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. Financial accounting model underlying financial statements of firms. Information in financial statements and role of these statements in capital markets. Information intermediaries, regulators, and role of independent auditor. Standard setting and the impact of changing standards. Globalization of standards.

804  Applied Data Analysis for Managers
     Fall, Spring. 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. The use of accounting information for planning and control. Cost structure and the use of cost analysis, activity-based costing, capacity costing, and cost modeling for improved decision-making. Controlling decisions through budgeting, variance analysis, transfer pricing, financial and non-financial performance measurement, and incentives. Use of the balanced scorecard for assessing strategy implementation.

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, 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 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. Integrative perspectives on the use, management, and economic value of information technologies in organizations. Financial and strategic assessment of the business value of information technologies. Transformational effects of business intelligence and social networking technologies. Technology strategy and entrepreneurship.

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.

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. 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.