

# GRADUATE PROGRAMS

- Business Administration (M.B.A.) (<http://bulletins.wayne.edu/graduate/school-business/programs/business-administration-mba/>)
- Business Administration and Law (M.B.A./J.D. Joint Degree) (<http://bulletins.wayne.edu/graduate/school-business/programs/business-administration-law-mba-jd/>)
- Accounting (M.S.A.) (<http://bulletins.wayne.edu/graduate/school-business/programs/accounting-msa/>)
- Finance (M.S.) (<http://bulletins.wayne.edu/graduate/school-business/programs/finance-ms/>)
- Automotive Supply Chain Management (Executive M.S.) (<http://bulletins.wayne.edu/graduate/school-business/programs/automotive-supply-chain-management-ems/>)
- Data Science and Business Analytics (M.S.) (<http://bulletins.wayne.edu/graduate/school-business/programs/data-science-business-analytics-ms/>)
- Business Administration (Ph.D.) (<http://bulletins.wayne.edu/graduate/school-business/programs/business-administration-phd/>)
- Business (Graduate Certificate) (<http://bulletins.wayne.edu/graduate/school-business/programs/business-graduate-certificate/>)
- Entrepreneurship and Innovation (Graduate Certificate) (<http://bulletins.wayne.edu/graduate/school-business/programs/entrepreneurship-certificate/>)
- AGRADE - Accelerated Graduate Enrollment (<http://bulletins.wayne.edu/graduate/school-business/programs/grade/>)

## Accounting

### ACC 5100 Intermediate Financial Accounting I Cr. 3

Accounting principles for preparing complete set of financial statements; how accounting meets the needs of various external users. Theories and practices of external financing of external financial reporting for organizations. Valuation and accounting for assets: cash, receivables, and inventory. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** ACC 3010 with a minimum grade of C and ACC 3020 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

### ACC 5110 Intermediate Financial Accounting II Cr. 3

Continuation of ACC 5100. Theories and practices underlying external financial reporting for organizations. Valuation of and accounting for specific items on the balance sheet, including property, plant and equipment, intangible assets, current and long-term liabilities, stockholders' equity, investments, income measurement concepts and issues. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** ACC 5100 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

### ACC 5115 Intermediate Financial Accounting III Cr. 3

Continuation of ACC 5110. Complex financial reporting topics, such as securities, earnings per share, income taxes, pensions, leases, changes and errors, disclosure issues. Cases used to integrate concepts studied in managerial, systems, and tax accounting courses in this capstone course. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** ACC 5110 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

### ACC 5120 Advanced Accounting Cr. 3

Theories and practical applications of financial accounting: as learned in intermediate accounting courses; focus on accounting of consolidation and combination of business entities; accounting for foreign currency transactions; and interim and segment reporting. Offered for undergraduate credit only. Offered Winter.

**Prerequisites:** ACC 5110 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

### ACC 5130 Accounting Systems Design and Control Cr. 3

Implementation of accounting systems in a computer-intensive business environment; methods for developing and documenting Accounting Information Systems (AIS); hands-on use of enterprise resource planning software package for accounting functions. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** ACC 5100 with a minimum grade of C and ISM 3630 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

### ACC 5160 Managerial Accounting Cr. 3

Focus on management accountant as integral part of the management team. Analyzing, managing, and accounting for costs; relevance of cost management in manufacturing firms and other types of organization; solving homework problems by application of concepts covered in textbook and lectures. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** ACC 3020 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

### ACC 5170 Introduction to Taxation: Individuals Cr. 3

Introduction to taxation, tax research, and tax planning. Fundamental elements of individual taxation; how individuals and business owners benefit from an understanding of tax law. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** ACC 3010 with a minimum grade of C and ACC 3020 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

### ACC 5180 Governmental and Not-for-Profit Accounting Cr. 3

Theory and practical applications of accounting for governmental and not-for-profit organizations, and how they differ from for-profit entities. Technical accounting issues and management and regulatory issues for both state and local governments and for other governmental and non-governmental not-for-profit entities. Course is preparation for governmental and not-for-profit portion of the CPA examination. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** ACC 5110 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**ACC 5200 ERP Systems: Concepts and Practice Cr. 3**

Enterprise Planning (ERP) systems comprise the primary software packages for the accounting, operational, and managerial activities of an organization. Role and function of ERP systems within organizations; analysis of major business processes and their implementation in ERP software; hands-on use of ERP packages for transaction processing and decision support; use of ERP for customer relationship management, supply chain management, and electronic commerce. Offered for undergraduate credit only. Offered Winter.

**Prerequisites:** ACC 3010 with a minimum grade of C, ACC 3020 with a minimum grade of C, and ISM 3630 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Course Material Fees:** \$117

**Equivalent:** ISM 5200

**ACC 5210 Blockchain Fundamentals for Accounting and Business Cr. 3**

Introduces blockchain, which is a public, transparent, secure, immutable and distributed ledger. Blockchains can be used to record and transfer any digital asset, not just currency. Progressing from a detailed study of how blockchain works in Bitcoin; this course also discusses alternative blockchain platforms; potential uses of blockchain in accounting, other areas of business, and society; and this technology's potential impact on accounting systems, business transactions, financial services, government, and banking management. This course is taught completely online. Offered Spring/Summer.

**Prerequisite:** ACC 3010 with a minimum grade of C and ACC 3020 with a minimum grade of C

**Equivalent:** ISM 5210

**ACC 5250 Introduction to Internal Auditing Cr. 3**

Theory of internal auditing and how it relates to the CPA audit and the audit committee. Offered for undergraduate credit only. Offered Winter.

**Prerequisites:** ACC 3010 with a minimum grade of C and ACC 3020 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students.

**ACC 5270 Introduction to Taxation: Business Entities Cr. 3**

Builds on basic U.S. tax concepts learned in ACC 5170. Taxation of corporations, S corporations, partnerships, estates and trusts. Accounting for income taxes on financial statements, taxation of corporate reorganizations and liquidations, basic multi-state and multi-national taxation principles, and transfer taxes and wealth planning. Offered for undergraduate credit only. Offered Fall, Winter.

**Prerequisites:** ACC 5170 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**ACC 5890 Internship in Accounting or Tax Practice Cr. 3**

Student performs assigned tasks and responsibilities in a professional manner under supervision of host-employer for minimum 160 hours during the semester, abiding by the rules and regulations established by the employer and expected of all employees; student must satisfactorily complete all course requirements outlined in the internship program for the School of Business Administration. Offered for undergraduate credit only. Offered Every Term.

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**ACC 5990 Directed Study in Accounting Cr. 1-3**

Research conducted under supervision of full-time faculty member in an area of special interest to student and faculty member. Offered for undergraduate credit only. Offered Every Term.

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Repeatable for 6 Credits**

**ACC 5996 Auditing, Assurance and Attestation Cr. 3**

Principles and procedures used by public accountants in examination of financial statements of companies and other organizations; issuing an independent opinion; professional standards and responsibilities of the certified public accountant. Offered Every Term.

**Prerequisites:** ACC 5115 with a minimum grade of C (may be taken concurrently) and BA 3400 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**ACC 7100 Financial Accounting for Decision Making Cr. 3**

This course provides an introduction to the financial reporting environment, incentives of managers issuing financial statements, and analysis and interpretation by users of such disclosures. It begins by viewing the financial accounting system as a language, and familiarizes students with the structure, usage, conventions, and the grammar of accounting as a business language. No credit after ACC 7040 and ACC 7050. Offered Fall, Winter.

**Prerequisites:** BA 6000 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7115 Financial Statement Analysis Cr. 3**

Development of ability to extract and interpret information reported in financial statements in order to evaluate the operating performance and financial status of a firm. Offered Fall, Winter.

**Prerequisites:** ACC 7100 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**ACC 7120 Introduction to Taxation: Individuals Cr. 3**

Introduction to taxation, tax research, and tax planning. Fundamental elements of individual taxation; how individuals and business owners benefit from an understanding of tax law. No credit after ACC 5170 or undergrad. equiv. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**ACC 7122 Advanced Accounting I Cr. 3**

Theory and practical applications of accounting for consolidation and combination of business entities and accounting for foreign currency transactions and interim and segment reporting. No credit after ACC 5120 or other undergrad. equiv. course. Offered Winter.

**Prerequisites:** ACC 7100 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7130 Intermediate Managerial Accounting Cr. 3**

Building on managerial accounting skills mastered in B A 7000, this course examines accounting and control issues and the use of information in the decision-making process from a managerial perspective, through the study of cases. No credit after ACC 5160 or undergrad. equiv. Offered Fall, Winter.

**Prerequisites:** BA 7000 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7145 Accounting Systems: Design and Controls Cr. 3**

Implementation of accounting systems in the computer-intensive business environment; methods for developing and documenting Accounting Information Systems (AIS); evaluation of controls; work with accounting software package. No credit after ACC 5130 or equiv. Offered Every Term.

**Prerequisites:** BA 7000 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7148 ERP Systems and Business Integration Cr. 3**

Enterprise Planning (ERP) systems are the primary software packages for accounting, operational, and managerial activities of organizations. How ERP systems integrate and coordinate business processes and the management of the organization. Extensive hands-on use of popular software packages for key business activities such as sales, procurement, and production. Offered Winter.

**Prerequisites:** BA 7000 with a minimum grade of C and ISM 7500 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**Course Material Fees:** \$117

**ACC 7155 Forensic Accounting Cr. 3**

Accounting and legal fundamentals of forensic accounting. Topics include tax and financial statement fraud, information security, and forensic accounting applications in such cases as bankruptcy, identity theft, and organized crime and terrorism investigations. Offered Fall, Winter.

**Prerequisites:** BA 7000 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7165 Internal Audit I Cr. 3**

Theory of internal audit; the context within which internal auditing functions; its relation to the external audit and the audit committee. Offered Winter.

**Prerequisites:** BA 7000 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7170 International Accounting Cr. 3**

Issues in international business environment: currency translations; consolidated statements for multinational corporations, inflation accounting; other issues. Offered Fall.

**Prerequisites:** ACC 7100 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7180 Auditing Cr. 3**

Principles and procedures of internal and external auditing; statistical sampling and other modern auditing techniques; professional standards and responsibilities of the auditor. Offered Every Term.

**Prerequisites:** ACC 7100 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7188 Governmental and Not-for-Profit Accounting Cr. 3**

Theory and practical applications of accounting for governmental and not-for-profit organizations, and how they differ from for-profit entities. Technical accounting issues and management and regulatory issues for both state and local governments and for other governmental and non-governmental not-for-profit entities. No credit after ACC 5180 or undergrad equiv. Offered Every Term.

**Prerequisites:** ACC 7050 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7190 Advanced Auditing Cr. 3**

Advanced principles and procedures to perform financial audits; case studies of emerging auditing techniques and methods to detect fraud; application of advanced statistical sampling techniques; analysis of auditor's role in society. Offered Intermittently.

