

MBA Electives Fall 2008

Financ 7620 Investment Strategy of Warren Buffet (3 cr.) T/R, 8:00 – 9:15

Finance 7620 is designed to familiarize students with the investment philosophy of Warren Buffet, arguably the most successful U.S. investor in recent memory. Buffett's criteria for evaluating potential acquisitions and investments will be analyzed in detail. The first part of the course will provide students with the necessary tools to analyze investments based upon Buffett's investment philosophy. In the second part of the course, most of class time will be devoted to more detailed discussions on various equity valuation approaches, particularly those used among practitioners, and their related issues. At the same time, these valuation techniques will be applied to evaluate companies. Analysis and presentation of company evaluations will be required as a team project. (Prerequisite – Fin 7440 and Fin 8070)

Financ 7820 Investment Fund Management (3 cr.) M/W, 3:30 – 5:30

The objective of this course is to provide practical investment analysis and investment experience. The principal method for this course is learning by experience. Every student will analyze and present one stock to the group. Graduate students will analyze a new security for potential investment in the fund. Application required.

Financ 8001-5 (8320) Financial Markets (1.5 cr.) T/R, 12:30 – 1:45 (1st 8 weeks)

Operation and structure of money markets and capital markets including markets for stocks, bonds, and derivatives securities. (Prerequisite - FIN 7440)

Financ 8001-4 (8360) Equity and Securities Analysis (1.5 cr.) T/R, 12:30 – 1:45 (2nd 8 weeks)

Theory and application of models and methods for valuing common stocks. (Prerequisite – Fin 7440)

Financ 8001-1 (8330) Portfolio Management (1.5 cr.) T/R, 9:30 – 10:45 (1st 8 weeks)

Study of the effects of risk and diversification on investment management decisions including measurement of risk, identification of investment policy, and construction and maintenance of investment portfolios. (Prerequisite: Fin 7440, 8070)

Financ 8001-2 (8350) Financial Statement Analysis (1.5 cr.) T/R, 9:30 – 10:45 (2nd 8 weeks)

Analysis of company financial statements and related accounting information with emphasis on investors' decisions to invest in the company. (Prerequisite: Financ 7440)

Financ 8001-3 Topics: Real Estate Investment (3.0 cr.) T/R, 11:00 – 12:15

This course covers theory and methods for real estate valuation and investments. Most of the course focuses on fundamental principles, concepts and methods of valuation and investment analysis for real estate. Main topics include real estate valuation, the economics of investments, the implication of financial leverage and taxation for investment performance, mortgages, real estate portfolio analysis, and REITs. This class is intended to provide the background for students to become real estate financial analysts and investment managers in various sectors. (Prerequisite: Statistics and FIN 7440)

Financ 8340 Derivative Financial Securities (3 cr.) M/W, 9:30 – 10:45

It's not rocket science, but a good calculator helps in this course! FIN 8340 provides an introduction to the rapidly growing field of derivative securities. Unlike primitive securities such as bonds or stocks whose value is directly tied to the earnings ability of the company, the value of derivative securities

derives from the value of an underlying security such as a stock. The course is divided into futures, swaps, options, exotic options and financial engineering. Students should already have a prior course in investments before undertaking this offering. Completion of this course will help you to understand the financial engineering that ultimately sunk Enron. (Prerequisite – Fin 7440 and Fin 8070)

Financ 8510 Management of Financial Institutions (3 cr.) M/W, 2:00 – 3:15

In this class we will study the structure of the American banking system and how changes in the system have influenced the management of banking institutions. The class will integrate examples from the world of banking with principles of financial economics.

The class is divided into three major parts. First, the readings examine banks and financial markets; this portion of the class is generally macroeconomic in focus. Second, we look at bank asset and liability management, a microeconomic look at managing an individual bank. Third, we also devote time to international banking, investment banking, and the corporate governance of financial institutions. (Prerequisite – Fin 7440)

Mangmt 8100 Exploring the Digital Globe (3 cr.), T, 6:00 p.m. – 9:00 p.m.

This inter-departmental (graduate level) course will introduce you to the impacts of technological change and globalization from the perspective of business, law and journalism. It is the first course necessary toward fulfilling the requirements for the interdisciplinary university-wide “CDiG certificate.” You will learn about electronic commerce, digitization, and globalization issues from various different (interdisciplinary) viewpoints. You need not acquire specific technological skills; you will acquire a working understanding of how digital technologies function.

Mangmt 8335 Human Resource Law (3 cr.) M/W, 3:30 – 4:45

Human Resources Law will study the various legal issues which confront human resource managers, including: employment discrimination law, statutory and common law employment law, and labor relations law.

MGMT 8370 Managerial Leadership (3 cr.) M/W, 9:30 – 10:45

The course will provide an in-depth analysis of leadership theory and research from early trait theories through modern contingency theories. Implications for today's leader in a business environment will be discussed.

Mangmt 8410-2 Decision Making and Risk (1.5 cr.) T/R, 2:00 – 3:15 (2nd 8 weeks)

This is the class in which to practice, perfect and extend your ability to solve problems and make decisions using spreadsheets while coping with the ambiguity and uncertainty of real-world data and assumptions! The first portion of the class focuses on solving problems from unstructured data and settings by using Excel and its basic and extended formulas and tools. In addition to analysis, you will focus on managerial use and communication of spreadsheet solutions for decision making, often enabled by your creation of scenarios, what-if analysis, goal seeking and sensitivity analysis. Error checking and validity measures for data will be practiced to avoid human error in decisions. The second portion of the class will focus on decision analysis with decision trees and on simulation as techniques to aid decision making and assist in the quantification of risk. Software add-ons to Excel will be used to support analysis. Throughout the course you will be asked to consider how you and others make decisions and how your current and future decisions could be made more effectively. (Prerequisite: Mgmt 7400 or equivalent)

Mangmt 8510 Project Management (1.5 cr.) M/W, 11:00 – 12:15 (1st 8 weeks)

Project Management has emerged as one of the hottest topics in the past ten years as professionals plan important business initiatives and try to manage the costs associated with implementing new products

and services. This project management course will consist of practical concepts, techniques, and methods necessary to manage any kind of project.

