

**MASTER OF BUSINESS  
ADMINISTRATION MBA**

**The Eli Broad College of Business  
Eli Broad College of Business  
and The Eli Broad Graduate  
School of Management**

**802 Financial Accounting and Reporting Strategy**

Fall. 1 to 3 credits. R: Open to MBA students. Financial accounting model underlying financial statements of firms. Information in financial statements and role of these statements in capital markets. Information intermediaries, regulators, and role of independent auditor. Standard setting and the impact of changing standards. Globalization of standards.

**804 Applied Data Analysis for Managers**

Fall. 1 to 3 credits. RB: STT 315 R: Open to MBA students. Not open to students with credit in SCM 833. Analysis of business and economic data to support managerial decision-making. Building, interpreting, and applying time-series, regression, and forecasting models.

**806 Social Issues in Management**

Spring. 1 to 3 credits. R: Open to MBA students. Analysis of the business environment including social, ethical, public policy, ecological, and international dimensions. Management of stakeholder relationships.

**808 Leadership and Teamwork**

Fall. 1 to 3 credits. R: Open to MBA students. Understanding team management and leadership through experiential and skill-based learning. Effective communication, including the use of electronic communication technologies for team development and maintenance. Active practice of teamwork, communication, and leadership skills.

**812 Accounting for Decision-Making and Control**

Spring. 1 to 3 credits. R: Open to MBA students. The use of accounting information for planning and control. Cost structure and the use of cost analysis, activity-based costing, capacity costing, and cost modeling for improved decision-making. Controlling decisions through budgeting, variance analysis, transfer pricing, financial and non-financial performance measurement, and incentives. Use of the balanced scorecard for assessing strategy implementation.

**814 Applied Economics**

Spring. 1 to 3 credits. R: Open to MBA students. Economic view of the firm. Use marginal analysis to analyze firms' decisions such as pricing, entry, and price discrimination. Use game theory to analyze firms' strategic behavior, principle-agent relationships, adverse selection, and signaling.

**816 Managerial Communication Strategy and Tactics**

Fall. 1 to 3 credits. R: Open to MBA students. Learning, applying and adapting the basic principles of persuasion and argumentation to oral and written communication in business settings.

**817 Designing and Delivering Impactful Business Presentations**

Spring. 1 to 3 credits. P: MBA 816 R: Open to MBA students. Determining relevant presentation content based on audience analysis. Strategic design of content. Oral presentation delivery using PowerPoint as a visual aid. Introduction to effective question and answer methods in business environment.

**818 Creating Competitive Advantage through Presentations**

Spring. 1 to 3 credits. P: MBA 816 and MBA 817 R: Open to MBA students. Complex business presentations to top business executives and corporate boards. Managing presentation flow and successful completion when facing interruptions and challenges to proposals and findings in real-time presentation settings.

**820 Marketing Management**

Fall. 1 to 3 credits. R: Open to MBA students. Leadership principles in marketing strategy development. Fundamental marketing concepts such as strategic marketing analysis, market segmentation, targeting, and competitive positioning. Problem-solving and market planning. Application of concepts to case analysis.

**821 Introduction to Supply Chain Management Concepts**

Fall. 1 to 3 credits. R: Open to MBA students. Integrative approach to understanding supply chain management. Flow of products from concept development through delivery to the final user, including product and process development, managing information, inventory and product flows, and supplier and customer management.

**822 Corporate Investment Decisions**

Fall. 1 to 3 credits. R: Open to MBA students. Corporate investment decisions including calculation of present value, valuation of bonds and common stock, net present value and other investment criteria, portfolio theory and financial asset pricing models, risk and cost of capital.

**823 Information Technology Strategy**

Spring. 1 to 3 credits. R: Open to MBA students. Integrative perspectives on the use, management, and economic value of information technologies in organizations. Financial and strategic assessment of the business value of information technologies. Transformational effects of business intelligence and social networking technologies. Technology strategy and entrepreneurship.

**824 Managing the Workforce**

Spring. 1 to 3 credits. R: Open to MBA students. Not open to students with credit in MGT 824. Role of workforce management in fulfilling the goals and mission of the organization. Theories and applications of management principles to motivating, rewarding, and structuring employees' work; managing groups and teams; and structuring the organization. Domestic and international issues in the workplace.

**830 Marketing Strategy Execution**

Fall. 1 to 3 credits. P: MBA 820 R: Open to MBA students. Executing marketing strategy. Using the marketing decision variables to plan and execute in a competitive marketplace. Fundamental marketing topics such as customer satisfaction, customer loyalty and lifetime value, growth strategies, brand value propositions, new product strategies, brand equity development, marketing communication, pricing, channel relationships, internet marketing, and global marketing. Application of course concepts to case analysis.

**831 Supply Chain Management Applications**

Fall. 1 to 3 credits. P: MBA 821 R: Open to MBA students. Application of supply chain management concepts. Examining how procurement, logistics and operations management enable value propositions and gain competitive advantage.

**832 Corporate Financing Decisions**

Fall. 1 to 3 credits. P: MBA 822 R: Open to MBA students. Corporate financing decisions including efficient markets and behavioral finance, how corporations issue securities, capital structure, shareholder payout policy and agency cost issues.

**841 Studies in the Global Marketplace**

Summer. 1 to 3 credits. R: Open to MBA students. Commercial, economic, cultural, and political aspects of global environments. Exposure to leading executives and government representatives in world markets. Comparative framework for competitive strategy in a multi-country context. Participation in international field trip required.

**843 Career Management**

Fall. 1 to 3 credits. R: Open to MBA students. Understanding career development theory through experiential and skill-based learning. Active practice of career management, networking, negotiation, goal setting, and development planning skills.

**845 Integrative Action Projects**

Fall, Spring. 1 to 2 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to MBA students. Multi-day intensive action-based learning experience in which students apply business theories and concepts to real business issues.

**846 Executive Lecture Series**

Fall. 1(1-0) R: Open to MBA students in the The Eli Broad College of Business and open to undergraduate students in the Honors College. CEO perspectives on interdisciplinary business topics. Real-world events and scenarios, global business community, and innovative strategies to manage high-performance organizations.

**850 Strategic Management**

Fall, Spring, Summer. 1 to 3 credits. R: Open to MBA students. Not open to students with credit in MGT 850. Examines ways top managers create and sustain competitive advantage in today's challenging global marketplace from a total firm perspective.

## Master of Business Administration —MBA

### **891 Special Topics in Business Management**

Fall, Spring, Summer. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to MBA students.

Current and emerging issues in management. New and changing developments affecting managers.

### **893 MBA Internship Experience**

Fall, Spring, Summer. 1 to 2 credits. A student may earn a maximum of 2 credits in all enrollments for this course. RB: Completion of at least one semester in the MBA program. R: Open to MBA students and not open to students in the Master of Business Administration in Integrative Management.

Internship in business organizations; application of business knowledge and management techniques in a work environment.