**Prerequisites:** ACC 7180 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7280 Accounting Data Analytics Cr. 3**

Introduces concepts, techniques, and software applications used to analyze accounting and related data to support financial decision-making and planning. These data are generated both within and outside the organization. Offered Winter.

**Prerequisites:** BA 7000 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7290 Blockchain: An Accounting and Business Perspective Cr. 3**

Introduces blockchain: a public, transparent, secure, immutable, and distributed ledger. Blockchains can be used to record and transfer any digital asset, not just currency. The course covers the workings, applications, and potential impact of this revolutionary technology. Offered Fall.

**Prerequisites:** BA 7000 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7300 Accounting and Tax Research and Professional Communications Cr. 3**

Methodology of accounting and tax research, including computer-assisted research and the communication of argument and conclusions. Sources and roles of legislative, executive, judicial and professional bodies in creating, interpreting and enforcing policies and practices. Commonly-used research databases studied through cases. Offered Every Term.

**Prerequisites:** ACC 7120 with a minimum grade of C (may be taken concurrently) and BA 7000 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7310 Business and Professional Ethics for Managers and Accountants Cr. 3**

Laws, regulations and professional codes of conduct as reflection of expectations of corporate stakeholders regarding the ethics of accountants and managers. Significance of integrity, independence, and reputation in light of these rules. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7320 Introduction to Taxation: Business Entities Cr. 3**

Builds on basic U.S. tax concepts learned in ACC 5170/ACC 7120. Taxation of corporations, S corporations, partnerships, estates and trusts. Accounting for income taxes on financial statements, taxation of corporate reorganizations and liquidations, basic multi-state and multi-national taxation principles, and transfer taxes and wealth planning. Offered Fall, Winter.

**Prerequisites:** ACC 7120 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**ACC 7325 Advanced Tax Research and IRS Procedures Cr. 3**

Builds on research skills developed in ACC 7300 focusing on tax research methodology, writing and citation; role of legal authorities in taxation; IRS practices and procedures. This course requires one-on-one work with the instructor. Offered Intermittently.

**Prerequisites:** ACC 7300 with a minimum grade of C and ACC 7320 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7335 Taxation of Corporations and Shareholders Cr. 3**

Advanced taxation issues related to consolidated tax returns; corporate acquisitions, mergers, divestitures, and reorganizations; survival of tax attributes; accounting for uncertainty in income taxes; other advanced tax topics. This course requires one-on-one work with the instructor. Offered Fall.

**Prerequisites:** ACC 7300 with a minimum grade of C and ACC 7320 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7340 Taxation of Pass-Through Entities Cr. 3**

Tax rules governing formation, operation, and dissolution of partnerships, S corporations, and limited liability companies; aggregate and entity theories; distributions, basis adjustments, dispositions, and other related tax issues. This course requires one-on-one work with the instructor. Offered Intermittently.

**Prerequisites:** ACC 7300 with a minimum grade of C and ACC 7320 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7400 Taxation of International Business and Multinational Transactions Cr. 3**

Taxation of U.S. persons investing or doing business outside the United States. Foreign tax credit, sourcing rules, controlled foreign corporation and related tax issues, transfer pricing issues, and overview of tax issues related to non-U.S. persons doing business in the United States. Offered Intermittently.

**Prerequisites:** ACC 7300 with a minimum grade of C and ACC 7320 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7410 Tax Accounting Methods and Accounting for Income Taxes Cr. 3**

Tax accounting issues faced by business entities and their tax advisers, including tax accounting methods and periods, inventory methods, tax accrual workpapers, tax uncertainties and deferred taxes. Offered Intermittently.

**Prerequisites:** ACC 7050 with a minimum grade of C, ACC 7120 with a minimum grade of C, and ACC 7150 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7420 Taxation by State and Local Jurisdictions Cr. 3**

Survey and examination of state, local, and some international income, franchise, property, sales, and use taxes and their impact on entrepreneurs. Emphasis on North American jurisdictions. Offered Intermittently.

**Prerequisites:** ACC 7120 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7450 Taxes and Business Strategy Cr. 3**

Effect of taxation on business decisions such as choice of form of organization, international operations, employee and executive compensation strategies, business mergers, acquisitions and divestitures. Business decisions examined by studying tax, accounting, and non-tax considerations from a management perspective. Offered Intermittently.

**Prerequisites:** ACC 7300 with a minimum grade of C and ACC 7320 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ACC 7990 Internship in Accounting or Tax Practice Cr. 1-3**

Application and assessment of concepts developed in studies through meaningful real-world experience. Student must obtain internship position and complete internship application form before registering. Student performs assigned tasks in professional manner under supervision of host-employer for minimum 160 hours during semester; abides by rules and regulations established by employer and expected of all employees; and must complete all course requirements outlined by the School for the internship program. Offered Every Term.

**Prerequisites:** ACC 7040 with a minimum grade of C, ACC 7050 with a minimum grade of C, and BA 7000 with a minimum grade of C

**Restriction(s):** Enrollment limited to students in the MS in Accounting or MS in Taxation programs; enrollment is limited to Graduate level students.

**Repeatable for 3 Credits**

**ACC 7995 Directed Study in Accounting Cr. 1-3**

Opportunity to conduct research under the supervision of a member of the graduate faculty in areas of special interest to student and faculty member. Offered Every Term.

**Prerequisites:** ACC 7040 with a minimum grade of C, ACC 7050 with a minimum grade of C, and BA 7000 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**Repeatable for 3 Credits**

**ACC 7998 Seminar in Tax and Accounting Policy Cr. 3**

Seminar topics include history of accounting and tax policy in the U.S., establishment of accounting and tax rules and standards, professional responsibilities of accounting and tax professionals; relationship and application to recent and current events. Offered Fall, Winter.

**Prerequisites:** ACC 7050 with a minimum grade of C, ACC 7120 with a minimum grade of C, and ACC 7300 with a minimum grade of C (may be taken concurrently)

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in a MS in Accounting or MS in Taxation degrees; enrollment limited to students in the Law School or School of Business.

## Business Administration

**BA 6000 Introduction to Accounting and Financial Reporting Cr. 3**

Introduction to accounting principles and the understanding and analysis of financial statements. Offered for graduate credit only. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 6005 Basics of Financial Management Cr. 3**

Basic aspects of finance: time value of money, financial markets, risk and return, valuation and basic capital budgeting. Required of all graduate students; may be waived only through waiver exam. Offered for graduate credit only Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 6015 Marketing Foundations Cr. 2**

Fundamental principles that guide decision making in market-based management systems. Offered for graduate credit only. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 6020 Contemporary Principles of Management Cr. 2**

Basic principles of organization theory and behavior in contemporary organizational settings. Offered for graduate credit only. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 6030 Budgeting, Operations and Grants Cr. 2**

Introduction to accounting and financial reporting and understanding of budgeting, capital planning and grants management. Offered Intermittently.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7000 Managerial Accounting Cr. 3**

Fundamental principles; preparation and utilization of financial information for internal management purposes. No credit after ACC 6020. No credit for undergraduate accounting majors. Offered Every Term.

**Prerequisites:** BA 6000 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7010 Global Operations and Supply Chain Management Cr. 3**

Effective management of supply chains is critical to overall firm performance. Supply chain management encompasses the management of financial, material, informational and human resource flow. Globalization has increased the strategic importance of effective supply chain management, making global supply chain and operations management decisions directly correlated to customer service and firm success. This course introduces students to the concepts and techniques of modern Global Supply Chain and Operations management. Students will gain fundamental knowledge of Supply Chain strategy formulation, Capacity Management, Business process mapping, Quality management, Theory of Constraints, Logistic Management, Location Analysis, Forecasting, Demand Planning and inventory management and Project Management. Offered Every Term.  
**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7020 Corporate Financial Management Cr. 3**

Development of tools to evaluate investment and financial decisions in modern global organizations. Offered Every Term.  
**Prerequisites:** BA 6005 with a minimum grade of C and BA 6010 with a minimum grade of C  
**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7030 Business Analytics Cr. 3**

This course provides students with the skills and perspective to apply analytics in a variety of business scenarios through the development of both applied and technical business analytics skills. Offered Every Term.  
**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7040 Managing Organizational Behavior Cr. 3**

Contemporary issues in managing and leading people and organizations. Topics include: creativity, culture change, leadership, teamwork, cross-cultural factors, performance management, and organizational change. No credit for undergraduate management majors. Offered Every Term.  
**Prerequisites:** BA 6020 with a minimum grade of C  
**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7050 Marketing Strategy Cr. 3**

Application of theory, concepts, and models to contemporary marketing issues and problems. Developing and evaluating successful marketing strategies through analysis of customers, competitors, the organization, and the external environment. No credit for undergraduate marketing majors. Offered Every Term.  
**Prerequisites:** BA 6015 with a minimum grade of C  
**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7060 Understanding Emerging Technologies Cr. 3**

Provides an understanding of how emerging business technologies alter business processes, affect operational efficiency, create competitive advantage, impact the organization's culture, and enhance customer relationships. Offered Every Term.  
**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**Course Material Fees:** \$65

**BA 7070 Social Perspectives on the Business Enterprise Cr. 3**

Political, social, legal, ethical, regulatory, environmental, and global issues that interrelate with business decisions in the societal fabric. Offered Every Term.  
**Prerequisites:** BA 6020 with a minimum grade of C  
**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7080 Strategic Management Cr. 3**

Application of theory and concepts regarding strategic formulation and implementation from the perspective of senior management, to integrate the functional areas and provide a unified direction for the firm when it is operating in complex local and/or global environments. Offered Every Term.  
**Prerequisites:** BA 7000 with a minimum grade of C, BA 7020 with a minimum grade of C, BA 7040 with a minimum grade of C, BA 7050 with a minimum grade of C, and BA 7070 with a minimum grade of C  
**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 7500 Topics in Business Administration Cr. 3**

Selected topics in business administration. Offered Yearly.  
**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 8050 Seminar in Marketing Theory Cr. 3**

Reading seminar; approaches to marketing and consumer behavior theory from historical and philosophy of science perspectives. Contributions from disciplines such as international business, economics, psychology, sociology, anthropology, operations research, and psychometrics. Publishable paper expected of students. Offered Every Other Year.  
**Prerequisites:** BA 7050 with a minimum grade of C  
**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8054 Seminar in Marketing Strategy Cr. 3**

Seminar focuses on strategic marketing issues, including marketing strategy theory; innovation theory; corporate, business, and marketing strategy; new product development strategy; industry structure, competition, and competitive advantage; market orientation; alliances and inter-organizational relationships; knowledge management and organizational learning; customer relationship management; and marketing organization. Offered Yearly.  
**Restriction(s):** Enrollment is limited to Graduate level students.

