

Spring 2019 Elective Course Descriptions

<u>course #</u>	<u>title</u>	<u>description</u>	<u>prerequisites</u>	<u>credits</u>
ACCO 5040	International Accounting	Overview of managerial and financial accounting issues faced by multinational corporations or firms involved in international business. Issues include: diversity of worldwide accounting principles and prospects for uniform international accounting standards, foreign currency transactions and translation inflation, technical accounting methods and the implications of their application, financial disclosures, analysis of financial statements, auditing, investment analysis, risk management, management information systems, performance evaluation, methods of financing, transfer pricing, and taxation.	Admitted to the graduate ACCO program; or consent of M.S.A. program director.	3
ACCO 5045	International Taxation	U.S. Taxation of international transactions and foreign taxpayers. A study of the U.S. and foreign taxation of international commercial transactions involving U.S. and foreign taxpayers, including the taxation of income of U.S. taxpayers operating abroad through branches and subsidiaries; the U.S. foreign tax credit provisions; cross-border asset transfers and related intercompany pricing issues; the U.S. taxation of non-resident individuals, partnerships, associations and foreign corporations; and bilateral and multilateral income tax treaties.	Admitted to the graduate ACCO program; or consent of M.S.A. program director.	3
ACCO 5050	Accounting Information Systems	Substantial hands-on involvement in computing capabilities which enable accountants to be more productive and to provide better service to clients and management. Applications in cost behavior, cost analysis, cost estimating, cost allocations, budgeting, profit planning, capital budgeting, and the expert systems. Examination of various approaches to the computerization of transaction processing cycle, using suitable software package, with special emphasis on the problems of internal control. EDP auditing and the accountant's role in the systems development cycle.	Admitted to the graduate ACCO program; or cons. of the M.S.A. prog. dir.	3
ACCO 6511	Taxation of Corporations and Partnerships	Partnership and corporation income tax laws studied for proper treatment of various types of income, deductions, the consequences of ownership interests and the application of various tax rates to taxable situations.	Admitted to the graduate ACCO program; or cons. of the M.S.A. prog. dir.	3
ACCO 6525	Governmental Accounting	Study of accounting principles for state and local governmental units as promulgated by the Governmental Accounting Standards Board and the related financial reporting and disclosure requirements. Examination of objectives of financial reporting of these entities and the theoretical structure underlying these principles. Introduction to federal government accounting and audits of governmental units.	Admitted to the graduate ACCO program; or consent of M.S.A. program director.	3
ACCO 6535	Fraud Examination	An analysis of how and why fraud is committed, how fraudulent conduct can be deterred and how allegations of fraud should be investigated and resolved.	Admitted to the graduate ACCO program; or consent of M.S.A. program director.	1
ACCO 6590	Accounting Theory	Analysis of the theoretical structure underlying financial accounting. Emphasis directed toward its development from both normative and descriptive approaches. Relates accounting theory to the basic financial statements and to selected topical areas. Examination of current issues under study by Financial Accounting Standards Board.	Admitted to the graduate ACCO program; or consent of M.S.A. program director.	3
BUAD 6005	Economic Foundations for Marketing Decisions	Designed for non-MBA students to explore the micro and macroeconomic theories and models that give managers insights and tools to make better marketing decisions. Addresses the cross section of the rational, efficient, upward and downward sloping world of economics and the gritty and often less-than-rational marketing reality of markets and consumers. Provides firm grounding in basic marketing concepts and practices and a quantitative economic framework from which to better understand them. Examines how market imperfections can lead to unethical and long-term, non-profit maximizing marketing decisions.	Not open to MBA, MSAE, MSA and EMBA students.	3
