MBUS 699.09 Business Behaving Badly (1 cr.)

In this course, we will examine unethical behavior, job burnout, and poorly designed incentive systems within an organization. Part of the focus here is to help managers better understand and identify these problems and their effects on individuals, organizations, and business processes. In addition, we will examine how managers can work to reduce or eliminate these issues.

INSTRUCTOR: Dr. Dan Law
DATE & TIME: Monday, 11/8 - 12/17, 6:00 pm - 8:30 pm (Remote Hybrid)
APPLICATIONS: General elective

MBUS 631.01 Communications Management (1 cr.)

This course introduces verbal and written communication management strategies vital to successful project stakeholder management. An overview of critical communication and conflict resolution issues encountered by project managers and the methods to negotiate and resolve conflict is studied and practiced. Students will learn how to create a communications management plan and identify stakeholders to facilitate timely, effective communications to expedite the decision-making process. Through application, students will learn how to provide clear, concise, and complete communications using the appropriate channels to the right audience to manage negotiations and lead successful domestic and global projects.

INSTRUCTOR: Professor Taryn Fletcher
DATE & TIME: Thursday, 11/11 - 12/17, 6:00 pm - 8:30 pm (Remote Hybrid)
APPLICATIONS: General elective, Project Management concentration (required)

MBUS 683.01 Current Issues in Ethics: Ethical Issues in Employee Management (1 cr.)

The course will examine a set of ethical issues present in contemporary employee management, such as the use of nudging to increase employee productivity and the effort to remove implicit bias from the workplace.

INSTRUCTOR: Dr. Brian Steverson
DATE & TIME: Tuesday, 11/9 - 12/17, 6:00 pm - 8:30 pm (Remote Hybrid)
APPLICATIONS: General elective
MBUS 689.01 Current Issues in Finance: Financial Modeling & Data Analytics (1 cr.)

This course applies financial concepts to build analytic frameworks and financial models that can be used to value corporate initiatives, acquisitions and mergers. The course is designed to help develop your finance and strategic intuition when tackling business problems as a finance professional. Intermediate level Excel skills are strongly recommended. Few people actually know how to create financial models to be truly self-contained decision-support systems. This course will show you how to analyze a wide array of business planning and decision problems with the help of financial models and forecasting tools. In addition to giving students practical modeling skills, the class will also enhance your understanding of finance and accounting.

INSTRUCTOR: Dr. J.D. Morscheck
DATE & TIME: Thursday, 11/8 - 12/17, 6:00 pm - 8:30 pm, (Remote Hybrid)
APPLICATIONS: General elective, Finance concentration

MBUS 686.01 Current Issues in Management: Performance Appraisal (1 cr.)

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.

INSTRUCTOR: Professor Greg Husted
DATE & TIME: Wednesday, 11/8 - 12/17, 6:00 pm - 8:30 pm (Remote Hybrid)
APPLICATIONS: General elective, Project Management concentration (Block B)

MBUS 684.01 Current Issues in Marketing: Transforming Healthcare (1 cr.)

Sustainable enterprises tackle some of the world’s most important ecological, social, and economic challenges. This learning experience will introduce you to distinctive marketing analysis, strategies, and tactics that support their organizational success.

INSTRUCTOR: Professor Richard Vann
DATE & TIME: Tuesday, 11/9 - 12/17, 6:00 pm - 8:30 pm (Remote Hybrid)
APPLICATIONS: General elective
MBUS 699.03 Digital Marketing (1 cr.)

Marketing is a 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 to utilize analytics and where to find information that will optimize your marketing efforts.

INSTRUCTOR: Professor Jon Billings
DATE & TIME: Thursday, 11/12 - 12/17, 6:00 pm - 8:30 pm (Remote Hybrid)
APPLICATIONS: General elective
MBA Elective Courses – Fall 2021
Weekend Intensive Electives

MBUS 699.06 Behavioral Finance (1 cr.)
Behavioral finance has shown that people are prone to making irrational and suboptimal financial decisions. This course explores many of the thinking errors and biases exhibited by all people, even the experts. We’ll then identify ways to mitigate these biases to improve financial decision making in the contexts of personal finances and business management.

INSTRUCTOR: Professor Rob Stephens
DATE & TIME: Friday, 11/12, 1:00 pm - 5:00 pm & Saturday, 11/13, 9:00 am - 5:00 pm (Remote Hybrid)
APPLICATIONS: General elective, Finance concentration

MBUS 672.02 Decision Making for Managers (1 cr.)
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.

INSTRUCTOR: Dr. Mirjeta Beqiri
DAY & TIME: Friday, 9/24, 1:00 pm - 5:00 pm & Saturday, 9/25, 9:00 am - 5:00 pm (Remote Hybrid)
APPLICATIONS: General elective, Finance concentration, Project Management concentration (Block B)

MBUS 699.08 Generational Marketing Strategies (1 cr.)
Boomer to Millennial. Gen X to Gen Z. The attitudes, perceptions and behaviors of each generation are often tied to individual purchasing decisions and preferences. To be successful, marketers must understand the messages and communication channels that appeal best to the concerns and needs of their customers. In this session, we will dive into generational breakdowns of consumers identifying key characteristics, psychographic and demographic trends, and marketing preferences to better understand how to market to each generation in a unique and effective way.

INSTRUCTOR: Professor Sarah Schwering
DAY & TIME: Friday, 9/10, 1:00 pm - 5:00 pm & Saturday, 9/11, 9:00 am - 5:00 pm (Remote Hybrid)
APPLICATIONS: General elective
MBUS 699.02 Health Informatics (1 cr.)

