Gonzaga University School of Business

MBA Elective Offerings – Fall 2018
(revised version May 29, 2018)

Five-Week Electives (begin the week of November 5th, 2018)
(All classes run from 6:00 p.m. to 8:30 p.m., unless otherwise noted)

MBUS 682 – Current Issues in Managerial Accounting: Other Issues in Managerial Accounting
Wednesday Evenings – Dr. Law (CRN 11099) – 1 credit

This course focuses on a number of issues related to strategic and cost accounting – an essential skillset for any manager with profit and line responsibilities. Topics will include the strategic management of costs, quality, and time; capital expenditure decisions; and allocating costs to responsibility centers.

MBUS 683 – Current Issues in Ethics: Ethics in the Information Age
Thursday Evenings – Prof. Masters (CRN 11110) – 1 credit

Modern organizations have more access to information – about their employees, their customers, and their markets – than at any point in history. What are the duties of firms to manage that information, safeguard, and communicate with stakeholders when breaches of trust occur? This course will explore the responsibilities organizations have in the digital age. The course will be anchored in a set of case studies.

MBUS 684 – Current Issues in Marketing: Creativity
Thursday Evenings – Dr. Helgeson (CRN 11101) – 1 credit

This course will examine the creative aspects of decision-making. Topics will include: (1) creativity and its enhancement, (2) stories as learning tools (3) group aspects of creativity, and (4) the “rightness” of decisions. The course objectives are (1) to understand how the creative aspects of decision-making fit into the overall decision-making process, (2) to become familiar with the creative features of decision-making, (3) to be exposed to current literature on creative decision-making, and (4) to enhance the creative aspects of students’ decision-making.

MBUS 686 – Current Issues in Management: Performance Appraisal
Monday Evenings – Professor Husted (CRN 12925) – 1 credit

How do we measure success in the workplace? How do we identify and reward the abilities of others? How do we address weaknesses and plan for improvement? How do we encourage and invest in professional development? This course will explore how to develop, implement, and build upon a robust system to evaluating your employee’s talent.
MBUS 687 – Current Issues in Entrepreneurship: Persuasion and Sales  
*Monday Evenings – Dr. Stevens (11102) – 1 credit*

We are all salespeople, all the time. This course will examine what it takes to connect with and sell individuals on ideas. We will begin with an understanding of persuasion, including theories of rational and irrational consumers, progress to an understanding of how to motivate and connect with customers, and end with an examination of the process of selling. Projects will focus on connecting with an audience, crafting a sales pitch, and off-the-cuff selling experiences.

MBUS 688 – Current Issues in Economics: Economic Indicators  
*Tuesday Evenings – Professor Lyons (CRN 11103) – 1 credit*

This course will explore economic indicators, their background, and their applications. We will cover major US economic indicators such as employment, consumer spending and confidence, prices, productivity, wages, etc. as well as International economic indicators frequently used in the understanding of economic shifts, business policy, and government action.

MBUS 689.01 – Current Issues in Finance I: Valuation  
*Monday Evenings – INSTRUCTOR TBA (CRN 11104) – 1 credit*

How do we place a value on the economic return of a project? How do we value a business and its total body of work, assets, and opportunities? Business valuation is an essential skill for managers seeking to understand their firms’ value in the marketplace and their opportunities through acquisition and partnership. This course will cover three basic approaches to business valuation including dividend discount models, free cash flow and comparable firm techniques. *This elective can be applied towards the Finance Concentration.*

MBUS 689.02 – Current Issues in Finance II: Financial Statement Analysis  
*Tuesday Evenings – Professor Dawn (CRN 11764) – 1 credit*

This is a short course introducing managers to the benefits of analyzing financial statements. The main objective is to improve students’ familiarity with and competence in understanding an organization’s current and past performance from applying various qualitative and quantitative analysis techniques. *This elective can be applied towards the Finance Concentration.*

**Other Electives (begin the week of August 28th, 2018)**

MBUS 665 – Mergers & Acquisitions  
*Monday Evenings – Professor Dawn (CRN 11026) – 2 credits*

This class includes coverage of merger types, their characteristics, and motivations for mergers. The market for corporate control will be introduced, as will the agency problem and how it relates to merger activity. Principles of valuation will be applied to takeovers and some examination of merger law, corporate governance reform, and the scholarly research of M & A’s will also be included in the course. *This elective can be applied towards the Finance Concentration.*
Weekend-Intensive Courses (dates refer to in-class sessions)

