Gonzaga University School of Business

MBA Elective Offerings – Fall 2017

Five-Week Electives (begin the week of November 6th, 2017)
(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  
*Monday Evenings – Dr. Law (CRN 11263) – 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 Finance  
*Tuesday Evenings – Dr. Steverson (CRN 11264) – 1 credit*

This course is devoted to the study of those ethical principles and frameworks which should inform the decision-making process of those occupations engaged in the finance industry, and how those principles apply more specifically to the work of finance occupations like stockbrokers, mutual fund managers, corporate financial officers, and others. The course will be anchored in a set of case studies. *This elective can be applied towards the Finance Concentration.*

MBUS 684 – Current Issues in Marketing: Defending a Global Brand  
*Tuesday Evenings: Dr. Stevens (CRN 11265) – 1 credit*

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 686 – Current Issues in Management: Servant Leadership *(INSTRUCTOR TENTATIVE)*  
*Wednesday Evenings – Prof. Parker (12311) – 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 687 – Current Issues in Entrepreneurship: Persuasion and Sales**  
*Wednesday Evenings – Dr. Stevens (11266) – 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**  
*Thursday Evenings – Professor Lyons (CRN 11267) – 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**  
*Wednesday Evenings – Dr. Hickman (CRN 11268) – 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**  
*Thursday Evenings – Dr. Shrader (CRN 12364) – 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, 2017)

MBUS 665 – Mergers & Acquisitions  
*Wednesday Evenings – Dr. Hickman (CRN 11171) – 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.*

MBUS 699.06 – New Venture Creation  
*Monday Evenings – Dr. Stevens (CRN 12572) – 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.

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

MBUS 699.01 – Decision Making for Managers  
*Friday September 29th (5:00 p.m. – 9:00 p.m.) & Saturday September 30th (9:00 a.m. – 5:00 p.m.)*  
*Dr. Beqiri (CRN 11221 – 1 credit)*

Decision making is critical for every successful manager. In this course, students will be introduced to various tools and techniques used for problem solving and decision making. Some of the topics to be discussed in this course include: decision making framework, mapping techniques, problems identification tools (such as root cause analysis and theory of constraints), and analytical tools (such as decision tree analysis, optimization techniques, sensitivity & scenario analysis). Being armed with these tools and techniques, current and future managers will be able to analyze a problem and determine the best course of action to resolve it. *This elective can be applied towards the Finance Concentration.*
MBUS 699.02 – Social Media Marketing  
*Friday October 13th (5:00 p.m. – 9:00 p.m.) & Saturday October 14th (9:00 a.m. – 5:00 p.m.)*  
*Professor Agnew (CRN 11241) – 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 699.03 – Team Building (formerly MBUS 694)  
*Friday November 10th (1:00 – 5:00 p.m.), Saturday November 11th (9:00 a.m. – 5:00 p.m.), and Saturday November 18th (9:00 a.m. – 5:00 p.m.)*  
*Dr. Bull Schaefer (CRN 11289) – 2 credits*

This course will focus on work group dynamics, the opportunities and threats involved with group work, leadership of small groups, and team training and development. Individuals will complete pre- and post-weekend assignments. During the weekend, students engage in exercises, simulations, reflections, and discussions regarding application of research suggestions in the field of team dynamics.

MBUS 699.04 – Forecasting  
*Friday December 1st (5:00 p.m. – 9:00 p.m.) and Saturday December 2nd (9:00 a.m. – 5:00 p.m.)*  
*Dr. Beqiri (CRN 11568) – 1 credit*

Understanding how to use and present data effectively is an important tool for managers. This course focuses primarily on using data currently available to forecast future trends such as forecasting demand, sales, employment trends, and economic indicators. Forecasting primarily involves the technique of multiple regressions analysis. Students will learn how to build regression models to analyze data and how to interpret the results. Case problems and data will provide practical experience. *This elective can be applied towards the Finance Concentration.*