MANAGEMENT (MGMT)

MGMT 500 - BCM HEALTH SERVICES ADMINISTRATION
Short Title: BCM HEALTH SERVICES ADMIN.
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Health services research project/externship; arranged by BCM faculty with input from Jones School faculty as part of the MD/MBA (BCM/RICE) dual degree program. Course work, research, etc. taken at Baylor College of Medicine.

MGMT 501 - FINANCIAL ACCOUNTING
Short Title: FINANCIAL ACCOUNTING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the MBA or OMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Introduction to the preparation, analysis, and use of corporate financial reports. Covers the basic techniques of financial reporting and analysis from the perspective of managers as well as external users of information such as investors. Required for MBA.

MGMT 502 - MANAGERIAL ACCOUNTING
Short Title: MANAGERIAL ACCOUNTING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA or OMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Introduction to the use of financial and cost information by managers in budgeting, resource allocation, pricing, quality control, and other contexts to help managers set goals and monitor and evaluate performance.

MGMT 503 - MANAGEMENT CONTROL
Short Title: MANAGEMENT CONTROL
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course builds on earlier courses on cost management and corporate strategy and focuses on the management control systems that can be used for the effective implementation of strategy. Included topics are the balanced scorecard, stretch budgets, performance evaluation and incentives, organizational and operational controls, and the development of metrics to motivate and evaluate performance.

MGMT 510 - ORGANIZATIONAL BEHAVIOR
Short Title: ORGANIZATIONAL BEHAVIOR
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA or O MBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Study of the many factors, which influence how individuals, groups, and teams behave and function in complex organizations and how they can be effectively managed. Required for MBA.

MGMT 511 - LEADERSHIP
Short Title: LEADERSHIP
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA, MBA, OMBA or PMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course aims to develop a more thorough understanding of leadership and the leadership process. Through this exploration, it is hoped that students will come to understand themselves better within the leadership context (i.e., as a follower, as a self-leader, and as a leader of others).

MGMT 512 - LEADING CHANGE
Short Title: LEADING CHANGE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Emphasizes understanding of what constitutes effective organizational designs; considers both the macro designing of change initiatives and the micro execution of those initiatives.

MGMT 513 - NEGOTIATIONS ILE
Short Title: NEGOTIATIONS ILE
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA, MBA, OMBA or PMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Course provides opportunities for students to experience different phases of two-party, multi-party, and team negotiations. Its interactive format facilitates development of analytical and behavioral skills for effective negotiation. Topics include diagnosing conflict, decision making, adversarial vs. cooperative strategies, ethical and cultural factors, and third-party intervention.
MGMT 514 - ORGANIZATIONAL CHANGE ILE
Short Title: ORGANIZATIONAL CHANGE ILE
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA, MBA, OMBA or PMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The primary goal of this course is to help you become effective leaders of organizational change. Students will learn, discuss and put into action an important framework for managing organizational change. Participation in this course will: 1) Provide you with an effective framework for managing organizational change. 2) Improve your competencies as both a leader and participant in change.

MGMT 515 - GLOBAL FIELD EXPERIENCE
Short Title: GLOBAL FIELD EXPERIENCE
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the OMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This unique experiential learning opportunity requires students to apply what was learned in the first year of the program through consulting projects on the ground in a designated country. The course fosters a global mindset and further develops the ability to tackle business challenges in dynamic, diverse and complex environments. Department Permission Required.

MGMT 521 - BUSINESS LAW
Short Title: BUSINESS LAW
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA, MBA, OMBA or PMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course examines the broad subject of law as it relates to business and is designed to help the student develop "legal astuteness." That is, the ability to communicate effectively with counsel and to work together with counsel to solve complex problems and/or to protect and leverage the firm's resources.

