New MBA Advanced Business Core Course Descriptions

MBA612 (No Change)

Marketing Strategy (3 CREDITS)

A focus on marketing planning processes, concepts, methods and strategies with global orientation at the product level as well as the corporate level. It emphasizes the relationship between marketing and other functions and draws upon perspectives from industrial economics, corporate finance and strategic management literature. Marketing strategies and practices of contemporary firms are discussed as they relate to industrial and consumer products and services. The overall objective of the course is to help students incorporate and apply the skills, methods and insights they have acquired in prior marketing and other business courses in the design and implementation of marketing strategies.

Prerequisites: GBA 513

MBA613 (No Change)

Organizational Behavior

(3 CREDITS)

An analysis of both the formal and informal aspects of the administration process. Topics include human behavior in an organizational environment, individual behavior patterns, superior/subordinate relationships, group dynamics, leadership, communication, motivation and decision making, and the impact of innovation and change on the organization.

Prerequisites: GBA512

MBA 620

Behavioral Finance (3 CREDITS)

Behavioral finance offers a new perspective on modern investing. Phenomena such as stock momentum or the tendencies of investors to hold on to losing stocks too long are inconsistent with the notions of traditional finance market efficiency, yet they are perfectly consistent with psychological human processing of information. Students will gain a proficiency in learning the knowledge of psychological factors and economics concepts, implement this knowledge in the financial markets and apply the behavior finance ideas in the analysis of real market trading phenomena.

Prerequisites: General Business Core

MBA 621

Service and Operations Management

(3 CREDITS)

This course will focus on the various aspects involved in the management of service operations within the "pure" service sector (banking, transportation, travel and tourism, etc.) and within the services functions of manufacturing (after-sales support, financing, etc.). After an introductory section to provide an overview of the role of services in the economy and within the functioning

of various enterprises, the following topics and more will be explored: design and delivery of services, the measurement of productivity and quality, managing capacity and demand, quality management, redesign of service delivery processes, management of technology, and managing human resources. The course explores the dimensions of successful service firms and helps students discover entrepreneurial opportunities.

Prerequisites: General Business Core

MBA 625

Management of Innovation and Technology

(3 CREDITS)

This course draws upon the economics of technical change -- for high technology businesses. The emphasis is on the development and application of conceptual models clarifying the interactions between competition, patterns of technological and market change, and the structure and development of internal firm capabilities. The aim of this course is to provide a solid foundation for managing innovation in high-technology industries. Throughout, key conceptual frameworks are linked to applications in a variety of industry and case settings.

Prerequisites: General Business Core, MBA 621

MBA 626

Risk Management (3 CREDITS)

This course deals with the theoretical and practical approaches to effective financial management. Planning, analyzing and controlling investment and short and long term financing are examined for decision-making purposes. Emphasis is placed on the application of Risk, the methods in today's business environment and related industries. Topics include: Capital budgeting, risk and diversification, asset liability management, financial derivatives and financial engineering, swaps, options and financial future.

Prerequisites: General Business Core, MBA 620