**BA 8058 Advanced Topics in Consumer Behavior Cr. 3**

Role of consumer in global economy; integrated marketing issues (IMC), movement toward relationship marketing (RM) across the value added chain to the development of consumer analysis. Conditions, issues, and practices; dimensions of strategic advertising. Offered Yearly.  
**Prerequisites:** BA 8050 with a minimum grade of C  
**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8120 Theory of Finance Cr. 3**

Modern corporate finance theory for finance doctoral students. Offered Yearly.  
**Prerequisites:** FIN 7220 with a minimum grade of C  
**Restriction(s):** Enrollment is limited to Graduate level students.

**BA 8121 Seminar in Corporate Finance Cr. 3**

Theoretical and empirical studies in corporate finance for finance doctoral students. Offered Yearly.  
**Prerequisites:** BA 8120 with a minimum grade of C  
**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8122 Empirical Methods in Finance Cr. 3**

Fundamental asset pricing theories and empirical methods used in modern financial economics for finance doctoral students. Offered Yearly.  
**Prerequisites:** BA 8120 with a minimum grade of C  
**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8123 Seminar in Corporate Governance Cr. 3**

Theories and empirical studies in corporate finance for finance doctoral students. Offered Yearly.

**Prerequisites:** BA 8120 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**BA 8129 Development of an Effective Research Program in Finance Cr. 3**

The primary purpose of this doctoral research seminar is to facilitate the development of doctoral students' research ideas. One of these ideas should be developed into a full paper with the aim of submitting it to a peer-reviewed journal. Other aims of this seminar include: socializing students to the practices of the academy in the U.S., familiarizing students with major streams of research, preparing students for the dissertation process, and helping students to develop presentation skills. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students.

**BA 8220 Seminar in Organizational Behavior Cr. 3**

Areas such as motivation, reward systems, leadership, organizational culture and performance, job design, groups and teams, and decision making. Concepts, theories and fundamentals of organizational behavior (OB); areas of current research, application in global business environment. Offered Yearly.

**Prerequisites:** BA 7040 with a minimum grade of C or MGT 7640 with a minimum grade of C

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8221 Seminar in Strategic Management Cr. 3**

Theories and concepts in the strategic management literature including contemporary concepts that apply to the international context. Offered Yearly.

**Prerequisites:** BA 8220 with a minimum grade of C

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8420 Seminar in Organizational Theory Cr. 3**

Theories of organization for doctoral students. Offered Yearly.

**Prerequisites:** BA 8220 with a minimum grade of C

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8777 Professional Development Seminar for Business Doctoral Students Cr. 1-3**

Exposure to professional development areas in preparation for productive academic careers; teaching, research writing, and academic culture. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**Repeatable for 3 Credits**

**BA 8900 Development of Effective Research Programs in Business Cr. 3**

For doctoral students with a major cognate in finance, management, or marketing. Development, design and execution of effective research projects. Offered Yearly.

**Prerequisites:** BA 8058 with a minimum grade of C, BA 8122 with a minimum grade of C, and BA 8420 with a minimum grade of C

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 8995 Special Research Topics in Business Cr. 1-3**

Advanced research topics for business administration Ph.D. students. Offered Every Term.

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**Repeatable for 3 Credits**

**BA 9990 Pre-Doctoral Candidacy Research Cr. 1-8**

Research in preparation for doctoral dissertation. Offered Every Term.

**Restriction(s):** Enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.  
**Repeatable for 12 Credits**

**BA 9991 Doctoral Candidate Status I: Dissertation Research and Direction Cr. 7.5**

Dissertation research. Offered Every Term.

**Restriction(s):** Enrollment limited to students with a class of Doctoral Candidate; enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 9992 Dissertation II Cr. 7.5**

Dissertation research. Offered Every Term.

**Prerequisite:** BA 9991 with a minimum grade of S

**Restriction(s):** Enrollment limited to students with a class of Doctoral Candidate; enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 9993 Dissertation III Cr. 7.5**

Dissertation research. Offered Every Term.

**Prerequisite:** BA 9992 with a minimum grade of S

**Restriction(s):** Enrollment limited to students with a class of Doctoral Candidate; enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 9994 Doctoral Candidate Status IV: Dissertation Research and Direction Cr. 7.5**

Dissertation research. Offered Every Term.

**Prerequisite:** BA 9993 with a minimum grade of S

**Restriction(s):** Enrollment limited to students with a class of Doctoral Candidate; enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.

**BA 9995 Candidate Maintenance Status: Doctoral Dissertation Research and Direction Cr. 0**

Offered Every Term.

**Prerequisite:** BA 9994 with a minimum grade of B

**Restriction(s):** Enrollment limited to students with a class of Doctoral Candidate; enrollment limited to students in the PhD in Business Administration program; enrollment is limited to Graduate level students.  
**Course Material Fees:** \$416.08

## Business Law

**BLW 5190 Business Law II Cr. 3**

Legal, ethical and managerial implications of various forms of organizing and operating a business; corporations, partnerships, limited liability companies, sole proprietorships. Negotiable instruments and the banking system; agency and professional liability. Offered for undergraduate credit only. Offered Winter.

**Prerequisites:** BLW 2510 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**BLW 7220 Business Law II Cr. 3**

Law governing business corporations; fiduciary duties of managers and directors in situations such as mergers, acquisitions, securities offerings, market domination, litigation. No credit after ACC 7220. Offered Intermittently.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

# Entrepreneurship and Innovation

## El 5000 Introduction to Entrepreneurship and Innovation Cr. 3

Introduces the integrative new venture development framework, processes and tools applied throughout the program, and explores opportunities, resources available and the local entrepreneurial ecosystem. No credit after MGT 5650. Offered Every Term.

**Restriction(s):** Enrollment is limited to Undergraduate level students.

## El 5400 Management and Leadership for Entrepreneurs Cr. 3

Topics include: the essential attributes of a successful entrepreneur and innovation; development of effective networks and personal relationships; working with and blending the strengths and talents of others, group and team dynamics; effective leadership and management; the everyday challenges of creating, owning and running a new venture, and exploring the differences which arise due to the type and size of the new venture. Offered Yearly.

**Restriction(s):** Enrollment is limited to Undergraduate level students.

## El 5900 Special Topics in Entrepreneurship and Innovation Cr. 3

Topics to be announced in the schedule of classes. Offered Yearly.

**Restriction(s):** Enrollment is limited to Undergraduate level students.

**Repeatable for 6 Credits**

## El 5950 Directed Study in Entrepreneurship and Innovation Cr. 3

Offered Every Term.

**Restriction(s):** Enrollment is limited to Undergraduate level students.

## El 6000 Entrepreneurship and Innovation Capstone Cr. 3

Combines seminars with a project-intensive learning experience situated in the Detroit entrepreneurial ecosystem. Integrate and apply accumulated learning experiences from previous courses to the creation of a viable new venture and reach a decision whether or not to proceed, pivot, or terminate a new venture, and plan how to take these next steps. Offered Every Term.

**Prerequisites:** El 5000 and 3 of (El 5200, El 5400, El 5600, El 5900, El 5950, FPC 5010, or FPC 5660)

**Restriction(s):** Enrollment is limited to Undergraduate level students.

## El 7000 Introduction to Entrepreneurship and Innovation Cr. 3

Exploration of entrepreneurship and innovation, introduces an integrative new venture development framework along with processes and tools applied throughout the certificate program; explores opportunities, resources available and the regional entrepreneurial ecosystem. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students.

## El 7400 Management and Leadership for Entrepreneurs Cr. 3

Topics include: the essential attributes of a successful entrepreneur and innovation; development of effective networks and personal relationships; working with and blending the strengths and talents of others, group and team dynamics; effective leadership and management; the everyday challenges of creating, owning and running a new venture, and exploring the differences which arise due to the type and size of the new venture. Offered Yearly.

**Prerequisites:** El 7000 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

## El 7600 Marketing New Ventures Cr. 3

Topics include: product development vs. customer development; market types; customer types; diffusion and adoption life cycle theories and concepts; market opportunity analysis and product/ market fit, estimation of market size; value proposition; positioning statement; marketing strategy and plan to launch and sustain a new venture. Offered Yearly.

**Prerequisites:** El 7000 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

## El 7800 Special Topics in Entrepreneurship and Innovation Cr. 3

Offered Yearly.

**Prerequisites:** El 7000 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

## El 7850 Directed Study in Entrepreneurship and Innovation Cr. 3

Offered Every Term.

**Prerequisites:** El 7000 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

## El 7900 Entrepreneurship and Innovation Capstone Cr. 3

Combines seminars and discussions with a project-intensive learning experience situated in the Detroit entrepreneurial ecosystem. Integrate and apply accumulated learning experiences from previous courses to the creation of a viable new venture; reach a decision whether or not to proceed, pivot, or terminate a new venture; plan how to take the next steps and/or continue to pursue funding and achieve venture success. Offered Every Term.

**Prerequisite:** El 7000 with a minimum grade of B

**Restriction(s):** Enrollment is limited to Graduate level students.

# Finance

## FIN 5000 Financial Statement - Analysis & Modeling Cr. 3

Tools and techniques necessary to build dynamic cash flow models. Advanced discussion on the relationship between the financial statements, modeling techniques to professionally present forecasts, valuations and transactional analyses. Successful completion of introductory courses in accounting and finance is required for this class and a basic working knowledge of Microsoft Excel is strongly recommended. Replaces ACC 5000 for finance majors. Offered for undergraduate credit only. Offered Fall, Winter.

**Prerequisites:** ACC 3010 with a minimum grade of C and FIN 3290 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

## FIN 5090 Capital Markets Cr. 3

Detailed discussion of financial intermediaries; the capital markets; money markets, macroeconomics policies and interest rates. Offered for undergraduate credit only. Offered Fall, Winter.

**Prerequisites:** FIN 3290 with a minimum grade of B (may be taken concurrently)

**Restriction(s):** Enrollment is limited to Undergraduate level students.

## FIN 5200 Startup Funding and Profitability Cr. 3

Introductory course that will expose students to accounting and financial information. This foundational knowledge will be used to give students the financial language and understanding of the development and operations of new ventures. The ideal audience for this course is undergraduate students. Additionally, others who are interested in starting their own firm or working at a startup, or who are interested in careers in venture capital or private equity could benefit. Offered Yearly.

**Restriction(s):** Enrollment is limited to Undergraduate level students.

## FIN 5215 Security Analysis and Portfolio Management Cr. 3

Focus on modern portfolio analysis; how characteristics of a portfolio differ significantly from those of the securities from which they are formed; investigation of the Capital Asset Pricing Model (CAPM) and Arbitrage Pricing Theory (APT). Tools to manage investment risks, detect mispriced securities, and measure performance of investment managers. Offered for undergraduate credit only. Offered Fall, Winter.

