

Summer 2019 Elective Course Descriptions

11/12/2018

course #	Name	Description	prerequisites	credits
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 6200	Managerial Accounting for Decision Making	Emphasizes the role of the accounting system as a quantitative information system for decision making. Available data are restructured in the form of internal reports to management for use in planning and controlling routine operations as well as in making non-routine, decisions and formulating major strategic plans and policies.	Admitted to graduate BUAD, CCOM, ECON, HCTM, HURE, LEDR and NURS; MBA 6010 and MBA 6020; or cons. of M.B.A. prog. dir.	3
CCOM 6955	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
FINA 6111	Investments	The role and functioning of securities markets. Specific topics include the equity, fixed income, options and futures markets. Presents portfolio and capital market theory, the efficient markets hypothesis, institutional organization, and security valuation techniques.	MBA 6010 and MBA 6020 or cons. of the M.B.A. prog. dir.	3
FINA 6200	Advanced Financial Management	From 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 graduate ACCO, ECON, BUAD, CCOM, HCTM, HURE and NURS; MBA 6010, MBA 6020; or cons. of M.B.A. prog. dir.	3
INSY 6200	Information Systems Strategy	Addresses the value of Information Systems (IS) and its relevance for a firm's strategy, growth, and competitive advantage. Includes strategic role and value-contribution of information systems, organizational approaches to information infrastructure design and deployment; use of information technology and applications to support business decisions; emerging information technology trends and impact; and ethical issues related to systems and technology.	INTE 6000 or MBA 6030 or cons. of M.B.A. prog. dir.	3
INSY 6159	Database Management Systems	This course introduces a number of fundamental concepts of database management systems used in enterprise-level organizations. Some of the topics covered in the course include: data modeling (conceptual, logical, entity-relationship, etc.); SQL query language, Microsoft Access; management and administration of databases including index tuning, concurrency control, data security, backup and recovery; and emerging topics such as distributed and NoSQL databases. We will cover data visualization and also discuss big data and data analytics as topics Students will work on semester-long projects to design and implement a relational database.	INTE 6000 or MBA 6030 or cons. of M.B.A. prog. dir.	3

LEDR 6051	Contemporary Leadership: Theory, Research & Application	In-depth study of the transformational and transactional leadership model of Bass and Riggio and a review of emerging thought on authentic leadership. Learning activities include an in-depth review of the literature on transformational and transactional leadership theory; in-class and online discussion and design and presentation of either a qualitative or quantitative study in contemporary leadership, inclusive of drafting an actual research proposal.	Admitted to the graduate BUAD, HURE, LEDR, PUBS program and MBA 6140 or MBA 6160; or cons. of the M.B.A. prog. dir.	3
MARK 6130	Customer Relationship Management	Analyzes how companies can obtain a sustainable competitive advantage by managing their relationships with their customers more effectively. Teaches the main marketing variables that impact customers' satisfaction judgments. Emphasis on understanding the powerful relationship between customer loyalty and company profits. Discusses and evaluates the most effective methods for responding to dissatisfied customers' complaints.	MARK 6200 or cons. of the M.B.A. prog. dir.	3
MARK 6140	Global Marketing Strategy	Develops an understanding of international marketing concepts and shows how these concepts can be applied to different international marketing environments and situations; examines the major environmental factors influencing the development of international marketing strategies; critically evaluates the developments in global economic, technological, political, and ethical/social environments; and examines the different international marketing mix configurations in terms of their strategic orientations and market relevancy.	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 MBA 6030; or cons. of M.B.A. prog. dir.	3
SPLE 6700	NCAA: Exploring Current Issues	NCAA: Exploring Current Issues is a team-learning course dependent upon each student contributing to the overall examination of the NCAA and the issues it faces. Each student will conduct individualized study and research based on directed assignments and share it with the class. The course will examine the NCAA's history, structure, criticisms, accomplishments and challenges within the context of current issues.	Admitted to the GSM; or cons. of M.B.A. prog. dir.	3