The COVID-19 pandemic has catastrophically impacted the global population and created a greater focus on health information. Health informatics research is the study of health, information science, technology, social, and behavioral science. As health technologies evolve, the availability of data has offered more opportunities to understand outcomes and predict future results. This course will examine the impact of COVID-19 on the utilization of healthcare, and how reactions to the pandemic impacted behaviors. Stimulating and open discussion will be encouraged.

Some questions we may want to understand are:

- Where and how did we get our information during the pandemic?
- How accurate was the information we collected?
- What did we learn from the pandemic?
- What could we have done differently?
- How did the pandemic impact your behaviors and those around you?

INSTRUCTOR: Professor Michael Jacezco
DATE & TIME: Friday, 9/17, 1:00 pm - 5:00 pm & Saturday, 9/18, 9:00 am - 5:00 pm (Remote Only)
APPLICATIONS: General elective

MBUS 699.01 Introduction to Real Estate (1 cr.)

The real estate industry has a variety of players including real estate agents, mortgage lenders, appraisers, escrow attorneys, property managers and title companies. In this course, students will learn the various roles and responsibilities for each segment of the industry including agency, licensing and fair housing laws. Students will understand the real estate valuation and appraisal process, along with various methods of financing, included the foreclosure and redemption process. Additionally, they learn the language of real estate investments and how to evaluate various property types.

INSTRUCTOR: Dr. Danielle Xu
DAY & TIME: Friday, 10/8, 1:00 pm - 5:00 pm & Saturday, 10/9, 9:00 am - 5:00 pm (Remote Hybrid)
APPLICATIONS: General elective, Finance Concentration

MBUS 699.05 Law of Business (1 cr.)

This weekend immersion class is 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.

INSTRUCTOR: Professor Dennis Hession
DAY & TIME: Friday, 10/15, 1:00 pm - 5:00 pm & Saturday, 10/16, 9:00 am - 5:00 pm (Remote Hybrid)
APPLICATIONS: General elective
MBUS 677.01 Managing Complex Projects (1 cr.)

In this course students will study the aspects contributing to a project's complexity, risk, and uncertainty. Students will learn and apply techniques to create a realistic action plan to begin a complex project and keep it on-track. Students will understand that large, complex projects involving hundreds of resources require tools and approaches that scale up to be successful.

**Prerequisite:** MBUS 670 Introduction to Project Management

**INSTRUCTOR:** Professor Matt McCoy

**DATE & TIME:** Friday, 11/12, 1:00 pm - 5:00 pm & Saturday, 11/13, 9:00 am - 5:00 pm (Remote Hybrid)

**APPLICATIONS:** General elective, Project Management concentration (Block A)

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MBUS 699.04 Marketing Analytics (1 cr.)

In the age of big data, marketing and business professionals are expected to make data-driven decisions that drive revenue and influence quickly and effectively. The purpose of this course is to equip students with basic concepts, skills and techniques of measuring and analyzing marketing programs and creating frameworks for reporting success metrics. We will review various technologies in the rapidly expanding field of digital marketing and analytics for assessing web, email, digital ads, social, customer segment, brand awareness and promotions effectiveness.

**INSTRUCTOR:** Professor Jen O'Callaghan

**DATE & TIME:** Friday, 11/12, 1:00 pm - 5:00 pm & Saturday, 11/13, 9:00 am - 5:00 pm (Remote Hybrid)

**APPLICATIONS:** General elective

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MBUS 671.01 Quality Management (1 cr.)

This course introduces students to Project Quality Management (PQM) and the required processes to plan, manage, and control both project and product quality requirements. Quality Management is the discipline of managing quality processes in organizations to limit variation and achieve maximum customer satisfaction at the lowest possible overall cost. The course studies how continuous improvement activities support stakeholders' objectives while identifying quality requirements and/ or standards (plan), translating or breaking down the quality management plan into executable activities (manage), and evaluating the quality management activity results (control).

**INSTRUCTOR:** Professor Taryn Fletcher

**DATE & TIME:** Friday, 11/19, 3:00 pm - 7:00 pm & Saturday, 11/20, 9:00 am - 5:00 pm (Remote Hybrid)

**APPLICATIONS:** General elective, Project Management concentration (Block A)
MBUS 699.07 Sales and Persuasion (1 cr.)

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.

INSTRUCTOR: Professor Christopher Stevens
DATE & TIME: Friday, 11/19, 1:00 pm - 5:00 pm & Saturday, 11/20, 9:00 am - 5:00 pm (On-Campus ONLY)
APPLICATIONS: General Elective
MBUS 670.01 Foundations of Project Management (3 cr.)

Modern organizations rely heavily on project management to ensure that they realize their organizational strategies and objectives. In recent years, project management has increased in visibility and importance, both as a profession and as an organizational priority. Organizations are demanding professionals who can deliver on the promise of project management. This course will introduce the fundamentals of effective traditional and agile project management, present industry standards and best practices, while providing guidance on becoming project management professionals.

INSTRUCTOR: Professor Colleen Butcher
DATE & TIME: Monday, 8/31 - 12/17, 6:00 pm - 8:30 pm (Remote Hybrid)
APPLICATIONS: General elective, Project Management concentration (required)

MBUS 665.01 Mergers and Acquisitions (2 cr.)

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.

INSTRUCTOR: Professor Paul Hajeck
DATE & TIME: Monday, 8/30 - 11/5, 6:00 pm - 8:30 pm (Remote Hybrid)
APPLICATIONS: General elective, Finance concentration