CCOM 5700	Corporate Advocacy	Apply concepts from corporate communication and rhetorical criticism to analyze how organizations use symbols to develop organizational culture, manage organizational impressions, manage crises, and advocate for particular positions. Builds ability to critically think about and analyze the persuasive messages of organizations.	Prereq: CMST 6200 or cons. of graduate director.	3

CCOM 5750	Corporate Social Responsibility	Analyzes the range of public debates about the social responsibilities of corporations. Key questions explored include the following: What sorts of public communication practices are commonly taken to hinder or promote corporate social responsibility? What are the ethical implications for the civic life of corporations' internal communication practices? How do corporations manage their ethical relations with communities, nongovernmental organizations and other stakeholders? What sorts of groups have historically participated in public controversies over corporate social responsibility?	Prereq: CMST 6200 or cons. of prog. dir.	3
CMST 6200	Organizational Communication	Explores historical, contemporary and ideological approaches to the study and practice of organizational communication. Topics include: organizational culture, workplace relationships, participation and decision-making, organizational change, organizational justice, and organizational communication consulting		3
ECON 5931	Topics: Sports Economics	In Sports Economics, we study decision making in a sports setting and investigate economic topics in the sports industry. In the first part of the course we consider sports as the laboratory of economics, applying economic models to explain athletes' and coaches' behavior and learning how economists have tested hypotheses about decision making in this environment. In the second part of the course we study economic topics in the sports industry, including industrial organization of sports franchises and leagues, public finance of stadia, labor markets, moral hazard, and discrimination.	Consent of M.S.E. prog. dir.	3
INBU 5951	Marquette Led Travel and Study Abroad in Economics	Provides an overview of a range of international economics and business issues, with a focus on Central Europe and the Czech Republic. The following topics are covered: the transition of Central European economies from socialist to market oriented systems; business strategy and marketing issues for companies operating in Central Europe, with special emphasis on the Czech Republic; comparisons of human resource and labor relations practices in Europe, the United States and other industrialized countries.	Consent of M.S.E. prog. dir.	3
ECON 6200	Economics for Management Decision Making	Incorporates the tools and logic of microeconomics together with quantitative and statistical methods to assist managers in sound, ethical decision making. The principal focus is on understanding and predicting economic behavior of consumers, pricing strategies of firms, and the impact of industry competition through product-line and industry modeling and model estimation. May also consider the impact of various industries. The use of current statistical software and computer technology is required	Admitted to graduate ACCO, CCOM, BUAD, HCTM, HURE, LEDR, or NURS prog.; MBA 6010, MBA 6020; or cons. of M.B.A. prog. dir.	3
ECON 6504	Macroeconomic Theory	Covers both long-run growth and short-run fluctuations. Begins with an analysis of the economy's long-run growth path using neoclassical and endogenous growth models, then surveys theories of the business cycle orthodoxy by orthodoxy in historical order. Static and dynamic models of the economy are developed and used for policy analysis	Admitted to the graduate ECON program; or cons. of the M.S.A.E. prog. dir.	3
ECON 6561	Applied Time-Series Econometrics and Forecasting	Continuation of ECON 6560 focusing on more advanced econometric and forecasting techniques using primarily time-series models such as ARIMA and transfer functions, VAR, and VEC as well as the method of combining forecasts. Emphasis on the practical knowledge of above techniques, and on reporting and presenting econometric results. Offered spring term.	ECON 6560 or equivalent.	3
ECON 6931	"R"	see MSE department	Admitted to the graduate ECON program; or cons. of the M.S.A.E. prog. dir.	1
ECON 6931	Research Methods	see MSE department	Admitted to the graduate ECON program; or cons. of the M.S.A.E. prog. dir.	
