

**Graduate Business Programs Course Descriptions
Spring 2018
Saint Louis University | John Cook School of Business**

Accounting Courses

ACCT 5010 Accounting for Managers (3)

This course will be delivered in two modules. At completion of the first module, students are expected to have a thorough understanding of the information contained in a set of financial statements and how to interpret and use this information. The second module introduces students to the fundamentals of management accounting.

ACCT 6110 Financial Reporting III (3)

Pre-requisite: ACCT-4110

A study of advanced accounting topics including: accounting for business combinations (mergers and acquisitions), preparation of consolidated financial statements and specific issues related to intercompany investments; accounting for selected international events (e.g., foreign currency transactions, translation of financial statements of foreign affiliates, and the use of forward exchange contracts); significant coverage of accounting for not-for-profit entities; and other selected topics of current interest. Discussion of ethical implications will be included in many of these topics.

ACCT 6340 Federal Income Tax: Corporate (3)

Pre-requisites: ACCT-4300

The primary focus of this course is business taxation. It is imperative for students to achieve a conceptual grasp of how businesses are taxed. Without careful planning, businesses shoulder heavier tax burdens than necessary. The objective of this course is to gain a solid understanding of the impact of taxes on corporations, partnerships, estates and trusts. Students will also engage in tax planning that will enable them to provide valuable advice for businesses in terms of tax reduction strategies. This course is essential for students wishing to pass the CPA exam.

ACCT 6350 State & Local Taxation (3)

Pre-requisite: ACCT-4300

The objective of this course is to provide an overview of the principles of state and local taxation and a more specific sampling of Missouri (and occasionally) Illinois state tax issues.

BIZ Modules

BIZ-6201 The Artful Speaker (2)

The Artful Speaker is an immersive, highly interactive, practical experience designed to sharpen participants' story construction skills, image use and improve personal presence for powerful, persuasive communication even when dealing with complex concepts, information or challenging audiences. Offered in spring.

BIZ-6203 Business Model Design with the Lean Canvas (1)

In this course, students will explore how to use a one-page business plan, known as the "Lean Canvas" to design a business model. As they flow through the "Lean Canvas" modeling process, students will learn how to ask questions, generate ideas, and test assumptions around all aspects of launching a business.

BIZ-6301 Culture-Organizational, Country of Origin, and Culture Intelligence (1)

Culture: Organizational, Country of Origin, and Cultural Intelligence is designed to introduce students to the knowledge and issues that emerge at the micro (individual) and macro (organizational) levels. In this course, students will assess the culture of an organization, individual cultural intelligence, and country of

origin, through cases and tools designed for this purpose. These findings will allow students to “see the world through a different set of eyes” and give them a strong base and ability to navigate the socially complexities of culturally-related idiosyncrasies faced in daily and work lives. Offered in spring.

Economics Courses

ECON 5010 Economics for Managers (3)

Focuses on the economic decisions made by managers of firms, and the structures of various market environments within which these decisions are made. Addresses market demand, supply and price movements, production and cost functions, and business competitive strategy in output and input markets.

ECON 6060 Econometrics II (3)

Pre-requisites: ECON-6050

This course is designed as a time series econometrics course with focus on applications in macroeconomics, international finance, and finance. We will cover univariate and multivariate models of stationary and nonstationary time series in the time domain. The goals of the course are threefold: (1) develop a comprehensive set of tools and techniques for analyzing various forms of univariate and multivariate time series models, and for understanding the current literature in applied time series econometrics; (2) survey some of the current research topics in time series econometrics; (3) show how to use EVIEWS, GAUSS, MATLAB, STATA and SPSS to estimate time series models.

ECON 6500 Sports Economics (3)

Pre-requisites: ECON-5010 and OPM-5020

Uses tools of microeconomics and statistics to analyze the business of sports including the study of the interactions among leagues, teams, owners/managers, players, and cities. Topics include profit maximization, revenue sharing, competitive balance, collective bargaining, player salaries, cost/benefit to host cities.

ECON 6520 Advanced Macro Theory and Forecasting (3)

Pre-requisite: ECON-6000

Comparative static analysis of the determination of income, employment, and the price level in various macroeconomic approaches. Analysis of fiscal, monetary, and income policy as tools for securing full employment and price stability.

Finance Courses

FIN 6000 Finance for Managers (3)

Pre-requisites: ACCT-5010 and ECON-5010

The course examines the financial concepts that are relevant to the function of a manager serving in a non-financial capacity. Topics include financial analysis, the time value of money, valuation of securities, and capital budgeting, as well as the study of financial institutions and the capital markets. Credit is not available for students in the MACC or MS-AFE programs.

