### INTEGRATIVE MANAGEMENT

**PIM**

**The Eli Broad College of Business**

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

#### Managerial Skills
- **Code:** 800
- **Title:** Managerial Skills
- **Description:** 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.
- **Objective:** Development of skills necessary to manage individuals, groups, and the organizational context.

#### Organizational Analysis
- **Code:** 801
- **Title:** Organizational Analysis
- **Description:** Fall. 1(1-1) R: Open to MBA students in the Eli Broad College of Business or in the Master of Business Administration in Integrative Management.
- **Faculty Supervision:** Faculty supervised analysis of the student’s employing organization from a broad organizational behavior perspective.

#### Integrative Case Competition
- **Code:** 802
- **Title:** Integrative Case Competition
- **Description:** 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.
- **Objective:** Development of and participation in a significant case study integrating strategy, marketing, finance, human resource, and other business management issues.

#### Leadership Development
- **Code:** 803
- **Title:** Leadership Development
- **Description:** 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.
- **Objective:** 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.

#### Strategic Vision
- **Code:** 804
- **Title:** Strategic Vision
- **Description:** 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:** Supervised analysis of the student’s employing organization, including interviewing the CEO or senior leader with strategy formulation responsibilities.

#### Financial Accounting Concepts
- **Code:** 811
- **Title:** Financial Accounting Concepts
- **Description:** 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.
- **Objective:** Financial reporting issues from a user’s perspective. Measurement and reporting concepts and issues. Analysis and use of financial accounting information for decision making.

#### Managerial Accounting
- **Code:** 812
- **Title:** Managerial Accounting
- **Description:** 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.
- **Objective:** 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.

#### Information Systems
- **Code:** 813
- **Title:** Information Systems
- **Description:** 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:** 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.

#### Financial Statement Analysis
- **Code:** 814
- **Title:** Financial Statement Analysis
- **Description:** 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.
- **Objective:** Stewardship and valuation role of accounting in capital markets. Financial statement analysis.

#### Managerial Economics
- **Code:** 821
- **Title:** Managerial Economics
- **Description:** 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:** Economics of the firm, with applications. Demand, production and cost, pricing and strategic behavior.

#### Macroeconomics for Managers
- **Code:** 822
- **Title:** Macroeconomics for Managers
- **Description:** 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:** 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.

#### Legal Environment of Business
- **Code:** 831
- **Title:** Legal Environment of Business
- **Description:** 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.
- **Objective:** 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.

#### Entrepreneurship
- **Code:** 832
- **Title:** Entrepreneurship
- **Description:** 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.
- **Objective:** Developing an entrepreneurial mindset. Skills of ideation, business model creation, market assessment and validation, and go-to-market strategies.

#### Corporate Finance
- **Code:** 841
- **Title:** Corporate Finance
- **Description:** 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.

#### Managerial Finance
- **Code:** 842
- **Title:** Managerial Finance
- **Description:** 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.
- **Objective:** 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.

#### Mergers, Acquisitions and Corporate Restructuring
- **Code:** 845
- **Title:** Mergers, Acquisitions and Corporate Restructuring
- **Description:** 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.
- **Objective:** 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.

#### Analysis and Decision Modeling
- **Code:** 850
- **Title:** Analysis and Decision Modeling
- **Description:** 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.
- **Objective:** Models to support decision making: applications of regression analysis, decision analysis, and forecasting.

#### Business Analytics and Management Decision-Making
- **Code:** 851
- **Title:** Business Analytics and Management Decision-Making
- **Description:** 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.
- **Objective:** 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.

#### Negotiation
- **Code:** 852
- **Title:** Negotiation
- **Description:** 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.
- **Objective:** 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.

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