MGMT 527 - INTRODUCTION TO ENTREPRENEURSHIP
Short Title: INTRO TO ENTREPRENEURSHIP
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment limited to students in the OMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Evaluating opportunities and developing a business concept; analyzing new ventures; pricing, selling, and cost control; attracting stakeholders and bootstrap finance; the legal form of business and taxation; financing, deal structure and venture capital; harvesting value; developing a business plan.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Short Title</th>
<th>Department</th>
<th>Grade Mode</th>
<th>Course Type</th>
<th>Credit Hours</th>
<th>Restrictions</th>
<th>Course Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 560</td>
<td>CORPORATE SOCIAL RESPONSIBILITY</td>
<td>CORP SOCIAL RESPONSIBILITY</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture</td>
<td>0.75</td>
<td>Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>Graduate</td>
<td>An exploration of the necessary ethical and legal basis of managerial decision making and the positive social and environmental contributions of the business firm.</td>
</tr>
<tr>
<td>MGMT 561</td>
<td>BUSINESS-GOVERNMENT RELATIONS</td>
<td>BUSINESS-GOVERNMENT RELATIONS</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture</td>
<td>1.5</td>
<td>Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBACorporatetion is limited to Graduate or Graduate Quadmester level students.</td>
<td>Graduate</td>
<td>Study of how public policy influences the private competitive environment of the firm. Examines the major political institutions and actors--Congress, the President, interest groups, the media, and administrative agencies--that shape U.S. public policy. Students analyze business political strategies and formulate several of their own.</td>
</tr>
<tr>
<td>MGMT 562</td>
<td>CORPORATE SOCIAL RESPONSIBILITY</td>
<td>CORP SOCIAL RESPONSIBILITY</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Seminar</td>
<td>1.5</td>
<td>Enrollment limited to students in the OMBACorporation is limited to Graduate or Graduate Quadmester level students.</td>
<td>Graduate</td>
<td>An exploration of the ethical and legal bases of managerial decision making and the social dimension of the business firm.</td>
</tr>
<tr>
<td>MGMT 570</td>
<td>COMPETITIVE AND INDUSTRY ANALYSIS</td>
<td>COMPETITIVE STRATEGY</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture</td>
<td>1.5</td>
<td>Enrollment limited to students in the MBA or OMBACorporation is limited to Graduate or Graduate Quadmester level students.</td>
<td>Graduate</td>
<td>Systematic examination of models and techniques used to analyze a competitive situation within an industry from a strategic perspective. Examines the roles of key players in competitive situations and the fundamentals of analytical and fact-oriented strategic reasoning. Examples of applied competitive and industry analysis are emphasized. Required for MBA.</td>
</tr>
<tr>
<td>MGMT 571</td>
<td>STRATEGY FORMULATION AND IMPLEMENTATION</td>
<td>STRATEGY FORMULATION</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture</td>
<td>1.5</td>
<td>Enrollment limited to students in the MBA or OMBACorporation is limited to Graduate or Graduate Quadmester level students.</td>
<td>Graduate</td>
<td>This course focuses on formulating and implementing effective organizational strategy, including competitive positioning, core competencies and competitive advantage, cooperative arrangements, and tools for implementation.</td>
</tr>
<tr>
<td>MGMT 574</td>
<td>OPERATIONS MANAGEMENT</td>
<td>OPERATIONS MANAGEMENT</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture</td>
<td>1.5</td>
<td>Enrollment limited to students in the MBA or OMBACorporation is limited to Graduate or Graduate Quadmester level students.</td>
<td>Graduate</td>
<td>Introduction to the design and integration of successful operations tactics both within the organization and across the supply chain. The course focuses on understanding, managing and improving processes and flows of products, customers and information. Touching upon bottlenecks, inventory, quality management, and strategic issues in operations.</td>
</tr>
<tr>
<td>MGMT 580</td>
<td>MARKETING</td>
<td>MARKETING</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture</td>
<td>3</td>
<td>Enrollment limited to students in the MBA or OMBACorporation is limited to Graduate or Graduate Quadmester level students.</td>
<td>Graduate</td>
<td>Introduction to the key concepts underlying the function of marketing and its interaction with other functions in a business enterprise. Explores marketing's role in defining, creating, and communicating value to customers. Primarily case-based with capstone simulation exercise, providing a foundation for advanced course work in marketing. Required for MBA.</td>
</tr>
</tbody>
</table>