FIN 6090 Real Estate Finance (3)

Lecture and discussion series focusing on real estate concepts, practices, and institutions. Specific attention is given to legal aspects of real estate ownership, appraisal, market analysis, mortgage financing, analysis of complex real estate projects and the financing and securitization thereof. Competence in financial evaluation techniques to include net present value and internal rate of return is assumed.

FIN 6160 Equities Securities & Markets (3)

Pre-requisites: FIN-6000 or 6150

Study of equity securities and the markets in which they trade. Basics of equity valuation and market efficiency; analysis of equity trading strategies, with an emphasis on what current finance research says about the likely success of these strategies.

FIN 6380 Derivative Securities and Markets (3)

Pre-requisites: FIN-6160

This course shows how financial managers can use capital markets technology to create value. It explores how derivatives can be used to manage financial risks and position firms to exploit strategic opportunities, reduce financing costs, and structure incentives. Students learn the mechanics of options, forwards, futures, and swaps, and then study uses of these instruments through a series of case studies.

Information Technology Courses

ITM-6400 Applied Business Analytics (3)

Pre-requisite: Six credit hours of 6000-level graduate business courses.

This course provides necessary skills for business managers to apply Business Analytics tools for data analysis and business decision making. This course focuses on developing skills and knowledge in creating analytics solutions such as Business Intelligence Dashboards. Using hands on tutorials and case studies, students will learn and demonstrate application of analytics skills in multiple business domains.

ITM-6450 Business Strategy and Enterprise Systems (3)

This course serves as an introduction to ERP and also provides a solid foundation for the common business processes used in today's organizations. In this course, students will learn about common business processes and gain proficiency in the use of the SAP® enterprise system to execute those processes. Students will also learn how to manage a company that involves trading goods as well as a manufacturing enterprise. Students will have to create strategies to be successful in a competitive environment.

ITM-6550 Big Data in Organizations (3)

Pre-requisite: OPM-5020

Through lectures, guest speaking series, readings, practical techniques, real-world examples, and hands-on exercises, we will explore the Big Data landscape, its ecosystem, market players, technologies involved, open source software and programs, methodology, step-by-step approach, to begin a corporate strategy around big data. We will show how to decompose current business strategies in order to link big data initiatives to the organization's value creation processes, and identify big data use cases. This course will help students understand the essentials of Big Data, directing them to various tools that can facilitate the big data usage in their organizations, and prepare them to be valuable Big Data professionals.

International Business Courses

IB 6000 Global Business Environment (3)

This course examines international business issues faced by corporations operating across several countries and different external environments. The focus is, therefore, on the regional and global business environment of international firms, integrating trading, investing, cultural and business practices.

IB 6420 Global Environment Strategy (3)

This course focuses on strategic planning, implementation, and evaluation of management decision making within an international organization. Strategy is multidisciplinary by design and as such will draw on the student's experience and understanding of the functions of business and the forces that impact the business success. It combines a range of viewpoints and analytical techniques. The course will

address the challenges involved in understanding the shifting dynamics and multifaceted phenomena that confronts global business.

Management Courses

MGT 6000 Management (3)

This course addresses a set of skills grounded in behavioral science theory and research that are essential for a successful career in management. It will integrate the management principles of planning, organizing, leading, and controlling with the skills necessary to accomplish these principles with people.

MGT 6003 - Legal, Ethical, Professional Environment of Business (3)

This course is directed at complex decision-making, requiring recognition and integration of legal, ethical and professional considerations in managing the socially responsible organization. It provides an overview of the relationship of the business organization to the legal system, including various modes of dispute resolution. In addition, the course addresses areas of legal risk and responsibility, encompassing how business is affected by, and interacts with, state and federal laws and regulations.

MGT 6006 Strategy & Practice (3)

Pre-requisite: Capstone (last semester)

A capstone for the Part-time MBA program that emphasizes strategic evaluation and cross-functional and team-based experiential learning. Designed around the elements of a "live" strategic issue presented by a client-company/organization and addressed by student teams. The component parts typically include management and human resource issues, marketing, finance, and operations management. Builds student skills in integrating knowledge from various functional areas in the business arena and applies those skills to complex business/organization problems and strategic issues arising out of changing technology, competitive market conditions, social and cultural changes, and government actions in both the domestic and global arenas.

