ACCOUNTING (ACCTG)

6140 International Accounting (3)
This course integrates (International Financial Reporting Standards) IFRS into a financial accounting course and leverages comparisons between US GAAP and IFRS to enhance the development of a 'critical thinking' approach to financial accounting and reporting. The goal of this course is to enhance student understanding of the links between the underlying transactions, the application of reporting standards for those transactions, and the financial reports obtained. In addition, the course will provide students with a basic understanding of IFRS.

6210 Strategic Cost Management (3)
Identification and development of accounting information for strategic management and continuous improvement of an organization. Emphasis is given to tools and applications of strategic cost management.

6520 IT Risks and Controls (3)
Objectives include providing students with an understanding of the security issues in a computerized environment. Students will be exposed to security guidelines, implementation and cost issues, security issues pertinent to the internet, and other issues. Students will also be exposed to the potential for fraud and abuse in a computerized environment.

6610 Financial Reporting (3)
This course is designed to improve your ability to read and interpret firms' financial statements by studying how Generally Accepted Accounting Principles (GAAP) are applied in practice. Topics include using annual financial statement footnote disclosures to assess earnings quality and uncover off-balance sheet debt related to lease agreements and pension obligations and off-income statement expenses related to employee stock options. This class is user-oriented as opposed to preparer-oriented.

FINANCE (FINAN)

6210 Cases in Financial Strategy (3)
Application of financial principles and analysis to real business situations. Management decision making in all areas of business finance. Ethical, regulatory, and international applications to finance. Emphasis on oral and written communication skills. Personal computer applications.

6300 Venture Capital (3)
This course will cover topics involved with raising capital for new and growing businesses. Topics include venture capital, private placements, initial public offerings (IPOs), mezzanine debt, preferred stock, warrants, and other forms of new venture financing.

6550 International Finance (3)
Financial management of the multinational firm or firm with international affiliates, suppliers, or markets. Subjects parallel those of standard financial management with added dimensions of exchange rate phenomena, risks and hedging, payment mechanisms, instruments, and institutions for international business.
6740 Real Estate Principles (3)
Topics include the economics of land, property rights, transaction instruments and legal considerations, brokerage appraisals, financing, zoning, and property management. Also included are issues of basic estate law covering estates and interests in land, contracts, mortgages and trust deeds, liens, conveyancing, and subdivision and development.

6750 Survey of Real Estate Development (3)
Prerequisites: FINAN 4740 OR FINAN 6740
Topics include the practice and process of commercial and residential development from land acquisition to permanent placement. Primary focus will consider project specific entitlement, economic and capital markets issues. Classes will be a mixture of lecture and case study.

6770 Real Estate Analysis Techniques (1.5)
Economic theories of value as applied to income properties, factors influencing real-property values, appraising real property, framework for real estate investment decisions and rate of return analysis.

INFORMATION SYSTEMS (IS)

6410 Information Systems Analysis and Design (3)
Modern organizations operate on computer-based information systems, from day-to-day operations to corporate governance. This course introduces a systemic way of planning, analyzing, designing, and implementing a computer-based information system for automating and enhancing business processes in organizations. In this course, we learn the systems analysis and design methodology as well as techniques and tools for analyzing, modeling, and designing information systems.

6420 Database Theory and Design (3)
Advanced topics in database theory and design, including hands-on development of a working database system. Topics covered include the relational database model, foundations in relational algebra, design techniques, SQL, distributed databases, multimedia databases, and knowledge bases.

6465 Web Based Applications (3)
The objective of the course is to provide knowledge and skills needed to create Web-based applications. It covers a broad set of technologies and tools that have led to the successful use of the World Wide Web for various businesses. This includes Java programming, JSP, HTML, XML, HTTP, Web servers and databases.

6480 Data Warehousing Design and Implementation (3)
The data generated from ongoing operations of businesses and not-for-profit enterprises continues to grow. Using the data to diagnose problems and assess opportunities is becoming more and more of a competitive advantage in today's business environment. Before analysis can take place, existing data must be modeled in ways that facilitate reporting. This course briefly presents the data models of existing operational systems and then contrasts those models to dimensional models used in data warehouses and analytic processing engines. Business reporting needs are analyzed, data warehouses are modeled based on the reporting needs, and then SQL is used to create and populate tables based on dimensional models. Once in place, the data warehouse is used as a backend for a reporting tool to create reports that answer business questions.

