MBA IN BUSINESS ADMINISTRATION

Master of Business Administration (MBA)

Our nationally ranked MBA program combines flexibility with personal attention, and includes the top part-time MBA among private institutions in Western New York.

With a degree from the Wehle School of Business, you gain a strong foundation of knowledge in key business areas and an extensive professional network of mentors and peers.

ONE DEGREE 3 PATH'S:

1. Fulltime Program - Students can complete the degree in 4 semesters by taking 4 courses a semester including summer. Students will take online and on campus courses. On campus courses may be offered during the day.

2. Part-time Program - Students can complete degree by attending part-time at their own pace. On average students take 2 courses a semester. Students can complete this degree by taking only evening courses.

3. Part-time Online Program - Students can complete degree by taking 2 courses a semester online including summer.

The following concentrations are available depending on program and time to completion:

- Accounting - Director Approval
- Financial Services
- Food Marketing - Offered through St. Joe's University in Philadelphia (online)
- Global Supply Chain Management
- Marketing
- Security Analysis - Requires day time availability

GRADUATE BUSINESS LEADERSHIP & PROFESSIONAL DEVELOPMENT PROGRAM (LPD)

In addition to a graduate degree from Canisius' Wehle School of Business, students also will earn a Leadership & Professional Development Certificate and digital badge. This unique program offers students personal and professional development experiences to evaluate their competencies as well as personalized coaching to define their personal brand and chart a career path.

The LPD Program consists of three courses: My Personal Brand, My Leadership Plan, and My Path Forward. These are not academic in the traditional sense as there are no textbooks, exams, or weekly class meetings. Students will earn one academic credit for the certificate. The LPD has a significant impact on students both during their studies and after graduation, whether a young professional or an emerging executive. Completion of the LPD is a requirement for degree completion and conferral.

Canisius is a member of the Jesuit Consortium (JEBNET), allowing MBA students from another Jesuit institution to readily transfer coursework upon approval of the program director.

MBA Curriculum

All students are required to complete the Leadership & Professional Development Program. Upon completion of the courses students will receive a LPD certificate and electronic badge.

Code	Title	Credits
Leadership & Professional Development Courses		
BUS 601	My Personal Brand [1]	.5
BUS 602	My Personal Leadership Plan [1]	.5
BUS 603	My Path Forward [1]	0
Foundation Courses		
ECO 503	Statistics for Managers with Excel	3
ACC 505	Financial Accounting	3
ECO 511	Macroeconomics	1.5
MGT 512	Principles of Management	1.5
Core Area Courses		
ACC 610	Managerial Accounting	3
ECO 606	Managerial Economics	3
ECO 609	Business Analytics	3
FIN 608	Corporate Finance	3
LAW 603	Legal Environment & Ethics	3
MKT 604	Marketing Management	3
MGT 605	Organizational Behavior	3
MGT 607	Operations Management & Sustainability	3
Electives or Concentration Courses		**9**
Select three additional MBA courses. [2]		
Capstone		
MGT 690	Strategic Management and Leadership	3
Total Credits		**46**

[1]
- BUS 601 must be taken first semester
- BUS 602 must be taken second semester
- BUS 603 must be taken third semester

[2] Electives are listed in "courses (p. 3)" tab. Other courses may be approved by program director.

Concentrations

Accounting

Code	Title	Credits
Students must secure Graduate Business Director approval to pursue this concentration. Accounting courses are offered day only.		
Must complete ACC 711 and ACC 715		
ACC 711	Intermediate Financial Reporting I	3
ACC 715	Basic Taxation	3
Choose one of the following courses:		3
ACC 707	Accounting Systems and Analytics	
ACC 712	Intermediate Financial Reporting II	
ACC 716	Advanced Taxation	
Total Credits		**9**

Note that this concentration does **not** qualify a student to sit for the CPA exam. Students interested in doing so should consider the MBA in

professional accounting program, which would also satisfy the accounting core in the MBA program.

Financial Services

Code	Title	Credits
Select three courses from the following:		9
FIN 617	Portfolio Analysis	
FIN 619	Financial Modeling	
FIN 620	Investment Management	
FIN 623	Fixed Income Securities	
FIN 626	International Finance	
FIN 628	Derivative Securities	
FIN 650	Introduction to Financial Planning	
Students can take either ECO 621 or FIN 622, but not both.		
ECO 621	Money, Banking and the Economy	
FIN 622	Financial Institutions and Markets	
Total Credits		**9**

Other courses to be determined by the department.