**Prerequisites:** FIN 5000 with a minimum grade of C (may be taken concurrently), BA 3400 with a minimum grade of C, and FIN 3290 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**FIN 5220 Portfolio Management Cr. 3**

Principles of portfolio construction and administration applicable to various institutions including banks, insurance companies, mutual funds, and pension trusts. Offered for undergraduate credit only. Offered Fall, Winter.

**Prerequisites:** FIN 5215 with a minimum grade of D-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**FIN 5270 Advanced Business Finance Cr. 3**

Risk analysis, working capital management, capital budgeting and valuation theories. Role of financial management in maximizing value of the firm. Offered for undergraduate credit only. Offered Fall, Winter.

**Prerequisites:** FIN 3290 with a minimum grade of C, BA 2300 with a minimum grade of C, and FIN 5000 (may be taken concurrently)

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**FIN 5280 Entrepreneurs' Ecosystem Cr. 3**

Focuses on resources available to the entrepreneur. Exposes the students to angel and superangel funding, microloans, crowdfunding, and various types of the venture capital funding avenues. Examines the challenges of financing and structuring a deal with financiers. Provides experience in pitching a business idea and understanding the anatomy of a successful business plan. Offered Winter.

**Prerequisite:** FIN 3290 with a minimum grade of C and FIN 5270 with a minimum grade of C

**FIN 5290 Topics in Finance Cr. 3**

Current developments in such areas as: working capital management, mergers and acquisitions, pension fund management, use of options and futures, high-risk debt management, hybrid securities, management of financial institutions, international financial issues, or market microstructure. Offered Intermittently.

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Repeatable for 6 Credits****FIN 5320 Principles of International Finance Cr. 3**

Financial management in an international context. Determination of exchange rates; their effect on the economy and financial securities; operation of multinational firms (MNCs) in this environment. Measurement and management of MNC exchange-rate exposures; tax regulatory arbitrage; international portfolio investment; determination of cost of capital for a foreign direct investment project and construction of its capital budget. Offered for undergraduate credit only. Offered Fall, Winter.

**Prerequisites:** FIN 3290 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**FIN 5330 Bank Management Cr. 3**

Analysis of the functional areas of management of banks and related financial institutions, including deposits, cash, loans and asset accounts. Discussion of current topics including liquidity, capital adequacy, electronic fund transfers and mortgages. Offered for undergraduate credit only. Offered Intermittently.

**Prerequisites:** FIN 3290 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**FIN 5340 Valuation Cr. 3**

Asset valuation is at the heart of intelligent financial decision-making, whether that takes the form of portfolio allocation, in deciding the appropriate price to pay or receive in a corporate merger or acquisition, investing in publicly traded securities or private firms, valuation of real estate, even valuing intangible assets such as brands. This course will provide you with the necessary tools, techniques, and models to address almost any valuation problem in finance. Offered Yearly.

**Prerequisites:** FIN 5270 with a minimum grade of C-

**FIN 5890 Internship in Finance Cr. 3**

Minimum ten-page paper (excluding exhibits) discussing a problem or opportunity facing the sponsor organization, application of financial concepts, and outcomes relative to the problem or opportunity; summary presentation to department chairperson. Offered for undergraduate credit only. Offered Intermittently.

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**FIN 6996 Corporate Financial Strategies Cr. 3**

Advanced financial strategies dealing with cost of capital, mergers and other corporate reorganizations, investment banking and capital acquisition, dividend policy, lease financing, pension funds, convertible securities, international perspectives. Offered for undergraduate credit only. Offered Fall, Winter.

**Prerequisites:** FIN 5000 with a minimum grade of C, FIN 5215 with a minimum grade of C, and FIN 5270 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**FIN 6997 Derivative Securities Cr. 3**

Valuation of options, futures and swaps contracts on equities, fixed instrument securities and foreign exchange; use of these derivatives for risk management; brief review of empirical evidence. Offered for undergraduate credit only. Offered Fall, Winter.

**Prerequisites:** FIN 5215 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**FIN 7000 Applied Financial Analysis Cr. 3**

This course will bridge the gap between the study of financial theory in the classroom and the practical application of financial analysis in the home or workplace. A laptop with the most recent version of Excel will be required in every class session. Offered Intermittently.

**Prerequisite:** BA 7020

**Restriction(s):** Enrollment is limited to Graduate level students.

**FIN 7090 Money and Capital Markets Cr. 3**

Financial intermediaries; the capital markets; the money market and interest rates. Offered Fall, Winter.

**Prerequisites:** BA 7020 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**FIN 7200 Startup Financing and Profitability Cr. 3**

Students are introduced to basic accounting and financial information that provides the tools necessary to understand the workings and prospects a new venture. The skills learned in this course will provide the student with a basic understanding of the financial language of any business. This course will benefit students who are interested in starting their own firm or working at a startup, or who are interested in careers in venture capital or private equity. Offered Fall.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.



**FIN 7220 Advanced Managerial Finance Cr. 3**

Advanced topics in managerial finance, including leasing, merger valuation, reorganization, interactions of investment and financing decisions, and critical evaluation of alternative firm valuation theories. Offered Fall, Winter.

**Prerequisites:** BA 7020 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**FIN 7229 Corporate Valuation: Techniques, Models and Strategic Applications Cr. 3**

Tools, techniques and models used to address valuation problems in finance; emphasis on corporate strategic valuation. Offered Yearly.

**Prerequisites:** BA 7020 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**FIN 7230 Investment Policies Cr. 3**

The key determinants of security prices under changing economic conditions. Theories, strategies and techniques for selection, timing, and diversification; methods of portfolio construction and administration. Offered Fall, Winter.

**Prerequisites:** BA 7020 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**FIN 7270 Entrepreneurs' Ecosystem Cr. 3**

The course focuses on resources available to the entrepreneur, such as incubators and accelerators as well as on the various forms of financing the entrepreneur can access at different stages of growth. While examining the unique financial issues start-ups face, students are exposed to angel and superangel funding, microloans, crowdfunding, and various types of the venture capital funding avenues. From the entrepreneur's point of view, students gain experience in pitching a business idea and learn the anatomy of a successful business plan. Offered Spring/Summer.

**Prerequisite:** BA 7020 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**FIN 7280 Entrepreneurial Finance and Venture Capital Cr. 3**

Focuses on the venture capital (VC) cycle and understanding and analyzing the unique financial issues which entrepreneurial start-up firms face. Two distinct perspectives are provided: (a) issues that relate to the venture capitalist and (b) issues that relate to the entrepreneur. As a result, the course should be of interest to those pursuing careers in an entrepreneurial setting as well as those who are interested in a career in venture capital firm, management buyouts or private equity firm. Offered Fall, Winter.

**Prerequisites:** BA 7020 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**FIN 7290 Topics in Finance Cr. 3**

Current developments in such areas as: working capital management, mergers and acquisitions, pension fund management, use of options and futures, high-risk debt management, hybrid securities, management of financial institutions, international financial issues, or market microstructure. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**Repeatable for 6 Credits**

**FIN 7340 Futures and Options Cr. 3**

Valuation of options, futures and swaps contracts on equities, fixed instrument securities and foreign exchange; use of these derivatives for risk management. Offered Yearly.

**Prerequisites:** FIN 7230 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**FIN 7870 International Finance Cr. 3**

Identification of basic factors affecting exchange rates; roles of central banks and international monetary system. Exchange-rate forecasting, balance of payments, international economic linkages. Management of foreign exchange risk (translation, transaction, and economic exposure) by hedging with financial derivative securities and using operational hedges that deal with marketing and production strategies. In-depth analysis of multinational companies' investment in foreign countries; cost-of-capital and capital-budgeting issues. Offered Yearly.

**Prerequisites:** BA 7020 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**FIN 7890 Internship in Finance Cr. 3**

Students work a minimum of 160 hours for fifteen weeks in an entry-level management position in finance. Offered Intermittently.

**Prerequisites:** BA 7020 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**FIN 7900 Mergers and Acquisitions Cr. 3**

An in depth examination of the valuation complexities encountered in corporate restructuring and corporate change of control. The primary topics covered include the Mergers and Acquisitions (M&A) process, valuation using methods of comparables, precedent transactions, and Discounted Cash Flow (DCF) analysis. Financing M&A transactions, particularly using different kinds of debt used in leveraged buyouts will be discussed. Offered Intermittently.

**Prerequisites:** BA 7020 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**FIN 7990 Portfolio Management/Student Managed Investment Fund (SMIF) Cr. 3**

Exposes business students to practical security analysis techniques and investing approaches employed by professional investment managers. Recommended for those students seeking careers in investing, portfolio management, financial analysis, and related financial service industries. Offered Fall, Winter.

**Prerequisites:** BA 7020 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**FIN 7995 Directed Study Cr. 1-3**

Advanced independent readings and research under the supervision of a graduate faculty member in areas of special interest to student and faculty member. Offered Every Term.

**Prerequisites:** BA 7000 with a minimum grade of C, BA 7020 with a minimum grade of C, BA 7040 with a minimum grade of C, BA 7050 with a minimum grade of C, and BA 7070 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**Repeatable for 5 Credits**

## Global Supply Chain Management

**GSC 5600 Logistics and Transportation Strategy Cr. 3**

An overview of logistics strategy with an emphasis on transportation. Study of the management of the movement of raw materials and finished products including the development of transportation strategies and objectives, and the selection of modes and carriers. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** GSC 3600 with a minimum grade of D-

**Restriction(s):** Enrollment limited to students in the BA in Business Administration or BS in Business Administration programs; enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**GSC 5620 Global Supply Chain Management Cr. 3**

Concepts of managing operations and supply chains that span multiple countries. Topics covered include, Sourcing in International Settings, Global Logistics and Trade Management, Global Plant Location and Manufacturing Network Design, and Managing International Production Operations. Emerging concepts in the discipline will also be discussed. Offered for undergraduate credit only. Offered Every Term.

**Restriction(s):** Enrollment limited to students in the BA in Business Administration or BS in Business Administration programs; enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**GSC 5650 Strategic Procurement Cr. 3**

Principles of the purchasing function with topics including sourcing decisions, negotiations, buyer/seller relationships in the supply chain, supplier quality issues, supplier selection, price determination, ethical issues, legal issues, and international issues. Extensive coverage of automotive industry topics and perspectives. Offered for undergraduate credit only. Offered Fall, Winter.

**Restriction(s):** Enrollment limited to students in the BA in Business Administration or BS in Business Administration programs; enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**GSC 5670 Special Topics in Supply Chain Management Cr. 3**

Offered Intermittently.

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Repeatable for 6 Credits**

**GSC 5680 Production Planning and Control Cr. 3**

Concepts for planning and management of production resources in manufacturing organizations. Topics covered include: Demand Management, Sales and Operations Planning, Master Production Scheduling, Materials Requirement Planning, and Capacity Planning in a manufacturing environment. Emerging concepts in the discipline will also be covered. Offered for undergraduate credit only. Offered Fall.