**Notes:**
- **Restrictions:** Details about specific enrollment conditions, such as program affiliation or level.
- **Course Level:** Indicates whether the course is for undergraduate or graduate students.
- **Description:** Provides a brief overview of the course content and objectives.
MGMT 591 - ACCOUNTING THEORY
Short Title: ACCOUNTING THEORY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBB. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 601
Description: The aim of this seminar is to impart an understanding of the historical evolution of the literature on financial accounting theory and accounting principles, as well as emerging developments in accounting research. A companion objective is to come to understand the evolving dynamic of the standard-setting process for financial reporting in the United States and at the international level, including consideration of the "political" intrusions into this process. Readings will be drawn from the periodical literature, books and monographs, and reports. A term paper will be required. The prerequisite for undergraduates is BUSI 405, but the course will also be open also to a small number of other students who have taken just BUSI 305. MBA students: Prerequisite is MGMT 601. PhD students: no prerequisites. All students must obtain the prior permission of the instructor. Course may not be taken pass/fail and may not be audited. Enrollment will be limited. Mutually Exclusive: Cannot register for MGMT 591 if student has credit for BUSI 491/MACC 591.

MGMT 592 - STRATEGIC BUSINESS COMMUNICATIONS
Short Title: STRATEGIC BUSI COMMUNICATION
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA, MBA, OMBA or PMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Introduction to the strategy and practice of business presentations. Includes frequent oral presentations (both individual and team) and feedback.

MGMT 593 - DATA ANALYSIS
Short Title: DATA ANALYSIS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the EMBA, MBA, OMBA or PMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course exposes the student to the most important ideas and methods relevant for data analysis in a business context. Emphasizing practical applications to real problems, the course covers the following topics: sampling, descriptive statistics, probability distributions, and regression analysis.

MGMT 594 - STRATEGIC BUSINESS COMMUNICATION I
Short Title: STRAT BUSINESS COMMUNICATION I
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Lecture/Laboratory
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Introduction to the strategy and practice of business presentations. Includes frequent oral presentations (both individual and team) and feedback.

MGMT 595 - DATA ANALYSIS I
Short Title: DATA ANALYSIS I
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The ever-increasing capacity of computers to analyze data and the explosion of the amount of data available have resulted in an increased role for data analysis as an aid to business decision-making. This course exposes the student to the most important ideas and methods relevant for data analysis in a business context. Emphasizing practical applications to real problems, the course covers the following topics: sampling, descriptive statistics, probability distributions, and regression analysis. Required for MBA.

MGMT 596 - STRATEGIC BUSINESS COMMUNICATION II
Short Title: STRATEGIC BUSINESS COMM II
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Lecture
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Continued instruction in the core strategic business communication skills that were introduced during Strategic Business Communication I. In addition to a mandatory writing workshop, students will have the opportunity to select other communication topics, based on individual needs and interest.
MGMT 597 - DATA ANALYSIS II
Short Title: DATA ANALYSIS II
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the MBA, PMBA, WMB or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Description: The ever-increasing capacity of computers to analyze data and the explosion of the amount of data available have resulted in an increased role for data analysis as an aid to business decision-making. This course exposes the student to the most important ideas and methods relevant for data analysis in a business context. Emphasizing practical applications to real problems, the course covering the following topics: sampling, descriptive statistics, probability distributions, and regression analysis. Required for MBA.

MGMT 598 - CAPSTONE CONSULTING PROJECT
Short Title: CAPSTONE CONSULTING PROJECT
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the OMB program. Enrollment is limited to Graduate or Graduate Quadmester program.
Course Description: This course gives students the opportunity to apply the multi-functional (strategy, finance, marketing, organizational behavior, etc.) knowledge that they have gained in the program and their own professional experience to solve a complex, real-world managerial problem.