**MBUS 699.01 – Social Media Marketing**
*Friday September 14th (5:00 p.m. – 9:00 p.m.) & Saturday September 15th (9:00 a.m. – 5:00 p.m.)*
*Prof. Agnew (CRN 11942) – 1 credit*

A radical shift in our culture and communication practices has taken place in the last few years because of the explosive growth of Technology, including Social Media. This impacts far more than just how we network personally! From a business perspective, as our consumer’s practices change, this means that there is an impact to: marketing methodology (shift from Outbound to Inbound Marketing), how we generate sales leads, customer support interactions, consumer expectations and engagement, corporate transparency, brand image, etc. This course will overview this change and help students learn how to engage with customers through digital media.

**MBUS 699.02 – New Venture Creation**
*Friday November 9th (5:00 p.m. – 9:00 p.m.), Saturday November 10th (9:00 a.m. – 5:00 p.m.), & Saturday November 17th (9:00 a.m. – 5:00 p.m.)*
*Dr. Stevens (CRN 11064) – 2 credits*

This class is about entrepreneurship. “Entrepreneurship” is a term that has been applied to a wide variety of activities, contexts, individuals, and actions. From my perspective, entrepreneurship is the study of bringing new ideas to life – conceiving, creating, building, growing, and sustaining new ideas. This can take the form of a new venture (the media’s conception of “entrepreneurship”), the development of a new idea within a corporate or organizational context (what we call “intrapreneurship”), the development of new ideas within a socially-motivated and driven context (social entrepreneurship), or any number of alternative forms. We tend to spend a great deal of time focused on the “what” of entrepreneurial activity without considering the “why”. In this course, we will spend a great deal of time thinking about and discussing both the motivation to pursue new ideas and the practical steps required to explore new ideas, identify a market for them, motivate others to pursue your idea and create an organization, and sustain your organization to ensure growth and success.

**MBUS 699.03 – Digital Marketing**
*Friday October 19th (5:30 p.m. – 8:30 p.m) & Saturday October 27th (8:00 a.m. – 4:00 p.m.)*
*Prof. Billings (CRN 11081) – 1 credit*

Marketing is the skill that blends the wants, needs, and preferences for your audience with the tools available to communicate with that audience. In 2018, many of these tools are digitally based. This course will focus on how to reach your consumer target with the appropriate digital medium. The class will also focus on the strengths and weaknesses of each tool. The power of digital advertising is that you can track and monetize everything for constant improvement; this course will offer the basic guidance for how to utilize analytics and where to find information that will optimize your marketing efforts.
**MBUS 699.04 – Law of Business 2.0**  
*Friday November 9th (5:00 p.m. – 9:00 p.m.) and Saturday November 10th (9:00 a.m. – 5:00 p.m.)*  
*Prof. Hession (CRN 11714) – 1 credit*

This is a weekend immersion class designed to demonstrate that the Law and the operation and administration of Business are inextricably connected and that by understanding certain principles of law as applied to business you will be more effective in your business, irrespective of your level, and you will improve your awareness of legal rights and responsibilities.

**MBUS 699.05 – Real Estate Investments (NEW)**  
*Friday October 12th (5:00 p.m. – 9:00 p.m) & Saturday October 13th (9:00 a.m. – 5:00 p.m.)*  
*Dr. Xu (CRN TBD) – 1 credit*

This course is an introduction to real estate finance and investments and is intended to promote and develop critical thinking and problem-solving skills within the context of real estate investments.

Course objectives are three-fold:

- **•** The first is to provide an overview of the language, products, historical background and core concepts in real asset investment and management. After taking this class, you will become familiar with the range of property businesses and the range of roles assumed by individual managers and entrepreneurs.

- **•** The second objective is to teach a set of analytical tools and decision-making techniques that are specific to property asset valuation and management. Financial analysis and modeling methods commonly used in the industry are introduced, along with a broadly applicable framework to guide case analysis at strategic and tactical levels.

- **•** The third objective is to discuss methods of financing real assets and the structure and purposes of the capital markets involved in property assets. During the last fifty years, substantial changes have occurred in how property in the U.S. is capitalized. Major developments, such as Commercial Mortgage Backed Securities (CMBS) and Real Estate Investment Trusts (REITS), have occurred only within the last fifteen years. After taking this class, you will be able to make sound decisions as to how to invest in real assets.

*Note: This course will count towards the Finance Concentration...*