Food Marketing (offered through Saint Joseph's University)

Code	Title	Credits
Students must select 3 courses from the following:		9
FMK 711: Food Industry Overview & Food Marketing Management		
FMK 713: Food Marketing Strategy		
FMK 722: Food Marketing Research		
FMK 726: Innovation and New Product Development		

Global Supply Chain Management

Code	Title	Credits
Student must complete the following 2 courses		
MGT 642	Global Supply Chain Management	3
MKT 633	Global Logistics and Transportation	3
Select one of the following:		3
FIN 626	International Finance	
ACC 707	Accounting Systems and Analytics	
MGT 699	Management Independent Study	
BUS 698	Internship	
Total Credits		**9**

Marketing Concentration

Code	Title	Credits
Select three of the following:		9
MKT 614	Retailing	
MKT 637	Social Media Marketing	
MKT 634	Consumer Behavior	
MKT 648	Digital Marketing Strategies	
MKT 664	Search Marketing	
Students can take either MGT 642 or MKT 633, but not both.		
MKT 633	Global Logistics and Transportation	
MGT 642	Global Supply Chain Management	

Security Analysis

Code	Title	Credits
Students must complete the following 4 courses below. Security Analysis Concentration requires students to apply for concentration.		12
FIN 620	Investment Management	3
FIN 624	Golden Griffin Fund I	3
FIN 629	Golden Griffin Fund II	3
FIN 812	Equity Analysis	3

Roadmap

Flexible MBA Program (Full-Time with Foundation Courses)

Students may be eligible for a waiver of an MBA Foundation course with two courses in similar content at the undergraduate level with a B or better in the last five years. For those without the foundation course waiver, they can begin with the following roadmap for students without a business background:

Foundation Courses

Summer

These preparatory courses are prerequisites for the MBA program. Students with a business undergraduate degree may have some or all of these courses waived. Students without a business background will need to take the following prior to starting at Canisius:

MKT 604
ECO 511 & MGT 512
ECO 503
ECO 606
In addition, students can get begin to take the following during this term:
BUS 601
Elective

MBA Courses

First Year

Fall	Spring
MGT 605	ACC 610
ACC 505	FIN 608
ECO 609	MGT 607
LAW 603	MGT 690
BUS 602	BUS 603
Elective	Elective

Flexible MBA Program (Full-Time without Foundation Courses)

Students may be eligible for a waiver of an MBA Foundation course with two courses in similar content at the undergraduate level with a B or better in the last five years. Those student can begin with the following courses:

First Year

Fall	Spring	Summer
ACC 610	ECO 609	ECO 606
FIN 608	LAW 603	MGT 690
MGT 605	MGT 607	BUS 603
MKT 604	BUS 602	Elective

BUS 601	Elective	
Elective		

Flexible MBA Program (Part-Time)

This part-time roadmap includes the Foundation Courses. Those part-time students with business backgrounds may have one or more of these courses waived. If so, your roadmap may look different. Please consult your program director.

First Year		
Fall	**Spring**	**Summer**
ECO 503	ACC 505	FIN 608
ECO 511 & MGT 512	MGT 605	LAW 603
	BUS 602	
Second Year		
Fall	**Spring**	**Summer**
MGT 607	ACC 610	ECO 609
MKT 604	Elective	Elective
Third Year		
Fall	**Spring**	
ECO 606	MGT 690	
BUS 603	BUS 603	
Elective		

Learning Goals and Objectives

Student Learning Goal 1

MBA graduates will understand global operations management and marketing concepts.

Students will:

- Objective A: Explain how value is created and managed throughout the product lifecycle, using marketing strategy and supply chain management in a dynamic environment;
- Objective B: Demonstrate a capacity to apply business knowledge in new and unfamiliar circumstances through a conceptual understanding of relevant disciplines.

Student Learning Goal 2

MBA graduates will apply quantitative methods in accounting, finance and statistics.

Students will:

- Objective A: Apply and interpret quantitative methods and statistical analyses;
- Objective B: Perform and interpret standard accounting and financial computations, including cash flow and time-value-of-money calculations, cost-benefit analysis, and capital budgeting to evaluate the merits of a proposed investment;
- Objective C: Develop and reinforce critical thinking and argumentation skills with emphasis on problem identification from various viewpoints, causal diagnosis, and solution development.

Student Learning Goal 3

MBA graduates will have a fundamental knowledge of human behavior and market structures in a global context.

Students will:

- Objective A: Demonstrate an understanding of how cultural differences and human diversity impact business decisions;
- Objective B: Demonstrate an understanding of market structure, macroeconomic, and international environments within which businesses operate, including the roles of financial institutions, the central bank, and central governments.

Student Learning Goal 4

MBA graduates will understand ethical frame works in managerial decision-making and leadership.

Students will:

- Objective A: Demonstrate knowledge of multiple frameworks for ethical decision making, and how they apply to different business situations in a socially responsible manner;
- Objective B: Demonstrate knowledge of corporate governance issues and the responsibilities of business in society and the fiduciary responsibilities of managers, including ethical reporting;
- Objective C: Describe issues pertaining to social responsibility;
- Objective D: Identify situations when ethical leadership is required.

Student Learning Goal 5

MBA graduates will understand how Information Technology supports business strategy and operations.

Students will:

- Objective A: Have the information literacy skills necessary to effectively research, locate, extract, structure, and organize the information needed to assist in management planning, decision making and execution;
- Objective B: Demonstrate proficiency with data management software.

Student Learning Goal 6

MBA graduates will understand and effectively apply elements of leadership to individuals and group dynamics.

Students will:

- Objective A: Demonstrate awareness of conventional and innovative approaches to leadership and motivation;
- Objective B: Gain experience in teamwork and communication through involvement in experiential exercises including group presentation of case studies.

