MASTER OF BUSINESS ADMINISTRATION (MBA)

Master of Business Administration

The Master of Business Administration (M.B.A.) degree program is designed for individuals who find themselves at a point in their careers where continued professional development requires a refined understanding of management and working knowledge of the multiple functions and processes within organizations. Students complete Common Body of Knowledge and Breadth courses, and select courses from the following emphasis areas:

Accounting: Examines advanced and contemporary accounting issues to complement existing accounting knowledge and skills.

Customized: Build your own cohesive specialization by selecting 9 credits of graduate coursework to complete your MBA.

Data Analytics: Helps professionals to acquire the knowledge, experience, and a solid foundation in data mining and analytics in an organization.

Environmental Safety and Health: Helps develop an understanding of occupational and environmental safety issues, and the need for businesses and organizations to effectively manage them.

Finance: Shows professionals how to raise capital and how to profitably invest it to prepare graduates for work in any type of firm.

Human Resource Management: Provides advanced skills and perspectives relevant to a number of functional roles in the human resource area.

International Business: Examines issues relevant to international operations in preparing individuals to be corporate leaders in the global marketplace.

IT Management: Prepares business professionals to effectively manage technology, systems, projects and IT personnel.

Management: Studies the science and art of managing the human and capital resources of an organization for strategic and operating purposes using analytical and intuitive applications of the concepts of organizational theory and behavior in complex, dynamic, global, and technologically sophisticated environments. The focus is on both, the knowledge of theory and the methods of applications in organizational case settings.

Marketing: Uses a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Students are trained in the process of setting marketing goals for an organization (considering internal resources and marketing opportunities), the planning and execution of activities to meet these goals, and measuring progress toward their achievement.

Supply Chain Management: Focuses on the creation of the enterprise's products including activities such as setting operating strategy, designing processes, location selection, facility layout, forecasting, quality management, scheduling, inventory control, and job design.

Project Management: Provides the skills, techniques and tools for professionals to lead and manage projects.

The MBA curriculum is designed around a case study approach where students learn how planning, policy, decision-making, and human behavior interact with external variables to influence organizational success. Students will develop skills in collecting, analyzing, and interpreting data, as well as, conceptualizing, evaluating, and implementing solutions as are necessary in addressing complex unstructured business problems.

Individuals with baccalaureate degrees in arts, humanities, sciences, engineering, education, or business from accredited schools are encouraged to apply. The M.B.A. program is accredited by AACSB International—The Association to Advance Collegiate Schools of Business..

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Additional Admission Requirements

Admission to a master's business degree program requires an applicant to:

1. Meet the UW-Whitewater graduate admissions policy (http://uw-public.courseleaf.com/graduate/graduate-school-policies-procedures-university-information/admission), and

2. Satisfy one of the following
   a. Earned an AACSB accredited undergraduate business degree with a 3.0 GPA or higher, or
   b. Earned an undergraduate degree with a 3.5 GPA or higher, or
   c. Have at least 4 years of professional work experience and an undergraduate degree with a 3.0 GPA or higher, or
   d. Have 7 or more years of professional work experience, or
   e. Served or serving in the US Military with qualified active duty, or
   f. Earned a graduate degree from a regionally accredited US or an equivalent institution, or
   g. Hold a College of Business and Economics approved professional certification, or
   h. Completed the Graduate Management Admission Test (GMAT) or the Graduate Record Exam (GRE)* with
      • A composite score of at least 1100 based on the formula: (GMAT Score) + [200 X (overall undergraduate grade point average based on a 4-point scale)], or
      • A composite score of at least 1150 based on the formula: (GMAT Score) + [200 X (last half of undergraduate grade point average based on a 4-point scale)], or
      • A composite score between 950 – 1100 for consideration for probationary admission
      • * GRE scores are converted to a comparable GMAT Score
3. A Test of English as a Foreign Language (TOEFL) with an Internet-based score of at least 79, or an IELTS score of 6 for students from countries where English is not the native language.
4. Exceptions to the admission requirements may be made on a case-by-case basis.
5. Due to increasing enrollments, admission may be limited despite fulfillment of the aforementioned entrance requirements.

Additional Program Policies:
1. In order to enroll in 700 level graduate courses offered in the College of Business and Economics, a student must be enrolled in a graduate degree program or a graduate certificate program. A student with a Guest status or with Post Master’s status can take 700 level graduate course(s) on a space available basis.
2. Candidates must obtain approval from their adviser before enrolling in courses. Courses taken without the approval of the adviser may not apply toward completion of the program. Prior to entering the program or during the first four weeks of the semester, candidates shall prepare a program in consultation with their adviser. This program must then be submitted to the Program Coordinator for approval. Any changes (including add/drop) to the program must have the written approval of the Coordinator. All changes are initiated by students through their adviser.
3. Individual Studies (XXX 798) and/or Readings and Research (XXX 789) may not be used as electives but may be used to satisfy up to 3 units in the emphasis. A copy of the proposal must be on file in the Coordinator’s Office prior to registration. The student should initiate these requests with the instructor.
4. Courses in the Common Body of Knowledge must be taken at the beginning of the program. Program and course prerequisites will be rigidly enforced. Failure to comply will result in the student being dropped from the course.
5. Students who are dropped from the program for academic reasons or who fail to meet the admission requirements are not eligible to pursue further graduate business courses in the M.B.A., M.P.A., M.S.- Accounting, or Applied Economics in the College of Business and Economics.
6. The maximum course load is 15 graduate units during fall and spring semesters and 12 units during the summer term.
7. Business-related course work taken in an applicant’s undergraduate program where the applicant has graduated more than five years prior to the date of admission to the Graduate School may not be considered as satisfactory in meeting Common Body of Knowledge requirements.
8. Candidates who have not enrolled in a graduate course at UW- Whitewater within two consecutive semesters must conform to any new requirements in the program at the time they are reactivated.
9. Within the confines of the Constitution of the Graduate Faculty and the policies and procedures adopted by the Graduate Council, the Graduate Studies Committee in the College of Business and Economics is the final governing authority on all policy and procedural matters in the Graduate Business Program.

Certificates in Business Administration
- Data Analytics (http://uww-public.courseleaf.com/graduate/business-economics/business-administration/data-analytics-cert)
- Graduate Project Management (http://uww-public.courseleaf.com/graduate/business-economics/business-administration/graduate-project-management)

Accounting Courses
ACCOUNT 651 TAX I 3 Units
A study of federal income tax laws with emphasis on the individual taxpayer, particularly of employees and sole proprietors. The study includes a review of current proposals, discussion of practical problems in tax planning and practice in the preparation of tax returns.
PREREQ: ACCOUNT 244, ACCOUNT 701 OR CONSENT OF DEPARTMENT.

