**MBA Elective Offerings – Spring 2018**
*(information current as of 11/7/17 – updates will be forthcoming)*

**Five-Week Electives (begin April 3rd, 2017)**
*(All classes run from 6:00 p.m. to 8:30 p.m., unless otherwise noted)*

**MBUS 680 – Current Issues in Operations: Data Analysis through SPSS**
*Tuesday Evenings – Dr. Beqiri (CRN 22245) – 1 credit*

This course will explore the analysis of data through SPSS – a powerful platform for a variety of data analysis and manipulation tasks. Students will build on the concepts introduced in MBUS 613 – Quantitative & Stats Analysis (this course is a highly recommended prerequisite) to understand how to dig deeper into data-driven decision-making.

**MBUS 681 – Current Issues in Information Systems: Power BI**
*Tuesday Evenings – Dr. Chuang (CRN 21093) – 1 credit*

In the age of big data, business professionals are expected to make data-driven decisions and take action on data. The purpose of the course is to equip students with basic concepts, skills and techniques of selected technologies in the rapidly expanding field of information systems.

Power BI is an indispensable and multi-faceted platform for data analysis and manipulation. Students with a knowledge of Excel concepts (the use of pivot tables, data formatting, and functions) will be able to learn how to use this platform to manage their data needs and create dynamic and current decision-making tools.

**MBUS 683 – Current Issues in Ethics: Applied Ethics**
*Wednesday Evenings – Dr. Steverson (CRN 21094) – 1 credit*

This course is devoted to the study of a set of applied ethics concerns in the field of business. This semester we will focus on issues related to the setting of terms and conditions for work. Two such issues we will cover are (1) the use of performance reviews/evaluations and (2) the use of “fit” as a criterion for hiring. The class will decide upon the remaining two issues during the first class session.

**MBUS 684 – Current Issues in Marketing: TBD**
*Wednesday Evenings: Instructor TBA (CRN 21095) – 1 credit*

This course will explore a to-be-determined topic in marketing.

**MBUS 686 – Current Issues in Management: Leadership Resilience**
*Thursday Evenings – Professor Husted (CRN 21096) – 1 credit*

Leadership today requires a demanding skillset, which includes flexibility, resourcefulness and the ability to be agile in the face of disruptive change. Leadership resilience is key to meeting that demand and achieving the next level of excellence. In this course, you will learn to build leadership resilience by developing a growth mindset through exploration of your self-awareness, self-
management and an understanding of how to utilize your ability to persevere regardless of the circumstances of your current reality. Building resilience has become a vital tool in the skillset of leaders at any level, in any industry as we experience the accelerated nature of change.

**MBUS 687 – Current Issues in Entrepreneurship: Gladwell on Entrepreneurship**
*Thursday Evenings – Dr. Stevens (21097) – 1 credit*

Over the last two decades, Malcolm Gladwell has revolutionized the way we think about ideas, the world around us, and ourselves. In this course, we will examine, in depth, Gladwell’s three most important books and reflect on how they contribute to our understanding of entrepreneurship. How do ideas become opportunities (*The Tipping Point*)? How do we think creatively without thinking? (*Blink*)? How does success take shape (*Outliers*)? In examining these books, we will learn a great deal about new ideas, and, hopefully, a great deal about ourselves.

**MBUS 688 – Current Issues in Economics: Applications of Behavioral Economics**
*Monday Evenings – Professor Lyons (CRN 21506) – 1 credit*

This course will examine developments in the exciting field of behavioral economics. Behavioral economists study how human behavior motivates decision patterns, consumer actions, and the movement of markets. A better understanding of the connections between behavior and economic action is a valuable tool for any manager confronting modern economic problems.

**MBUS 689 – Current Issues in Finance: Financial Statement Analysis**
*Monday Evenings – Dr. Shrader (CRN 21098) – 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.*

**MBUS 699 – Current Issues in Managerial Accounting: Business Behaving Badly**
*Tuesday Evenings – Dr. Law (CRN 22250) – 1 credit*

This course examines the psychological and behavioral problems faced by managers. Students will study job burnout, budgetary slack, and the potential unintended consequences of using accounting numbers in incentive systems.
Other Electives (begin January 16th)

MBUS 662 – Advanced Corporate Finance
*Thursday Evenings* - *Instructor TBA (CRN 21092) – 2 credits*

