INTEGRATIVE MANAGEMENT

The Eli Broad College of Business
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 Organizational Analysis
Fall. 1(1-1) R: Open to students in the Master of Business Administration in Integrative Management.
Faculty supervised analysis of the student's employing organization. Organization and financial structure. Information, accounting, operating, and marketing systems.

802 Integrative Case Competition
Spring. 1(1-1) R: Open to students in the Master of Business Administration in Integrative Management.
Development of and participation in a significant case study integrating strategy, marketing, finance, human resource, and other business management issues.

803 Leadership Development
Fall. 1(1-1) R: Open to students in the Master of Business Administration in Integrative Management.
Assessment and analysis of individual characteristics associated with effective leadership. Identifying personal strengths that are important for developing one's leadership potential. Planning for further capitalization on these strengths.

804 Strategic Vision
Spring. Summer. 1(1-1) R: Open to students in the Master of Business Administration in Integrative Management.
Supervised analysis of the student's employing organization, including interviewing the CEO or visible leader.

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

812 Managerial Accounting
Fall. 1(1-1) R: 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.

814 Financial Statement Analysis and Corporate Governance
Summer. 1(1-1) R: Open to students in the Master of Business Administration in Integrative Management.

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 Legal Environment of Business
Spring. 1(1-1) R: Open only to MBA students in the Program in Integrative Management.
The U.S. legal system. 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) R: PIM 811 R: Open only to MBA students in the Program in Integrative Management.

842 Managerial Finance
Spring. 1(1-1) R: 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 Modeling
Summer. 1(1-1) R: SST 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 Negotiation
Spring. 1(1-1) R: Open to students in the Master of Business Administration in Integrative Management.
Dynamics of negotiation and conflict resolution using negotiation to manage people and interpersonal relations. Developmental processes, stages, and types of conflict. Conflict management and resolution.

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 Innovation of Products and Services
Summer. 1(1-1) R: Open to students in the Master of Business Administration in Integrative Management.
Analytic, decision-making, and planning concepts and tools for development of new innovative products and services. Strategic management of technological innovation within changing market environments.

872 International Strategies
Summer. 1(1-1) R: Open to students in the Master of Business Administration in Integrative Management.
Integrative Management—PIM

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.

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.

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.

875  Supply Chain Management II  
Summer. 1(1-1) R: Open to students in the Master of Business Administration in Integrative Management.  
Advanced supply chain management strategies and applications. Integration of purchasing, manufacturing, operations and logistics in a global market.

876  Ethics in the Workplace  
Fall. 1(1-1) A student may earn a maximum of 2 credits in all enrollments for this course. R: Open only to Weekend MBA students.  
Ethical dimensions of decision making in the business environment.

881  Leadership Communications  
Summer. 1(1-1) R: Open to students in the Master of Business Administration in Integrative Management.  
Development of managerial level business communication skills. Communication strategy development. Message creation and delivery of messages in oral and written form.

891  Special Topics in 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 Weekend MBA students.  
Faculty-supervised study in special topics relevant to business executives.