ACCOUNT 656 COST MANAGEMENT 3 Units
This course presents an overview of basic cost measurement principles and an in-depth examination of product costing procedures and techniques including process costing, job-order costing, activity-based costing, accounting for spoilage, and standards and variances (cost, expense, revenue, and selected variance investigation models). This course also includes the following specific cost allocation topics: joint products, byproduct products, and service departments. Special emphasis is placed on communicating accounting information to managers in a clear, concise manner.
PREREQ: ACCOUNT 725 OR ACCOUNT 249 AND CONSENT OF DEPARTMENT.

ACCOUNT 690 WORKSHOP Repeatable 1-3 Units
Variable topics. Group activity oriented presentations emphasizing "hands on" and participatory instructional techniques.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

ACCOUNT 691 TRAVEL STUDY Repeatable 3 Units
Variable topics. Faculty-led courses abroad.

ACCOUNT 696 SPECIAL STUDIES Repeatable 1-3 Units
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings. A limit of three credits can be applied toward the accounting major and limit of six credits toward a degree.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

ACCOUNT 701 ACCOUNTING FOUNDATIONS 2 Units
This course introduces students to the principles of financial accounting, including the (1) basic accounting cycle (i.e., double-entry accounting), financial statements (i.e., income statement, statement of financial position, and statement of cash flows), and specific discussions of cash, trade receivables, merchandise inventories, plant assets, current and long-term liabilities, and stockholders’ equity. Fundamental ratio and statement analysis techniques are also integrated.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM

Degree in Business Administration
- Master of Business Administration MBA (http://uww-public.courseleaf.com/graduate/business-economics/business-administration/master-business-administration)
ACCOUNT 748  Financial Statement Analysis  3 Units
This course investigates the role and value of accounting information for users as they make business decisions. It includes a review of the generally accepted accounting principles and assumptions underlying the basic accounting model that generates the financial statements. The course focuses on interpreting and analyzing financial statements. PREREQ: ACCOUNT 461 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ACCOUNT 749  Assurance Services and Systems Engagements  3 Units
This course focuses on services provided by accounting professionals. Selected topics may include advanced audit issues; evidence-gathering activities; internal control design and assessments; business and information technology risk analysis; analysis, design and development of modern information systems; reporting on controls and business processes; professional standards and ethical concepts. PREREQ: ACCOUNT 465 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ACCOUNT 751  Governmental and Not-for-Profit Accounting  3 Units
This course focuses on the theory and practice of accrual, modified accrual, and cash-based accounting models for governmental and not-for-profit entities. In addition, students investigate the specific accounting issues for state and local governments, colleges and universities, health care organizations, and voluntary health and welfare organizations. PREREQ: ACCOUNT 343 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ACCOUNT 756  Corporate and Special Entities Taxation  3 Units
This course examines federal income tax laws and regulations with a specific emphasis on corporations (C and S), partnerships, estate and gift taxation, income taxation of estates and trusts, and taxation of exempt entities. Both compliance and tax planning are emphasized in this course. Tax research on related issues is also included. PREREQ: ACCOUNT 651, OR ACCOUNT 451 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ACCOUNT 757  Issues in Financial Accounting  3 Units
This course examines complex accounting issues and other content not covered in the financial accounting sequence. When applicable, financial statement analysis is used to supplement the understanding of the content. PREREQ: ACCOUNT 781; ACCOUNT 461 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ACCOUNT 758  Tax Research  3 Units
This course helps students to develop advanced research and writing skills within both the corporate and individual taxation context. PREREQ: ACCOUNT 651, OR ACCOUNT 451 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM UNREQ: ACCOUNT 759

ACCOUNT 759  Tax Research, Volunteer Experience, and Practical Tax Learning  3 Units
This course helps students to develop advanced research and writing skills within both the corporate and individual taxation context. Students also apply preparation and reviewing skills onsite at the Volunteer Income Tax Clinic (VITA), so that the course also provides for a service-based learning component. PREREQ: ACCOUNT 651, OR ACCOUNT 451 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM UNREQ: ACCOUNT 758

ACCOUNT 760  International Taxation  3 Units
This course helps students to develop advanced international tax research and writing skills. Students will compare and contrast complex global business arrangements in a tax technical context, apply new federal and international tax regulations to evolving corporate tax structures, and recognize ethical tax considerations within a diverse and global economy. PREREQ: ACCOUNT 651, OR ACCOUNT 451 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ACCOUNT 767  Forensic Accounting and Professional Ethics  3 Units
This course, with a combined lecture and case approach, will provide in-depth coverage of internal control, EDP auditing, fraud detection and reporting, and the auditor's code of ethics. A component of this course will follow a readings approach covering such topics as auditing estimates, auditor independence, audit failures, and going concern qualifications. PREREQ: ACCOUNT 465 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ACCOUNT 781  Accounting Theory and Applied Research  3 Units
This course examines the relationship between decision theory (and decision makers) and accounting information, alternative measurement theories, and conceptual frameworks. In addition, students will (1) learn to use applied research tools and (2) to develop their communication skills to real-life accounting issues in a variety of accounting environments. PREREQ: ACCOUNT 461 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ACCOUNT 783  International Accounting  2 Units
This course examines the international dimension of accounting and financial reporting for multinational enterprises. Topics include (a) the international standard-setting process, including convergence with US GAAP, (b) IFRS for recording transactions and preparing financial statements, (c) a detailed comparison of IFRS and US GAAP, and (d) accounting for the translation of financial statements and for changing prices. PREREQ: ACCOUNT 781; ACCOUNT 461 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM
Economics Courses

ECO 690 WORKSHOP Repeatable 1-3 Units
Variable topics. Group activity oriented presentations emphasizing "hands on" and participatory instructional techniques.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

ECO 691 TRAVEL STUDY 3 Units
Variable topics. Faculty-led courses abroad.

