship in business organizations; application of business knowledge and management techniques in a work environment.