The course covers both the theoretical background and practical implications of the central issues in corporate financial management, including capital structure decisions, dividend payout decisions, and asset valuation. Real options are considered as an enhancement to traditional capital budgeting methods. Also, issues related to security design are covered. *This elective can be applied towards the Finance Concentration.*

Weekend-Intensive Courses (dates refer to in-class sessions)
(These courses are closed in Blackboard and will be filled via a survey process)

MBUS 699 – The Law of Business 2.0 – “Parading the Horribles”
*Friday (5:00 p.m. – 9:00 p.m.) & Saturday (9:00 p.m. – 5:00 p.m.) – final dates to be announced*
*Professor Hession (CRN TBD) – 1 credit*

Fall 2017’s “Law of Business 2.0” course focused on the individual rights and responsibilities of managers when it comes to the law, their fiduciary responsibilities, and individual protections in the legal space. This course will continue that examination of the intersection of law and business, but will turn the focus to the potential legal challenges facing businesses, opportunities to view business challenges through a legal lens, and methods to assess the overall legal health of your organization and the industry it is part of.

MBUS 699 – Content Marketing
*Friday (5:00 p.m. – 9:00 p.m.) & Saturday (9:00 p.m. – 5:00 p.m.) – final dates to be announced*
*Professor Agnew (CRN TBD) – 1 credit*

A radical shift in our culture and communication practices has taken place in the last few years as a result 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 consumers’ 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. This course pairs well with Social Media Marketing, which is typically offered in the Fall.

MBUS 699 – CyberSecurity Issues for Managers
*Friday (5:00 p.m. – 9:00 p.m.) & Saturday (9:00 p.m. – 5:00 p.m.) – final dates to be announced*
*Professor Stuber (CRN TBD) – 1 credit*

From foreign hackers to spear-phishing to distributed denial of service attacks, cyber threats abound. As business has moved online, so have criminals. This course will provide a general survey of cybersecurity issues for non-technical managers and executives. Particular focus will be placed on
understanding core security concepts and the exploring the decisions general managers may need to make to respond to, or avoid, a cyber-security attack on their businesses. This elective can be applied towards the Finance Concentration.

**MBUS 699 – The Mortgage Crisis of 2008 – Causes, Solutions, and Impact**

*Friday (5:00 p.m. – 9:00 p.m.) & Saturday (9:00 p.m. – 5:00 p.m.) – final dates to be announced*
*Professor Pointer (CRN TBD) – 1 credit*

The banking crisis of 2008 and 2009 was one of the most dramatic episodes in the economic, political, and business history of the United States and provided ample evidence of the degree to which the financial sector influences the American and world economy. In this course, we will explore the banking industry – specifically the mortgage and asset valuation markets – prior to 2008, analyze the crisis and the responses of government and business entities, and look at the post-crisis effects on asset valuation and securitization. How did the crisis impact how we value assets in the marketplace? Did we learn anything from the mortgage bubble? Who was most affected by its fallout, and how do we retain the benefits of our asset securitization system without risking another near system collapse? This elective can be applied towards the Finance Concentration.

**MBUS 699 – Servant Leadership**

*Friday (5:00 p.m. – 9:00 p.m.) & Saturday (9:00 p.m. – 5:00 p.m.) – final dates to be announced*
*Professor TBA (CRN TBD) – 1 credit*

A key component of the many successful companies is their adoption of the concepts and practices of servant leadership. Servant leaders strive to build systems that reinforce the role of each member of the organization and manifest their leadership abilities in the development and promotion of others. In this course, we will explore servant leadership, examining companies that utilize this philosophy in building their culture, employees and organizational structure. Discussions will also explore which methods and approaches best position companies for growth.

**MBUS 699 – Enterprise Risk Management**

*Friday (5:00 p.m. – 9:00 p.m.) & Saturday (9:00 p.m. – 5:00 p.m.) – final dates to be announced*
*Professor Marshall (CRN TBD) – 1 credit*

Businesses and organizations face more and diverse crises today than in the past. In today’s connected environment, disruptive events can adversely affect an organization, hampering its ability to meet its business and strategic objectives. Using traditional approaches to risk management focusing on operations only can cause losses and the inability to reach these objectives. Enterprise Risk Management (ERM) is an approach that helps businesses and organizations understand and take into account the broader range and different types of risk they confront, in order to achieve better results. This course will provide a general overview of ERM, with particular focus on understanding the process and employing it. This elective can be applied towards the Finance Concentration.