MANAGEMENT (MGT)

6500 Managerial Negotiation (3)
Processes and techniques of bargaining and negotiating in organizational settings. Students develop negotiation skills through extensive case analyses, role-playing, and simulations. Negotiation interpreted broadly to include bargaining
between individuals, bosses and subordinates, departments and groups, and large collectivities such as labor and management. There is a fee for this class to cover the copyright costs of the negotiation exercises.

6810 Venture Foundations (1.5)
The purpose of this five-week course is to teach you the foundation skills you will need to create a valuable business idea. We accomplish this task by engaging you on three levels. First, we present a high-level overview of the entrepreneurial system: What it is, how it works, and how, when and where you can plug in to it. Second, we take a hands-on approach and, using ideas from you and your classmates, start you on the road to learning how to think like an entrepreneur. Lastly, since entrepreneurship is a team sport, the classroom is the arena in which you will learn networking skills, and assemble teams whose players have the skills you need to create and launch a business.

6850 Venture Finance (1.5)
Course description not yet available for this course.

MARKETING (MKTG)
6310 Marketing through Interactive Media (3)
You may have heard about "SEO", but what do you know about PPC, CTR, CPL, and CPM? You have been exposed to marketing through interactive media when you search on Google, comment on Facebook, watch videos on YouTube, read blogs and send/receive emails every single day, but how much do you know about how this content is developed, delivered, targeted, and consumed? This course is your roadmap to navigating the world of online marketing and is designed to teach you tactical skills and bring strategic insights from internet marketing professionals. Learn how to launch and manage a campaign in Google Adwords, understand how to rank websites on search engines, and grow to appreciate the importance of targeted and relevant consumer messaging. Expect a blended format of lectures, hands-on learning, guest speakers and expert panels.

6550 Marketing for Health Professionals (3)
Designed to introduce students to the unique nature of marketing in the healthcare sector. Marketing theory and methods are applied to health services, programs and medical practice. Special needs and difficult challenges in healthcare marketing are discussed and the needs and perspectives of the multiple stakeholders involved in healthcare are considered. Issues relevant to effective program design, distribution, pricing and promotion are studied with emphasis on marketing research and its role in improving these activities. Considers emerging trends in healthcare. Uses case studies and group projects.

6551 The Environment of Healthcare I: Management and Administration (1.5)
First in a two-course sequence, this course is intended to be the capstone to the MHA degree. The purpose of this course is to give students exposure to healthcare specific application of tools and skills learned in the first year (especially MBA core courses) and to discuss topics of current concern to healthcare administrators. It is intended to both add to students fund of knowledge about healthcare administration and to engage students in critical thinking about issues facing healthcare administrators. An important objective of this course is to help students reinforce and gain further competence in the areas of leadership, relationship management, communications, and to explore more deeply ethical bases for decision-making. These competencies will be engaged through interactive in-class discussion, analyses of cases, review of current literature, interaction with guest speakers and preparation and presentation of an in-depth end-of-semester paper based on research and personal reflection. The historical development of the hospital industry and the nature and unique role of various types of hospitals are key topics in the first semester. The course is team-taught and practicing healthcare administrators are included as visiting faculty.
Entrepreneurial Marketing (1.5)
Develops the initial business concept from the entrepreneur's point of view, including idea generation, market analysis and segmentation, consumer behavior and research of competitive conditions and product evaluation. Students will conduct feasibility studies, initial business mock-up and consumer research.

OPERATIONS & INFORMATION SYSTEMS (OIS)

6450 Simulation of Business Processes (3)
This class will concentrate on building simulation models of business practices, and on using the models to improve processes. Simulation software will be used to allow for modeling of complex situations in many areas of business, including production management, finance, and marketing.

6621 Operations Strategy (1.5)
Explore various operational strategies that can lead to competitive advantage. Within each topic, we develop a framework or theory that the firm can use to aid in decision-making, and typically also tackle a real-life problem using a case study. Possible topics include product and process innovation, strategic implications of the learning curve, strategies from diffusion of new products, rapid product and process development, capacity management, strategic supplier management, strategic quality management, and mass customization.

6660 Project Management (3)
Project management has become the way of life in many industries. Whether it is development of a new product, organizational-wide implementation of a new IT tool, or execution of a merger, project management skills are required to manage cross-functional teams subject to strict deadlines and tight budget constraints. In this course we discuss all three phases of project management: project conception, execution, and closure. Issues related to project leadership, budgeting, and scheduling will be addressed in the course, and case discussions will highlight state of the art project management practices. Project management software will be introduced (possibly including group project using MS Project Software).