MBA OPTIONS

Accounting Option [Now available online as well as on-campus]:

ACCT.601  Accounting Information for Management Decisions

And 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:

FINA.601  Corporate Finance

And 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:

MIST.601  Management Information Systems

And 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
ACCOUNTING OPTION [Now available online as well as on-campus]:

**ACCT.601 Accounting Information for Management Decisions**
[Focuses on the manager's view as opposed to the accountant's view of the decision process and related quantitative and qualitative information needs. The course material examines accounting information that will achieve faster, better, and cheaper operations. New Strategic cost management models, such as ABC and target costing, are explored and contrasted with traditional cost approaches].
*Prerequisites: Student must be matriculated and must have completed foundation core courses.*

And three (3) of the following:

**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].
*Prerequisites: Student must be matriculated and must have completed foundation core courses.*

**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].
*Prerequisite: Student must be matriculated and must have completed foundation core courses.*

**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.601 Corporate Finance (3 credits). Prerequisite: 60.501. Relates working capital strategy, capital investment analysis, long-term financing, and capital structure decisions in a risk-return framework to the dynamics of the firm and the market in which it operates.

And three (3) of the following:

FINA.688 Financial Markets & Monetary Policy (3 credits) 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 (3 credits) 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. Prerequisite: Completion of Foundation Core.

FINA.732 Financial Markets and Institutions (3 credits) 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 (3 credits) 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.601 Management Information Systems (3 credits).
Prerequisite: Student must be matriculated and have finished foundation core.
Examines computer technologies, database management, and data communications
as a vehicle to improve and/or restructure business processes and decision-making
effectiveness to create competitive advantage.

And three (3) of the following:

MIST.709 Independent Study in Management Information Systems (3 credits).
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. Prerequisite: 63.601 or permission of
Instructor.

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. Prerequisite: 63.601 or permission of
Instructor.

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. Prerequisite: 63.601 or permission of
Instructor.
**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. Prerequisite: 63.601 or permission of Instructor.

**MIST.688 Current Topics in Management Information Systems** (3 credits).
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. Prerequisite: Completion of Foundation Core.
MARKETING OPTION:

Course Requirements

**Marketing Option Electives**

**Required: 3 courses (9 credits)**

**Choose three from the following (or other Marketing Elective):**

- MKTG630 Market Research
- MKTG.670 International Marketing
- MKTG.615 New Product Development [Course number may be updated to MKTG6xx]
- MKTG6xx Sales Management [new]
- MKTG6xx Digital Marketing [This may be offered as MKTG688]
- MKTG641 Marketing Analytics [new]
- MKTG651 Sustainable/Green Marketing [Title is to be updated]
- MKTG688 Current Topics in Marketing

**Course Descriptions**

**MKTG.615 Sustainable/Green Marketing (3 credits) – Title will be updated**

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 (3 credits)**

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 (3 credits)**
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 (3 credits)**
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 (3 credits)**
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:

Select 3 from 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

Course Description

ACCT.622 Globalization and Accounting (3 credits)
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 (3 credits)
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 (3 credits)
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.
**MKTG.670 International Marketing (3 credits)**
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.

**POMS.672 Global Supply Chain Management (3 credits) [New]**
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 (3 credits) [New]**
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 (3 credits)**
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.