

MGMT 4708 - Contemporary Business Law

This course will provide an understanding of the court systems, common law contract formation, Uniform Commercial Code Sales of Goods contracting, partnerships, corporations, tort liability and hidden ethical issues in the law. The concepts are powerful. Please rest assured that you will never look at business the same way again.

TOPICS

- Law Systems and Courts
- Contract Formation and the Role of Contracts in Modern Business
- Uniform Commercial Code Sales Law
- Agency, Partnership Relationships and Responsibilities
- Corporation Law and Practice
- Torts and Strict Liability
- Intellectual Property Components of the Law
- Ethical Issues in Modern Corporations

FIN 4200 - Financial Management

TOPICS

Introduction to Corporate Finance
Financial Statements and Cash Flow
Financial Statements Analysis and Long Term Planning
Discounted Cash Flow Valuation
Bond and Stock Valuation
Net Present Value and Other Investment Rules
Making Capital Investments Decisions
Risk Analysis, Real Options and Capital Budgeting
Lessons from Market History
The Capital Asset Pricing Model
The Arbitrage Pricing Theory
Risk, Cost of Capital and Capital Budgeting
Efficient Capital Markets
Long Term Financing
Capital Structure Basic Concepts
Limits to the Use of Debt
Dividends and Other Payouts
Issuing Securities to the Public
Options and Corporate Finance
Options Applications
Warrants and Convertibles
Derivatives and Hedging Risk
Mergers and Acquisitions
Financial Distress

ACCT 401 – Foundations of Accounting

The following information is provided to students who are planning to take the waiver examination.

- 1) You will improve your chances of passing the examination if you were to review the material covered by the examination.
- 2) If you have taken accounting courses outside the United States, it is very important that you familiarize yourself with the U.S. accounting system and accounting terms. There can be substantial differences in different accounting systems.
- 3) The examination emphasizes concepts rather than detail procedures. It reflects the course (ACCT 4100) emphasis which is to teach managers how to use accounting information.
- 4) The following topics will be covered in the exam:
 - a) Intuitive explanations of balance sheet, income statement and cash flow statement.
 - b) Accounting equation, how transactions affect accounting equation, accounting cycle, journal entries, journals and ledgers, worksheet calculations and preparation of financial statements.
 - c) Accruals, deferrals, adjusting entries.
 - d) Accounting principles, assumptions and exceptions.
 - e) Current assets, cash, accounts receivable, marketable securities.
 - f) Inventories, different cost-flow assumptions.
 - g) Long-lived assets, acquisition, depreciation and disposal, intangible assets.
 - h) Current liabilities.
 - i) Long-term notes & bonds and leases (present value calculations are not required for the exam).
 - j) Stockholders equity and its components.
 - k) Cash flow statement in detail.
 - l) Different ratios in analysis of balance sheet and income statement.
- 5) The exam will consist of problems and essay questions.
- 6) Any book that uses U.S. accounting system and written for a first course in financial accounting for MBAs may be appropriate. The book must be of a recent vintage, preferably written after 1993. Management accounting topics are not covered in the exam. If you are unable to find a text written for MBAs, one written for undergraduates may be used.

Econ 4004 – Management Economics

COURSE DESCRIPTION

Managers of organizations – whether for-profit, nonprofit, or government agencies – face a common set of resource allocation problems. This course will develop a student's ability to formulate and solve these problems, drawing upon the economic theories of consumer demand, the firm and industrial organization as well as mathematical optimization techniques. It will provide a framework for analyzing the flexible multi-product firm as well as competitive and cooperative business situations from a strategic (game theoretic) perspective. Topics to be surveyed include: demand analysis, production and cost analyses, flexible manufacturing, market structure and strategic behavior, pricing practices, government regulation, and decision making under uncertainty.

OBJECTIVES

By the time you complete this course, you should be able to

1. Understand basic principles of international economics.
2. Interpret the diagrams, tables and figures in the assigned chapters, and by extension, in other books and articles.
3. Read an article in the financial pages of a daily newspaper, and comment critically on the positions taken by the article's author(s) in relation to economic principles.
4. Utilize economic principles in making business decisions.

TOPICS

Demand Curves and Profit Maximization

Cost curves (TC, AC, MC). Factors of production, intermediate goods.

Asset Markets

Money and Time

Monetary and Fiscal Policy

Role of Government in the Economy

MIS 4500 - Management Information Systems

COURSE OBJECTIVES

Management Information System is an introductory course intended for those whose responsibility will involve in deciding whether and when to invest in information systems, and how to develop and manage information systems. As such, the course will examine strategic, organizational, technological, as well as managerial issues that are relevant to information systems.

The course is divided into four major sections. The first section, Information Systems Strategy, addresses *why* information systems (IS) and information technology (IT) are important and *how* they can be employed to help firms profit and survive. The objective for this section is to ensure that the student is able to identify ways to improve organizational performance through the use of technology and techniques such as business process reengineering.

The second section, Information Systems Technology, deals with the basic technology components of information systems. The objective of this section is to introduce concepts that can help students to identify *what* technologies will be required and how they can be integrated to meet the business requirements.

The third section, Information Systems Applications, focuses on different types of systems, *what* they are, *how* they differ, *where* in the organization they are used and by *whom*, and *how* a firm determines *what* type of information systems will be required as well as *when* they will need to be available to meet market and business drivers in both the near and distant future.

