Class Descriptions

Entrepreneurship and Innovation ENTR 6200

Explores the challenges and processes for harnessing technological innovation for new-business development. Integrates technology strategy, innovation in marketing, product development, and organization design for the purpose of enterprise growth. Through readings, cases, and exercises, studies how firms from different industries gain competitive advantage through distinctive products and services, and leverage their technologies and skills into new emerging markets. Also focuses on processes for conceiving, financing, and organizing new ventures.

People and Organizations of the New Economy HRMG 6200

Examines today’s evolving environment, in which effective utilization of human resources is a source of competitive advantage. To maximize the contribution of organizational members, managers must be able to understand, diagnose, and influence workplace behavior in the context of change. Topics include management of cross-functional teams and boundaryless organizations. Emphasis is on the role of corporate culture and distributed leadership.

Financial Reporting and Managerial Accounting ACCT 6200

Offers the first of a two-course sequence that focuses on the acquisition, measurement, and management of firm resources. Business managers make strategic decisions about the acquisition and use of a variety of firm resources. Helps enable students to understand and utilize critical information in corporate financial reports to improve business decision making. Offers students the opportunity to learn contemporary methods of financial reporting and analysis used by internal decision makers and external capital providers.

Creating and Sustaining Market Strategies MKTG 6200

Focuses on marketing analysis and planning. Emphasizes analysis of customer needs and company and competitor capabilities. This analysis forms the basis of a sound marketing strategy that provides value to customers in a way superior to competitors. Discusses how to deliver this strategy through the development of an integrated marketing program covering product offerings, pricing, promotion, and distribution.

Managing the Global Enterprise INTB 6200

Focuses on the international business environment, and examines the influence on global decision making of such areas as the international economy and trade issues, legal and political context differences, governmental actions, cultural and ethical system differences, exchange rates and international currency markets, international institutions like the World Trade Organization and the International Monetary Fund, and regional agreements like the European Union, NAFTA, and Mercosur. Also analyzes why firms internationalize their operations, how they can internationalize, and key areas such as international manufacturing, marketing, human resource management, and strategy.