ECO 694 SEMINAR IN ECONOMICS Repeatable 1-3 Units
Variable topics. Group activity. An advanced course of study in a defined subject matter area emphasizing a small group in intense study with a faculty member.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

ECO 696 SPECIAL STUDIES Repeatable 1-3 Units
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled catalog offerings.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

ECO 703 STATISTICS FOUNDATIONS 2 Units
Introduction to descriptive statistics and basic statistical methods as applied to scientific problem solving and decision making. Topics covered include: Descriptive statistics, elementary probability theory, theoretical distributions, inferences about a single population (sampling distributions, estimation, tests of hypothesis), and regression analysis.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM

ECO 704 ECONOMICS FOUNDATIONS 2 Units
A study of micro and macro economic tools of analysis. The functioning of a market economy in product and factor markets under alternative market structures. National income, fiscal policy, and the role of the money supply.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM

ECO 731 MICROECONOMIC THEORY I 3 Units
This course presents advanced topics in microeconomic theory, including consumer behavior, the firm and market structure, equilibrium conditions, and welfare economics. Students will learn important techniques and theories including multivariate optimization, fundamentals of general equilibrium theory and game theory, which form the building blocks of modern microeconomics analysis.
PREREQ: ENTRY INTO MS APPLIED ECONOMICS PROGRAM

ECO 732 MACROECONOMIC THEORY 3 Units
Macroeconomics is concerned with the behavior of aggregate economic variables such as GDP or unemployment and the relationship between these variables. This course provides a rigorous introduction to the techniques and models required for these analyses, which form the building blocks of modern macroeconomics as practiced by researchers today.
PREREQ: ENTRY INTO MS APPLIED ECONOMICS PROGRAM
ECON 733  ECONOMETRICS I  3 Units
Econometrics I will focus on the estimation of models using various computer programs and understanding these models from an intuitive perspective. It introduces students to Regression methodology, focusing on assumptions of the framework, correcting for violations of the assumptions and examines the possibility of determining causality with observational data.
PREREQ: ENTRY INTO MS ECONOMICS PROGRAM

ECON 736  BUSINESS CONDITIONS ANALYSIS  2 Units
A study of the macroeconomic structure and operations of the economic system. Analysis of fluctuations in national income, output, employment, prices and exchange rates and the implication of such changes for business decisions. Evaluation of the influence of monetary policy, fiscal policies, and other macroeconomic events on economic activity. Assessment of various approaches and methodologies available for forecasting business conditions.
PREREQ: ECON 704, OR ECON 202 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ECON 737  MANAGERIAL ECONOMICS  2 Units
Applications of microeconomic theory to problems of formulating managerial decisions. Emphasis on economics as a science that facilitates decision making. Topics considered include optimization techniques, risk analysis and estimation of demand and costs of production, market structures and pricing practice, and antitrust economics. Integrates theory and practice.
PREREQ: ECON 703, OR ECON 245 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; ECON 704, OR ECON 201 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ECON 738  QUANTITATIVE METHODS IN ECONOMICS  3 Units
This course will provide students with the mathematical methods and tools used in modern economic analysis. Linear algebra, multivariate calculus, and optimization theory are the main topics of the course and applications to simple economic models will be emphasized.
PREREQ: ENTRY INTO MS APPLIED ECONOMICS PROGRAM

ECON 740  RESEARCH METHODS AND DATA HANDLING  3 Units
This course provides an introduction for students on how to conduct empirical and applied economic research. It focuses on the basic approaches of research design and methodology within the Economics discipline. It introduces student to data handling and management, and to a variety of software packages used in economic research.
PREREQ: ECON 738 AND ECON 733

ECON 741  ADVANCED TOPICS IN ECONOMICS  3 Units
This course introduces students to more advanced field topics in both micro and macroeconomics. Topics covered include: development economics, industrial organization, game theory and managerial economics, health economics, international finance, monetary economics, public economics, environmental economics, labor, health and urban economics.
PREREQ: ECON 738 AND ECON 731

ECON 742  ADVANCED TOPICS IN MACROECONOMICS  3 Units
This course covers advanced topics in macroeconomics. Its purpose is to expose students to recent developments in the study of business cycles, and the effect and conduct of macroeconomic policies in open economies.
PREREQ: ECON 732

ECON 743  ECONOMETRICS II  3 Units
Econometrics II introduces students to advanced techniques in modeling. In the course, students will study applied methods for model selection, implementation, and inference for cross sectional, time series, and panel data. The major emphasis will be on understanding these models from an intuitive perspective and estimating these using computer programs.
PREREQ: ECON 733 AND ECON 738

ECON 745  ECONOMICS OF HEALTH CARE  3 Units
Economics of Health Care is concerned with the provision and distribution of health care across the country and the allocation of resources within the health care sector of the economy. Various measures will be examined to establish the impact of health care on individual, national, and international economic policy concerns.
PREREQ: ENTRY INTO MS APPLIED ECONOMICS PROGRAM

ECON 747  GAME THEORY  3 Units
Game Theory provides a formal language for the description of games and offers a certain amount of guidance on their solution, i.e., a prediction or a rationalization of their outcome. This course emphasizes tools, techniques, and application of non-cooperative game theory. The course is devoted to study different types of games, including static games, dynamic games, repeated games, and Baysian games.
PREREQ: ECON 731

ECON 749  DEVELOPMENT ECONOMICS  3 Units
This course will give students an outlook into the field of Development Economics. Topics covered include role of credit markets, agriculture, health and education, property rights and institutions in growth and development. On the empirical side, we will examine econometric techniques such as panel data, instrumental variables and randomized experiments, used in the field to establish causal relationships.
PREREQ: ECON 738 AND ECON 731

ECON 751  ECONOMICS OF REGULATION  3 Units
The rationale for government regulation and intervention in different situations. Antitrust policy. Several different models of regulation. The economic effects of regulation on public utilities, transportation, pollution control, and protection of consumers.
PREREQ: ECON 704 OR ECON 201 OR EQUIVALENT

ECON 752  RESOURCE ECONOMICS  3 Units
Resource Economics provides an in-depth examination into the field of environmental and natural resource economics. It is designed to provide insight into economic aspects of a wide range of environmental issues such as optimal fishery and forestry management, energy provision, population dynamics, air and water pollution, climate change, and sustainability.
PREREQ: ECON 738 AND ECON 731 OR ECON 703, ECON 704 AND ECON 737 OR EQUIVALENT