MGT 6210 Advanced Business Planning for New Ventures (3)

Prerequisites: MGT-6000 and MGT-6200 or 6201

Provides in-depth involvement in the development and presentation of a professional business plan. Topics include competitive analysis, strategic and managerial analyses, securing start-up financing, and professional presentation methods. Selected guest lecturers will include entrepreneurs and entrepreneurship experts from the region.

MGT-6301 Employee Performance and Turnover Management (3)

In this course students will learn advanced conceptual frameworks and practical approaches to managing employee job performance and voluntary turnover. This is a readings-based course with an emphasis on real-world management problem-solving, which assumes some basic human resource management knowledge.

Marketing Courses

MKT 6000 Marketing Management (3)

Business problem-solving and decision-making to formulate an effective marketing program. Emphasis of marketing management process includes: situation assessment; strategy formulation; marketing planning; organizing and budgeting; marketing implementation; and marketing performance assessment.

MKT 6200 Consumer Analysis/Buyer Behavior (3)

Pre-requisite: MKT-6000

Theoretical foundations of consumer behavior with specific attention to aspects of cognition, affect (emotion) and behavior. Practical applications of theory as a basis for marketing action in domestic and global marketing.

MKT 6400 Social Media and Digital Marketing (3)

Are you on Facebook, Twitter or how about Google+ or Pinterest? Do you spend crazy amounts of time on your iPhone, iPad or Android mobile device texting, visiting YouTube, playing games, surfing the web, downloading apps? Well guess what, in the world of marketing this is exactly what consumers are doing and where they are getting most of their information – through social and digital channels. Companies big and small have had to rethink much of their marketing strategies since consumers rely on social media to interact with products and services. How do organizations stay relative, disruptive or in-the-know with the ever changing digital landscape? This course will explore today's new wave of marketing using social media, social marketing and many other digital tactics to touch and interact with consumers and also show how brands define themselves within the new marketing universe.

MKT-6650 Brand Management in the Digital Age (3)

Pre-requisite: MKT-6000

This course will focus on how brand management can work productively in the information intensive digital era. It will examine how brand equity is defined today, and how brand managers can use an array of tools--some traditional, but most new--to achieve a range of marketing objectives.

Operations Management Courses

OPM 5020 Applied Business Statistics (3)

This course challenges students to think about business problems in a systematic fashion by reviewing mathematical concepts and developing statistical thinking skills. Statistical thinking can lead to both a better understanding of the problem and can result in higher quality solution options. The course provides coverage of the more widely used statistical methods to aid in problem formulation, data analysis and managerial decision-making. At the end of this course students will have a more sophisticated understanding of the mathematics that underlie probability and statistical concepts, issues involving data interpretation, and decision-making under conditions of uncertainty.

OPM 5050 Operations Management (3)

Pre-requisite: OPM-5020

The objectives of this course are (1) familiarize students with production planning and control (2) to familiarize students with the use of operations research techniques for analyzing and controlling manufacturing, inventory, and operations management systems; and (3) to train students to use computers for making production and operations management decisions.

OPM 6000 Forecasting and Demand (3)

Advanced topics in statistical modeling, data analysis and decision making. Extensive use of computer packages and real business databases. Topics include model building and research design; variance and experimental design; multiple regression and correlation analysis; time series and forecasting; statistical quality control; non-parametric procedures; model decision analysis.

OPM 6460 Global Logistics and Operations Management (3)

Pre-requisite: OPM-5050 or OPM-6050

The objectives of this course are: (1) to acquaint the student with the use of logistics management theory and techniques for analyzing and controlling global manufacturing and operations management systems; (2) to expose the student to several of the most widely utilized models for supply chain management in the manufacturing and service sectors (financial, health care, public sectors, etc.), along with case studies; and (3) to familiarize the student with the use of computer software in facilitating logistics and operations management decisions.

OPM 6480 Strategic Sourcing and Procurement in Supply Chain Management (3)

This course acquaints students with the use of purchasing and strategic sourcing concepts and techniques to optimize supply chain operations. Total cost of ownership will be the main guideline in making procurement and sourcing decisions.

OPM-6520 Transportation and Warehouse Management (3)

Pre-requisite: OPM-5020 and OPM-5050

This course provides students with the fundamental concepts of managing both transportation systems and warehousing. Topics covered include modes of transportation, issues regarding transportation management, strategic warehouse decisions, warehouse network planning, and equipment used in warehouses and warehouse design. Several case studies will be introduced. Current and emerging technological issues regarding management of both transportation systems and warehousing will be described.