Courses

Accounting (ACC) Courses (p. 3), Leadership & Professional Development Business (BUS) Courses (p. 4), Economics (ECO) Courses (p. 5), Finance (FIN) Courses (p. 5), Business Law (LAW) Courses (p. 7), Management (MGT) Courses (p. 7), Marketing (MKT) Courses. (p. 9)

Accounting (ACC) Courses

ACC 505 Financial Accounting **3 Credits**

Reporting the financial results of operations and financial position to investors, creditors, and managers; examination of problems that arise in the preparation, analysis and use of accounting data, with emphasis on the use of financial reports.

Offered: every fall & spring.

ACC 610 Managerial Accounting **3 Credits**
Preparation and analysis of data used by management in planning, budgeting, decision making, product costing, inventory valuation and performance evaluation.
Prerequisite: MBA 505 or ACC 505.
Offered: Fall & spring.

ACC 707 Accounting Systems and Analytics **3 Credits**
Development, organization, and implementation of manual and electronic accounting information systems. Emphasis on flow charts and analysis, modification, and improvement of existing systems.
Prerequisite: ACC 505.
Offered: every fall & spring.

ACC 711 Intermediate Financial Reporting I **3 Credits**
First of a two-course sequence. In-depth accounting concepts and theories pertaining to external financial reporting. Emphasis on theories surrounding asset valuations, liability and equity measurements, income determination and cash flows. Prerequiste: MBA 701
Prerequisite: ACC 701 OR MBA 701.
Offered: every fall & spring.

ACC 712 Intermediate Financial Reporting II **3 Credits**
Second of a two-course sequence. In-depth accounting concepts and theories pertaining to external financial reporting. Emphasis on theories surrounding asset valuations, liability and equity measurements, income determination and cash flows.
Prerequisite: MBA 711 OR ACC 711 grade of C-.
Offered: every fall & spring.

ACC 715 Basic Taxation **3 Credits**
Provisions of Internal revenue Code relating to the determination of income, exclusions, deductions and credits. Emphasis is on the individual and sole proprietors. The course includes learning basic tax reseach and communication skills.
Prerequisite: MBA 701 OR ACC 701.
Offered: every fall.

ACC 716 Advanced Taxation **3 Credits**
Internal Revenue Code provisions relating to taxation of corporations, shareholders; partnerships, partners, estates, trusts and multistate taxation.
Prerequisite: MBA 715 OR ACC 715.
Offered: every spring.

ACC 721 Advanced Financial Reporting **3 Credits**
Accounting for corporate mergers and acquisitions, state and local government, non-profit institutions and foreign exchange transactions.
Prerequisite: MBA 712 OR ACC 712.
Offered: every fall.

ACC 725 Auditing Theory and Practice **3 Credits**
Generally accepted auditing standards and practice relevant to verification of historical financial statements; responsibilities and ethics pertinent to the public accounting profession; internal control evaluation; applying auditing programs; development of working paper documentation; the application of statistical sampling to gather audit evidence; the determination of the appropriate audit report for a given audit situation.
Prerequisite: MBA 712 OR ACC 712.
Offered: every fall.

ACC 726 Information Systems Auditing **3 Credits**
Information system control design and auditing in the internet, electronic and paperless environment; management of security technology; operating and application system processing controls; prevention of unauthorized activity.
Prerequisite: C- or better in MBA 725 OR ACC 725.
Offered: every fall.

ACC 727 Advanced Audit **3 Credits**
This course embeds the advanced study of auditing in an experiential professional context through case analysis, simulations, and professional standards. Emphasis is placed on the development of competencies such as critical thinking, professional judgment, professional skepticism, oral and written communication, ethical reasoning, and leadership and team building. Broad exposure to the professional accounting/auditing literature assists students in reflecting on course technical content.
Prerequisite: MBA 725 OR ACC 725.
Offered: every spring.

ACC 731 Data Analytics in Accounting **3 Credits**
Data analytics theories and concepts applied to accounting settings. Emphasis on business intelligence, data analytics models, data visualization, data storytelling, and descriptive, predictive, and prescriptive analytics. Students apply data analytic concepts through data storytelling and the use of analytics software.
Prerequisite: ACC 707 or BAN707.
Offered: every fall & spring.

ACC 751 Seminar in Accounting Theory **3 Credits**
Standard setting procedures at the U.S. and international levels, accounting concepts and principles, contemporary accounting issues, concepts of income determination, database/library research to support or oppose accounting positions.
Prerequisite: MBA 711 or ACC 711.
Offered: every fall.

ACC 752 Strategic Performance Analytics **3 Credits**
Evaluating enterprise information, enterprise resource planning (ERP) system design and functionality, data integrity, use of financial and non-financial information for organizational decision-making, business process improvement and risk management. Prerequsite: MBA 707
Prerequisite: MBA 707 OR ACC 707.
Offered: every spring.

Leadership & Professional Development Business (BUS) Courses (p. 4)

BUS 500 WNY Prosperity Fellowship Program **0 Credits**
WNY Prosperity Fellowship Program requires student to apply. Once accepted into the fellowship, students will participate in activities related to the economic development of the WNY community.
Offered: every summer.

BUS 601 My Leadership and Brand **0.5 Credits**
This course is about you and your leadership journey and career goals. Specifically this course is designed to help you discover more about yourself, your leadership skills, and what competencies are most critical to achieving your professional career goals. Central to the theme of the LPD program is your personal leadership plan, which will be developed in this course and submitted by the end of the semester. The activities in the course will also give you hands-on experience with goal setting, a critical skill to developing and empowering others. Finally, you will have the benefit of working with a Canisius alumnus who has been specially trained in coaching, mentoring, and helping to develop your leadership plan.
Offered: every fall & spring.

