MBA Elective Offerings – Spring 2016

Five-Week Electives (begin March 29th)

MBUS 680.01 – Current Issues in Operations: Quantitative Models for Service Management

Tuesday Evenings – Dr. Beqiri (CRN 22302)

The main purpose of this course is to expose business students to the use of quantitative models in the service industry. The course presents models that can be applied in assisting management in matching supply and demand & maximizing revenues, addressing staff scheduling (optimization techniques, linear programming, and simulations), and managing waiting times, to name a few. Students will also be introduced to and have a chance to play the “yield management” game. This course will count toward the completion of the Operations and Supply Chain Concentration (effective Summer 2016).

MBUS 680.02 – Current Issues in Operations: Lean Thinking

Monday Evenings – Dr. Thatte (CRN 22303)

This course provides a focused perspective on lean applications in operations and management. The course extends the benefits of lean thinking outward from the factory floor to encompass the organization and supply chain. The principles of lean thinking are applied to make-vs-buy decision, product and process design, relationship and organizational management, service operations, and environment conscious operations. Methods for enhancing a firm’s core competencies by identifying and eliminating waste are presented along with recommendations for building a lean organization and an integrated lean supply-chain. This course will count toward the completion of the Operations and Supply Chain Concentration (effective Summer 2016).

MBUS 681 – Current Issues in Mgmt. Information Systems: Analytical Toolkit for Business Managers

Tuesday Evenings – Dr. Chuang (CRN 22304)

As data explosively accumulates, the need for analyzing data and thus extracting insight from the data is rapidly increasing. As such, plenty of business analytics and big data technologies have been developed. While many technologies are powerful, they are targeted at professionals and have quite steep learning curve. In the past few years, Microsoft released a set of data analysis tools whose target users are managers. Microsoft claims the set of tools as self-service business intelligence tools (Power Business Intelligence tools, Power BI). The objective of the tool set is to give manages user-friendly tools that they would be able to import and organize the data and, consequently, generate reports on their own.

The purpose of the course is to teach students the skills of using Power BI so that they will be able to analyze data from different sources and generate reports by themselves. Although data used in Power BI may come from quite diverse sources, an important source is relational databases. Thus, after introducing concepts of data science, the course will proceed to introduce the fundamental concept of data modeling based on RDBMS (relational database management systems), and then introduce a variety of tools of Power BI.

Planned topics include an Introduction to Business Analytics/Data Science, Data Modeling, Power Pivot, Power Query, Power View, and Power Map (if time allows).
MBUS 682 – Current Issues in Managerial Accounting: Business Behaving Badly

*Tuesday Evenings – Dr. Law (CRN 22509)*

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.

MBUS 683 – Current Issues in Ethics: The Structure of Management of Work

*Wednesday Evenings – Dr. Steverson (CRN 22305)*

In this course we will exam a set of four topics/issues that arise in contemporary workplace management, focusing on the ethical concerns that attach to how work gets structured and managed.

MBUS 684 – Current Issues in Marketing: Intuition and Whole Brained Decision Making

*Wednesday Evenings: Dr. Helgeson (CRN 22306)*

This course will examine the intuitive aspects of decision-making. Topics will include: (1) the general decision process, (2) whole-brain decision-making, (3) the use of intuition and affect in decision-making, and (4) the “rightness” of decisions.

MBUS 686 – Current Issues in Management: Conflict Resolution

*Thursday Evenings – Professor Husted (CRN 22308)*

Conflict is inevitable in the constantly changing environment of today’s workplace. Leadership effectiveness is determined by a number of essential skills, but no skill is more important than the ability to effectively manage conflict. Through this course, you will learn to assess your conflict handling style and gain a clear understanding of the most effective way of using your style in conflict resolution. High performing organizations are looking for leaders with the skill set to professionally deal with various interpersonal conflicts with minimal disruption to productivity. The primary focus of this 5 week session will be in applying effective communication skills and conflict resolution strategies to realistic scenarios that occur in your organization. The course will include interactive case studies, team discussions, application of practical techniques and individual exploration of conflict handling styles.