Instructor explanations, class discussions, and assignments will prepare student teams to plan, design, and assess an on-going student-defined semester project. The course will be organized around practical assignments and in-class problem solving that directly relate to the end-of-semester project. One third of the course will be organized around computer labs for learning how to use Microsoft Project software to plan and implement the semester student team project. The course will also emphasize very practical and useful concepts, techniques, and methods for planning and controlling the success of a project.

Students will emerge from the course being able to 1) consult on project planning and implementation, 2) assess the claims by vendors (or 3rd parties) that a project can be completed by a specific date (and budget), and 3) assist management by planning and estimating when a proposed new project can be completed and assessing the project's progress (budget and time estimations). No prerequisites are necessary for this course.

Mangmt 8550 Launching a High Growth Venture (3 cr.) W, 3:30 – 6:00

The course objective is to develop sophistication in creating a new venture, particularly the skills for evaluating, preparing, and presenting business plans to investors. Irrespective of their original expectations, large proportions of MBAs launch a new venture or are associated with the launch of a new venture within ten years of graduation. This course is designed to equip participants for that likelihood.

This course utilizes the knowledge and skills gained from core MBA courses and other entrepreneurship-related offerings. It provides hands-on experience in the creation and development of a business plan for a new, growth-oriented venture, often technology-based. The course focuses on developing skills conducive to venture success including team building, organizing, planning, integrating, and persuading. In addition, students will analyze award winning plans from the MOOT CORP® Competition and other business and venture competitions. Also, selected experts will provide advice and insight on creating, funding, and launching a successful venture. (Open to second year MBA students)

Mrktng 8050 Marketing Strategy (3 cr.) M, 3:30 – 6:00

This course builds on knowledge of basic marketing management and focuses on how a firm can formulate a market-driven business strategy and the planning and implementation of marketing programs based on this strategy. The objectives of the course are to develop understanding and skills in:

- 1) defining a firm's business and goals and selecting target product/markets
- 2) identifying external threats and opportunities facing a business via market, customer, competitor, and environmental analyses;
- 3) assessing a business' strengths and weaknesses relative to competition and other external factors in its pursuit of competitive advantage;
- 4) developing a market-driven business strategy for gaining a profitable and sustainable competitive advantage;
- 5) designing and implementing marketing plans consistent with the market-driven business strategy.
- 6) applying analytical tools for marketing strategy development.

Note that MRKTG 7460 is a prerequisite for this course. Audit and/or "sit-in" students are allowed only with permission from the instructor, depending on seats available.

(Prerequisites: Mkt 7460)

Mrktng 8350 Business-to-Business Marketing (3 cr.) T/R, 2:00 – 3:15

This course provides students with a general understanding of the theory and practice of business-to-business marketing management. This domain of marketing looks at business customers (mainly organizations) as opposed to the traditional consumers or households. Typically, we would be dealing with customers such as institutions (hospitals, colleges, etc.), and commercial enterprises (resellers, manufacturers, distributors, etc.).

Why should you consider taking this course? Quite simply, it's because a great majority (70%) of marketing transactions actually fall into the b-to-b domain. After you graduate with an MBA, there is a very high likelihood that you will eventually work for a firm (or own one!) that markets products and services to other businesses or non-business organizations, rather than to the ultimate consumer. Thus, a sound training in b-to-b principles is important.

In this course, you will learn about important facets of today's business enterprise such as Customer Relationship Management (CRM), Supply Chain Management (SCM), JIT applications, Customer value and its creation/delivery etc. The course is strongly oriented to the application of concepts to "real world" situations. I try to accomplish this in two ways:

I bring one to two "short" but real business problems into the classroom. The company executives who have dealt with the same or similar types of problems will be present in the class to provide the practitioner perspective. For example, in the past we had executives from Merck (a pharmaceutical company) and Wallace (a printing company) participate in our class.

I employ a Business Simulation Game to train the students in strategy making skills while working in a simulated, yet realistic, b-to-b environment. The game (Managing Customers for Profits - used at Harvard Business School) provides a live experience in management where teams must bear the consequences of their own decisions. (Prerequisite – Mkt 7460)

Mrktng 8580 Product Management (3 cr.) M/W, 2:00 – 3:15

The primary objective of this course is to provide the foundation for class participants to lead new-product development efforts. Secondary objectives are providing understanding of current/future PM processes and tools. Finally, it is hoped that this course stimulates an appreciation of the importance of PM in terms of its impact upon businesses, consumers, and society in general. The keystone to the course is an actual new-product development project for a company. The project will include a written report as well as a presentation to managers. This will be graded by company management.

Given the objectives, the course design makes use of applications through team projects, case studies, and exercises to the fullest extent possible. Discussion and interaction will be encouraged as well so that class participants maximize shared knowledge and experience. This discussion includes response to lecture issues/questions, analysis of cases/exercises/ topics of individual interest, and discussion of five Harvard Business Review cases. (Prerequisite – Mkt 7460)