

## **MBA Electives Fall 2009**

### **Financ 7620      Investment Strategy of Warren Buffet (3 cr.) M/W, 8:00-9:15**

Finance 7620 is designed to familiarize students with the investment philosophy of Warren Buffet, arguably the most successful U.S. investor in recent memory. Buffett's criteria for evaluating potential acquisitions and investments will be analyzed in detail. The first part of the course will provide students with the necessary tools to analyze investments based upon Buffett's investment philosophy. In the second part of the course, most of class time will be devoted to more detailed discussions on various equity valuation approaches, particularly those used among practitioners, and their related issues. At the same time, these valuation techniques will be applied to evaluate companies. Analysis and presentation of company evaluations will be required as a team project. (Prerequisite – Fin 7440/7220)

### **Financ 7820      Investment Fund Management (3 cr.) M/W, 3:30-5:30**

The objective of this course is to provide practical investment analysis and investment experience. The principal method for this course is learning by experience. Every student will analyze and present one stock to the group. Graduate students will analyze a new security for potential investment in the fund.

**Application required.**

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### **Financ 8001-3      Topics: Real Estate Investment Trusts (3 cr.) T/R, 11:00-12:15**

This course covers theory and methods for real estate valuation and investments. Most of the course focuses on fundamental principles, concepts and methods of valuation and investment analysis for real estate. Main topics include real estate valuation, the economics of investments, the implication of financial leverage and taxation for investment performance, mortgages, real estate portfolio analysis, and REITs. This class is intended to provide the background for students to become real estate financial analysts and investment managers in various sectors. (Prerequisite: Statistics and FIN 7440/7420)

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### **Financ 8320      Financial Markets (1.5 cr.) T/R, 12:30 – 1:45 (1<sup>st</sup> 8 Weeks)**

Operation and structure of money markets and capital markets including markets for stocks, bonds, and derivatives securities. (Prerequisite - FIN 7440/7420)

### **Financ 8330      Investment Policy and Portfolio Management (1.5cr.) T/R, 9:30-10:45 (1<sup>st</sup> 8 Weeks)**

Even if your career plans do not include professional portfolio management, it's likely they include managing a large personal portfolio. That portfolio should be more than just a collection of common stock shares.

Financ 8330 students gain the skills necessary to make prudent investment decisions. Course content includes portfolio theory. Course activities are designed to understand theory better and to develop a practical approach to portfolio construction, management and protection.

Students actively manage an endowment fund using a top-down approach. Based on industry presentations, the class determines how much of the portfolio to invest in each industry. Students then have full responsibility for investing allocated funds. Simulations are used to gain experience in passive management. Students construct index portfolios, and compare their portfolio returns to actual indices. After reviewing and critiquing commonly used investment strategies, the class selects an investment strategy and back tests it to determine whether to use the investment strategy for the endowment fund. Students with a personal investment strategy are encouraged to test their proposed strategy before commitment of real dollars.

Prerequisite: Fin 8320 or equivalent coursework. Because of the hands on approach to portfolio management, many classes are held in the computer lab. Students are expected to have a working knowledge of Excel.

**Financ 8340                      Derivative Financial Securities (3 cr.) M/W, 9:30-10:45**

It's not rocket science, but a good calculator helps in this course! Financ 8340 provides an introduction to the rapidly growing field of derivative securities. Unlike primitive securities such as bonds or stocks whose value is directly tied to the earnings ability of the company, the value of derivative securities derives from the value of an underlying security such as a stock. The course is divided into futures, swaps, options, exotic options and financial engineering. Students should already have a prior course in investments before undertaking this offering. Completion of this course will help you to understand the financial engineering that ultimately sunk Enron. (Prerequisite: Financ 7440/7420)

**Financ 8350                      Financial Statement Analysis (1.5 cr.) T/R, 9:30 – 10:45 (2<sup>nd</sup> 8 Weeks)**

Analysis of company financial statements and related accounting information with emphasis on investors' decisions to invest in the company. (Prerequisite: Financ 7440/7420)

**Financ 8360                      Equity and Securities Analysis (1.5 cr.) T/R, 12:30-1:45 (2<sup>nd</sup> 8 Weeks)**

This course explores theory and application of models and methods for valuing common stocks.

