Online MBA Elective Course Descriptions

**Analytical Methods for Data Mining (3.0 credits)**

*Specialization:* ANLT

*Description:* Data mining is the process of selecting, exploring, and modeling large amounts of data to uncover previously unknown patterns and gain insights. The objective of this course is to teach students how (and when) to use various techniques for mining data. Topics include logistic regression, decision tree networks, and neural networks. Students will mine large datasets from a variety of business areas and use their findings to support business decision making.

*Future course offerings:* SP18

*Additional prerequisite:* Introduction to Business Analytics

**Building Brands via Promotion & Other Means (3.0 credits)**

*Specializations:* MKTG & SMGT

*Description:* Branding plays a critical role for most marketers in that brands are at the core of a relationship with the customer, provide a platform for strategic option, and impact financial success of the firm. This course examines the importance of branding to business, consumers, and society. The brand value chain will be introduced as a key framework for analyzing the impact of marketing expenditures on the bottom line of firms. The concept of brand equity will be emphasized and techniques for its measurement outlined. The course will also focus on how advertising and promotion are used to enhance the brand building process. Special topics related to branding include using big event advertising to build brands and mechanisms for cutting through advertising clutter in order to build the brand.

*Future course offerings:* SP17, F18

**Business Intelligence (3.0 credits)**

*Specializations:* ANLT & SMGT

*Description:* This course examines the concepts and approaches in Business Intelligence (BI) from a business user/analyst perspective. Students will learn to use BI tools for creating applications and dashboards in the context of fact-based decision-making.

*Future course offerings:* SP17, F17

*Additional prerequisite:* Introduction to Business Analytics

**Consumer Psychology for Optimal Business Solutions (3.0 credits)**

*Specialization:* MKTG & SMGT

*Description:* Why do consumers buy what they buy and shop where they shop? What makes a profitable, lifelong customer? This course is designed to introduce the student to the study of consumer behavior and its relationship to strategic decision making. The primary purpose of the course is to increase students' understanding of how consumers make decisions and how such insight can improve the accuracy of marketing management strategies. The structure will be similar to that of an executive briefing in marketing and consumer behavior. Students will be tasked with becoming “subject matter experts” on a targeted conceptual or strategic topic based on instructor and executive guest speaker interactions, applying what they learn to emerging business arenas and issues (Consumer Behavior as a “Value-Add”).

*Future course offerings:* SU17, SP18

*Content is for informational purposes only and is subject to change.*
Corporate Governance (1.5 credits)
Specializations: FINC & SMGT
Description: Since the year 2000, we have experienced two monumental and systemic waves of business failures: the Dot.Com Meltdown and the Global Financial Crisis. Ineffective and, at times, corrupt corporate governance was at the heart of each of these systemic failures. This course examines the respective roles and responsibilities of shareholders, management, directors and other stakeholders in corporate governance. It will focus on the tools needed to be an effective advisor to senior managers and board members regarding corporate governance issues as well as strategies to make the system function more effectively. Students will develop foundational governance expertise which will help enable them to serve as a responsible and effective CEOs, CFOs or Directors.
Future course offerings: SP17, SU17, F17, SP18

Corporate Restructuring (3.0 credits)
Specializations: FINC & SMGT
Description: This course is designed to help students develop a set of analytical tools for various corporate restructuring activities, with a focus on Mergers and Acquisitions. The course covers managers' motivations to engage in M&A, strategies used in friendly vs. non-friendly takeovers, as well as anti-takeover defense tactics used by target companies. Students will learn the costs and benefits associated with each strategy, and the financial consequences. To facilitate decision-making, students will also learn multiple methods for valuating a target firm, centering on estimating value of synergy and value of control.
Future course offerings: SP17, F17

Digital Marketing & Social Media (3.0 credits)
Specialization: MKTG
Description: This course examines how marketers can utilize emerging media (online, social and mobile) to promote customer engagement, enhance their traditional marketing mix, and measure the effectiveness of marketing efforts. The goal of the course is to give students the theoretical understanding of the internet marketplace necessary to adapt to its dynamic nature, while also equipping them with the skills they will need to perform vital daily functions.
Future course offerings: SP17, F17

International Business Management (3.0 credits)
Specialization: SMGT
Description: This course will provide an overview to the student on the multifaceted topic of international business with an emphasis on the pragmatic applications of this field of study. The course is designed to give students breadth on the many issues associated with international business, including development of global leaders; managing cultural differences; discussing ethical dilemmas, such as bribery and corruption, as related to global business. The course is also designed to discuss the practical issues of management that affect the current international business environment such as developing international markets, analyzing foreign direct investment strategies, and protecting intellectual property rights. This course will integrate cases, readings and experiential exercises to facilitate active rather than passive learning.
Future course offerings: SU17, SP18

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Introduction to Business Analytics (3.0 credits)
Specialization: ANLT
Description: Business analytics has been defined as the use of business intelligence and quantitative methods, including statistical analysis, forecasting/extrapolation, predicative modeling, optimization and simulation in the context of organizational decision making and problem solving. This course provides an overview of the business analytics process and important analytic techniques; data visualization, data mining, optimization, and simulation. Students are exposed to a variety of business problems in analytics (marketing, finance, operations). Throughout the course, students will learn to model and analyze complex business decisions with various tools on spreadsheets to improve decision making across business functions.
Future course offerings: SP17, SU17, F17, SP18

Investments (3.0 credits)
Specialization: FINC
Description: This course covers the fundamentals of security analysis and valuation with a focus on equity investments. The approach will be holistic and thus apply both top-down and bottom-up valuation methods, as well as introduce industry analysis and portfolio management techniques. This course will be applied in nature, thus emphasizing how to put valuation theory into practice with several real-world examples.
Future course offerings: SU17, SP18

Marketing Research Tools (1.5 credits)
Specializations: MKTG & ANLT
Description: The primary objective of this course is to provide students with research and managerial perspectives in the application of marketing research tools. A hands-on approach allows students to learn how to construct both qualitative and quantitative marketing research tools in an effort to understand concepts that range from brand affinity to consumer experience. This course is particularly relevant for students interested in careers in consulting; product, service and brand management; and media and communications as well as for entrepreneurs.
Future course offerings: SU17, SP18

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