ECON 757  INDUSTRIAL ORGANIZATION  3 Units
Industrial Organization is the study of imperfect competition. We will explain why imperfect competition is pervasive, discuss how to describe imperfectly competitive industries, consider alternative strategies in such industries, evaluate the implications for profitability and welfare, and assess the impacts of public policies on firm strategy and industry performance.
PREREQ: ENTRY INTO MS APPLIED ECONOMICS PROGRAM
ECON 758 INTERNATIONAL ECONOMICS 3 Units
A study of international trade and finance issues; multinational enterprises, international investments, currency problems, and balance of payments issues. Analyzes the structure and scope of world trade and international financial markets in developed and developing countries. PREREQ: ECON 704, OR ECON 202 AND ECON 201 WITH GRADES OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ECON 760 ECONOMETRIC THEORY 3 Units
This course is intended for those students who want to develop a greater understanding of the underlying theory utilized in the first two econometric classes in our program. Key topics include investigating distributional properties and asymptotic theory. PREREQ: ECON 733 AND ECON 743 WITH A B- OR HIGHER

ECON 761 TIME SERIES ECONOMETRICS AND FORECASTING 3 Units
Techniques for operational business forecasting with emphasis on time-series methods. Topics covered include single and multiequation regression models; trend analysis; smoothing techniques, decomposition methods; Box-Jenkins time series methods; evaluation of forecasts; and the integration of forecasting in the decision making process. PREREQ: ECON 733 OR WITH CONSENT OF THE INSTRUCTOR.

ECON 773 INTERNATIONAL MACROECONOMICS 3 Units
This course focuses on macroeconomic issues and policies in open economies and surveys selected current research topics in the field. Topics treated include the intertemporal approach to the current account, international financial integration, international and domestic asset markets, sovereign debt crises, business cycle synchronization and transmission of shocks. PREREQ: ECON 732

ECON 775 MONETARY ECONOMICS 3 Units
This course focuses on monetary theory and policy. It surveys selected current research topics in the field. Topics studied include alternative models of money, the transmission mechanism of monetary policy, the persistence of inflation, and conduct of monetary policy is a New Keynesian environment. PREREQ: ECON 738; ECON 732; ECON 733

ECON 784 SEMINAR TOPICS IN ECONOMICS Repeatable 1-3 Units
This course is a graduate-level seminar which introduces students to current research at the frontier of economics. By bringing in guest speakers in the fields of micro- and macroeconomics, the seminar exposes students to different types of research questions in the field of economics, as well as the different techniques researchers use to approach answering those questions. Understanding the current frontier of research and ways to ask and answer questions at this frontier will prepare you to work on your own original research in the field. Certain seminars will also be used to emphasize the importance of and best practices in good written and oral communication. PREREQ: ENTRY INTO MS APPLIED ECONOMICS PROGRAM

ECON 789 READINGS AND RESEARCH IN ECONOMICS 3 Units
Directed readings in current research and literature selected to apply to a contemporary economic field, problem or issue. PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

ECON 790 WORKSHOP Repeatable 1-6 Units
Variable topics. Group activity oriented presentations emphasizing "hands on" and participatory instructional techniques. PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

ECON 794 SEMINAR Repeatable 1-3 Units
Variable topics. Group activity. An advanced course of study in a defined subject matter area emphasizing a small group in intense study with a faculty member.

ECON 796 SPECIAL STUDIES 1-3 Units
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings.

ECON 798 INDIVIDUAL STUDIES Repeatable 1-3 Units
Study of a selected topic or topics under the direction of a faculty member. PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

ECON 799 THESIS 1-6 Units
Students must complete a Thesis Proposal Form in the Graduate Studies Office before registering for this course. PREREQ: GRADUATE STANDING

Finance Business Law Courses

FNBSLW 542 ADVANCED BUSINESS AND COMMERCIAL LAW 3 Units
This course provides an advanced study of the law for business or pre-law students, including an examination of the Uniform Commercial Code and the Law of Sales, Negotiable Instruments, Secured Transactions and Documents of Title. This course also includes a study of the Law of Business Entities and Creditor and Debtor Relations. PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

FNBSLW 691 TRAVEL STUDY Repeatable 1-3 Units
Variable topics. Faculty-led courses abroad.

FNBSLW 696 SPECIAL STUDIES Repeatable 1-3 Units
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings. PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

FNBSLW 718 FINANCIAL MANAGEMENT 2 Units
Consideration of the finance function as it relates to other organizational roles, the use of capital budgeting techniques, other quantitative methods, and model building in decision making. Not open to students with an undergraduate finance degree. PREREQ: ACCOUNT 701, OR ACCOUNT 244 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM

FNBSLW 732 QUANTITATIVE FINANCIAL ANALYSIS 3 Units
This course focuses on understanding the statistical tools required for financial data analysis. Topics covered include: regression analysis, the assumptions of the regression model and the significance of the regression coefficients, time series analysis including ARIMA, ARCH and GARCH models, simulations, scenario analysis and decision trees. PREREQ: ECON 703 OR 245 OR AN EQUIVALENT UNDERGRADUATE OR GRADUATE COURSE THAT COVERS DESCRIPTIVE STATISTICS AND HYPOTHESES TESTING; ADMITTED TO A GRADUATE BUSINESS PROGRAM
FNBSLW 735 BUSINESS VALUATION USING FINANCIAL STATEMENTS 3 Units
This course focuses on using financial information to value and analyze firms. There is no major corporate investment decision that can be made without first asking and answering the question, ‘what is it worth?’.
The goal of this course is to build students’ skills and confidence in using contemporary practices in the valuation of projects, divisions, and companies.
PREREQ: FNBSLW 718, OR FNBSLW 344 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT CLASS; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

FNBSLW 736 INVESTMENT BANKING 3 Units
This course intends to bridge the gap between finance theory and practical applications in the area of investment banking. It introduces students to the primary valuation methodologies and provides a comprehensive overview of the fundamentals of valuation, mergers and acquisitions, and corporate finance.
PREREQ: FNBSLW 735

FNBSLW 737 SECURITIES VALUATION 3 Units
The course reviews the basics of equity valuation, the different approaches to valuation, and the different definitions of value. Specifically, students are exposed to return concepts such as required returns, asset pricing factors, beta estimation, and WACC. This course also provides a comprehensive analysis and valuation of fixed-income securities, which is the central part of the course.
PREREQ: FNBSLW 718 OR 344 OR EQUIVALENT; FNBSLW 735; ADMITTED TO A GRADUATE BUSINESS PROGRAM

FNBSLW 739 FINANCIAL PLANNING PROCESS 3 Units
This course explores the quantitative and qualitative aspects of the Personal Financial Planning process. It includes study of the following areas: determining financial objectives, formulating investment objectives, tax planning, insurance planning, retirement planning and estate planning.
PREREQ: FNBSLW 718, OR FNBSLW 344 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT CLASS; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