FINA 6140	International Financial Management	Examines the unique financial problems in managing a multinational firm. Financial principles are applied to a variety of multinational business issues including: hedging currency and interest rate risk, multinational capital budgeting, direct foreign investment, and managing a global business firm. Integrates financial theory with a case study approach.	MBA 6010 and 6020; or cons. of the M.B.A. prog. dir.	3

FINA 6200	Advanced Financial Management	rom the perspective of a manager who must make two decisions: 1) which investment projects to take and 2) how to finance these projects. Learn about advanced topics in corporate finance including capital budgeting, short-term and long-term financing, financial and asset restructuring, mergers and acquisitions and finally, corporate governance. Cases are used extensively. Blended with a mix of on-line and in-class instruction.	Admitted to the graduate ACCO, ECON, BUAD, CCOM, HCTM, HURE and NURS; MBA 6010, MBA 6020; or cons. of M.B.A. prog. dir.	3
HURE 5080	Training and Development	Principles and factors that contribute to the personal growth and development of employees and the welfare of the company. Focus on training and employee development within organizations. Topics include training development and evaluation, employee development, career management, and career pathing within organizations	Admitted to the graduate HURE or LEDR program; or cons. of M.S.H.R. prog. dir.	3
HURE 6125	Negotiations	Provides a comprehensive investigation of the process and dynamics surrounding adverse variety of negotiations and conflict resolution efforts. Both academic models of negotiations and actual events, historical and contemporary, will be examined in detail. Strategies and tactics for achieving objectives, limiting losses and maintaining positive relations will be emphasized in light of radically changing social and business climates. Methods for becoming an effective negotiator will be presented through both analytical frameworks and experiential opportunities. Cost/benefit assessment of negotiations will be developed in the actual costing of an agreement and the impact of failing to achieve an agreement and having to resort to alternative options.	Admitted to the graduate HURE or LEDR program; or cons. of the M.S.H.R. prog. dir.	3
HURE 6530	Talent Acquisition and Management	Addresses principles and practices for the acquisition and management of human talent within organizations. Topics include: workforce planning, talent acquisition, reliability and validity of selection procedures, using talent management analytics for employee retention, aligning talent management to organizational objectives/strategies and understanding legal compliance issues related to talent management.	Admitted to the graduate HURE program and HURE 6500; or cons. of the M.S.H. prog. dir.	3
HURE 6590	Strategic Human Resource Management	Investigate principles of human resource strategy and the link to business strategy. Concepts emphasized include resource-based theory of the firm, sustained competitive advantage, as well as fit and flexibility in the design of human resource systems. Approaches to evaluating and assessing the contribution and effectiveness of human resource systems are studied.	MANA 6100 for BUAD graduate students; completion of 9 HURE credits for HURE students, or cons. of M.S.H prog. dir.	3
INBU 6951	International Travel: China	pre-trip course requirements	Consent of M.B.A. prog. dir and Dr. Hosseini	
INSY 5931	Topics in INSY: Privacy and Security	Covers technical safeguards that can prevent disruption of service, data tampering and theft. Topics include: risk assessment, management policies, authentication, encryption, digital signatures, authorization procedures, government standards, international law and vendor offerings. From a business perspective, the issue of what constitutes authorization for both collection and release of personal data is reviewed. To the extent that corporations have an ethical obligation not to sell or divulge customer data, safeguards and legal limitations to prevent this is also reviewed. Case studies, projects and research reports are used for evaluation.	Admitted to the graduate ACCO, BUAD, ECON, HCTM, HURE, MSCS or NURS program and INSY 6000 or INSY 6200; or cons. of M.B.A. prog. dir.	3
LEDR 6115	Character Driven Leadership	Places emphasis on developing competencies for ethical, values-driven leadership. Students will learn models of leadership that build ethical cultures and character-driven organizations. Course will also focus on values-based decision making and delivering related organizational performance. Diversity of thought and the global/international context of leadership will also be addressed. Learning outcomes of this course will include: 1) Ability to apply ethically based tools and models to leadership challenges, decision-making, and culture-building; 2) A deepened self-awareness of how one's personal values fit within a character-based leadership approach; and 3) Ability to identify and apply key concepts related to thought diversity and global business practice as part of an ethically based leadership model.	Admitted to graduate BUAD, CCOM, HURE, LEDR, PUBS and MBA 6140 or MBA 6160; or consent of M.B.A. prog. dir.	3
