Robert J. Manning  
School of Business

MBA OPTIONS

**General Business Option:**
*Any three (3) elective courses*

**Accounting Option:** [Now available online as well as on-campus]
*Three (3) of the following:*
  - ACCT.730 Federal Taxation
  - ACCT.688 Special Topics: Fraud Examination
  - ACCT.688 Current Topics: Cost Control Technique
  - ACCT.888 An accounting elective offered as Special topics or Current topics

**Finance Option:**
*Three (3) of the following:*
  - FINA.688 Financial Market and Monetary Policy
  - FINA.691 International Finance
  - FINA.732 Financial Markets and Institutions
  - FINA.735 Portfolio Investment and Security Analysis
  - FINA.688 Any finance elective offered as Special topics or Current topics

**Information Technology Option:**
*Three (3) of the following:*
  - MIST.607 Independent Study in MIS
  - MIST.610 Information Technology (IT) Infrastructure
  - MIST.620 System Design and Software Project Management
  - MIST.630 Electronic Business for Managers
  - MIST.688 Enterprise Systems for Management
  - MIST.688 Any Management Information Systems elective offered as Special topics or Current topics
**Marketing Option:**
*Three (3) of the following:*
- MKTG630 Market Research
- MKTG.670 International Marketing
- MKTG.615 New Product Development
- MKTG6xx Sales Management
- MKTG688 Digital Marketing
- MKTG641 Marketing Analytics
- MKTG651 Sustainable/Green Marketing
- MKTG688 Current Topics in Marketing

**International Business Option:**
*Three (3) of the following:*
- ACCT.622 Globalization and Accounting
- FINA.610 Global Financial Markets and Monetary Policy
- FINA.691 International Finance
- MKTG.670 International Marketing
- POMS.672 Global Supply Chain Management [New]
- ENTR.670 Global Entrepreneurship [New]
- 6*** Study Abroad Accelerated Course
ACCOUNTING OPTION:

ACCT.688 Special Topics: Fraud Examination
[Fraud is an extremely costly business problem. Wells, Chairman of The Association of Certified Fraud Examiners, estimates that all forms of corporate dishonesty from “cooking the books to embezzling could run as high as $660 billion annually. Business owners, executives, managers, and accountants will benefit from understanding the causes, types, and scope of fraud; fraud prevention; fraud detection; and fraud investigation. This course will cover management fraud, employee embezzlement, and other types of fraud. The principles and methodology of fraud prevention, detection, and investigation will be discussed].

ACCT.730 Federal Taxation
[The basic rules and regulations of the Internal Revenue Code as it affect individual and business firms. The role of taxation in the business decision-making process. The tax effects of alternative types of organizations, depreciation, and inventory methods, mergers and acquisitions, and other important topics].

ACCT.888
Any Special topics or Current topics in Accounting elective. Possibilities are: Not-for-Profit accounting, Internal Auditing, Financial Accounting Theory, Globalization and Accounting, Tax Factors in Business Decisions, etc.
FINANCE OPTION:

FINA.688 Financial Markets & Monetary Policy
This course examines the interactions between changing perceptions of macroeconomic conditions and movements in the prices and yields on financial market instruments. The orientation of this course is heavily institutional with emphasis on helping students develop a “Wall Street” perspective on asset choice and the likely impact of macroeconomic conditions and policies on financial market prices. At the same time, the dependence of macroeconomic policy outcomes on financial markets’ expectations of future inflation and interest rates will be stressed. This course should help students understand the macroeconomic and policy determinants of the interest rate environment in which corporate financing decisions occur.

FINA.691 International Finance
The international dimension of the finance function of the firm. Financial constraints of the international environment and their effect on the standard concepts of financial management. The techniques of adapting risk analysis to the international situation. Study of international currency flows, monetary systems, forward cover, and international banking policies.

FINA.732 Financial Markets and Institutions
Analysis of the theory and practice of financial intermediation by institutions in the financial markets including debt, equity, and foreign exchange markets. Study of the role of financial intermediaries including commercial banks, investment banks, and brokers. Other topics include financial market policy making and regulation in financial markets with an aim to understanding the rationale and nature of such policies and regulations.

FINA.735 Portfolio Investment and Security Analysis
Prerequisite: Completion of Foundation Core. Development of investment theory as applicable to portfolio management and securities selection. This course provides an introduction to securities and portfolios theories. The material covered will include: the money and capital market securities, security market indexes, computation of risk and return of assets and portfolios, capital asset pricing model and the security market line, bond and stock valuation, mutual funds, financial futures, options, and international investment issues.

FINA.888
Any Special topics or Current topics in Finance elective. Possibilities are: International Financial Management, etc.
INFORMATION TECHNOLOGY OPTION:

**MIST.709 Independent Study in Management Information Systems**
Prerequisite: Completion of Foundation Core and permission of the instructor.

**MIST.610 Information Technology (IT) Infrastructure**
This course examines in details, the two major technologies for establishing the Information Technology (IT) infrastructure in an organization: telecommunications/networking and data management. Topics include multi-user database environments, client/server architecture, the migration of legacy systems, network (WAN, LAN) design, deployment, and management, and role of the Internets, Extranets, and Intranets.

**MIST.645 System Design and Software Project Management**
The course focuses on the integration of management concepts and software reengineering skills to make system project successful. Students will engage in cost and benefit analysis, project planning, time management, and system creation in a system development life cycle using modern system analysis methodologies and design techniques covered in the course.

