806 Social Issues in Management  
Spring. 1 to 3 credits. 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 to 3 credits. R: Open 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.

812 Accounting for Decision-Making and Control  
Spring. 1 to 3 credits. R: Open to MBA students.


814 Applied Economics  
Spring. 1 to 3 credits. R: Open to MBA students.

Economic view of the firm. Use marginal analysis to analyze firms' decisions such as pricing, entry, and price discrimination. Use game theory to analyze firms' strategic behavior, principle-agent relationships, adverse selection, and signaling.

816 Managerial Communication Strategy and Tactics  
Fall. 1 to 3 credits. R: Open to MBA students.

Learning, applying and adapting the basic principles of persuasion and argumentation to oral and written communication in business settings.

817 Designing and Delivering Impactful Business Presentations  
Spring. 1 to 3 credits. P: MBA 816 and MBA 817 R: Open to MBA students.

Determining relevant presentation content based on audience analysis. Strategic design of content. Oral presentation delivery using PowerPoint as a visual aid. Introduction to effective question and answer methods in business environment.

818 Creating Competitive Advantage through Presentations  
Spring. 1 to 3 credits. P: MBA 816 and MBA 817 R: Open to MBA students.

Complex business presentations to top business executives and corporate boards. Managing presentation flow and successful completion when facing interruptions and challenges to proposals and findings in real-time presentation settings.

820 Marketing Management  
Fall. 1 to 3 credits. R: Open to MBA students.

Leadership principles in marketing strategy development. Fundamental marketing concepts such as strategic marketing analysis, market segmentation, targeting, and competitive positioning. Problem-solving and market planning. Application of concepts to case analysis.

821 Introduction to Supply Chain Management Concepts  
Fall. 1 to 3 credits. R: Open to MBA students.

Integrative approach to understanding supply chain management. Flow of products from concept development through delivery to the final user, including product and process development, managing information, inventory and product flows, and supplier and customer management.

822 Corporate Investment Decisions  
Fall. 1 to 3 credits. R: Open to MBA students.

Corporate investment decisions including calculation of present value, valuation of bonds and common stock, net present value and other investment criteria, portfolio theory and financial asset pricing models, risk and cost of capital.

823 Information Technology Strategy  
Spring. 1 to 3 credits. R: Open to MBA students.


824 Managing the Workforce  
Spring. 1 to 3 credits. R: Open to MBA students.

Not open to students with credit in SCM 833.

825 Marketing Strategy Execution  
Fall. 1 to 3 credits. R: Open to MBA students.

Executing marketing strategy. Using the marketing decision variables to plan and execute in a competitive marketplace. Fundamental marketing topics such as customer satisfaction, customer loyalty and lifetime value, growth strategies, brand value propositions, new product strategies, brand equity development, marketing communication, pricing, channel relationships, internet marketing, and global marketing. Application of course concepts to case analysis.

830 Marketing Strategy Execution  
Fall. 1 to 3 credits. P: MBA 820 R: Open to MBA students.

Marketing Strategy Execution. Using the marketing decision variables to plan and execute in a competitive marketplace. Fundamental marketing topics such as customer satisfaction, customer loyalty and lifetime value, growth strategies, brand value propositions, new product strategies, brand equity development, marketing communication, pricing, channel relationships, internet marketing, and global marketing. Application of course concepts to case analysis.
MBA Internship Experience

Fall, Spring, Summer. 1 to 2 credits. 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 and not open to students in the Master of Business Administration in Integrative Management. Internship in business organizations; application of business knowledge and management techniques in a work environment.