LEDR 6110	Leadership, Motivation & Organizational Change	Designed to: 1) examine and evaluate existing leadership theories, 2) survey topical issues and new developments in the leadership area, and 3) develop students' leadership skills and abilities. Motivation and leadership concepts are used to analyze, diagnose, and make decisions about various organizational situations. Primary focus on case analysis. Lectures and discussions are also used to provide perspective on assigned reading.	Admitted to the graduate ACCO, BUAD, ECON, HCTM, HURE, LEDR or NURS program and MANA 6100; or cons. of M.B.A. prog. dir.	3

LEDR 6125	Negotiations	Provides a comprehensive investigation of the process and dynamics surrounding a diverse variety of negotiations and conflict resolution efforts. Both academic models of negotiations and actual events, historical and contemporary, are examined in detail. Strategies and tactics for achieving objectives, limiting losses and maintaining positive relations are emphasized in light of radically changing social and business climates. Methods for becoming an effective negotiator are presented through both analytical frameworks and experiential opportunities. Cost benefit assessment of negotiations are developed in the actual costing of an agreement and the impact of failing to achieve an agreement and having to resort to alternative options.	Admitted to the graduate ACCO, BUAD, ECON, HCTM, LEDR or NURS program; or cons. of M.B.A. prog. dir.	3
MANA 6110	Leadership, Motivation & Organizational Change	Designed to: 1) examine and evaluate existing leadership theories, 2) survey topical issues and new developments in the leadership area, and 3) develop students' leadership skills and abilities. Motivation and leadership concepts are used to analyze, diagnose, and make decisions about various organizational situations. Primary focus on case analysis. Lectures and discussions are also used to provide perspective on assigned reading.	Admitted to the graduate ACCO, BUAD, ECON, HCTM, HURE, LEDR or NURS program and MANA 6100; or cons. of M.B.A. prog. dir.	3
MANA 6125	Negotiations	Provides a comprehensive investigation of the process and dynamics surrounding a diverse variety of negotiations and conflict resolution efforts. Both academic models of negotiations and actual events, historical and contemporary, are examined in detail. Strategies and tactics for achieving objectives, limiting losses and maintaining positive relations are emphasized in light of radically changing social and business climates. Methods for becoming an effective negotiator are presented through both analytical frameworks and experiential opportunities. Cost benefit assessment of negotiations are developed in the actual costing of an agreement and the impact of failing to achieve an agreement and having to resort to alternative options.	Admitted to the graduate ACCO, BUAD, ECON, HCTM, LEDR or NURS program; or cons. of M.B.A. prog. dir.	3
MANA 6931	Managing and Leading in Turbulent Times	We will discuss significant issues that all managers and leaders face in regards to the people they lead and report to in challenging times. Some specific topics will include issues for new managers (motivation, conflict, difficult conversations and transitioning from peer to leader), issues for all leaders (How do/willyou lead?,Leading Change) and career issues (developing upward influence, the ned for different skills as you advance). The course will also incorporate topics that students request. Learning will come from readings, cases and class discussion. Grading will be based on case write-ups, short papers and class participation.	Admitted to the graduate school of Management or cons. of the M.B.A. prog. dir.	3
MARK 5931	Topics in Marketing: Marketing Analytics	Analytics adds an all-important quantitative edge to marketing, helping companies transform data, information and insights into more effective decisions and higher profits. For students and business professionals preparing to advance in marketing, analytics is one of the top must-have skills that hiring companies are seeking. Differs from traditional marketing research courses by focusing on the marketing strategies underlying quantitative analysis and how that analysis leads to greater profitability. Gives students a toolbox of techniques to explore familiar marketing challenges. Uses a combination of hands-on practice, case studies, guest speakers and lecture to give students the analytical tools and the mindset to migrate from a qualitative to a more quantitative brand of marketing and improve job potential.	MARK 6100/6200, MANA 6000, MANA 6001 or MBA 6010, or cons. of the M.B.A. prog. dir.	3