**Prerequisites:** ISM 3600 with a minimum grade of D-, BA 3600 with a minimum grade of D-, or ISM 4600 with a minimum grade of D-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**GSC 5690 Principles of Quality Management Cr. 3**

Quality control overview with a focus on complex manufacturing industry processes for new product development and supplier quality in the auto industry. Topics include lean concepts, six sigma processes, FEMA, IATF16949 standards, APQP, PPAP, statistical quality control, control charts, and acceptance sampling procedures. Class will help prepare students for the Six Sigma Yellow Belt Certification. Offered for undergraduate credit only. Offered Fall, Winter.

**Prerequisites:** GSC 3600 with a minimum grade of D-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**GSC 5890 Internship in Global Supply Chain Management Cr. 3**

Student works a minimum of 160 hours. Offered for undergraduate credit only. Offered Every Term.

**Restriction(s):** Enrollment limited to students in the BA in Business Administration or BS in Business Administration programs; enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**GSC 5996 Process Analysis and Cost Estimating for Buyers Cr. 3**

Focused on providing future buyers and SCM professionals an understanding of basic production processes and the cost and quality drivers that impact supplier performance. Helps buyers learn what to look for when visiting suppliers. Teaches students how to identify and evaluate supplier cost and quality drivers. There will be multiple supplier visits during class hours. Offered for undergraduate credit only. Offered Winter.

**Prerequisites:** GSC 3600 with a minimum grade of D-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**GSC 6000 Consultative Analysis and Executive Presentation Cr. 3**

Students will gain consulting skills for supply chain issues including situational and data analysis, strategy, communicating insights, persuasion and executive presentation skills. Students will conduct in-depth case study analysis, and present results with live peer feedback with special focus on research, approach, analytical tools and professional delivery. Offered Fall, Winter.

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**GSC 6997 Global Supply Chain Analysis and Planning Cr. 3**

Capstone course in the Global Supply Chain Management Major. An emphasis on analysis, planning and strategy. Use of supply chain simulation games and/or cases to provide students with a comprehensive view of supply chain issues and management. Provides students with an experience of running a supply chain using a simulation. Topics include: forecasting, purchasing, logistics, inventory management, production planning, project management, utilization of decision making tools, executive communication skills, and teambuilding. Offered Every Term.

**Prerequisites:** GSC 3600 with a minimum grade of D-, GSC 5600 with a minimum grade of D-, and GSC 5650 with a minimum grade of D-

**Restriction(s):** Enrollment limited to students in the BA in Business Administration or BS in Business Administration programs; enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**GSC 7000 Consultative Analysis and Executive Presentation Cr. 3**

This course will help students gain consulting skills for supply chain issues. Aspects including situational and data analysis, strategy, communicating insights, persuasion and executive presentation skills. Students will conduct in-depth case study analysis, and present results with live peer feedback. Special focus on research, approach, analytical tools and professional delivery. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students.

**GSC 7010 Manufacturing and Supply Chain Analytics Cr. 3**

Discussion of the strategic and tactical issues surrounding the design and operation of supply chains through effective information collection, sharing, and collaboration, an understanding of applied analytical tools and methods that can be used to make better supply chain decisions and practical application of supply chain advanced planning and optimization solutions. Offered Winter.

**Restriction(s):** Enrollment is limited to Graduate level students.

**GSC 7100 Study Abroad Cr. 3**

Study abroad programs in various countries. Travel within a given country with visits to various companies and cultural attractions. Traveling costs are over and above tuition and vary by country. Various reading and assignments required. Offered Winter, Spring/Summer.

**Restriction(s):** Enrollment is limited to Graduate level students.

**Repeatable for 6 Credits**

**GSC 7260 Theory of Constraints: Breakthrough Solutions Cr. 3**

Problem solving based on Theory of Constraints logic process. Use of cause-effect logic diagrams to identify root cause of problems, discover breakthrough solutions, specify expected results of these solutions (including negative side effects which can thus be avoided), overcome obstacles to implementation, and construct a detailed plan for implementation of solutions. Applications to management of business and other operations. Offered Spring/Summer.

**Restriction(s):** Enrollment is limited to Graduate level students.

**GSC 7620 Global Supply Chain Management Cr. 3**

Introduction to global supply chain management, integrating materials management and physical distribution through the investigation of transportation, inventory, handling and storage, acquisition, order processing and facility location subsystems. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students.

**GSC 7650 Strategic Procurement Cr. 3**

Creation of competitive advantage with superior procurement management. Topics include: negotiating, relationship to the supply chain, quality issues, supplier selection and management, quantity and delivery, and price determination. Strategic, ethical, legal and international issues. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students.

**GSC 7670 Special Topics in Supply Chain Management Cr. 3**

Topics range from automotive supply chain management to international supply chain management fields and countries. Offered Intermittently.

**Restriction(s):** Enrollment is limited to Graduate level students.

**Repeatable for 6 Credits**

**GSC 7680 Manufacturing Planning and Control Cr. 3**

Covers concepts for management of production resources in manufacturing organizations. Topics covered include demand management, sales & operations planning, master production scheduling, material requirement planning, capacity planning & management and production activity control. Emerging concepts in the discipline will also be discussed. Offered Fall.

**Restriction(s):** Enrollment is limited to Graduate level students.

**GSC 7890 Internship in Global Supply Chain Cr. 1-3**

Student works in an entry-level management position in global supply chain. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**GSC 7910 Managing Automotive Supply Chains Sustainability Cr. 3**

Covers concepts for sustainable management of supply chains taking a holistic view of the interaction between firms, environment and society. Topics covered include: supplier management for sustainability, measurement of environmental and social impact, Life Cycle Analysis (LCA), conflict minerals reporting, automotive industry guiding principles for sustainability, lean and green interface, product design for sustainability, recycling, reusing, and reverse logistics. Emerging concepts in the discipline will also be discussed. Offered Winter.

**Restriction(s):** Enrollment is limited to Graduate level students.

**GSC 7920 Supply Chain Process Analysis and Costing Cr. 3**

Develops understanding about manufacturing processes in a wide range of products. The class will also help develop skills for cost estimating and managing sourcing in manufacturing environments. Topic covered include, how to conduct supplier site visits, viewing sales pitches, learn different types of manufacturing processes for metals, plastic and electronics and how to estimate their costs. Travel in the Detroit area will be required for the class. Offered Winter.

**Restriction(s):** Enrollment is limited to Graduate level students.

**GSC 7930 Customs Administration and High Tech Purchasing Cr. 3**

The course covers two important topics: Customs Administration and High Tech Purchasing. In Customs Administration, the following are covered: Historic and current issues related to International Trade, Trade Policy, Customs programs, Import and Export similarities and differences, and how organizations can leverage Customs programs to improve financial results while mitigating risks and creating more efficient supply chains. In High Tech Purchasing, issues related to high tech purchasing of hardware and software will be covered. Specific topics will include negotiations, segmentation of relationships from market-based to strategic partnerships, sourcing strategies for autonomous vehicles, connectivity, and artificial intelligence; "Should Cost" analysis for highly complex components, the global semiconductor crisis - what happened and how it can be prevented in the future; and negotiation strategies in an ultra-rapid changing tech market. Offered Winter.

**Restriction(s):** Enrollment is limited to Graduate level students.

**GSC 7950 Auto Industry SCM Capstone Cr. 3**

Provides a study of issues in managing automotive supply chains such as: supply chain strategy, managing global manufacturing networks, logistics and trade management in auto networks, make-buy decisions, total cost of ownership, global automotive component sourcing and logistics, managing quality and risk, etc. Case situations of real companies facing these issues will be analyzed. Offered Winter.

**Prerequisite:** GSC 7620 with a minimum grade of C and GSC 7650 with a minimum grade of C and GSC 7680 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**GSC 7960 Lean Six Sigma Cr. 3**

All organizations strive to improve efficiency and reduce waste, i.e. become lean enterprises. This course provides students with the core concepts related to managing lean organizations and implementing six sigma. Topics covered include, lean principles, process capability, value stream mapping, process improvement, and six sigma implementation. Offered Spring/Summer.

**Restriction(s):** Enrollment is limited to Graduate level students.

**GSC 7980 Healthcare Supply Chain Management Cr. 3**

Introduction to industries and disciplines within healthcare supply chain management. Topics include medical device manufacturing, pharmaceuticals, lean principles in healthcare, quality management, logistics, hospital materials management, purchasing and disaster preparedness. Offered Fall.

**Restriction(s):** Enrollment is limited to Graduate level students.

**GSC 7991 Principles of Quality Management Cr. 3**

Introduction to philosophies of quality management and quality certification standards such as ISO 9000. System analysis, business process design, leadership, benchmarking, quality standards, performance standards, customer focus. Offered Fall, Winter.

**Restriction(s):** Enrollment is limited to Graduate level students.

**GSC 7992 Methods of Quality Management Cr. 3**

Selection, implementation and applications of the most commonly-used quality methods: statistical process control, design of experiments, process analysis, error proofing, decision analysis, and response surface methods. Offered Spring/Summer.

**Restriction(s):** Enrollment is limited to Graduate level students.

**GSC 7995 Directed Study in Global Supply Chain Cr. 1-3**

Advanced independent readings and research under supervision of a graduate faculty member, in areas of special interest to student and faculty member. Offered Every Term.

**Prerequisites:** GSC 7620 with a minimum grade of C or GSC 7650 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**Repeatable for 3 Credits**

# Information Systems Management

## ISM 5200 ERP Systems: Concepts and Practice Cr. 3

Discusses the role and function of ERP systems within organizations; analyzes the major business processes in their organization and their implementation using ERP software; provides hands-on use of ERP tools for transaction processing and decision support; and describes the use of ERP systems for customer relationship management (CRM), supply chain management (SCM), and electronic commerce. Offered for undergraduate credit only. Offered Winter.

**Prerequisites:** ACC 3010 with a minimum grade of C, ACC 3020 with a minimum grade of C, and ISM 3630 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Course Material Fees:** \$117

**Equivalent:** ACC 5200

## ISM 5210 Blockchain Fundamentals for Accounting and Business Cr. 3

Introduces blockchain, which is a public, transparent, secure, immutable and distributed ledger. Blockchains can be used to record and transfer any digital asset, not just currency. Progressing from a detailed study of how blockchain works in Bitcoin; this course also discusses alternative blockchain platforms; potential uses of blockchain in accounting, other areas of business, and society; and this technology's potential impact on accounting systems, business transactions, financial services, government, and banking management. This course is taught completely online. Offered Spring/Summer.

