MASTER OF BUSINESS ADMINISTRATION MBA
The Eli Broad College of Business Eli Broad College of Business and The Eli Broad Graduate School of Management

802  Financial Accounting and Reporting Strategy  
Fall. Summer. 1 to 3 credits. R: Open to MBA students or approval of department. 

804  Applied Data Analysis for Managers  
Fall. Spring. Summer. 1 to 3 credits. RB: STT 315 R: Open to MBA students or approval of department. Not open to students with credit in SCM 833. 
Analysis of business and economic data to support managerial decision-making. Building, interpreting, and applying time-series, regression, and forecasting models.

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. Summer. 1 to 3 credits. R: Open to MBA students or approval of department. 
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, principal-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 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. Summer. 1 to 3 credits. R: Open to MBA students or approval of department. 

824  Managing the Workforce  
Spring. 1 to 3 credits. R: Open to MBA students. Not open to students with credit in MGT 824. 
Role of workforce management in fulfilling the goals and mission of the organization. Theories and applications of management principles to motivating, rewarding, and structuring employees’ work; managing groups and teams; and structuring the organization. Domestic and international issues in the workplace.

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

831  Supply Chain Management Applications  
Fall. 1 to 3 credits. P: MBA 821 R: Open to MBA students. 
Application of supply chain management concepts. Examining how procurement, logistics and operations management enable value propositions and gain competitive advantage.

832  Corporate Financing Decisions  
Fall. 1 to 3 credits. P: MBA 822 R: Open to MBA students. 
Corporate financing decisions including efficient markets and behavioral finance, how corporations issue securities, capital structure, shareholder payoff policy and agency cost issues.

841  Studies in the Global Marketplace  
Summer. 1 to 3 credits. R: Open 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. Participation in international field trip required.

843  Career Management  
Fall. 1 to 3 credits. R: Open to MBA students. 
Understanding career development theory through experiential and skill-based learning. Active practice of career management, networking, negotiation, goal setting, and development planning skills.

845  Integrative Action Projects  
Fall. Spring. 1 to 2 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to MBA students. 
Multi-day intensive action-based learning experience in which students apply business theories and concepts to real business issues.

846  Executive Lecture Series  
Fall. 1(1-0) R: Open to MBA students in the The Eli Broad College of Business and open to undergraduate students in the Honors College. 
CEO perspectives on interdisciplinary business topics. Real-world events and scenarios, global business community, and innovative strategies to manage high-performance organizations.

850  Strategic Management  
Fall. Spring. Summer. 1 to 3 credits. R: Open to MBA students. Not open to students with credit in MGT 850. 
Examines ways top managers create and sustain competitive advantage in today’s challenging global marketplace from a total firm perspective.
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 to MBA students. Current and emerging issues in management. New and changing developments affecting managers.

893  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.