INSY 6153	Project Management	Provides a holistic view of project management. Focuses on impact of effective project management on myriad aspects of the organization and will include the following topics: alignment of projects with organizational strategy; project elements, organization, and structure; estimating project times and costs; developing a project plan; risk management; resource and project scheduling and management; being an effective project manager, managing project teams; managing inter-organizational relationships; progress and performance measurement and evaluation; managing international projects and project teams; vendor management; management of cross-functional project teams. Supplemental activities include: hands-on project management, speakers from Project Management Institute and industry and project management software-e.g. MS Project, SIM software.	MBA 6030 or cons. of the M.B.A. prog. dir.	3

MARK 6110	Consumer Behavior	Examines the buying process of planning, purchasing and using economic goods and services. The course is interdisciplinary in nature and applies concepts from psychology, sociology, economics and anthropology. Additional topics include services and industrial buying behavior. Case analyses are used.	MARK 6200 or cons. of the M.B.A. prog. dir.	3
OSCM 6200	Operations and Supply Chain Management	An advanced core course in operations and supply chain management, focusing on the design, planning, coordination and improvement of operations and supply chains. Topics are examined from an integrative and managerial perspective.	Admitted to graduate ACCO, BUAD, ECON, HCTM, HURE or LEDR program and MBA 6010 and 6030; or cons. of M.B.A. prog. dir.	3
OSCM 6931	Global Logistics	Course focus is on the analysis and management of supply chain and logistics. Topics include customer service, inventory management, information systems, order processing, transportation, warehousing, logistics relationships, performance measurement, supply chain strategy and global trade management. The course is designed to provide students with an understanding of the methods and tools used by today's logistics managers. An applied, problem solving approach will be used as the learning focus.	Admitted to graduate ACCO, BUAD, ECON, HCTM, HURE or LEDR program and MBA 6010 and 6030; or cons. of M.B.A. prog. dir.	3
OSCM 6931	Supply Chain Strategy and Practice	Examines issues critical to service and manufacturing operations. Topics include: just-in-time systems, total quality management, sourcing and logistics, technology transfer, and risk management. Emphasis will be given to globalization of operations.	Kohler campus: Admitted to graduate ACCO, BUAD, ECON, HCTM, HURE or LEDR program and MBA 6010 and MBA 6030 or cons. of M.B.A. prog. dir.	3
REAL 5061	Real Estate Modeling	Real estate valuation and financial analysis is fundamental to the real estate industry and to other disciplines dealing with real estate including banking, accounting and law. Provides an understanding of the skills and tools used to value real estate with particular emphasis on commercial income property and discounted cash flow modeling. This skill is developed through classroom sessions, and reinforced by practical case studies completed individually. The intent is to expose the student to valuation both as its own end and as a tool in the commercial real estate decision making process.	Student required to register, pay and successfully complete ARGUS certification exam to pass class; Admitted to graduate ACCO, BUAD, ECON, HCTM, LEDR program and BUAD 6010 and 6020; or cons. of M.B.A. prog. dir.	3
SPLE 6100	Ethics in Sports Leadership	Various dimensions of athletic ethics will be explored including: sports in peacebuilding; sport as social innovator; along with various ethical issues in sport and sport management. These issues will include such topics as: competition and fair play; leadership; social aspects of sport; as well as other subjects.	Admitted to the GSM; or cons. of M.B.A. prog. dir.	3
SPLE 6200	Sports Communication	A study of the various ways in which individuals and organizations communicate through sports inclusive of print, electronic and on-line media as well as advertising, PR and special events. Special emphasis is placed on how leaders focus on their target audiences; primarily the fan or end user and the efforts, inclusive of market research, employed to attract and keep audiences engaged.	Admitted to the GSM; or cons. of M.B.A. prog. dir. Consent required for MSA students	3