

# INTEGRATIVE MANAGEMENT PIM

## 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 to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.  
Development of skills necessary to manage individuals, groups, and the organizational context.
- 801 Organizational Analysis**  
Fall. 1(1-1) R: Open to MBA students in the The Eli Broad College of Business or in the Master of Business Administration in Integrative Management.  
Faculty supervised analysis of the student's employing organization from a broad organizational behavior perspective.
- 802 Integrative Case Competition**  
Spring. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or 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**  
Spring. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or 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. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.  
Supervised analysis of the student's employing organization, including interviewing the CEO or senior leader with strategy formulation responsibilities.
- 811 Financial Accounting Concepts**  
Summer. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.  
Financial reporting issues from a user's perspective. Measurement and reporting concepts and issues. Analysis and use of financial accounting information for decision making.

- 812 Managerial Accounting**  
Fall. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.  
The objective of this course is to provide essential tools and skills to enable you to make business decisions using accounting information. This course focuses on the preparation and use of accounting information for planning and control purposes.
- 813 Information Systems**  
Fall. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.  
Role of information systems in contemporary business organizations. Strategic role of systems. Value and risk associated with digitization. Evaluation of information system investments. Application of course concepts to the work environment.
- 814 Financial Statement Analysis**  
Summer. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.  
Stewardship and valuation role of accounting in capital markets. Financial statement analysis.
- 821 Managerial Economics**  
Fall, Summer. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.  
Economics of the firm, with applications. Demand, production and cost, pricing and strategic behavior.
- 822 Macroeconomics for Managers**  
Fall. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.  
Determinants of national income, employment, and inflation. Macroeconomic environment of business: business fluctuations, fiscal and monetary policy, international capital flows, nominal and real exchange rates.
- 831 Legal Environment of Business**  
Spring. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration 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.
- 832 Entrepreneurship**  
Spring. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.  
Developing an entrepreneurial mindset. Skills of ideation, business model creation, market assessment and validation, and go-to-market strategies.

- 841 Corporate Finance**  
Spring. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.  
Valuation techniques for bonds and stocks. Investment decisions by firms. The relation between risk and return. Pricing models for risk. U.S. capital markets. Application of course concepts to work environment.
- 842 Managerial Finance**  
Spring. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration 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.
- 845 Mergers, Acquisitions and Corporate Restructuring**  
Fall. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.  
Strategic issues associated with major changes in a firm's asset or liability structure, including mergers, acquisitions, divestitures, activist investors, and leveraged buyouts. Issues will be examined in the context of a firm's overall strategic goals, with a focus on financial strategies.
- 850 Analysis and Decision Modeling**  
Fall. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.  
Models to support decision making: applications of regression analysis, decision analysis, and forecasting.
- 851 Business Analytics and Management Decision-Making**  
Fall. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.  
Business analytics in shaping competitive advantage and business transformation. Examination of how data visualization and predictive modeling provides new venues of managerial decision-making. Examples from different domains such as marketing, finance, supply chain and human resources.
- 852 Negotiation**  
Fall, Spring. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.  
Negotiation strategies and planning steps, analysis of leverage, tactics for creating and claiming value, and strategies for resolving conflicts. Addresses the complexities of adding multiple parties, using agents, and involving third parties in negotiation and conflict resolution.

## PIM—Integrative Management

### 853 Human Resource Management

Fall, Spring. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.

This course addresses how organizations and managers can effectively attract, select, motivate, retain, develop, and otherwise optimally utilize their human resources.

### 855 Strategic Management I

Fall. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.

Managing organizations in relation to their external environment to achieve competitive advantage. Integration of two primary fields of analysis: the industry and organizational activities. Coverage of frameworks and tools for formulating successful business, corporate, and global strategies.

### 856 Strategic Management II

Spring. 1(1-1) P: PIM 855 R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.

Advanced strategic concepts, frameworks, tools and strategic alliances. Integration of analysis that incorporates diversification strategies, vertical integration, competitive dynamics, and global strategies.

### 862 Customer and Competitor Analysis

Spring. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration 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

Spring. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration 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

Summer. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.

Understanding supply chain management and its impact on competitive advantage. Introduction of logistics, operations management, and procurement and cross-functional integration in supply chains.

### 871 Innovation of Products and Services

Fall. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or 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 MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.

International, comparative, and cross-cultural perspectives in business. Markets and implications for managers. Global opportunity assessment, currency risk, and operational considerations.

### 873A Current Business Issues: Finance

Fall. 1(1-1) A student may earn a maximum of 9 credits in all enrollments for this course. R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.

Perspectives on current and emerging topics.

### 873F Current Business Issues: Management

Fall, Summer. 1(1-1) A student may earn a maximum of 9 credits R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.

Individual, team, and process factors that affect the effectiveness of strategic decisions.

### 874 The Global Marketplace

Summer. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.

Commercial, economic, cultural, and political aspects of global environments. Exposure to leading executives and government representatives of international corporations, organizations and countries. Develop a comparative framework for competitive strategy in a multi-country context and a deeper understanding of cultural nuances through classroom and international/offsite experiences with global organizations.

### 875 Supply Chain Management II

Fall, Spring. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.

Discussion of advanced supply chain management strategies and global applications with emphasis on supply chain process improvement techniques, quality management and strategic sourcing.

### 876 Ethics in the Workplace

Spring. 1(1-1) R: Open to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.

Ethical awareness and sound judgment are essential for individual success and organizational effectiveness. In this course, we examine the ethical aspects of individual and corporate decision-making and provide practical resources for making ethical decisions within the business context.

### 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 to MBA students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Master of Business Administration in Integrative Management.

Faculty-supervised study in special topics relevant to business executives.