BUS 602 Career Readiness **0.5 Credits**
Students will identify their value proposition and how to best present their talents across multiple mediums and channels.
Prerequisite: BUS 601.
Offered: every fall, spring, & summer.

BUS 603 My Path Forward **0 Credits**
Student will reflect on leadership plan and chart their path forward beyond graduation.
Prerequisite: BUS 602.
Offered: every fall, spring, & summer.

BUS 698 Internship **1-3 Credits**
Student works in an organization to gain work experience. As the internship is for academic credit, a student will have to secure a faculty supervisor and will have to complete academic assignments. Approval of an internship requires the completion of an application located in the student's portal.
Offered: every fall, spring, & summer.

BUS 699 Graduate Business Independent Study **3 Credits**
Students are working on a special project or course related to content of their graduate business degree.
Offered: occasionally.

Economics (ECO) Courses

ECO 503 Statistics for Managers with Excel **3 Credits**
This course covers statistical concepts and techniques emphasizing problem solving and interpretation: descriptive statistics, probability distributions, estimation, hypothesis testing, contingency tables, analysis of variance and simple regression analysis.
Offered: every fall, spring, & summer.

ECO 511 Macroeconomics **1.5 Credits**
This course is designed to acquaint the student who has had no previous macroeconomic training with the body of knowledge, methods of analysis related to the global macroeconomic environment. The underlying models and their impacts on decision-makers is the focus of the course.
Offered: every fall, spring, & summer.

ECO 606 Managerial Economics **3 Credits**
This course is designed to acquaint students with market forces that affect the decision making process of managers. It provides the analytic framework to understand consumer behavior, production technology, and input costs. Students will also learn how markets and the global environment influence managers, set prices and respond to the strategies of their competitors for long term firm sustainability.
Offered: every fall, spring, & summer.

ECO 609 Business Analytics for Managers **3 Credits**
This course builds on the tools of statistical inference developed in MBA 503 to address issues of estimation and hypothesis testing encountered in regression analysis and forecasting. A comprehensive introduction to econometric modeling and forecasting will be provided. Emphasis will be placed on application. interpretation and evaluation of forecasts.
Prerequisite: ECO 503.
Offered: every fall, spring, & summer.

ECO 611 Financing State & Local Government **3 Credits**
Municipal credit risk and municipal bonds analysis of revenue sources for state and local governments. Public/private sector interaction in urban areas, city-suburban fiscal disparity and competition, state/local government structure, inter-governmental relations. This course also serves as a Finance elective.
Prerequisite: MBA 526 or ECO 526.
Offered: occasionally.

ECO 612 Geographical Info Sys for Bus **3 Credits**
An applied introduction to Geographic Information Systems (GIS), a mapping and spatial analysis tool that is widely used in education, government, and industry to solve spatial problems. This course combines lectures and hands-on exercises and provides students the opportunity to use ArcGIS software.
Prerequisite: MBA 504 or ECO 504.
Offered: occasionally.

ECO 615 Economics Research Methodology **3 Credits**
Economic Research Methodology is a course where the tools of microeconomics, macroeconomics and statistics are applied to analysis of economic data at both the national and local levels. The course will focus on Bureau of the Census and Bureau of Labor Statistics data in the analysis of labor markets and other behavioral economic issues.
Prerequisite: ECO 504, MBA 504, MBA 503, ECO 503.
Offered: every spring.

ECO 621 Money, Banking and the Economy **3 Credits**
The connection between financial markets, the economy, and the Federal Reserve will be explored. This course will examine the nature of financial markets, the determination of interest rates, banking, money and monetary policy. Emphasis will be placed on the impact of monetary policy on the macro economy.
Prerequisite: MBA 504 or ECO 504.
Offered: every fall.

Finance (FIN) Courses

FIN 608 Corporate Finance **3 Credits**
This course provides the basic tools of Financial Management. It introduces you to the goal of Financial Management, analysis of financial statements, the concepts of cash flow, financial planning, time value of money, capital budgeting, the principles of valuation, the concepts of return and risk, the use of financial leverage, the cost of capital, dividend policy and working capital management.
Prerequisite: ACC 505 and ECO 503.
Offered: every fall, spring, & summer.

FIN 617 Portfolio Analysis **3 Credits**
An introduction to modern portfolio theory and management. Strategies underlying portfolio construction and evaluation. Implications of market efficiency on portfolio management.
Prerequisite: MBA 620 or FIN 620.
Offered: every fall.

FIN 619 Financial Modeling **3 Credits**
Programming in EXCEL via construction of custom functions and macros using Visual Basic. These techniques are applied to a variety of financial models.
Prerequisite: FIN 608, FIN 508, or MBA 508.
Offered: every fall.

FIN 620 Investment Management **3 Credits**
This course introduces the student to the construction, management, and performance evaluation of investment portfolios. Primary topics include portfolio models, equilibrium in financial markets, market efficiency and the application of these concepts to the investment industry.
Prerequisite: FIN 608, FIN 508 or MBA 508.
Offered: every fall, spring, & summer.