FNBSLW 740 FINANCIAL DERIVATIVES 3 Units
This course covers the foundation of derivatives valuation and the utilization of financial derivatives as risk management or speculative tools.
PREREQ: FNBSLW 732

FNBSLW 750 REAL ESTATE FINANCE AND INVESTMENT 3 Units
Consideration of the institutional environment affecting the financing and ownership of real estate. Detailed evaluation of both the nature of and the risks associated with lender and investor yields from real estate investment.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

FNBSLW 755 MULTINATIONAL BUSINESS FINANCE 3 Units
An advanced course of international financial principles covering major macroeconomic factors affecting international corporate decisions, foreign exchange transactions, hedging strategies, international capital structure decisions, capital budgeting, international financial markets, and taxation.
PREREQ: FNBSLW 718, OR FNBSLW 344 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT CLASS; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

FNBSLW 760 FINANCIAL MARKETS 3 Units
Structure and operation of the markets for corporate debt and equity securities, municipal obligations, and mortgages. Detailed examination of stock markets and their use by investors.
PREREQ: FNBSLW 718, OR FNBSLW 344 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT CLASS; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

FNBSLW 765 ALTERNATIVE INVESTMENT ASSETS 3 Units
Today's large investors must consider investing outside of fixed income and equity. Investments in non-traditional assets is growing. This course explores the four largest alternative asset classes: Hedge Funds, Private Equity, Commodities and Real Estate Investment Trusts (REITs). The course material provides coursework preparing students for two different professional designations, Chartered Financial Analyst (CFA) and Chartered Alternative Investment Adviser (CAIA).
PREREQ: FNBSLW 780

FNBSLW 770 CAPITAL BUDGETING 3 Units
Financial planning for working capital management and long range investment projects. Emphasis on capital budgeting problem solving. Readings on capital budgeting and related topics, cost of capital structure, and dividend policy.
PREREQ: FNBSLW 718, OR FNBSLW 344 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT CLASS; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

FNBSLW 780 PORTFOLIO THEORY AND PRACTICE 3 Units
Formulation of objectives and the development of portfolios to meet these objectives for individuals and institutions. Special attention will be focused on statistical and analytical techniques for portfolio selection and management.
PREREQ: FNBSLW 718, OR FNBSLW 344 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT CLASS; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

FNBSLW 785 FINANCIAL MODELING 3 Units
This course provides hands-on experience for students to access financial information and perform financial analysis. It covers formula building, referencing, integrated financials, scenario and sensitivity analysis, and data visualization techniques.
PREREQ: FNBSLW 718, OR FNBSLW 344 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT CLASS; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

FNBSLW 790 WORKSHOP Repeatable 1-6 Units
Variable topics. Group activity oriented presentations emphasizing 'hands on' and participatory instructional techniques.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

FNBSLW 794 SEMINAR 1-3 Units
Variable topics. Group activity. An advanced course of study in a defined subject matter area emphasizing a small group in intense study with a faculty member.

FNBSLW 798 INDIVIDUAL STUDIES Repeatable 1-3 Units
A student may satisfy up to 3 credits of the 9 credit emphasis by pursuing this course with one or more members of the graduate faculty. A copy of the proposal must be on file in the chairman's office prior to registration.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT
FNBSLW 799 THESIS RESEARCH  Repeatable 1-6 Units
Students must complete a Thesis Proposal Form in the Graduate Studies Office before registering for this course.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

Info Tech Supply Chain Mgmt Courses
ITSCM 690 WORKSHOP Repeatable 1-3 Units
Variable topics. Group activity oriented presentations emphasizing ‘hands on’ and participatory instructional techniques.

ITSCM 691 TRAVEL STUDY Repeatable 3 Units
Variable topics. Faculty-led courses abroad.

ITSCM 696 SPECIAL STUDIES Repeatable 1-3 Units
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings.

ITSCM 715 TECHNOLOGY AND INFORMATION SYSTEMS 2 Units
A graduate business course that provides a fundamental understanding of technology and information systems in organizations. The course surveys a wide range of information topics covering management, organizational, and technology foundations of information systems. Emphasis is placed on how organizations plan, implement, and use information systems for operational and strategic excellence.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE PROGRAM

ITSCM 719 OPERATIONS MANAGEMENT 2 Units
A survey course focusing on the performance of managerial activities entailed in selecting, designing, operating, controlling, and updating productive systems. This life cycle approach will include treatment of non-manufacturing activities, and will draw heavily upon latest developments in the field.
PREREQ: ECON 703, OR ECON 245 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM

ITSCM 745 STRATEGIC TECHNOLOGY AND INNOVATION MANAGEMENT 2 Units
A graduate business course covering technology led strategic innovation designed to provide an understanding of the dynamic links between technology and innovation strategy. Students will acquire essential managerial and critical thinking skills to develop competitive technology enhanced business strategies and models.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ITSCM 760 TOPICS IN INFORMATION TECHNOLOGY AND MANAGEMENT 3 Units
This course addresses a changing milieu of topics concerning information systems business. Topics may include new methodologies and products that implement them, new problem solving approaches, or emerging business and environmental concerns.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ITSCM 761 SUPPLY CHAIN SYSTEMS 3 Units
The course uses a supply chain management framework to study the flow of material. Topics include capacity planning, production systems, production planning, material planning, sourcing, and delivery of products. In addition, the role of information systems in integrating operations throughout the supply chain is discussed. The course uses case studies and research papers.
PREREQ: ITSCM 719, OR ITSCM 306 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ITSCM 763 GLOBAL OPERATIONS MANAGEMENT 3 Units
The objective of this course is to enhance the student’s ability to conceptualize and manage global operations effectively. A wide range of topics, concepts, theories, and tools related to the operations of both manufacturing and service firms are explored from an international perspective. The comparative position of U.S. production systems is evaluated to help firms become more competitive globally.
PREREQ: ITSCM 719, OR ITSCM 306 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ITSCM 765 TOPICS IN PROJECT MANAGEMENT 3 Units
This course addresses emerging or context specific project management concepts, techniques, and technologies. Topics may include new methodologies and technologies that implement them, or project management in a specific industry or work context.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR PROJECT MANAGEMENT CERTIFICATE PROGRAM