MGMT 599 - ACTION LEARNING PROJECT
Short Title: ACTION LEARNING PROJECT
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 3
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Course Description: The Action Learning Project (ALP) is a team-based, student consulting program where students will work with corporate and non-profit organizations across a variety of industries to tackle a robust real-world problem for them. Projects may include some combination of strategy, marketing, finance, operations & supply chain management, HR/ talent management, etc. The teams will work with their company and ALP faculty to perform research and assessments to develop their detailed recommendations and present them to senior leadership.

MGMT 600 - INTERNATIONAL ENERGY SIMULATION
Short Title: INTL ENERGY SIMULATION
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMB XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Course Description: The Jones Graduate School of Business International Energy Simulation is designed to create a real world environment in which multiple actors align and compete to achieve their distinct objectives. We will use a fictitious country that has a wide range of challenges and possible opportunities. You will be assigned to one of about 15 teams including government, energy companies, media, villagers, public policy institutions and others. Critical success factors include strategic thinking, the ability to build alliances, and a deep understanding of the perspectives of multiple stakeholders. Expect the unexpected.

MGMT 601 - FINANCIAL STATEMENT ANALYSIS
Short Title: FINANCIAL STATEMENT ANALYSIS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMB XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Course Description: Study of how investors, financial analysts, creditors, and managers use financial statement information in evaluating firm performance and in valuing firms. Emphasizes industry and firm-level analysis of accounting information using financial accounting concepts and finance theory.

MGMT 603 - INCOME TAXATION AND BUSINESS DECISIONS
Short Title: INCOME TAX & BUS. DECISIONS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMB XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Course Description: Course covers 1) the types of taxes and the history of the U.S. income tax; 2) tax policy in light of worldwide business taxation; 3) measurement of business income and deductions; 4) tax reporting and 5) the choice of entity among U.S. forms of business organization.
MGMT 604 - MINDFULNESS AND PERFORMANCE IN THE WORKPLACE
Short Title: MINDFULNESS & PERF AT WORK
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Throughout contemporary society and corporate America, we frequently hear people touting the value of “mindfulness.” What exactly is this concept – and how can it foster high performance in the workplace and improve the quality of workers’ lives? This course addresses these questions through cases and experiential-learning activities.

MGMT 605 - BUSINESS TAXATION II
Short Title: BUSINESS TAXATION II
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 603 (may be taken concurrently)
Description: Fundamentals of income tax planning; taxation of property dispositions/mergers and acquisitions; individual tax planning and taxation of investment activity; international business tax considerations/U.S. foreign tax credit concept. MGMT 603 may be taken concurrently.

MGMT 606 - CORPORATE FINANCIAL REPORTING: US GAAP & IFRS PART I
Short Title: CORP FIN REPUS GAAP & IFRS I
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Course covers aspects of interest to corporate finance officers and financial statement readers on a number of critical financial reporting issues, including those related to merchandise inventories, fixed and intangible assets, business combinations, intercorporate investments, consolidated financial statements and segment reporting, and the effects of changing prices on net income and rate of return. The strategic role of the newly restructured International Accounting Standards Board, especially as viewed by the Securities and Exchange Commission and the European Commission, will be explored. Students will be apprised of the sweeping and fundamental changes that are occurring today in the milieu of international financial reporting. Repeatable for Credit.

MGMT 607 - COMPETITIVE STRATEGIES AND EMERGING MARKETS
Short Title: COMP STRATEGY & EMERGING MKTS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): (MGMT 570 or MGMP 570 or MGMW 570 or EMBA 991) and (MGMT 571 or MGMP 571 or MGMW 571 or EMBA 993 (may be taken concurrently))
Description: Emerging markets in recent times have become important players in the global economy. Competitive dynamics in these markets affect almost every manager, even those who have no direct interest in these markets. We will examine how emerging markets differ from developed economies and what such differences mean for businesses. EMBA 993 may be taken concurrently with MGMT 607.