FIN 622 Financial Institutions and Markets **3 Credits**
This course examines the changing world of financial services and the role that financial intermediaries and financial markets are playing in a rapidly consolidating industry with new benchmarks and success factors. Universal banking as the new model will be analyzed. Emphasis will be placed on contemporary issues as well as a review of the history of this evolving industry.
Prerequisite: MBA 508 or FIN 508.
Offered: every spring.

FIN 623 Fixed Income Securities **3 Credits**
This course discusses the various types of fixed income securities and the markets in which they are traded. Emphasis is placed on contact evaluation, extracting term/risk structure information from pricing, evaluating, investment opportunities and interest rate risk management.
Prerequisite: MBA 620 or FIN 620.
Offered: every fall.

FIN 624 Golden Griffin Fund I **3 Credits**
This course is the first of a two semester program in which students become equity analysts and portfolio managers responsible for 'real money' portfolio of common equity securities (the Golden Griffin Fund or 'GGF'). In the fall semester, students begin the process of stock selection and analysis, leading to recommendations for investment by the GGF. Students follow and discuss current events in the economy and financial markets, and monitor and produce written reports regarding current GGF portfolio positions. Students serve on committees, including: Accounting and Finance; Legal and Compliance; Marketing; Public Relations and Portfolio Management. Each committee will have certain responsibilities throughout the fall and spring semesters. Students taking MBA 624 are expected to continue into the spring semester in MBA 629. Student must apply in early spring before the upcomiong fall semester Offered; fall
Prerequisite: MBA 620 or FIN 620 concurrent with MBA 812 or FIN 812.
Offered: every fall.

FIN 625 Advanced Corporate Finance **3 Credits**
This course provides an in-depth treatment of corporate financial management. Topics from the introductory course (MBA 508) are developed in greater detail with emphasis on the underlying theories and more extensive applications to financial decision making. Additional topics beyond the introductory level are presented and discussed. The class relies primarily on lectures, problems and case discussions.
Prerequisite: MBA 508.
Offered: occasionally.

FIN 626 International Finance **3 Credits**
International Finance (also known as 'Open-Economy Macroeconomics') is the study of the monetary and economic linkages among countries. The main goal of this course is to equip students with an understanding of the global macroeconomic environment. The following topics will be covered: purchasing power parity, interest rate parity, exchange rate determination, international capital flows. MBA 504, MBA 508
Prerequisite: MBA 508 or FIN 508 and MBA 504 or ECO 504.
Offered: Occassionally.

FIN 628 Derivative Securities **3 Credits**
This course discusses forward and futures contracts, swaps and options. Markets for these securities are described and analyzed. Modern techniques for identifying over and undervalued contracts are presented. The use of derivative securities in risk management is discussed.
Prerequisite: MBA 620 or FIN 620.
Offered: occasionally.

FIN 629 Golden Griffin Fund II **3 Credits**
This course is the second of a two semester program in which students become equity analysts and portfolio managers responsible for 'real money' portfolio of common equity securities (the Golden Griffin Fund or 'GGF'). In the spring semester, students begin the process of original equity research, leading to recommendations for investment by the GGF. Students continue to follow and discuss current events in the economy and financial markets, and monitor and produce written reports regarding current GGF portfolio positions. Committee work started in the fall semester continues as well.
Prerequisite: either MBA 624 or FIN 624 and either MBA 812 or FIN 812.
Offered: every spring.

FIN 650 Introduction to Financial Planning **3 Credits**
Survey of topics in wealth management and personal financial planning. Review development of the wealth management industry, including the evolution of the high-net-worth investor segment. Various aproaches to asset management, benchmarks for evaluating portfolio performance, risk tolerance, and tax and estate planning issues will be explored.
Prerequisite: MBA 620 or FIN 620.
Offered: fall.

FIN 652 Risk Mangement & Insurance **3 Credits**
Globalization, technological advances and their subsequent adaptions by enterprises and economies has led to rapid changes in how risks are evaluated and mitigated. The ability to identify/anticipate, measure, financially and operationally manage, mitigate and communicate risk exposures faced by an organization is essential to its business success. Moreover, the ability to communicate the various impacts and consequences of material risk exposures to executive management and other enterprise stakeholders is becoming a critical management skill. In this course we will discuss processes used by organizations to manage the risks that they face, with an emphasis on the types of risk commonly handled through the commercial insurance market. Coursework will address the costs and benefits of risk management, the goals of the process and the methods available to manage risks. Methods covered include traditional and nontraditional mitigations including retention, commercial insurance, captives, contractual risk transfer, etc. Throughout the semester, students will have the opportunity to learn more about the role of risk managers, insurance underwriters, brokers and other risk stakeholders through case studies, guest lecturers and local risk management events aimed at providing students a holistic picture of the industry. Students will be expected to demonstrate their understanding of current risk- related topics through class discussion, homework assignments, projects, and exams.
Offered: occasionally.

FIN 657 Financial Modeling with SAS **3 Credits**
Building financial models for forecasting and analyzing investment and financial products using the SAS programming language. Models in the areas of corporate finance, equities, bonds, portfolio management and derivative securities will be explored.
Offered: every fall & spring.