ITSCM 766 PROJECT MANAGEMENT CERTIFICATE PROGRAM

ITSCM 768 OPERATIONS STRATEGY 3 Units
A course focusing on strategic implications of operations decisions facing the top manager, such as the operations vice-president or plant manager. Cases are used to identify, analyze and recommend solutions to specific problems resulting from corporate decisions taken in the areas of processes and infrastructure. Current trends in selected industries are discussed.
PREREQ: ITSCM 719, OR ITSCM 306 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ITSCM 770 FUNDAMENTALS OF PROJECT MANAGEMENT 2 Units
This course develops a basic understanding of a project management methodology through lectures, case analyses, problem solving and discussions. Topics covered include planning, budgeting, scheduling, resource allocation and controlling of projects. The course provides a good background for students interested in pursuing certification in the area of project management.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR PROJECT MANAGEMENT CERTIFICATE PROGRAM
ITSCM 772  INFORMATION TECHNOLOGY SERVICE MANAGEMENT  3 Units
The course is designed to introduce information technology service management in a variety of enterprise and service industry settings. Concepts of IT service management based on contemporary best practices such as ITIL are covered. The course will cover the management of service systems, IT service system design, operations, and management.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

ITSCM 773  DATA FOUNDATIONS FOR BUSINESS ANALYTICS  3 Units
This course focuses on developing managerial skills of understanding and use of common data resources in business. Topics covered include traditional data warehousing, data marts, real time data loading, importance of data quality, understanding of data meaning, metadata management, extraction of data using SQL, and the impact of data transformation rules on loading data into data warehouses.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR DATA ANALYTICS CERTIFICATE PROGRAM

ITSCM 774  DATA ANALYTICS AND BUSINESS INTELLIGENCE  3 Units
A graduate course covering the use information technology to assist decision making in today's business environment. This course provides an overview of decision making theory, data warehousing, data mining, business intelligence and analytics. The course also surveys contemporary framework, tools, and techniques for BI and data analytics.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR DATA ANALYTICS CERTIFICATE PROGRAM

ITSCM 776  BUSINESS PROCESS INNOVATION AND MANAGEMENT  3 Units
The course provides an overview of concepts, methods and tools surrounding the definition, implementation, measurement and improvement of processes in organizations. Strategic and tactical phases of the Business Process Management lifecycle, consisting goal setting, process design, process implementation, process enactment and measurement, and process evaluation are covered.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR DATA ANALYTICS CERTIFICATE PROGRAM

ITSCM 777  DATA MINING FOR BUSINESS  3 Units
This course focuses on the application of data mining for business. Topics covered include mining structured data, techniques for handling big data, working with unstructured data. Emphasis is placed on identifying and applying appropriate mining techniques for specific business problems, and interpreting the validity and utility of the results. Students will use data mining software to gain practical experience.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR DATA ANALYTICS CERTIFICATE PROGRAM

ITSCM 780  DISASTER RECOVERY AND BUSINESS CONTINUITY  3 Units
The course covers Business Continuity Planning, a methodology used to create and validate a plan for maintaining continuous business operations before, during, and after disasters or disruptive events. It also covers Disaster Recovery, which is aimed at stopping the effects of disasters as quickly as possible, and addressing the immediate aftermath.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR PROJECT MANAGEMENT CERTIFICATE PROGRAM

ITSCM 782  GLOBAL PROJECT MANAGEMENT  3 Units
This course prepares students for global project management, effective teamwork and collaboration from theoretical and practical viewpoints. Students are prepared to understand key issues in systems lifecycle planning, managing and coordinating distributed project teams, organizing work products, implementing process and quality metrics, maintaining effective control and coordination, and risk management.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR PROJECT MANAGEMENT CERTIFICATE PROGRAM

ITSCM 785  APPLIED PROJECT MANAGEMENT  3 Units
This course utilizes a formal project management process to convey the key competencies that project managers must develop. Students will apply project management tools and techniques to execute a full project. Topics covered include project management and organization; planning; budgeting; scheduling; resource management; project control; project termination; project management tools; and project completion hours. Emphasis is on hands-on application.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR PROJECT MANAGEMENT CERTIFICATE PROGRAM

ITSCM 790  WORKSHOP  Repeatable  1-3 Units
Variable topics. Group activity emphasizing ‘hands on’ and participatory instructional techniques.

ITSCM 793  OCCUPATIONAL EXPERIENCE  1-3 Units
Designed to be undertaken by qualified business teachers and prospective teachers through participation in a coordinated work-study program in certain business offices or retail establishments. This course correlates classroom training and experience with business or marketing experience and standards.

ITSCM 794  SEMINAR  1-3 Units
Variable topics. Group activity. An advanced course of study in a defined subject matter area emphasizing a small group in intense study with a faculty member.

ITSCM 796  SPECIAL STUDIES IN BUSINESS EDUCATION  Repeatable  1-6 Units
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings.

ITSCM 798  INDIVIDUAL STUDIES  Repeatable  1-3 Units
Study of a selected topic or topics under the direction of a faculty member.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

ITSCM 799  THESIS RESEARCH  Repeatable  1-3 Units
Students must complete a Thesis Proposal Form in the Graduate Studies Office before registering for this course.

Management Courses
MANGEMNT 691  TRAVEL STUDY  Repeatable  1-3 Units
Variable topics. Faculty-led courses abroad. Repeatable for a maximum of 5 credits in major/degree. Department Consent required.

MANGEMNT 696  SPECIAL STUDIES  Repeatable  1-3 Units
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings. A limit of three credits can be applied toward a major or six credits toward degree.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT
MANGEMENT 721 ORGANIZATIONAL BEHAVIOR  2 Units
The course explores the behavior of people in organizations as individuals, and as group members in an organizational context. An analysis of human problems in organizations and the application of results of behavioral science research to organizational problems are included.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

MANGEMENT 738 MANAGEMENT OF INNOVATION  3 Units
The course is designed to acquaint the student with the foundations and the processes of research, development, technology, and innovation. This course draws upon current literature in the management of engineering and technology-based organizations. Students are exposed to the workings of technology within the company, from its generation in the research and development function, to its commercialization as new products/services.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

MANGEMENT 741 ORGANIZATIONAL BEHAVIOR  3 Units
Organizational Behavior is the study of factors that impact how individuals and groups act, think, feel, and respond to work and organizations, and how organizations, in turn, respond to their environments. It provides a set of tools for understanding, analyzing and predicting individual and group behavior in organizations, and offers managers means to improve, enhance, or change organizational behavior.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