MGMT 608 - COMMERCIAL REAL ESTATE IN THE AMZN
Short Title: COMMERCIAL RE IN THE AMZN
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: With a seismic shift in commercial real estate due to technology-driven changes to distribution networks and the digitization of the economy, developers face challenging and evolving opportunities. How do you adapt and thrive when customer desires change at lightning speed and everyone competes against Amazon? Through simulations and a real-time case study, students learn to capture the rewards of customer-centric design using psychographics and quantitative methodologies.
MGMT 609 - MANAGING ENERGY TRANSITIONS
Short Title: MANAGING ENERGY TRANSITIONS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA X MBA Enrollment is limited to Graduate or
Graduate Quadmester level students.
Course Level: Graduate
Description: “ Managing in a Carbon-Constrained World” focuses on the
business challenges and opportunities presented by the fast-changing
dynamics of climate change and renewable/alternative sources of energy
- at the international, federal, and state levels. Consideration will be
given to successes and failures of “first movers.” We will consider how
to reconcile conflicts between the goal of a lower carbon future and the
priorities of energy security and restoring a strong, sustainable, economy.
The course will close with corporate responses to the challenge. The
course is intended to benefit students who intend to pursue careers
as leaders in industry, finance, government, diplomacy, international
agencies, non-government organizations (NGO’s), media, or in academia.
The course will challenge you to understand diverse points of view. A
background in economics, finance, management, engineering, or public
policy will provide a strong foundation, but other disciplines may also
apply.

MGMT 610 - FUNDAMENTALS OF THE ENERGY INDUSTRY
Short Title: FUNDAMENTALS OF THE ENERGY IND
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA X MBA Enrollment is limited to Graduate or
Graduate Quadmester level students.
Course Level: Graduate
Description: The course is based on the principle that one cannot
understand commodity markets without a good grasp of the technology
and physical infrastructure behind production, transportation, and
distribution of energy commodities and linkages between different segments of the energy complex. The review of the industry infrastructure will be followed by discussion of the institutional framework of the energy markets in the US and other developed economies, including discussion of the different types of participating business entities, types of transactions and regulatory infrastructure. The course will be divided into three groups of lectures, covering the natural gas industry, power and coal business and oil / refined products markets, with an additional shorter lecture on regulatory issues.

MGMT 611 - GEOPOLITICS OF ENERGY
Short Title: GEOPOLITICS OF ENERGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA X MBA Enrollment is limited to Graduate or
Graduate Quadmester level students.
Course Level: Graduate
Description: Geopolitics of Energy builds on critical thinking developed
in core courses such as Strategy, Finance and Ethics. The modules deal with historical themes, access to resources, operational issues occurring during the life of an investment, and decisions at the end of investment life (at expected maturity or prematurely). Scenario Planning is used - not to predict the future but to consider the viability of strategies under alternate future directions. The course uses the case method to a significant extent and deals with diverse regions and levels of economic development. Class participation, individual and group exercises account for grading.

MGMT 612 - COMPETITION, CARBON AND ELECTRICITY POLICY
Short Title: COMP CARBON & ELECT POLICY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA X MBA Enrollment is limited to Graduate or
Graduate Quadmester level students.
Course Level: Graduate
Description: MGMT 612 covers the changes that have occurred over the
last twenty years in the electric power industry and the challenges and
profit potential of efforts to reduce the industry’s emissions of carbon
dioxide. The course will use original source materials to explore the
impacts of policy choices on companies and consumers. We will cover
economics, finance, engineering, and public policy, and a background in
those disciplines will prove useful. Repeatable for Credit.

MGMT 613 - SYSTEMS THINKING IN INNOVATION AND
ENTREPRENEURSHIP
Short Title: SYSTEMS THINKING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA X MBA Enrollment is limited to Graduate or
Graduate Quadmester level students.
Course Level: Graduate
Description: This course explores the human and social dynamics critical
to the evolving world of technology innovation and entrepreneurship.
Topics include: social systems; entrepreneurial mindset; the future of
work and organizations; understanding new fields and data; the changing
relationship between humans and technology; and questions in privacy,
security, and regulation.
MGMT 615 - BARGAINING
Short Title: BARGAINING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course will help you become a better negotiator by better understanding the values, motivations, and psychological biases that drive people’s behaviors in negotiations. To achieve this goal, we will discuss theory and research on bargaining, and we will play strategic games that illustrate important concepts of negotiation situations.