**Prerequisite:** ACC 3010 with a minimum grade of C and ACC 3020 with a minimum grade of C

**Equivalent:** ACC 5210

## ISM 5530 Ethics in Information Technology Cr. 3

An awareness of the wider social, legal and ethical issues of information technology. Relationship between technological change, society and the law. Student is introduced to legal issues such as intellectual property and liability for defective software. Offered for undergraduate credit only. Offered Yearly.

**Prerequisites:** ISM 3630 with a minimum grade of C (may be taken concurrently)

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

## ISM 5560 Survey of e-Commerce Cr. 3

Provides an introduction to electronic commerce. Topics include: e-commerce scope, business-to-business (B2B) and business-to-consumer (B2C) activities; supporting software, hardware, networking, security technologies; readings and online discussions. Offered for undergraduate credit only. Offered Yearly.

**Prerequisite:** ISM 3630 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

## ISM 5570 Introduction to Business Analytics Cr. 3

Focuses on developing techniques to analyze large datasets and using techniques, algorithms, and software to automate the analysis and exploration of those datasets. Covers the methodology, major software tools, and applications in the data mining and analytics field. Offered for undergraduate credit only. Offered Yearly.

**Prerequisite:** ISM 3630 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

## ISM 5580 Introduction to Data Visualization for Business Cr. 3

The purpose of this course is to teach students how to convert raw data into insightful visualizations that aid business decision making. Students will learn how to work with large complex data sets using the R environment and its various graphics packages. Basic programming experience is recommended but not required. Offered Intermittently.

**Prerequisite:** ISM 3630 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

## ISM 5670 Special Topics in Information Systems Cr. 3

Topics range from JAVA to digital video creation and analytics. Offered for undergraduate credit only. Offered Intermittently.

**Prerequisite:** ISM 3630 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Repeatable for 6 Credits**

## ISM 5705 Inbound Information Technology Cr. 3

Provides insights and practical guidelines to help students learn how to create an appealing and engaging digital presence for businesses. The discussion focuses on topics relevant to planning, managing, and implementing on-line and social media interactivity such as: search engine organization (SEO), inbound links, page ranking, tagging content, pillaring content, publishing content, analytic reports, blogging, tweeting and other social media. Offered for undergraduate credit only. Offered Yearly.

**Prerequisites:** ISM 3630 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Course Material Fees:** \$50

## ISM 5820 Systems Analysis and Design Cr. 3

Presents a structured and formal approach to information systems development. Analysis, logical requirements specification, general and detailed design, control, and implementation of information systems are discussed. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** ISM 3630 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

## ISM 5860 Data Communications and Networks Cr. 3

Data communication concepts and terminology, communication system design approaches, data communications standards, data communications software and hardware, network architecture, distributed management information systems. Offered for undergraduate credit only. Offered Yearly.

**Prerequisite:** ISM 3630 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Course Material Fees:** \$13

## ISM 5890 Internship in Information Systems Cr. 3

Student performs assigned tasks and responsibilities in a professional manner under supervision of host-employer for a minimum of 160 hours during the semester, abiding by the rules and regulations established by the employer and expected by all employees; student must satisfactorily complete all course requirements outlined in the internship program for the School of Business Administration. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** ISM 3630 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**ISM 5900 Project Management Cr. 3**

Understanding and appreciation of the different knowledge areas of project management. Insight into developing the inputs, tools, techniques, and outputs to successfully manage products. Offered for undergraduate credit only. Offered Yearly.

**Prerequisites:** ISM 3630 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Equivalent:** MGT 5900

**ISM 5992 Database Systems Cr. 3**

Details the importance of data in today's enterprise and describes the theories, models, and techniques for designing, developing, creating, and manipulating a database. Students will practice data modeling, physical database design, database implementation, and complete introductory SQL exercises. Offered for undergraduate credit only. Offered Yearly.

**Prerequisites:** ISM 3630 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**ISM 5994 Software Tools for Business Applications Cr. 3**

Introduces the student to the use of the Internet to create a digital presence. Students design and develop websites, create responsive web pages to provide an optimal viewing experience, and integrate database functionality allowing all web pages to "know" who is looking at the information using HTML, Javascript, Hubl, HubDB, Wistia, and cascading style sheets (CSS). Smart design includes content complete with video, progressive forms, and focused calls-to-action. Offered for undergraduate credit only. Offered Yearly.

**Prerequisite:** ISM 3630 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Course Material Fees:** \$13

**ISM 6997 Information Systems Policy and Management Cr. 3**

Within the overall structure of the systems approach, this capstone course integrates the managerial, technical, and strategic planning and control concepts developed throughout the undergraduate courses. It also focuses on the concepts and methodologies necessary for management of information systems projects. Offered for undergraduate credit only. Offered Yearly.

**Prerequisites:** ISM 3630 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**ISM 7290 Blockchain: An Accounting and Business Perspective Cr. 3**

Introduces blockchain: a public, transparent, secure, immutable, and distributed ledger. Blockchains can be used to record and transfer any digital asset, not just currency. The course covers the workings, applications, and potential impact of this revolutionary technology. Offered Fall.

**Prerequisite:** BA 7000 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7505 Information Analytics: Inbound Information Technology Cr. 3**

The evolving cyberspace organization. Insights and practical guidelines to create an appealing and engaging digital presence. Discussion focuses on topics relevant to planning, managing, and implementing online and social media interactivity such as search engine organization (SEO), inbound links, blogging, page ranking, tagging content, tweeting, publishing content, analytic reports, and social media. No credit after ISM 5705. Offered Fall.

**Restriction(s):** Enrollment is limited to Graduate level students.

**Course Material Fees:** \$113

**ISM 7507 Application Development with Swift Cr. 3**

Establishes a foundation for understanding the value of mobile applications in the enterprise and how to design, create, and publish mobile applications for the Apple iOS using Swift and Xcode. These tools allow you to quickly develop a mobile application so you can focus your energy on your design. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**Course Material Fees:** \$115

**ISM 7510 Database Management Cr. 3**

Overall examination of database management and knowledge management systems. Theories, models, and techniques for designing, developing, understanding, utilizing and creating competitive advantage through database systems. Topics include data modeling, logical and physical database design, strategic value of data, introductory SQL, knowledge management, and emerging database technologies. No credit after ISM 5992. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7520 Information Systems Design Cr. 3**

Non-technical course in how to use information systems to add value to an organization. Use of system analysis techniques to study and identify information needs of organizations and integration of IT specialists and manager-users. Topics include: IT and organizational design, inter-networking infrastructure, organization and leading the IT function. How information systems professionals link MIS to specific business operations and objectives to increase value; how managers may use information systems to support activities and increase individual productivity. No credit after ISM 5820. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7530 Societal and Ethical Issues in the Information Age Cr. 3**

Issues such as computer crime, privacy, copyrighting of software; other ethical issues related to use of business systems and information systems. No credit after ISM 5530. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7560 Survey of E-Commerce Cr. 3**

Introduction to electronic commerce: scope, business-to-business and business-to-consumer activities; supporting software, hardware, networking, security technologies; readings and online discussions. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7570 Advanced Business Analytics Cr. 3**

This course focuses on learning skills necessary for generating insights from data to aid business decision making. Students will learn how to ingest, prep, transform, visualize and analyze data using the popular open source data science tool - R. Specifically, the course will cover descriptive analytics (e.g., data visualization, query, data slicing), and, predictive analytics (e.g., regression, clustering, classification). Basic programming experience is recommended but not required. No credit after ISM 5570. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7575 Corporate Computer Networks and IT Security Cr. 3**

Broad selection of contemporary issues in computer security. Security activities, methods, methodologies, and procedures including inspection and protection of information assets, detection of and reaction to threats to information assets, and examination of pre- and post-incident procedures, technical and managerial responses, and an overview of the Information Security Planning and Staffing functions. Includes many topics for Security+ exam by CompTIA. No credit after ISM 4575. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**ISM 7680 Information Visualization for Business Cr. 3**

The purpose of this course is to teach students how to use information visualization tools and techniques to inform and persuade decision makers in organizations, government, and the public. Specifically, students will learn how to visualize large and complex data using the R environment and its various graphic packages. Basic programming experience is recommended but not required. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7890 Internship in Information Systems and Management Cr. 1-3**

Students work a minimum of 160 hours for fifteen weeks in an entry-level management position in information systems. Offered Yearly.

**Prerequisites:** ISM 7500 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**Repeatable for 3 Credits**

**ISM 7900 Project Management Cr. 3**

Management of resources (budget, personnel, materials, etc.) within the scope of a given project; understanding and appreciation for the different knowledge areas of project management; insight into identification of inputs, tools, and techniques of project management. No credit after ISM/MGT 5900. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**Equivalent:** MGT 7900

**ISM 7994 Digital Content Development Cr. 3**

Development of responsive, smart, and personalized web sites using leading web development tools and technologies. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**ISM 7995 Directed Study in Information Systems and Management Cr. 1-3**

Advanced independent readings and research under supervision of a graduate faculty member in areas of special interest to student and faculty member. Offered Yearly.

**Prerequisites:** ISM 7500 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students; enrollment limited to students in the School of Business.

**ISM 7996 Principles for Customer Relationship Management Cr. 3**

Investigation of the antecedents and consequences of implementing a customer-relationship management strategy. The course will provide students with insight on: What CRM and its conceptual foundations are; How CRM forces the interaction between corporate strategy, organizational structure, supply chain, and customer facing front end; The role of measuring and managing customer satisfaction, customer loyalty and customer profitability; Hands-on application with salesforce.com. Offered Intermittently.

**Restriction(s):** Enrollment is limited to Graduate level students.

**Course Material Fees:** \$75

**ISM 8000 Seminar in Information Systems and Management Cr. 3**

Current developments and emerging trends. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students.

## Management

**MGT 5100 Introduction to Sport & Entertainment Management Cr. 3**

Provides an overview of the sport & entertainment industry, and examines issues encountered by sport and entertainment managers with special emphasis on the use of business principles to identify, attract and retain consumers. Offered Every Term.

**Restriction(s):** Enrollment is limited to Undergraduate level students.

**Equivalent:** SEM 5100

**MGT 5510 Managing Organizational Structure and Processes Cr. 3**

Analysis of strategic pressures on the organization. Application of advanced concepts of structured organizational change to contemporary organizational design problems. Offered for undergraduate credit only. Offered Fall, Winter.

**Prerequisites:** MGT 2530 with a minimum grade of D-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MGT 5530 Advanced Organizational Behavior Cr. 3**

Analysis and application of advanced organizational behavior concepts relevant to managing in a complex and changing environment. Topics include: leading and managing organizational change; solving workplace problems creatively; communicating effectively in a diverse work environment; building and empowering effective teams. Offered for undergraduate credit only. Offered Fall, Winter.

**Prerequisites:** MGT 2530 with a minimum grade of D-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MGT 5550 Special Topics in Management Cr. 3**

This course covers critical management topics relevant to today's current and aspiring managers and leaders. Offered Intermittently.