**MIST.607 Electronic Business for Managers (E-Commerce)**
This course provides a foundation on digital commerce and e-business for MBA students. It will cover both technological and managerial aspects of managing e-business operations in either a pure “Dot.Com” organization or traditional organization (bricks-and-click). Issues covered include interactive marketing and market-spaces, agent-based commerce and intelligent markets, electronic shopping carts, user interface issues, EDI transaction via Extranets, database interfaces, personalization and targeted communications, security, encryption, and payment systems, privacy, and intellectual property.

**MIST.608 Enterprise Systems Management**
This course will focus on Enterprise Resource Planning (ERP) systems that integrate information spanning the functional boundaries within an organization. ERP systems include like SAP/R3, PeopleSoft, Oracle, and Customer Relationship Management (CRM) like Seibel, Tariva, etc. The goals of the course are to help students understand ERP systems and their underlying components and technologies, the implications of implementing ERP in organizations. Course will cover management and technical issues during the pre-implementation, installation, and post-installation stages of the ERP and/or CRM software in organization.

**MIST.688 Current Topics in Management Information Systems**
This course will introduce students to the concepts and technologies on any emerging topic in Information Systems area like Knowledge Management, Information Privacy, IT Outsourcing and Off-shoring, Managerial Quality Control. Topics can change at each course offerings.
MARKETING OPTION:

MKTG.615 Sustainable/Green Marketing
Sustainable/green marketing aims to help marketers reinvent their strategies such that customers win (obtain genuine benefits), organizations win (achieve financial and other objectives), and ecosystems win (functioning is preserved or enhanced) at the same time. It focuses on integrating the clean technologies and waste management strategies for pollution prevention and resource saving into marketing decisions. Protecting ecosystems while minimizing the cost of doing so is a main concern of sustainable/green marketing. Protecting, preserving, and enhancing the environment are legitimized as a necessary part of the value-chain equation and a high-priority issue worthy of corporate commitment and support. This course covers the perspectives, issues, models, and methods for analyzing sustainable/green marketing concepts, practices, and business opportunities through case analysis and term projects.

MKTG.630 Market Research
In this course students will learn and apply various marketing research techniques that will enable them to succeed as entrepreneurs. Some of the topics we will cover include: assessing customer needs, estimating market demand, deciding the features of the proposed product/service and the price that would be most attractive to their target market etc. The course will provide students with an overview of key marketing concepts, an understanding of the statistical methodology behind the market research techniques and practical application of the techniques via cases and projects.

MKTG.615 New Product Development
This course will enable students to understand the complexities involved in new innovation and technology-based product development. Through examples and exercises, students will be exposed to such topics as creative problem solving, customer/suppliers/partners involvements and inputs processes, integration among all functions, building and managing cross functional teams, rapid prototyping and development, creating a learning organization and measurements.

MKTG.670 International Marketing
This course gives students a comprehensive view of marketing planning activity related to foreign markets. It is aimed at developing your understanding of the various dimensions in a business enterprise that are influenced by marketing. Marketing is a leading, integrated activity that influences the enterprise as a whole. Understanding of key trends in the global context and how they might affect a firm's marketing activity is fundamental for all employees, particularly marketers, executive management and the leadership team including the CEO, and managers at all levels in various functions of the company. This course provides a comprehensive introduction to this fascinating subject in business management.

MKTG.688 Current Topics in Marketing
Topics of current interest in Marketing. Subject matter to be announced in advance. For a current semester course title, please log on to ISIS, the Inter-Campus Student Information System.
INTERNATIONAL BUSINESS OPTION:

ACCT.622 Globalization and Accounting
Globalization of business has increased complexity, particularly in relation to economic and accounting issues. This course provides a global perspective on such accounting issues as financial accounting standards for financial reporting, the impact of global organizational structures and information systems on managerial accounting, and complex issues of audit and taxation that emerge in this global environment. The course will specifically emphasize critical issues that result from differences in currencies, cultures, history and politics of different regions of the world, indicating how managers need to consider global opportunities and risks in their decision-making to manage effectively.

FINA.610 Global Financial Markets and Monetary Policy
This course examines the interactions between changes in perceptions of macroeconomic conditions in the US and in the World economy and movements in the prices and yields on financial market instruments. The course covers foundations of financial asset pricing, techniques of central bank interest rate and money supply management, and an open economy aggregate demand-aggregate supply model of the determinants of real growth, inflation, international financial and trade flows. This course should help students understand the global macroeconomic and central bank policy determinants of the interest rate environment in which corporate financing and investor portfolio choice decisions occur.

FINA.691 International Finance
The international dimension of the finance function of the firm. Financial constraints of the international environment and their effect on the standard concepts of financial management. The techniques of adapting risk analysis to the international situation. Study of international currency flows, monetary systems, forward cover and international banking policies.

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POMS.672 Global Supply Chain Management
Major topics: global sourcing strategies, managing demand and supply uncertainties distribution strategies and logistics network design for global operations, global strategic alliances, and the role of information technology and Enterprise Resource Planning (ERP) in managing global supply.
ENTR.670 Global Entrepreneurship
This course discusses state of global entrepreneurship and the opportunities for it. It will cover different forms of global entrepreneurship, influences of macro forces and factors for global entrepreneurs’ consideration. The course will offer a structured approach to thinking and creating entrepreneurship beyond domestic markets and operations. It will present entrepreneurship framework, case studies, group projects and connections with global entrepreneurs to understand ‘real-life global entrepreneurship’.

6*.*** Study Abroad Accelerated Course
Study abroad accelerated courses with current topics (e.g. Comparative Management in Management) with an international content or other globally-focused business topics can be taken as electives with the approval of MBA Program Director.