MBUS 687 – Current Issues in Entrepreneurship: Defending a Global Brand

*Thursday Evenings – Dr. Stevens (22309)*

Brand is an organization’s core identity – it is the most tangible definition of what an organization stands for in the eyes of its most important stakeholder – the customer. Brand identity is hard to build, hard to maintain, and hard to defend. In this course, we will examine what it takes to build a global brand, how we measure the success of brands and branding efforts, how global brands can have local impact, and strategies for defending a global brand identity in the face of ever-expanding competition.
MBUS 688 – Current Issues in Economics: Economic Indicators

Monday Evenings – Professor Lyons (CRN 22310)

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, and 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: Advanced Modeling with VBA

Monday Evenings and Online – Dr. Morschack (CRN 22311)

This course is designed to develop skills in Visual Basic for Applications (VBA) in order to create custom business models, interactive decision support systems, and simulation analyses in Excel. Students will learn to design and execute practical, decision-making and planning tools using VBA. This five week course has the following objectives:

- Transform the student from a spreadsheet user into a spreadsheet engineer.
- Master enough Visual Basic for Applications to be able to create front-end and back-end applications that can make spreadsheets appear to be nearly professionally developed software.
- Learn to formulate, solve, and interpret practical decision-making and planning models using spreadsheets.

*This course will count toward the completion of the Finance Concentration.*

MBUS 689.02 – Current Issues in Finance: Introduction of Real Estate Investment

Thursday Evenings – Dr. Xu (CRN 22312)

This 5-week trailer 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. *This course will count toward the completion of the Finance Concentration.*

MBUS 690 – Current International Issues: Global Staffing and Selection

Monday Evenings – Interim Dean Anderson (CRN 22313)

The primary objective of this course is to introduce you to global staffing. To do that we will cover the basic principles of recruitment and selection incorporating global principles, concepts and best practices to identify the key variables in identifying and training a global workforce.
**Other Electives** *(begin January 11th)*

**MBUS 662 – Advanced Corporate Finance** *(satisfies the Finance Concentration)*

*Thursday Evening – Dr. Xu (CRN 22301)*

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 course will count toward the completion of the Finance Concentration.*

**MBUS 699.01 – Supply Chain Management** *(will satisfy the Operations Concentration)*

*Monday Evenings – Dr. Thatte (CRN 22315)*

This course will cover topics related to designing and managing supply chains, from incoming raw materials to final product delivery. Students analyze and diagnose supply chains for strategy, organization, process, technology, business models, best practices, and information and product flow. Students will examine effective supply chain strategies involving logistics, transportation, physical distribution, order processing, materials flow, warehousing, distribution network design, procurement and supply management, supply base risk management, and global logistics. The class format includes lectures, case discussions, and group project. The cases will feature high-tech companies as well as firms in more traditional industries such as apparel and manufacturing. *This course will count toward the completion of the Operations and Supply Chain Concentration (effective Summer 2016).*

**Weekend-Intensive Courses** *(dates refer to in-class sessions)*

**MBUS 694 – Team Building Intensive**

*Friday, Jan. 29th, Saturday, Jan. 30th, and Saturday Feb. 6th – Dr. Bull Schaefer (CRN 22314)*

This three-day, two-credit course will focus on team dynamics, managing teams, and team-building skills.

**MBUS 699.02 – Content Marketing**

*Saturday Feb. 20th – Professor Agnew (CRN 22316)*

How do you stay engaged with your current customer and keep your brand in front of potential customers? This course will explore the concept of content marketing – strategies to provide meaningful, topical, and timely content to clearly-defined audiences to enhance your brand, communicate a message, and maintain consistent customer relationships.
MBUS 699.03 – Image and Reputation Management

Saturday Mar. 19th – Professor Vigil (CRN 21929)

Whether it’s personal, or professional everyone has an image. We have a self-image and an image of what others have of us. Over time we develop a reputation. What does yours say about you, and/or your business? Whether through social media, personal interaction, or word of mouth your image and reputation can determine whether you prosper or not. This course is designed to support you in your endeavors to build, maintain, and even repair your personal and professional image and reputation. Major topics will include: self-assessment, redemption, creating and maintaining an image and reputation that will benefit you as an individual and professional. You will be given the tools of success from guest speakers, including famous sports figures, politicians, and members of the media who have either gained notoriety, fallen from grace, or redeemed themselves by repairing and improving their image and reputation.

MBUS 699.04 – Professional Communications

Saturday Apr. 9th – Professor Wuerst (22317)

Understanding how your organization communicates internally with its employees, as well as externally with its publics and effectively using appropriate communication tools can make a world of difference to your success as an employee and potentially as a leader. No matter what your position is or where you work, communication skills are essential to set you apart in today’s highly competitive job market.

This class is focused on identifying, understanding and using the elements of effective communication in the business environment. Students will have experience in the practical application of communications principles and tools. The class experience will include lecture, presentations from business leaders, as well as individual and group exercises.