

**MASTER OF
BUSINESS
ADMINISTRATION MBA**

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

- 800 The Global Organization and the Firm's Strategic Position**
Fall, Spring. 2(2-0) R: Open only to MBA students.
Organizational goals, design, and control of the global business enterprise. Maximization of shareholder value, competitive forces, configuring the value-added chain. Strategies for implementing new organizational forms. Designing and managing strategic change.
- 802 Financial Accounting Strategies**
Fall, Spring. 2(2-0) R: Open only to MBA students.
Financial accounting model, valuation, and reporting concepts and uses. Valuing securities, financial statement analysis, and cash flows. Budgeting, decision analyses, cost estimation and accumulation, capital budgeting, and international financial concepts.
- 804 Applied Data Analysis for Managers**
Fall, Spring. 2(2-0) RB: (STT 315) R: Open only to MBA students. Not open to students with credit in MSC 833.
Analysis of business and economic data to support managerial decision-making. Building, interpreting, and applying regression models. Time series and forecasting. Offered half of semester.
- 806 Business Ethics and the Legal Environment**
Fall, Spring. 2(2-0) R: Open only to MBA students.
Framework for identifying, analyzing, and resolving ethical dilemmas in business. Examination of key legal topics in business using critical thinking analysis.
- 808 Leadership and Teamwork**
Fall, Spring. 1(1-0) R: Open only 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 Managerial Accounting Strategies**
Fall, Spring. 2(2-0) R: Open only to MBA students.
Performance measurement and incentive system design. Organization structure, budgeting, and transfer pricing. Target costing. Relevant costs and management decision models. Activity-based costing. Aligning management accounting and firm strategy. Accounting for quality. International perspective on management accounting issues.

- 814 Applied Economics**
Fall, Spring. 2(2-0) R: Open only to MBA students.
The economic view of the firm. Modeling market mechanics in supply and demand, marginal concepts, elasticity, market characteristics, pricing with market power, and strategic behavior. Applications to business problems and situations. Principal-agent relationships and wealth maximization. Offered half of semester.
- 816 Business Presentations**
Fall, Spring. 1(1-1) R: Open only to MBA students.
Development of effective interpersonal communications skills. Emphasis is on oral communications in business settings.
- 820 Marketing Management**
Spring, Summer. 3(3-0) R: Open only to MBA students.
Concepts, methods, and applications of decision modeling to address marketing issues such as market segmentation and positioning, new product development, and advertising response and budgeting. Advanced techniques to model marketing decision problems facing marketing managers to ensure optimum outcomes for the firm and its managers.
- 821 Supply Chain Management**
Spring, Summer. 3(3-0) R: Open only to MBA students.
Integrative approach to product design, development, and delivery. Flow of products from concept development through delivery to the final user, including product and process development, managing information and product flows, total quality management, and resource and capacity management.
- 822 Financial Management**
Spring, Summer. 3(3-0) R: Open only to MBA students.
Investment decisions by firms. Value creation, risk and return, pricing models, and financial markets. Financing alternatives, market efficiency, capital budgeting, and leverage and risk relationships. Optimizing firm value. Agency problems and effects on investment and financing decisions. Offered half of semester.
- 823 Information Technology Management**
Spring, Summer. 2(2-0) R: Open only to MBA students.
Role of information technology in operations, decision making, and learning in organizations. Competitive and economic benefits from managing information technology resources. How information technology can achieve competitive advantage, efficient operations, and improved decision quality.
- 824 Managing the Workforce**
Spring, Summer. 2(2-0) R: Open only to MBA students.
Role of workforce management in fulfilling the goals and mission of the organization. Theories and applications of management principles to acquiring, motivating, and rewarding employees and structuring their work. Domestic and international issues in the workplace.

- 826 International, Comparative, and Cross-Cultural Business**
Spring, Summer. 2(2-0) R: Open only to MBA students.
International businesses' approaches to global markets, economic trade issues, methods of entry, and organizational alternatives. Cross-cultural differences and their impacts on business practices. Trade agreements, strategic alliances, negotiations, and cultural consequences. Offered half of semester.
- 840 Applied Business Experience**
Fall, Summer. 3(0-9) R: Open only to MBA students.
Student teams work on projects in organizations identified by a company sponsor and approved by a faculty adviser.
- 841 Studies in the Global Marketplace**
Summer. 3(1-4) R: Open only 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. International field trip required.
- 850 Integrative Case Experience and Future Global Strategies**
Fall, Spring. 2(2-0) R: Open only to MBA students.
Future trends in management. Strategic positioning of organizations for success. An integrative case experience focusing on a specific corporate situation. Use of library and computer network sources. Case presentation to faculty and business managers.
- 889 Hospitality Industry Field Study**
Fall, Spring, Summer. 3 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. Interdepartmental with Hospitality Business. Administered by School of Hospitality Business. RB: 12 credits graduate course work R: Open only to graduate students in the College of Business.
Research on a current issue, problem or opportunity into a segment of the hospitality industry. Industry relationships and networking. Faculty supervision in a field setting.
- 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 only to MBA students.
Current and emerging issues in management. New and changing developments affecting managers.
- 893 MBA Internship Experience**
Fall, Spring, Summer. 1 credit. 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 except students in the Advanced Management Program or Program in Integrative Management.
Internship in business organizations; application of business knowledge and management techniques in a work environment.