**Prerequisite:** MGT 2530 with a minimum grade of C-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Repeatable for 6 Credits**

**MGT 5560 Building Leadership Competencies Cr. 3**

The course is designed to provide an understanding of how and why effective leaders do what they do. The instructor will integrate theory, practice, scientific evidence, hands-on experience, and personal reflections to help students achieve the following goals: 1) gain awareness of personal attributes and a unique style of leadership, 2) understand what effective leadership is and how to build a leadership skillset, and 3) identify leadership solutions to real-world challenges in organizations. Offered Yearly.

**Prerequisite:** MGT 2530 with a minimum grade of D-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MGT 5650 The Entrepreneur and Venture Creation Cr. 3**

Nature of entrepreneurship and the role of the entrepreneur in society. Focus on the critical factors and special problems associated with the process of creating new business ventures. Emphasis on development of a business plan. Offered for undergraduate credit only. No credit after EI 5000. Offered Yearly.

**Prerequisites:** ACC 3010 with a minimum grade of C, FIN 3290 with a minimum grade of D-, MGT 2530 with a minimum grade of D-, and MKT 2300 with a minimum grade of D-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MGT 5700 Human Resource Management Cr. 3**

Theory, policies, procedures and practices in employment relationships. Topics: strategic HRM, legal environment of HRM, equal employment opportunity, job analysis and design, employment planning, recruitment, selection, training and development, performance appraisal, compensation and benefits, labor relations, health and safety. Managerial and policy implications; linkages between HRM practices and organizational effectiveness. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** MGT 2530 with a minimum grade of D-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MGT 5730 Introduction to People Analytics Cr. 3**

Most people-related decisions in organizations are based on intuition and experience rather than on employee data. In this course, students will gain an understanding of the types of people-related decisions that can be addressed using people analytics in an organizational setting. Students will develop critical thinking skills to draw meaningful conclusions across a range of HR contexts. Students will also utilize software to apply basic statistics concepts and principles to people-related data. Offered Yearly.

**Prerequisite:** MGT 5700 with a minimum grade of C-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MGT 5740 Employee Relations Cr. 3**

Development and maintenance of employee-management relations, including employee and management rights and responsibilities, administration and creation of employment contracts and handbooks, and management of employee attitudes and behaviors. Students typically complete a collective bargaining simulation. Offered for undergraduate credit only. Offered Yearly.

**Prerequisites:** MGT 2530 with a minimum grade of C-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MGT 5770 Staffing and Selection Cr. 3**

This is an advanced course that covers the Human Resource Management (HRM) functions of staffing (HR planning and recruitment) and selection. These functions are responsible for bringing talent—the central source of competitive advantage—into organizations. It is assumed that students have a basic familiarity with the major concepts, functions, and activities of HRM. Recent developments in recruitment and selection will be emphasized, with a particular focus on innovative methods that align with organizational strategy and mission, metrics for assessing the effectiveness of such methods, and the legal implications and challenges posed by these methods. Offered Fall, Winter.

**Prerequisites:** MGT 5700 with a minimum grade of D-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MGT 5790 Internship in Management Cr. 3**

Student performs assigned tasks and responsibilities in a professional manner under supervision of host-employer for minimum 160 hours during the semester, abiding by rules and regulations established by the employer and expected of all employees; student must satisfactorily complete all course requirements outlined in the internship program for the School of Business Administration. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** MGT 2530 with a minimum grade of C and 9 credits from (BA 1000-6999 (must be taken at WSU), ACC 1000-6999 (must be taken at WSU), GSC 1000-6999 (must be taken at WSU), FIN 1000-6999 (must be taken at WSU), MGT 1000-6999 (must be taken at WSU), MKT 1000-6999 (must be taken at WSU), ISM 1000-6999 (must be taken at WSU), or BLW 2510-5190 (must be taken at WSU))

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MGT 5900 Project Management Cr. 3**

Understanding and appreciation of the different knowledge areas of project management. Insight into developing the inputs, tools, techniques, and outputs to successfully manage products. Offered for undergraduate credit only. Offered Yearly.

**Prerequisites:** ISM 3630 with a minimum grade of C and MGT 2530 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**Equivalent:** ISM 5900

**MGT 6890 Strategic Management and Business Policy Cr. 3**

Managing the firm as an integrated unit under conditions of uncertainty. Integration of concepts and skills covered in previous specialized courses. Offered for undergraduate credit only. Offered Every Term.

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MGT 6995 Management Capstone: Applying Management and Leadership Principles Cr. 3**

Capstone course that focuses on 1) integrating and applying management theory and best practices to applied projects, 2) increasing students' self-awareness of their own management and leadership strengths, and 3) strengthening students' leadership and professional skill sets. Offered Every Term.

**Prerequisites:** MGT 5530 with a minimum grade of C-, MGT 5700 with a minimum grade of C-, and 6 credits from MGT 5000-9999

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MGT 7620 Complex Organizations Cr. 3**

The formal structure and processes in complex organizations: departmentalization, decentralization, authority and power, relationships between groups, organizational design and evaluation. Factors affecting organizational design, adaptation to environments, and designing effective decision-making systems. Offered Yearly.

**Prerequisites:** BA 7040 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MGT 7630 Organizational Change and Development Cr. 3**

Analysis of the impact of dynamic forces, particularly globalization, on the theory, methods, and skills involved in designing and implementing planned changes in organizations. Offered Intermittently.

**Prerequisites:** BA 7040 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MGT 7640 Management of Human Resources Cr. 3**

Theory, policy, research and process issues in employment relationships. The specific personnel practices of planning, selecting, employee development and appraisal, compensation and labor relations examined as they relate to conceptual and pragmatic views of management or employee behavior. Offered Every Term.

**Prerequisites:** BA 7040 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MGT 7650 Strategic Human Resource Management Cr. 3**

Survey of human resource management from a strategic perspective. Formulation and implementation of human resource strategy addressed for recruitment, placement, training, development, issues in an international community. Offered Yearly.

**Prerequisite:** MGT 7640 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MGT 7660 Entrepreneurial Management Cr. 3**

Nature of entrepreneurship and role of entrepreneur. Focus on problematic issues involved in creating and managing a small business. Emphasis on special knowledge and skills required of an entrepreneurial manager. Individual students may act as consultants to entrepreneurs or small business owner/managers. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**MGT 7700 Leadership and Management of Innovation and Technology Cr. 3**

Technology and innovation in corporations. Building on principles of leadership and management, consideration of technology, innovation, organizational effectiveness and global competition. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**MGT 7730 People Analytics Cr. 3**

The goal of this course is to equip students with the knowledge and skills needed to set-up and implement a data-driven approach to improving people-related decision-making in organizations. Through this course, students will develop critical thinking skills about people analytics by applying basic statistics concepts and principles to HR-related data. Students will gain an understanding of the types of problems that can be addressed using people analytics through examples from a range of HR contexts and will use statistical software to analyze data to draw meaningful conclusions. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**MGT 7750 Managing Employee Relations Cr. 3**

Development and maintenance of employee-management relations, including employee and management rights and responsibilities, administration and creation of employment contracts and handbooks, and management of employee attitudes and behaviors. Emphasis on union and management perspectives of the employment relationship. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**MGT 7780 Workplace Negotiations Cr. 3**

The purpose of this course is to examine the process of negotiations. It focuses on the skills, strategies, and techniques behind effective negotiating. The course content is applicable to a broad spectrum of work- or business-related relationship challenges faced by managers and professionals. This course embraces an active experiential approach to learning in an effort to bridge the theoretical and pragmatic aspects of negotiations. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**Equivalent:** DR 7210

**MGT 7815 Strategic Leadership Cr. 3**

Academic and practitioner views of strategic leadership to understand the dynamics of leadership influence in complex organizations. Offered Fall, Winter.

**Prerequisite:** BA 7040 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MGT 7816 Leading in Organizations Cr. 3**

Leadership competency development. Participant assessment precedes developmental planning and the formation of feedback and support networks. Offered Yearly.

**Prerequisite:** BA 7040 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MGT 7850 Management through Constructive Persuasion Cr. 3**

Introduction to methods of persuasion. Students learn how persuasion strategies can be applied in listening, speaking and written formats for business management situations. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**MGT 7895 Internship in Management Cr. 3**

Students work a minimum of 160 hours for fifteen weeks in an entry-level management position in management. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students.

**MGT 7900 Project Management Cr. 3**

Management of resources (budget, personnel, materials, etc.) within the scope of a given project; understanding and appreciation for the different knowledge areas of project management; insight into identification of inputs, tools, and techniques of project management. No credit after ISM/ MGT 5900. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**Equivalent:** ISM 7900

**MGT 7950 Business and Sustainability Cr. 3**

How organizations can be good to the environment while being profitable. Sustainability concerns such as climate change, rising energy prices, natural resource depletions, and air pollution. Evaluation of aspects of business operations including marketing and communications, stakeholder engagement, product development, operations, supply chain management, and reporting concerns. Offered Fall.

**Prerequisites:** BA 7040 with a minimum grade of C or BA 7050 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**Equivalent:** MKT 7950

**MGT 7995 Directed Study in Management Cr. 1-3**

Advanced independent readings and research under supervision of a graduate faculty member in areas of special interest to student and faculty member. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students.

**Repeatable for 3 Credits**

**MGT 8000 Seminar in Management Cr. 3**

Selected topics in the management and organizational sciences. Offered Intermittently.

**Prerequisite:** BA 7040 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**Repeatable for 6 Credits**

## Marketing

**MKT 5410 Marketing Research and Analysis Cr. 3**

Methods of gathering and analyzing data which will facilitate the identification and solution of marketing problems. Planning the project, data sources for exploratory and conclusive research. Questionnaire construction, sample design, and design of marketing experiments. Offered for undergraduate credit only. Offered Fall, Winter.

**Prerequisites:** MKT 2300 with a minimum grade of C- and BA 3400 with a minimum grade of C-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MKT 5450 Consumer Behavior Cr. 3**

Concepts and theories to explain consumer and organizational buyer behavior. Application of this understanding to marketing management and public policy decision making. Offered for undergraduate credit only. Offered Fall, Winter.

**Prerequisites:** MKT 2300 with a minimum grade of C-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MKT 5460 Sales Management Cr. 3**

Organization and direction of a sales organization including selection, training, compensation, supervision, motivation, budgets, quotas, territories, and sales analysis. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** MKT 2300 with a minimum grade of C-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MKT 5490 Principles of Advertising Cr. 3**

Introduces the basic elements of consumer advertising including the difference between marketing and advertising, how an advertising agency works, campaign strategy and planning, the creative process, foundations of media planning, and the concept of integrated marketing communications. Offered Fall, Winter.