MANGEMENT 745 BUILDING EFFECTIVE ORGANIZATIONS  2 Units
The course surveys concepts and research in the analysis of an organization. It examines the history of organization theory, as well as environmental and technological influences on organizational effectiveness. Contemporary developments in management and organization theory are also reviewed.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

MANGEMENT 751 STAFFING & EVALUATION  3 Units
An examination of the organization and administration of the personnel function in management. It is concerned with the employment, training, safety and health, employees services, and employee relations functions of personnel administration. Attention is focused on a limited number of topics drawn from these areas so more crucial concepts and methods involved may be dealt with in-depth.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR HUMAN RESOURCE MANAGEMENT CERTIFICATE PROGRAM

MANGEMENT 752 CURRENT ISSUES IN COMPENSATION AND BENEFITS  3 Units
An examination of compensation programs in profit/ nonprofit organizations. It is concerned with a detailed study of job structures, job evaluation, performance appraisal, wage surveys, basic systems/plans of compensation, and fringe benefits. Attention is focused on a limited number of topics from these areas so more crucial concepts/methods may be dealt with in-depth.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR HUMAN RESOURCE MANAGEMENT CERTIFICATE PROGRAM

MANGEMENT 753 TRAINING AND DEVELOPMENT  3 Units
The course will emphasize the theories of Management Training and Development and the practical application of these theories in today's organizations. Particular emphasis will be on current topics in the field of Human Resource Development, including training self-directed work teams, managing a diverse workforce, and the practical application of designing programs in today's environment.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR HUMAN RESOURCE MANAGEMENT CERTIFICATE PROGRAM

MANGEMENT 757 LEADERSHIP DEVELOPMENT  3 Units
The Leadership course presents evidence-based models of leadership. It focuses on the development of authentic leaders through the enhancement of individual self-awareness, acquisition of knowledge on effective leadership practices in organizations, and a critical evaluation of the contextual, cultural, and individual factors that enable or constrain leadership action and effectiveness.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

MANGEMENT 758 LABOR AND EMPLOYEE RELATIONS  3 Units
Primary concern is with contract negotiation and administration. Emphasis is on understanding the forces affecting the decisions of the parties to a labor contract. A dynamic approach is taken to examine difficulties that arise in attempting to administer a collectively established relationship. Study of conflict resolution including mediation and arbitration. Applications are made to both unionized and non-unionized settings.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR HUMAN RESOURCE MANAGEMENT CERTIFICATE PROGRAM

MANGEMENT 759 SOCIAL RESPONSIBILITY OF BUSINESS  2 Units
The course analyzes (1) a broad spectrum of social, political, ethical, and legal frameworks within which organizations must function, and (2) social trends and their underlying causes as they can affect businesses.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR HUMAN RESOURCE MANAGEMENT CERTIFICATE PROGRAM

MANGEMENT 760 STRATEGIC MANAGEMENT OF HUMAN RESOURCES  3 Units
This course examines strategic human resources (HR) management and HR planning. Applicable theories and methods of strategic, operational, and tactical planning and their relationship to HR management are covered, as well as the multiple roles HR plays in assisting organizations to gain and sustain competitive advantages in a fast-paced environment.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR HUMAN RESOURCE MANAGEMENT CERTIFICATE PROGRAM

MANGEMENT 764 SUSTAINABLE MANAGEMENT  3 Units
This course focuses on proving concept and methodologies relevant to ensuring businesses can sustainably manage their operations. Topics include an introduction to sustainable management, organizational response, redefining business models, product design, realigning supply chains, social sustainability, and the role of Non Governmental Organizations (NGOs). Specifically, the course will examine issue related to managing and implementing green and developmental projects.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR PROJECT MANAGEMENT CERTIFICATE PROGRAM
MANGEMNT 765 SOCIAL TRANSFORMATION AND NPO/NGO MANAGEMENT 3 Units
This course aims at developing student knowledge of the nonprofit sector. It provides an overview of nonprofit and voluntary associations, their origins, growth and development. It provides an international and comparative perspective on an emergent, multidimensional sector of the economy. The course focuses on management theory and practice, identifying strategies that nonprofit/nongovernmental organizations can and do use to influence change.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

MANGEMNT 770 ORGANIZATION DESIGN 3 Units
Application of organization theory to the structuring of organizations. The course examines organizational configurations and their effectiveness in different situational contexts to provide a rationale for management practice.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

MANGEMNT 771 STRATEGIC MANAGEMENT 3 Units
The course surveys the theoretical backgrounds of strategic management. It also covers practical methods and applications of strategic management models based upon existing theory, research, and practice. Comparative analysis of emerging strategic management frameworks are examined with implications for management practice.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM

MANGEMNT 777 INTERNATIONAL MANAGEMENT 3 Units
The course deals with concepts, issues, problems, and research in international management, with a focus on the international application of: (1) strategic management, (2) organizational theory and design, (3) organizational behavior, culture, conflict, leadership, and communication, (4) ethical issues, and (5) development, control, and coordination of international subsidiaries.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR HUMAN RESOURCE MANAGEMENT CERTIFICATE PROGRAM

MANGEMNT 787 BUSINESS POLICY & STRATEGY 3 Units
Business Policy and Strategy is a case based course that identifies the firm's competencies as the building blocks of strategies. Strategies that may be implemented to make the firm competitive in a global business environment.
PREREQ: 24 UNITS OF COBE GRADUATE LEVEL COURSES ABOVE 730; MUST BE ADMITTED TO THE MBA PROGRAM

MANGEMNT 789 READINGS AND RESEARCH IN MANAGEMENT 3 Units
Study of a selected area in management through readings and/or empirical research. Instructor Consent required.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

MANGEMNT 790 WORKSHOP Repeatable 1-6 Units
Variable topics. Group activity oriented presentations emphasizing 'hands on' and participatory instructional techniques.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

MANGEMNT 793 PRACTICUM IN MANAGEMENT 1-3 Units
This course provides students, under the direction of a faculty advisor, the opportunity to apply their theoretical backgrounds in settings ranging from internships in accounting organizations to other approved activities related to the practice of supply chain management. A learning contract will be developed by the faculty advisor, professional supervisor (if applicable), and student that clearly delineates the expectations and responsibilities of each party involved in the practicum

MANGEMNT 794 SEMINAR 1-3 Units
Variable topics. Group activity. An advanced course of study in a defined subject matter area emphasizing a small group in intense study with a faculty member.

