
MBA Elective Courses – Fall 2022

Trailer Electives: November 8 - December 17

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 appropriate channels to the right audience to manage negotiations and lead successful domestic and global projects.

INSTRUCTOR: Professor Taryn Fletcher

DATE & TIME: Thursday, 11/10 - 12/16, 6:00 pm - 8:30 pm (Remote via Zoom)

APPLICATIONS: General Elective, Project Management Concentration (required)

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

In the modern consumer-driven marketplace, marketing in a vast range of forms has acquired enormous power to inform and shape the choices consumers make. Along with this power comes a set of ethical concerns. This course will sample a set of such marketing ethics concerns, for example, the faithfulness of contemporary marketing to the consumer sovereignty test, the use of algorithm driven advertising, the use of gamification as a marketing tool, and the data mining that is commonplace in contemporary marketing.

INSTRUCTOR: Dr. Brian Steverson

DATE & TIME: Tuesday, 11/8 - 12/9, 6:00 pm - 8:30 pm (In Person)

APPLICATIONS: General Elective

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

This course focuses on the art and science of negotiation. Through lecture, discussion, and experiential learning, you can expect to understand the essential elements of successful negotiation. Preparation for negotiation by establishing the relationship, communication effectiveness and evaluating alternative options will be covered in depth. Individual and team negotiation techniques will be discussed through case study experiences.

INSTRUCTOR: Professor Greg Husted

DATE & TIME: Monday, 11/14 - 12/17, 6:00 pm - 8:30 pm (Remote Hybrid)

APPLICATIONS: General Elective, Project Management Concentration (Block B)

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: Tuesday, 11/8 - 12/17, 3:10 pm - 5:40 pm (Remote Hybrid)

APPLICATIONS: General Elective, Finance Concentration

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 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 you to utilize analytics and where to find information that will optimize your marketing efforts.

INSTRUCTOR: Professor Jon Billings

DATE & TIME: Tuesday, 11/8 – 12/17, 6:00 – 8:30 p.m. (Remote Hybrid)

APPLICATIONS: General Elective

MBUS 699.10 Business Consulting Project Lab (1 cr.)

Apply the skills learned throughout your educational journey to work with local businesses to solve real-world challenges. Take the role of a consultant and partner with a local business. This is a project-based class, where each student will work independently with guidance from the instructor. In this class, you will get to have an immediate impact on our local business, built a portfolio piece, and established a relationship with a mentor.

INSTRUCTOR: Professor Eileen Dempsey

DATE & TIME: TBD (Remote Hybrid)

APPLICATIONS: General Elective

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Weekend Intensive Electives

MBUS 675.01 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

DAY & TIME: Friday, 11/18, 1:00 pm - 5:00 pm & Saturday, 11/19, 9:00 am - 5:00 pm (Remote Hybrid)

APPLICATIONS: General Elective, Project Management (Block A)

MBUS 684.01 Current Issues in Marketing: Marketing Sustainability (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: Dr. Richard Vann

DATE & TIME: Friday, 9/9, 1:00 pm - 5:00 pm & Saturday, 9/10, 9:00 am - 5:00 pm (Remote Hybrid)

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, 10/7, 1:00 pm - 5:00 pm & Saturday, 10/8, 9:00 am - 5:00 pm (Remote Hybrid)

APPLICATIONS: General Elective, Finance Concentration

MBUS 699.02 Health Care 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: Dr. Michael Jacezko

DATE & TIME: Saturday, 10/7, 1:00 pm - 5:00 pm & Sunday, 10/8, 9:00 am - 5:00 pm (Remote Hybrid)

APPLICATIONS: General Elective

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, 11/11, 1:00 pm - 5:00 pm & Saturday, 11/12, 9:00 am - 5:00 pm (Remote Hybrid)

APPLICATIONS: General Elective

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, 10/14, 1:00 pm - 5:00 pm & Saturday, 10/15, 9:00 am - 5:00 pm (Remote via Zoom)

APPLICATIONS: General Elective

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, 11/11, 1:00 pm - 5:00 pm & Saturday, 11/12, 9:00 am - 5:00 pm (Remote Hybrid)

APPLICATIONS: General Elective, Finance Concentration

MBUS 699.07 Machine Learning (1 cr.)

Data science and machine learning are increasingly applied in business contexts to automate processes and aid in data-driven decision-making. All managers, even those not intending on applying data science themselves, can benefit from learning about data science and machine learning jargon, approaches, and how common algorithms are utilized for business insights. This course introduces managers to the technical side of data science by covering the major parts of the data mining process, including data collection, data preparation, machine learning modeling, model evaluation, and model deployment. Emphasis will be placed on modeling and evaluation stages, with examples provided using Excel and the Python programming language. Some experience with programming (in any language) is recommended, but not required.

INSTRUCTOR: Dr. Gina Sprint

DAY & TIME: Friday, 9/23, 1:00 pm - 5:00 pm & Saturday, 9/24, 9:00 am - 5:00 pm (Remote Hybrid)

APPLICATIONS: General Elective

MBUS 699.08 Marketing to Different Generations (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, 9/23, 1:00 pm - 5:00 pm & Saturday, 9/24, 9:00 am - 5:00 pm (Remote Hybrid)

APPLICATIONS: General Elective

MBUS 699.09 Value Investing (1 cr.)

This course will provide you with the tools to exercise the value-investing philosophies of Benjamin Graham & David Dodd, championed by Warren Buffett. Areas of study will include the various approaches to value investing, the analysis and valuation of business operations to estimate fundamental value, how to structure value-based portfolios, and strategies for discovering value-investing opportunities.

INSTRUCTOR: Professor Amanda Banta

DATE & TIME: Friday, 10/14, 1:00 pm - 5:00 pm & Saturday, 10/15, 9:00 am - 5:00 pm (Remote Hybrid)

APPLICATIONS: General Elective, Finance Concentration

MBUS 699 New Venture Creation (1 cr.)

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 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.

INSTRUCTOR: Dr. Chris Stephens

DATE & TIME: Friday, 1:00 pm - 5:00 pm, 11/18 & Saturday, 9:00 am - 5:00 pm, 11/19 (In person)

APPLICATIONS: General Elective

MBA Elective Courses – Fall 2022

Other Dates

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: TBD

DATE & TIME: Tuesdays, 8/29 - 11/7, 3:15 – 5:45 pm (In person)

APPLICATIONS: General Elective, Finance Concentration

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, 8/29 - 12/9, 6:00 pm - 8:30 pm (Remote Hybrid)

APPLICATIONS: General Elective, Project Management Concentration (required)