Prerequisite: Financ 7420

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**Mangmt 8001                      Topics in Management (1.5 cr.) T/R, 11:00-12:15 (1<sup>st</sup> 8 Weeks)**

Some problems require rapid assessment, a proactive plan for resolution and immediate action. However, many others may be handled more productively through more deliberate, insightful analyses. By working from areas of strength, both personal and organizational, and utilizing an appreciation of conflicting values and worldviews, difficult problems may be resolved with broader support and ownership.

This course will focus on three major categories of problems:

- Failures (i.e., after the fact analyses of airplane crashes, communication systems dysfunctions and nuclear power plant operations but certainly less dramatic ones as well with an emphasis on human behavioral factors),
- Hard systems (relatively complex problems without a significant value component such as analyzing a financial decision, building a network, or the logistics of a multi-faceted system), and
- Soft systems (problems embedded with major cultural, ethical and value elements such as education reform, crime, health care, energy policy and the role of government).

Approximately half of the course will focus on the first two areas (failures and hard systems analyses) and the balance on soft systems analysis, thereby exploring alternative approaches to the most intractable problems. A focus on decision making protocols and critical thinking will be a consistent theme.

**Mangmt 8100                      Exploring the Digital Globe (3 cr.) T, 6:00-9:00**

This inter-departmental (graduate level) course will introduce you to the impacts of technological change and globalization from the perspective of business, law and journalism. It is the first course necessary toward fulfilling the requirements for the interdisciplinary university-wide "CDiG certificate". You will learn about electronic commerce, digitization and globalization issues from various different (interdisciplinary) viewpoints. You need not acquire specific technological skills; you will acquire a working understanding of how digital technologies function. Permission is not required.

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**Mangmt 8370                      Managerial Leadership (3 cr.) M/W, 9:30-10:45**

The course will provide an in-depth analysis of leadership theory and research from early trait theories through modern contingency theories. Implications for today's leader in a business environment will be discussed.  
Second year MBA students only.

**Mangmt 8510                      Project Management (1.5 cr.) M/W, 11:00-12:15 (1<sup>st</sup> 8 Weeks)**

Project Management has emerged as one of the hottest topics in the past ten years as professionals plan important business initiatives and try to manage the costs associated with implementing new products and services. This project management course will consist of practical concepts, techniques and methods necessary to manage any kind of project.

Instructor explanations, class discussions, and assignments will prepare student teams to plan, design, and assess an on-going student-defined semester project. The course will be organized around practical assignments and in-class problem solving that directly relate to the end-of-semester project. One third of the course will be organized around computer labs for learning how to use Microsoft Project software to plan and implement the semester student team project. The course will also emphasize very practical and useful concepts, techniques, and methods for planning and controlling the success of a project.

Students will emerge from the course being able to 1) consult on project planning and implementation, 2) assess the claims by vendors (or 3<sup>rd</sup> parties) that a project can be completed by a specific date (and budget), and 3) assist management by planning and estimating when a proposed new project can be completed and assessing the project's progress (budget and time estimations). No prerequisites are necessary for this course.

**Mangmt 8550                      Launching A High Growth Venture (3 cr.) W, 3:30-6:00**

The course objective is to develop sophistication in creating a new venture, particularly the skills for evaluating, preparing, and presenting business plans to investors. Irrespective of their original expectations, large proportions of MBAs launch a new venture or are associated with the launch of a new venture within ten years of graduation. This course is designed to equip participants for that likelihood.

This course utilizes the knowledge and skills gained from core MBA courses and other entrepreneurship-related offerings. It provides hands-on experience in the creation and development of a business plan for a new, growth-oriented venture, often technology-based. The course focuses on developing skills conducive to venture success including team building, organizing, planning, integrating, and persuading. In addition, students will analyze award winning plans from the MOOT CORP® Competition and other business and venture competitions. Also, selected experts will provide advice and insight on creating, funding, and launching a successful venture.