**Prerequisites:** MKT 2300 with a minimum grade of C-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.



**MKT 5510 Media Planning in the Digital Age Cr. 3**

This course introduces students to key elements surrounding the use of consumer facing media as part of the marketing mix. Media planning terminology and calculations for all major media platforms will be explored. On the digital side, there will be a focus specifically on display and paid search. Students will learn, understand, and apply the variables involved in developing a comprehensive, integrated, media plan. They will also learn about the role of paid, owned and earned media as part of campaign planning, with the primary focus being paid media. Offered Fall.

**Prerequisites:** MKT 5490 with a minimum grade of C-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MKT 5511 Search Engine Marketing and Optimization Cr. 3**

Examines the strategic use of search engine marketing and optimization and teaches students how to drive traffic to websites and build customer relationships. Topics include search behavior, search engines, performance indicators, crawlability, keyword research, content optimization, off-page SEO, paid search marketing, and the future of search. Offered for undergraduate credit only. Offered Intermittently.

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MKT 5512 Social Media Marketing Cr. 3**

The term digital marketing is no longer a niche area of study. Rather, digital marketing is a core tenet of marketing in today's society. Every organization, small or large, practices some form of digital marketing and requires skilled personnel who can deliver effective digital marketing strategies while being able to measure their effectiveness using a variety of analytics. Social media and content marketing are possibly the most widely practiced topics under the larger digital marketing umbrella, with businesses constantly using them to (attempt to) drive revenue and brand awareness. However, these are also the quickest to change, with new platforms and strategies emerging every year. In this course, students will examine how to utilize social media and content to grow business and the analytics used to measure their effectiveness. Offered Intermittently.

**MKT 5610 Marketing New Ventures Cr. 3**

Topics include: product development vs. customer development; market types; customer types; diffusion and adoption life cycle theories and concepts; market opportunity analysis and product/ market fit, estimation of market size; value proposition; positioning statement; marketing strategy and plan to launch and sustain a new venture. Offered Yearly.

**Restriction(s):** Enrollment is limited to Undergraduate level students.

**MKT 5700 Retail Management Cr. 3**

Retailing concepts and problems. Competitive structure, store location, organization, buying, inventory control, sales promotion, pricing, credit policy, customer services, research and franchising. Offered for undergraduate credit only. Offered Fall, Winter.

**Prerequisites:** MKT 2300 with a minimum grade of C-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MKT 5750 International Marketing Management Cr. 3**

Offered for undergraduate credit only. Offered Winter.

**Prerequisites:** MKT 2300 with a minimum grade of C-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MKT 5800 Digital Marketing and Analytics Cr. 3**

Introduces all major aspects of digital marketing and analytics. Examines web design and analytics, search engine optimization and marketing, online advertising, email marketing, social media, and reputation management. Prepares students to improve an organization's digital marketing presence. Offered Fall, Winter.

**Prerequisites:** MKT 2300 with a minimum grade of C-

**MKT 5840 Special Topics: Search Engine Marketing and Optimization Cr. 3**

This course examines the strategic use of search engine marketing and optimization and teaches students how to drive traffic to websites and build customer relationships. Topics in the course will include searcher behavior, anatomy of the search engine, keyword research, content optimization, off-page SEO, and strategies for conducting successful search engine campaigns. By the end of the course, students will be able to derive insights and apply new skills towards improving an organization's search engine strategy. This course covers emerging research, development, and practice topics from across the field of Marketing. Topics to be announced in schedule of classes. Offered for undergraduate credit only. Offered Intermittently.

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MKT 5850 Integrated Marketing Communications Strategy Cr. 3**

Application of basic advertising skills to development of a fully-integrated marketing communications program for a major national or international business; research, media, creative, and promotion strategies. Offered for undergraduate credit only. Offered Winter.

**Prerequisites:** MKT 5490 with a minimum grade of C-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MKT 5890 Internship in Marketing Cr. 3**

Consult School of Business Administration website for further guidelines and application form for the internship. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** MKT 2300 with a minimum grade of C-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MKT 6996 Strategic Marketing Cr. 3**

Capstone course in the marketing sequence; includes four components designed to develop skills in planning and development of strategies to solve marketing problems. Offered for undergraduate credit only. Offered Every Term.

**Prerequisites:** MKT 2300 with a minimum grade of C-, MKT 5410 with a minimum grade of C-, and MKT 5450 with a minimum grade of C-

**Restriction(s):** Enrollment is limited to Undergraduate level students; enrollment limited to students in the School of Business.

**MKT 7150 Global Automotive Marketing Strategy Cr. 3**

Marketing concepts, strategies, and tactics in global automotive industry. Marketing principles, role of marketing, target market selection, segmentation, brand management, distribution systems. Offered Spring/Summer.

**Prerequisites:** BA 6015 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MKT 7430 Advertising Management Cr. 3**

Planning, implementing, and controlling advertising and sales promotion. Internal and external relationships of the advertising department, determining advertising objectives and copy platform, setting the budget, selecting media and measuring advertising effectiveness. Offered Fall, Winter.

**Prerequisites:** BA 7050 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MKT 7450 Business Research and Methodology Cr. 3**

An intensive study of the objectives and methodologies of research for business decisions. Course topics include: the scientific method, primary and secondary data sources, research design, reliability and validity, sampling, and applied statistics. Focus on the development of decision-oriented research information for all aspects of a business organization. Offered Fall, Winter.

**Prerequisites:** BA 7050 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MKT 7460 International Business Cr. 3**

Globalization, the multinational firm, and emerging economies. Evolution of the international monetary environment and monetary systems. Theory of the multinational firm and foreign direct investment. Cultural and market opportunity analyses. Internationalization patterns and modes of foreign market entry. Strategic and organizational choice in international business. International alliances and emerging market economies. Fundamentals of international financial management. Offered Fall.

**Prerequisites:** BA 7050 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MKT 7470 Consumer and Industrial Buying Behavior Cr. 3**

Behavioral theory as it relates to consumer and industrial decision processes. Relevant concepts, theories, and recent research findings are drawn from the fields of marketing, psychology, social psychology, and communications. Examination of consumer and industrial buying practices. Offered Fall.

**Prerequisites:** BA 7050 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MKT 7500 International Marketing Strategy Cr. 3**

Globalization and marketing in the current decade. Marketing and research in the international environment. Cross-national consumer behavior and cross-national segmentation, targeting, and positioning. Product policy and branding in the international environment. International pricing, supply chain management, and communication strategy. Global branding. Marketing problems and opportunities in emerging markets. Organizational and strategic issues in global marketing. Offered Winter.

**Prerequisites:** BA 7050 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MKT 7700 Management of Retail Enterprises Cr. 3**

In-depth study of the retail mix variables as they relate to products and services, pricing, promotion, place, and operating policies. Merchandising, inventory controls, store operations, and research approaches in monitoring current trends in retail management. Offered Fall.

**Prerequisites:** BA 7050 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MKT 7860 Social Media and Digital Marketing Analytics Cr. 3**

Students will examine some of the top social media platforms today and the analytics used to measure their effectiveness. In addition, students will learn the basics of building a digital marketing team including how to manage digital marketing employees. Offered Winter, Spring/Summer.

**Prerequisite:** BA 7050 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MKT 7870 Seminar in Marketing Cr. 3**

In-depth exploration of new and important subjects or techniques in marketing. Topics vary by semester; consult instructor. Offered Intermittently.

**Prerequisite:** BA 7050 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MKT 7890 Internship in Marketing Cr. 3**

Students work a minimum of 160 hours for fifteen weeks in an entry-level management position in marketing. Offered Every Term.

**Prerequisites:** BA 7050 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**MKT 7950 Business and Sustainability Cr. 3**

How organizations can be good to the environment while being profitable. Sustainability concerns such as climate change, rising energy prices, natural resource depletions, and air pollution. Evaluation of aspects of business operations including marketing and communications, stakeholder engagement, product development, operations, supply chain management, and reporting concerns. Offered Fall.

**Prerequisites:** BA 7040 with a minimum grade of C or BA 7050 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**Equivalent:** MGT 7950

**MKT 7995 Directed Study in Marketing Cr. 1-3**

Advanced independent readings and research under supervision of a graduate faculty member in areas of special interest to student and faculty member. Offered Every Term.

**Prerequisites:** BA 7050 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**Repeatable for 5 Credits**

## Sport and Entertainment Management

**SEM 5100 Introduction to Sport & Entertainment Management Cr. 3**

Provides an overview of the sport & entertainment industry, and examines issues encountered by sport and entertainment managers with special emphasis on the use of business principles to identify, attract and retain consumers. Offered Every Term.

**Restriction(s):** Enrollment is limited to Undergraduate level students.

**Equivalent:** MGT 5100

**SEM 7100 Sport & Entertainment Management Cr. 3**

Provides an overview of the sport & entertainment industry. Examines issues encountered by sport and entertainment managers. Emphasis on use of business principles to identify, attract, and retain consumers. Offered Yearly.

**Restriction(s):** Enrollment is limited to Graduate level students.

**SEM 7110 Sport & Entertainment Marketing Communications Cr. 3**

Explores the role of sport and entertainment marketing in the attraction and retention of customers. Emphasizes branding and the linkages across marketing communications. Topical areas include advertising, sponsorship, public relations, direct marketing, social media, and sales promotion. Offered Yearly.

**Prerequisite:** SEM 7100 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**SEM 7120 Event Planning and Management Cr. 3**

Explores the nature and role of events. History, significance, impacts and role of sporting events, festivals, the arts and cultural entertainment, and business events. Cultivate business skills involved in operations, marketing, sponsorship and fundraising for events. Offered Yearly.

**Prerequisite:** SEM 7100 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**SEM 7130 Managerial Finance in Sport & Entertainment Cr. 3**

Application of financial skills and principles in sport and entertainment. Budgeting, revenue generation, profits and loss, and taxation. Offered Every Term.

**Prerequisite:** SEM 7100 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**SEM 7140 Sports & Entertainment Economics Cr. 3**

Economic theory and principles applied to the business of sport and entertainment. Demand, costs and profit maximization, labor issues, antitrust, and tax policy examined. Strategic decision-making on current issues. Offered Yearly.

**Prerequisite:** SEM 7100 with a minimum grade of C

**Restriction(s):** Enrollment is limited to Graduate level students.

**SEM 7995 Directed Study in Sport and Entertainment Management Cr. 3**

Advanced independent readings and research under supervision of a graduate faculty member in areas of special interest to student and faculty member. Offered Every Term.

**Restriction(s):** Enrollment is limited to Graduate level students.

**SEM 8000 Special Topics in Sport and Entertainment Management Cr. 3**

Current developments and emerging trends in Sport and Entertainment Management and Sales/Events Management. Offered Winter.

**Restriction(s):** Enrollment is limited to Graduate level students.

**Repeatable for 6 Credits**