Elective Course Description
Summer 2013

ACCTG 6520 IT Risks and Controls (3 credit hours)
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 6910 Adv. Excel/Access for Acct. Apps. (3 credit hours)
Course description is not yet available for this course.

FINAN 6300 Venture Capital (3 credit hours)
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 6330 Credit Institutions (1.5 credit hours)
A graduate level class that considers financial-institution management via an in-depth analysis of commercial
banks. Issues relating to interest rates and current business conditions, balance-sheet and income-statement
management will be explored.

IS 6410 Analysis and Design (3 credit hours)
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.

IS 6460 Web Systems and Services (3 credit hours)
Introduces design, development, and management issues of web based systems and services. It covers
architecture issues related to software as services (SaaS), service oriented architecture (SOA), B2C, B2B, and
distributed systems in general. Students will learn to design and develop a basic B2C portal. Topics include web
and networked programming, client/server, peer-to-peer, enterprise search engines. Students are expected to
design and develop cutting edge applications in domains such as knowledge management, web analytics,
enterprise search, and workflow systems.

IS 6480 Data Warehousing (3 credit hours)
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.
MGT 6154 Competitive Advantage through HR (1.5 credit hours)
This course focuses on organizing and managing people to achieve sustainable competitive advantage. The people-centered management strategies used by high performance firms will be examined, emphasizing both research and leading-edge practice. The following topics will be explored: attracting, developing, motivating and retaining talent to support strategic objectives; designing high performance organizations; knowledge management; recruitment and selection processes; building a flexible and capable workforce; designing reward systems; managing work/life balance; measuring and communicating performance; understanding the legal environment; and leading an organizational transformation.

MGT 6310 Business Law (3 credit hours)
Basic principles of business law for graduate students. Coverage will include contracts, agency sales, business organizations, commercial paper, secured transactions, business torts, business crimes, and bankruptcy.

MGT 6540 Business Ethics (3 credit hours)
The purpose of this course is to help students understand the ethical problems that confront managers and to approach their role as leaders with a sense of purpose and vision. The course explores students' own ethical orientations, the values of practicing managers, and alternative approaches to ethical problems. Representative topics include making choices about influencing and obeying the law, profits versus other values, the relationship between the interests of individuals and groups, how corporate policies affect the ethical choices of individuals, and criteria for making ethical decisions. The course follows a practical and effective model for analyzing ethical dilemmas in the work place in order to reach optimal decisions.

MGT 6750 Business Turnarounds (3 credit hours)
This course will examine ways to improve the performance of under-performing firms. Primary attention will be given to the role of strategic change or re-orientation in the turnaround process. Students will examine the role of managers in leading turnarounds. Students will also be introduced to analytical frameworks that examine how organizational levers such as structure, incentives, and measurement facilitate turnarounds.

MKTG 6850 Promotional Marketing (1.5 credit hours)
Promotional Marketing is a practical guide to Integrated Marketing Communications designed to assist students in developing and managing communication strategies that will create strong branding messages, which in turn drives customer relationships. The course is designed to assist students in acquiring a working understanding of the relationships and differentiation among communication options such as media, advertising, public relations, sales promotion, sponsorships, events, etc. Students will learn how to apply this knowledge in developing and coordinating communications strategies to build stronger brand relationships.

OIS 6500 Visual Basic Applications for Business (1.5 credit hours)
Excel is a powerful computational tool that can be used in many applications. Still, there are many things that you may have wanted to do with a spreadsheet but there was no built-in function or menu item to accomplish your goal. Similarly, you may have desired to automate routine tasks or create a user interface that simplifies tasks for others. Fortunately, Excel can be customized to do much more that what is built-in through its programming language, Visual Basic for Applications (VBA). This class will provide an introduction to creating macros in Excel using VBA. Applications will range from simple tasks like automating formatting, to more complex tasks like creating an interface that will allow users to optimize with just a click of a button.

OIS 6660 Project Management (3 credit hours)
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).
OIS 6670 Service Operations (3 credit hours)
This course aims to develop a better understanding of best practices in the service sector through analysis of leading-edge firms and the strategies they have employed to create and maintain competitive advantage. The course emphasizes the close coordination of marketing and operations in the design and implementation of service delivery processes. Topics include the importance of developing both human and technical skills among employees who represent the most critical point of contact between the service organization and its customers, and the role of technology, in particular information technology, in changing the nature of the service delivered and/or the way in which the service is delivered. The course relies heavily on the analysis of a number of case studies, and includes a group project where the principles developed in the course are applied to a real service organization.