FIN 658 Risk Managment & Financial Institutions **3 Credits**
This course covers market risk including interest rate risk, credit risk, and operational risk, and how these are managed/hedged. We will model credit risk and value at risk metrics using historical simulation and scenario analysis. Relevant regulations are also covered
Prerequisite: FIN 508, FIN 620 and either FIN 621 or FIN 622.
Offered: every spring.

FIN 674 Business Analytics Using R 3 Credits
This course introduces students to the open source software language R. Students will access publicly available finacial data, process and analyze the data using R code. Analysis of financial ratios, investment portfolios, options, CAPM, Monte Carlo simulation, Value at Risk modeling and market microstructure will be explored.
Prerequisite: MBA 508 or FIN 508.
Offered: occasionally.

FIN 691 Supervised Applied Integrative Project 3 Credits
Special project or internship experience designed and supervised by a faculty member in conjunction with program professional partners. Intended primarily for the Risk Management or Data Analytics concentrations to be fully integrative with business applications. Examples may include risk management or big data projects for or within investment firms or financial institutions.
Offered: every fall, spring, & summer.

FIN 698 Finance Internship 1-4 Credits
Internship experience.
Offered: every fall, spring, & summer.

FIN 812 Equity Analysis 3 Credits
The analysis and valuation of equity securities is developed in stages using a case approach based on live publicly traded companies. Valuation models and the concept of value creation follows preliminary analysis of financial statements and market based financial information on risk and return.
Prerequisite: MBA 620 or FIN 620.
Offered: every fall.

Business Law (LAW) Courses

LAW 603 Legal Environment & Ethics 3 Credits
This course is designed to be an introduction to the basic rules of law and the ethical responsibilities of business decision makers. This course is not intended to make you lawyers or to give legal advice. Almost every chapter/subject covered is a semester or longer in law school. We will address important legal aspects of relating to business transactions and business entities.
Offered: every fall, spring, & summer.

Management (MGT) Courses

MGT 512 Principles of Management 1.5 Credits
Overview of key management principles and frameworks in planning, organizing, leading and controlling an organization. Topics covered include, but are not limited to,: developing a strategy, ethical decision-making, innovation and change management, managing in a global environment, organizational structures and authority, managing teams and human resources, theories on leadership, motivation and communication, and operations processes, will be introduced
Offered: every fall, spring, & summer.

MGT 605 Organizational Behavior 3 Credits
As individuals who are working or expect to work in organizations, and those potentially interested in management positions, exploring and understanding the multitude of ways employees behave in organizations is vital. As noted in our textbook, "the people make the place" (section 1.1). As a current and/or future decision maker in an organization, improving your managerial skills is critical. In fact, Peter Drucker has written that as individuals move up the organizational ladder, human relations skills (leadership, teamwork, motivation, etc.) become paramount. This course will sharpen your knowledge about how to become a better manager/leader by helping you understand yourself and the behaviors of employees within organizations. We accomplish this by concentrating on three different perspectives: individuals in the organization, groups in the organization, and the organizational system.
Offered: every fall, spring, & summer.

MGT 607 Operations Management & Sustainability 3 Credits
Operations management involves the planning, coordinating and executing of all activities that create goods and services while taking into account the Triple Bottom Line. This course will examine the economic, environmental, and social impacts of decision-making in the following areas: operations strategy, process strategy, quality management, facilities layout, inventory management, lean systems, and demand and capacity planning.
Prerequisite: MGT 512.
Offered: every fall, spring, & summer.

MGT 620 Global Management Strategy 3 Credits
Global Management Strategy is about strategic challenges confronting managers and firms expanding their horizons from local to global markets and resources. Its objective is to help students to understand the various aspects of strategic management that are specific to the global context. This course is designed to provide students with the knowledge and skills needed for creating, sustaining and renewing competitive advantages within a global context. Global Management Strategy introduces the key concepts, frameworks and principles required for an MNC (multinational company) to successfully engage in business activities in several, often disparate countries, cultures and markets.
Offered: occasionally.

MGT 640 Leadership & Management Skills Development 3 Credits
This seminar provides students with opportunities to assess their current management skill levels and to better understand and internalize concepts and theories of leadership and organizational behavior through application. Focuses on an active-learning of cycle of taking action, reflecting upon that action and its consequences, developing concepts and generalizations based upon such reflection, and testing of concepts by taking action in new situations. Topics include decision making, motivation, conflict management, exercising influence, supportive communication, interviewing , empowering and delegating.
Offered: occasionally.

MGT 641 Human Resource Management 3 Credits
This course examines the critical functions and roles of human resource management (HRM) in complex organizations. Topics include the legal implications of HRM, job analysis and design, HR planning, recruitment and selection, training and development, performance management, compensation and benefits, and employee and labor relations. Most significantly, the course looks at managing people and the employment relationship from a strategic perspective.
Offered: every fall & spring.

MGT 642 Global Supply Chain Management **3 Credits**
Supply Chain Management addresses the integrated management of the set of value-added activities from product development, through material procurement from vendors, through manufacturing and distribution of the good to the final customer. The course will address inventory movement within the supply chain, network configuration and location, capacity and demand management, the value of information, strategic alliance, new product development and technology and information impact in a global environment.
Prerequisite: MBA 507 or MGT 507 or MGT 607.
Offered: every fall.