MANGEMNT 796 SPECIAL STUDIES Repeatable 1-3 Units
Variable topics. Group activity. Not offered regularly in the curriculum but offered on topics selected on the basis of timeliness, need, and interest, and generally in the format of regularly scheduled Catalog offerings.

MANGEMNT 798 INDIVIDUAL STUDIES Repeatable 1-3 Units
Student and adviser decide the study, with the consent of the professor in charge of the study and the approval of the College Graduate Studies Committee. Consult the Associate Dean's Office for further information/limitations.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

MANGEMNT 799 THESIS RESEARCH Repeatable 1-6 Units
Students must complete a Thesis Proposal Form in the Graduate Studies Office before registering for this course. Requires advance approval of the MBA Program Director.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

Marketing Courses
MARKETG 694 MARKETING SEMINAR 3 Units
Variable topics. Group activity. An advanced course of study in a defined subject matter area emphasizing a small group in intense study with a faculty member.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE DEPARTMENT CONSENT

MARKETG 716 MARKETING 2 Units
Analysis of the institutional, behavioral, competitive, legal, and intra-firm aspects of the marketing function in business and other organizations.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR CERTIFICATE PROGRAM

MARKETG 731 QUANTITATIVE ANALYSIS FOR BUSINESS 3 Units
Applications of advanced statistical methods to managerial problems of prediction, inference, parametric and nonparametric, and decision making under uncertainty. Topics emphasized are multiple regression and time series.
PREREQ: ECON 703, OR ECON 245 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE OR DATA ANALYTICS CERTIFICATE PROGRAM

MARKETG 747 MARKETING STRATEGY 2 Units
Marketing Strategy reviews topics related to marketers' strategic efforts. It focuses on the Marketing Plan and offers students the opportunity to run a simulation, which will allow them to make specific choices related to Product, Promotion, Pricing and Distribution issues and gain feedback about the validity of their decisions.
PREREQ: MARKETG 716, OR MARKETG 311 WITH A GRADE OF "C" OR BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE DEGREE PROGRAM
MARKETING 751  CONSUMER BEHAVIOR  3 Units
The study of the behavior of consumers, including research methods
and findings from the behavioral sciences, with emphasis placed on how
marketing managers apply those ideas. The strategic implications of
segmentation, targeting, and positioning will be explored in depth.
PREREQ: MARKETNG 716, OR MARKETNG 311 WITH A GRADE OF "C" OR
BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE
DEGREE PROGRAM

MARKETING 761  INTERNATIONAL MARKETING  3 Units
Fundamental aspects of international business will be studied. Emphasis
is placed on decision making in an international setting and appraisal
of market opportunities worldwide. A multinational assignment enables
students to experience issues associated with doing business outside
one's home country.
PREREQ: MARKETNG 716, OR MARKETNG 311 WITH A GRADE OF "C" OR
BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE
DEGREE PROGRAM

MARKETING 766  ETHICS IN THE MARKETPLACE  2 Units
This course focuses primarily on issues related to the business/customer
relationship, with customers being defined as both other organizations
and consumers. The course emphasizes current issues such as privacy
rights, pricing ethics, promotional tactics and targeting. Students will
discuss topics, analyze cases, and write essays defending their opinions
and suggesting strategies. Examples of both exemplary and poor
business behavior provided.
PREREQ: MARKETNG 716, OR MARKETNG 311 WITH A GRADE OF "C" OR
BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE
DEGREE PROGRAM

MARKETING 767  ENTREPRENEURIAL MARKETING STRATEGY  3 Units
The course focuses on key marketing strategies relevant for new
businesses and/or new product launches. Students will apply marketing
concepts to the wide range of business challenges facing entrepreneurs.
Through experiential learning opportunities, students will apply what they
learned for developing comprehensive entrepreneurial marketing plans.
PREREQ: MARKETNG 716, OR MARKETNG 311 WITH A GRADE OF "C" OR
BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE
DEGREE PROGRAM

MARKETING 770  BRAND MANAGEMENT  3 Units
This course exposes students to contemporary thought about brands
and branding, the interaction between brands and consumer culture, and
the strategies for building strong brands. Specific topics include brand
identity, brand positioning, brand meaning, as well as how the brand
guides strategic decisions about the elements of the marketing mix.
PREREQ: MARKETNG 716, OR MARKETNG 311 WITH A GRADE OF "C" OR
BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE
DEGREE PROGRAM

MARKETING 772  DIGITAL MARKETING  3 Units
This course provides students with applied and theoretical knowledge
of digital marketing, which is necessary to understand how the Internet
and related technologies have and will continue to impact marketing
practices. Topics covered include online advertising, search engine
optimization, paid search, web analytics, email marketing, social media
marketing, and online brand building.
PREREQ: MARKETNG 716, OR MARKETNG 311 WITH A GRADE OF "C" OR
BETTER, OR EQUIVALENT; MUST BE ADMITTED TO A COBE GRADUATE
DEGREE OR BUSINESS DATA ANALYTICS CERTIFICATE PROGRAM

MARKETING 790  WORKSHOP  Repeatable  1-6 Units
Variable topics. Group activity oriented presentations emphasizing
'hands on' and participatory instructional techniques.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE
DEPARTMENT CONSENT

MARKETING 793  PRACTICUM  1-3 Units
This course provides students, under the direction of a faculty advisor,
the opportunity to apply their theoretical backgrounds in settings ranging
from internships in a marketing setting to other approved activities
related to the practice of a marketing professional. A learning contract
will be developed by the faculty advisor, professional supervisor (if
applicable), and student that clearly delineates the expectations and
responsibilities of each party involved in the practicum.

MARKETING 794  SEMINAR  Repeatable  1-6 Units
Variable topics. Group activity. An advanced course of study in a defined
subject matter area emphasizing a small group in intense study with a
faculty member.

MARKETING 796  SPECIAL STUDIES  Repeatable  1-3 Units
Variable topics. Group activity. Not offered regularly in the curriculum but
offered on topics selected on the basis of timeliness, need, and interest,
and generally in the format of regularly scheduled Catalog offerings.

MARKETING 798  INDIVIDUAL STUDIES  Repeatable  1-3 Units
Study of a selected topic or topics under the direction of a faculty
member.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE
DEPARTMENT CONSENT

MARKETING 799  THESIS RESEARCH  1-6 Units
Students must complete a Thesis Proposal Form in the Graduate Studies
Office before registering for this course.
PREREQ: MUST BE ADMITTED TO A COBE GRADUATE PROGRAM; HAVE
DEPARTMENT CONSENT