ACCTG 6140 International Accounting
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.

ACCTG 6520 IT Risks and Controls
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.

ACCTG 6610 Reading and Interpreting Financial Statements
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.

FINAN 6210 Cases in Financial Strategy
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.

FINAN 6300 Venture Capital
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.

FINAN 6550 International Finance
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.

FINAN 6740 Real Estate Principles
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.
FINAN 6750 Survey of Real Estate Development
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.

FINAN 6770 Real Estate Analysis Techniques
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.

FINAN 6880 Bond Principles, Financial Institutions and Economy
Students will learn about bond mathematics and valuation, bond selection, bond risk analysis, bond portfolio creation and management, and bond fund evaluation. All domestic bond markets will be examined. There will be a specific application of the concepts to asset backed securities (ABS), to financial institutions and their regulation, and to the state of the overall economy. Discussions of current events will be an important part of the course's content.

FINAN 6910 Financial Markets Laboratory
Financial economics is rather abstract and mathematical, and its value is difficult to ascertain from merely observing real-world financial markets, which operate in a complex environment where many key variables either remain unobserved or cannot be measured reliably. In this class, students will learn about the theory of finance through participation in a series of online market trading sessions. Simultaneously, students will gain invaluable experience while trading in different roles across different market structures. Students will thoroughly prepare for each trading session, and results from the trading sessions will form the basis for the lectures on the theory. Topics covered: Continuous Open Book Systems, Call Markets, Market Equilibrium, Pareto Optimality, Capital Asset Pricing Model, Contingent Claims, Risk-Neutral Probabilities, Performance Evaluation (Alphas, Betas, and Sharpe Ratios), Hedging, Rational Expectations, Income Smoothing, Consumption Beta, Prices and Fundamentals, Return Predictability, Self-Fulfilling Expectations, Efficient Markets Hypothesis, Information Aggregation, Bertrand Competition, Decentralized (Over-The-Counter) Markets, Information Percolation, Adverse Selection, Default, Credit Spread and Leverage, Pooling and Separation, Insurance Premium and Deductible, Insurance Mandate, Asset-Backed Securities, Credit Rollover, Bubbles and Crashes, and Bank Runs.

IS 6420 Database Theory and Design
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.

IS 6465 Web Based Applications
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.

IS 6480 Data Warehousing
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.
**IS 6482 Data Mining**
This course introduces data mining technologies that assist in discovery of reliable, understandable and useful patterns in structured, semi-structured and unstructured data. Students will practice core data mining technologies, analyze cases, and explore real world applications and issues.

**IS 6570 IT Security**
This course looks at management issues and practical implication related to securing information systems. This course focuses on Access Control, Site Security, Networking & Review of TCP/IP, Attack Methods, Firewalls, Host Security, Cryptography, Crypto Systems, E-Commerce & Email Security, and Incident Response. A clear theoretical understanding supports a large practical component where students learn to secure information systems and use contemporary security software.

**IS 6640 Networking and Servers**
An introduction to the design, operation, and management of telecommunication systems including Server 2003, IIS, Linux, TCP/IP, and management support for networking. This course provides instruction in data communications and computer network definitions, concepts and principles, including (but not limited to): the conversion of voice, data, video and image to digital form; topologies; protocols; standards; and fundamental concepts related to data communication networks, such as routers, gateways, cabling, etc. It prepares students to make intelligent and informed decisions about data network design/management, by analyzing the benefits, drawbacks, effects, tradeoffs, and the compromises related to various data communication technologies. You will learn how to make policy, design and installation decisions.

**MGT 6310 Business Law**
Coverage will include contracts, agency sales, business organizations, commercial paper, secured transactions, business torts, business crimes, and bankruptcy.

**MGT 6500 Managerial Negotiations**
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.

**MGT 6791 Global Strategic Management**
The core focus of the class is the management of global corporate strategy in today’s complex worldwide business environment. The course is designed to give the student an understanding of the choices which managers face in order to remain competitive in highly uncertain and rapidly changing international environments. This perspective will help develop skills in global industry analysis and resource evaluation, evaluation of alternative competitive strategies, and knowledge of alternative organizational forms for multinational firms. The course will also examine the use and design of different forms of partnerships, different forms of foreign market entry, and discuss how to operate in a multi-cultural external environment. Given the growing importance of emerging markets and economies for international business, this course also include attention to issues and firms from a wide variety of geographic regions.

**MGT 6810 Venture Foundations**
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.
MGT 6820 Venture Trends
This course is a five-week overview of technology and emerging opportunities in selected industry and technological sectors. The specific content of the course will vary from term to term in order to address the broad array of topics that are of interest to students in the David Eccles School of Business and the University community as a whole. This course is supervised by the Management Department but taught by faculty who will be recruited from science and industry for their specific expertise. No scientific background is required.

MKTG 6091 Advanced Marketing Strategies
Provides an advanced forum for students to deepen their understanding of contemporary marketing and to develop skills for successful market development. Topics include areas such as new product development, new product introduction, the marketing, manufacturing, design interface, brand management, pricing, product line management, and channel development including emerging channels.

MKTG 6310 Marketing through Interactive Media
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.

MKTG 6550 Marketing for Health Professionals
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.

MKTG 6715 Entrepreneurial Marketing
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.

MKTG 6800 New Product Development
Managerial and marketing issues surrounding new product and service development in established companies. Creating an innovative climate; managing new-product development. Generating ideas from consumers, concept and product testing, test marketing, and new-product introduction. Some sections taught as writing emphasis; see Writing Program in this section of the catalog for explanation.

OIS 6621 Operations Strategy
We 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.
OIS 6660 Project Management
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).