The final section Information Systems Implementations, deals with *how* the various systems can be best implemented and managed. As a result of the material covered in this section, the student will be able to plan for and develop an information system.

TOPICS

IS Strategy

IS Technology—Managing Data Resources

IS Tech—Telecommunications and Networking

IS Technology—Wireless and Security

IS Applications—E-Commerce

IS Applications—Enterprise Applications

IS Applications—Knowledge Management

IS Applications—Decision Support Systems

IS Implementation/Management

Business Value

International IS-Ethical and Social Issues

MGMT 230 - Marketing Management

COURSE OBJECTIVES

The main objective of this course is (1) to introduce students to marketing by providing key marketing terms, fundamental concepts, and principles and (2) to enable students to understand and analyze real marketing issues and problems. The content will focus on the analysis of marketing activities in consumer, reseller, industrial, government, and service markets. In addition, after you complete this course, you will be more knowledgeable about particular companies/organizations as well as the importance of marketing to organizations and other business functions. This course will make you a better consumer by helping you better understand marketing theories, strategies, and tactics. Likewise, this course will make you a better employee for the organizations you are employed by throughout your career. When completed, this course will help you understand how marketing concepts and tools can help any organization be more successful. You will be able to make better purchase decisions (or at least more knowledgeable ones) for you and your family. Lastly, you will better understand how information technology is impacting the field of marketing.

TOPICS

Foundations of Marketing
Marketing Environment
Marketing in the Internet Age
Strategic Planning
Competitive and Marketing Intelligence
Marketing Research
Consumer Buying Behavior
Business Buying Behavior
Market Segmentation and Targeting
Positioning
Product, Services and Branding Strategy
Developing and Managing New Products
Product Life-Cycle
Pricing Factors and Approaches
Pricing Strategies
Distribution Channels
Supply Chain Management
Retailing and Wholesaling
IMC: Advertising, Sales Promotions and PR
IMC: Personal Selling and Direct Marketing
International Marketing

OM 4601 - Operations Management

COURSE OBJECTIVES

For domestic or international organizations to maintain a competitive advantage over their global competitors, a strong foundation based on maintaining and improving productivity and efficiency is essential. Critical to this goal is the management of resources within an organization. This class introduces the student to the management of productive resources. It surveys the planning, design and control of systems responsible for productive use of raw materials, human resources, technology, equipment and facilities in the development of a product or service.

There is an attempt to balance the focus between quantitative tools and qualitative presentation, with emphasis on class case discussion in the presentation of material in this course. It is assumed that the student has some basic quantitative tools (e.g. linear algebra and statistics). Course topics will begin with a discussion of strategic issues, with the discussion incorporating operations (manufacturing) strategy, and organizational operations planning for manufacturing and services. Total quality, process, location analysis, and capacity management make up additional strategic and tactical planning topics. Other tactical and operational issues include forecasting, aggregate planning, scheduling and supply chain management.

TOPICS

Introduction to Operations Management and Operations Strategy

Process Analysis - Manufacturing

Quality Management/Quality Assurance and Tools

Quality/Capacity/Process Issues

Forecasting and Location Analysis

The Beer Game - Supply Chain Management

Stat 4005 – Statistical Methods

This is a first course in applied statistics. No prior knowledge of statistics is assumed. Topics covered include introduction to business statistics, data analysis and presentation, descriptive statistics, probability theory and introduction to statistical sampling.

OBJECTIVES

The major objectives of Stat 4005 include:

1. Appreciate why statistics is an important topic for business decision making
2. Learn how to use graphics and descriptive statistics to summarize statistical data into information meaningful for decision making
3. Apply basic probability theory to statistical and business decisions.
4. Understand why statistical sampling is important and how to best apply statistical sampling techniques to business applications.
5. Establish the foundation necessary to advance to Stat 4006.

The major objectives of Stat 4006 include:

1. Develop a further understanding of statistical sampling, including how to select a sample and determine an appropriate sample size.
2. Learn how to develop and conduct hypotheses tests.
3. Apply basic concepts involving experimental design, differences between population means, and analysis of variance.
4. Understand the basics of simple linear regression analyses.

The combined objectives of STAT 4005 and STAT 4006 prepare you to manage a business using statistics to make decisions. These objectives will help you better understand the theory of risk and uncertainty, ask good questions using statistical analyses, and help you understand the strengths and limitations of statistical analyses.

TOPICS

- Statistics and decision making in business: an introduction
- Descriptive statistics: tabular and graphical presentations
- Descriptive statistics: numerical measures
- Introduction to probability: combinations, permutations, independent events, addition and multiplication laws, Bayesian analysis
- Discrete probability distributions: expected value and variance, binomial and Poisson distributions
- Continuous probability distributions: discrete vs. continuous probability distributions, uniform and normal probability distributions.
- Sampling and sampling distributions: selecting a sample, point estimation, sampling distributions, other sampling methods.
- Interval estimation: population means, determining sample size, population proportions.
- Hypothesis tests: null and alternative hypotheses, type I and type II errors, population mean, population proportion.
- Comparisons involving means: experimental design, analysis of variance.
- Comparisons involving proportions: populations proportions, multinomial proportions, tests of independence.
- Simple linear regression: linear regression model, least squares method, coefficients of determination and correlation, testing for significance.