MGT 645 Fundamentals of International Business **3 Credits**
This course introduces students to the aspects of business that change when an international border is crossed. Students examine the functional areas of business -- accounting, finance, economics, marketing and management -- and develop an understanding of the nature of competition in this complex environment.
Offered: fall.

MGT 649 Labor Relations **3 Credits**
This course introduces the student to the development, structure and process of labor relations in the United States. While the main focus will be on the private sector, some attention will be paid to the public sector, especially in the areas of the law and dispute settlement. Topics covered are labor history, labor law, union administration, the organizing process, collective bargaining, contract administration, labor disputes and their resolution, labor-management cooperation, and current issues.
Prerequisite: MBA 502 or MGT 502.
Offered: occasionally.

MGT 651 Corporate Entrepreneurship **3 Credits**
Corporate Entrepreneurship.
Offered: occasionally.

MGT 652 Launching and Growing Entrepreneurship Ventures **3 Credits**
Identify and evaluate an idea, assess the market, business planning and analysis applied to launching and growing entrepreneurial ventures. Topics include the lean launch pad, business plan, starting a small business, competitive analysis, strategic and managerial analyses, understand the process of raising capital and how to speak to investors, and professional presentation methods. The class also provides interactive and entrepreneurs and local entrepreneurship professionals.
Offered: occasionally.

MGT 664 Global Marketing Strategy **3 Credits**
This course provides students the opportunity to deepen their understanding of the design and implementation of a global strategy by concentrating on the decision areas most impacted by a firm's activities in the global marketplace. The course first explores how decisions on product, pricing, promotion and distribution are shaped by the international environments. Those decision areas are then integrated into an overall global strategy.
Offered: occasionally.

MGT 667 Negotiation Theory and Practice **3 Credits**
Explores formal and informal ways that managers negotiate differences. The course considers negotiation with peers, supervisors, subordinates, suppliers, customers, outside agencies and others as a key managerial process and a component of effective leadership. It takes a broad view of negotiations, examining the links between effective negotiation processes and influence, communication and relationship-management. We will examine research and concepts developed in a number of academic fields, and look closely at personal skills and experiences. The course requires intense involvement in negotiation simulation exercises, and thoughtful application of theory and research.
Offered: occasionally.

MGT 668 IT Tools & Supply Chain Management **3 Credits**
The course is intended to provide the graduate business student with an understanding of key concepts and range of automated tools employed in solving supply change management problems. MS Excel is stressed.
Prerequisite: MBA 506 or MKT 506.
Offered: occasionally.

MGT 669 Multicultural Leadership **3 Credits**
This course emphasizes the understanding of the skills that ethical and effective global business leaders need to have in order to manage the multiple cultural environments of international corporations. Students are tasked with the design of global leadership development programs for Graduate Business Programs and Corporations in order to demonstrate their understanding of the skills sets required.
Offered: every summer.

MGT 673 Comparative Management **3 Credits**
This course emphasizes the students' development as international managers and their understanding of the various environments within which they will be competing. Students study the impact of culture and value differences on the functional aspects of management -- communication, negotiation, decision making, control, and human resources -- and develop strategies for managing them in the international marketplace.
Offered: every spring.

MGT 686 Doing Business in the European Union **3 Credits**
This course is designed to prepare students to do business in the EU. Students examine the forces leading to the development and the implementation of the unique economic and political unit called the European Union. Students use their understanding of the history and the current issues impacting the continuing development of the European Union to develop strategies for doing business in the European Union.
Restriction: includes a one-week field experience in Europe during spring break.
Offered: every spring.

MGT 690 Strategic Management and Leadership **3 Credits**
Strategic Management can be characterized as a set of managerial decisions and actions that determines the long run performance of a corporation. It includes environmental scanning (external and internal to the corporation), strategy formulation, strategy implementation and evaluation and control. Using cases drawn from actual business situations, the course develops skills in (1) diagnosing the overall condition of a company or organization, with emphasis on its financial situation; (2) perceiving and analyzing evolving environmental trends, seeking new opportunities for the organization and new threats against it; (3) understanding those specific company skills that give it advantages over the competition and weaknesses that hinder its competitive position; (4) identifying and evaluating the strategic alternatives that are feasible for a given situation; (5) matching skills with opportunities, and relating them to one or more strategic alternatives in determining strategy and setting objectives; and (6) developing detailed policies and plans, and implementing them. The study of strategic management, therefore, emphasizes the monitoring and evaluating the external opportunities and threats in light of a corporation's strengths and weaknesses. We will build on insights developed in other courses, such as Understanding General Management, Managerial Economics, Managing Organizational Behavior, Finance and Marketing Strategy. We will explore and apply tools developed by world-renowned scholars that are taught at business schools all over the world, and add our own unique Jesuit perspective, to arrive at insights that are both applicable in the business world and deeply rooted in a thorough academic understanding. Hence, this is an integrative course in that the tools and skills learned in other required courses are needed to develop practical company-wide general management decisions. Since few students become general managers immediately upon graduation, Strategic Management includes a series of cases, simulations, and/or consulting projects on the role of the new functional, business and corporate/global managers in formulating and implementing strategies.
Prerequisite: ACC 505, ECO 511, MGT 512, MGT 605, MKT 604, FIN 608, MGT 607, BUS 601, BUS 602.
Offered: every fall, spring, & summer.