Open to second year MBA students. This class is only offered in the fall.

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**Mrktng 8001-1                      Database Marketing (3 cr.) W, 3:30-6:00**

This is a challenging and quantitatively-oriented, hands-on course in which you will learn how to use customer data to make data-based decisions about (1) marketing campaigns and (2) targeting of individual customers. In our first few sessions you will gain a basic understanding of SAS. During the semester you will use SAS extensively to process 1.0MM-1.5MM customer records and to analyze and report findings for a variety of database marketing problems. You will learn about SAS and how to analyze data by doing it, not just reading about it. There will be 13 collaborative homework assignments and 4 examinations, most of which will involve the use of SAS. We will also review requisite statistical concepts so that your analytic conclusions and business decisions based on those conclusions are valid. In the latter part of the course, you will learn how to develop regression equations and how these equations. Prerequisites: (Mrkt 7470, SAS Training, Mgmt 7470)

**Mrktng 8001-2 Marketing Engineering (1.5 cr.) T/R, 2:00-3:15 (2<sup>nd</sup> 8 Weeks)**

The course is designed to demonstrate the benefits of a systematic, analytical approach to marketing decision-making. Students will be able to build their skills to perform such analyses through a combination of lectures, Excel-based software tools, and business cases. They will acquire hands-on experience to apply the concepts and models to resolve real-life marketing problems in domains such as segmentation, targeting, positioning, and marketing resource allocation. The course will help students make the case for marketing expenditures based on ROI, an accountability yardstick that most companies demand from executives these days. (Prerequisites: MKTG 7460, MKTG 7470, MGMT 7400)

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**Mrktng 8060 Competitive Marketing Strategy (1.5 cr.) M, 3:30-6:00 (1<sup>st</sup> 8 Weeks)**

This course builds on the foundations of MRKTNG 7460 and MRKTNG 7470. The course focuses on competitive games & marketing strategies, quantitative market intelligence-based design, execution, and adaptation of a market-driven business strategy to improve a firm's financial performance over time in a competitive environment. The course uses a competitive, multi-period, marketing simulation game in which students are assigned to manage one of several firms competing in an industry. (Prerequisite: Mrktng 7470.) Students cannot receive credit for both MRKTNG 8050 and MRKTNG 8060.

**Mrktng 8070 Marketing Business Models (1.5 cr.) M, 3:30-6:00 (2<sup>nd</sup> 8 Weeks)**

This course focuses on the formulation and analysis of marketing strategy and contemporary business models for creating and capturing value in different industries such as consumer goods, services, retailing, media, sports, entertainment, and online businesses. Business revenue and profit models will be evaluated in conjunction with marketing performance. (Prerequisite: Mrktng 7470.) Students cannot receive credit for both MRKTNG 8050 and MRKTNG 8060.

**MKT 8420 Sales Force Management (1.5 cr.) T/R, 2:00-3:15 (1<sup>st</sup> 8 Weeks)**

The purpose of this course is to provide students with an overview of the theory and practice of sales management. The course offers students the opportunity to get a feel for a variety of sales management issues and problems. The focus will be on gaining a better appreciation of the determinants of sales performance and how sales managers can take actions to direct, influence and control sales performance.

What is the importance of this course? In brief, sales are central to the survival of most organizations. From a commercial perspective, nothing actually matters until a sale is made. The sales function is the most critical interface between a firm and its customers and the sales career path is often described as the fastest way to move up within an organization. Even if you do not plan on a career in sales, it is clearly a subject area about which a reasonable knowledge base is essential.

The coverage of topics is designed to provide exposure to the following:

- Understanding the role of personal selling as part of a firm's marketing strategy
- Design and implementation issues in sales management
- The tools/techniques available to assist managers in effectively managing the sales function.

Thus, subject areas for discussion would include sales force recruitment, selection and training, sales force motivation, compensation issues, sales territory design and management, and other related topics.

Prerequisite: Mrktng 7470