MGT 699 Management Independent Study **3 Credits**
Management Independent Study
Offered: occasionally.

Marketing (MKT) Courses

MKT 604 Marketing Management **3 Credits**
This course provides a survey of the various factors that affect marketing strategy decisions as well as the variety of strategic marketing decisions themselves. An emphasis is placed on coverage of a range of the most important concepts used in the practice of Marketing Management.
Offered: every fall, spring, & summer.

MKT 614 Retailing **3 Credits**
The retailing industry is undergoing tremendous disruption with the explosive growth of e-commerce. Multi-channel retailing is becoming the norm and the marketing challenges are many, including delivery of omni-channel customer experiences. This course is a study of the many challenges in retail management today using one of the leading textbooks on the topic. Student activities in the course include midterm and final exams, assignments and discussions.
Prerequisite: MBA 506 or MKT 506 or MKT 604.
Offered: every summer.

MKT 632 Marketing Data Analytics **3 Credits**
This course is an introduction to big data and data analytics for business, data visualization, business intelligence (BI), data and text mining, and sentiment analysis. Students learn to use data visualization, dashboard, and data analytics software.
Prerequisite: MBA 506 or MKT 506.
Offered: every fall & spring.

MKT 633 Global Logistics and Transportation **3 Credits**
Organization of export and import operations in support of marketing, distribution, production and other global business functions, freight forwarding, shipping procedures and selecting transportation modes and documentation. Special attention is given to the logistics of humanitarian relief and the efforts of Catholic Relief Services and other global agencies.
Prerequisite: MBA 507 or MGT 507 and MBA 506 and MKT 506.
Offered: every spring.

MKT 634 Consumer Behavior **3 Credits**
This course focuses on the application of information from the behavioral sciences (e.g. psychology, sociology, anthropology) to help understand consumer behavior. Emphasis is placed on understanding the factors that influence consumer behavior and developing the ability to apply this information to the practice of marketing. Additionally, students are encouraged to consider their own personal consumption behavior and to identify ways they can improve their consumption decision outcomes and reduce their susceptibility to undesirable external influences. Course topics include perception, memory, learning, persuasion, attitudes, materialism, behavioral decision theory, family and cultural influences.
Prerequisite: MBA 506 or MKT 506 or MKT 604.
Offered: occasionally.

MKT 637 Social Media Marketing **3 Credits**
In a world where almost 60% of new marketing jobs are in digital marketing, this Social Media Marketing course prepares students to understand and apply the essential skills required for monitoring, managing and measuring social media programs. The course introduces the key concepts of social media marketing on Facebook, Instagram, Snapchat, Twitter, Pinterest, YouTube, TikTok, Blogs, Vlogs, Webinars, and LinkedIn. Also covered are critical social media topics such as employee advocacy, social media policies, and social selling. Because not all social media programs are the same, the course provides a firm understanding of the difference between organic and paid social media strategies and uses real-life examples and simulations, so students walk away with career-ready skills.
Prerequisite: MKT 604.
Offered: occasionally.

MKT 638 Global Marketing Strategy **3 Credits**
Marketing in a global environment.
Prerequisite: C- or better in MKT 604.
Offered: occasionally.

MKT 648 Digital Marketing Strategies **3 Credits**
Exact topics to be covered depend on recent advances and applications in digital marketing and social media.
Prerequisite: MBA 506 or MKT 506.
Offered: ocassionally.

MKT 664 Search Marketing **3 Credits**
Search Engine Marketing (SEM) has become one of the most important marketing strategies for business organizations. SEM involves a variety of techniques designed to increase a company's visibility on popular search engines like Google, Yahoo and Bing. The course will cover Search Engine Optimization (SEO) strategies involving website development and web analytics as well as Pay-Per-Click (PPC) strategies using advertising programs like Google AdWords. As companies increasingly compete to drive customers to their websites, the skills covered in the course are becoming essential for modern marketing professionals and web designers.
Prerequisite: MBA 506, MKT 506, or MKT 604.
Offered: occasionally.

MKT 665 Marketing Data Analytics **3 Credits**
Students learn the benefits of using a systematic and analytical approach to marketing decision making . Students will be able to use and execute data analytic techniques in a scientific and process driven manner. Understand how the first principles' of marketing strategy assist firms in organizing analytic opportunities and challenges that exist in todays data era.
Prerequisite: MKT 604, ECO 503.
Offered: every spring.

MKT 671 Marketing Data Analytics **3 Credits**
Students learn the benefits of using a systematic and analytical approach to marketing decision making . Students will be able to use and execute data analytic techniques in a scientific and process driven manner. Understand how the first principles' of marketing strategy assist firms in organizing analytic opportunities and challenges that exist in todays data era.
Prerequisite: ECO 503, MKT 604.
Offered: every spring.

MKT 675 Service Marketing **3 Credits**
Excelling in service management, from delivery to recovery, is the foundation for success in many industries today. The focus of this course is on the knowledge needed to develop and maintain strong customer relationships that improve customer satisfaction and retention. Customer satisfaction and retention are drivers of success for industries such as financial services, professional services, transportation, healthcare and hospitality industries.
Prerequisite: MBA 506 or MKT 506 or MKT 604.
Offered: occasionally.