MGMT 616 - ENERGY MARKET ORGANIZATION
Short Title: ENERGY MARKET ORGANIZATION
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course explores strategic operations and supply chain management. It provides content and pragmatic executive perspectives on overall operations/supply chain strategies as well as delve into four major capabilities (supply & demand management, sourcing & procurement, manufacturing/service delivery, and performance improvement/quality). The concepts are applicable to manufacturing and service industries; and, they are applicable to large corporations and small businesses. Course activities provide the opportunity to build content knowledge, apply their expertise to operations and supply chain management situations, and explore cutting-edge topics in operations and supply chain management. They will benefit students who may be relatively new to operations and supply chain management, as well as students who may bring real-world experience. The course environment will be collegial, collaborative, and highly interactive with a mixture of team-based and individual activities. Class sessions include multiple activities and student preparation will be critical to maximize the value of the class to themselves, as well as their classmates. Repeatable for Credit.

MGMT 617 - THE INFORMATION ECONOMY: THEORY AND APPLICATIONS
Short Title: INFO ECONOMY: THEORY & APPL
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course offers an advanced introduction into the Economics of Information with an emphasis on core business applications.

MGMT 618 - BESTSELLERS: THE SCIENCE AND WISDOM
Short Title: BESTSELLERS: SCIENCE & WISDOM
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: There have been a lot of business books written over the years, making it difficult to navigate which ones contain wisdom grounded in sound science, and which ones make questionable claims and shaky promises. In this seminar, we’ll examine some bestselling books to help make us better people, leaders, and consumers of business advice.

MGMT 620 - THE ENTREPRENEURIAL TOOLKIT
Short Title: THE ENTREPRENEURIAL TOOLKIT
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course provides content and pragmatic executive perspectives on overall operations/supply chain strategies as well as delve into four major capabilities (supply & demand management, sourcing & procurement, manufacturing/service delivery, and performance improvement/quality). The concepts are applicable to manufacturing and service industries; and, they are applicable to large corporations and small businesses. Course activities provide the opportunity to build content knowledge, apply their expertise to operations and supply chain management situations, and explore cutting-edge topics in operations and supply chain management. They will benefit students who may be relatively new to operations and supply chain management, as well as students who may bring real-world experience. The course environment will be collegial, collaborative, and highly interactive with a mixture of team-based and individual activities. Class sessions include multiple activities and student preparation will be critical to maximize the value of the class to themselves, as well as their classmates. Repeatable for Credit.

MGMT 621 - THE NEW ENTERPRISE
Short Title: THE NEW ENTERPRISE
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course will help you become a better negotiator by better understanding the values, motivations, and psychological biases that drive people’s behaviors in negotiations. To achieve this goal, we will discuss theory and research on bargaining, and we will play strategic games that illustrate important concepts of negotiation situations.

MGMT 622 - FOUNDATIONS OF SUPPLY CHAIN MANAGEMENT
Short Title: FOUNDATIONS OF SUPPLY CHAIN
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course explores strategic operations and supply chain management. It provides content and pragmatic executive perspectives on overall operations/supply chain strategies as well as delve into four major capabilities (supply & demand management, sourcing & procurement, manufacturing/service delivery, and performance improvement/quality). The concepts are applicable to manufacturing and service industries; and, they are applicable to large corporations and small businesses. Course activities provide the opportunity to build content knowledge, apply their expertise to operations and supply chain management situations, and explore cutting-edge topics in operations and supply chain management. They will benefit students who may be relatively new to operations and supply chain management, as well as students who may bring real-world experience. The course environment will be collegial, collaborative, and highly interactive with a mixture of team-based and individual activities. Class sessions include multiple activities and student preparation will be critical to maximize the value of the class to themselves, as well as their classmates. Repeatable for Credit.
MGMT 623 - EARLY DEVELOPMENT AND ENTREPRENEURSHIP IN A BIOTECH/MEDTECH STARTUP  
**Short Title:** ENTREPRENEURSHIP IN BIOTECH  
**Department:** Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 0.75  
**Restrictions:** Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Description:** Provides an insider’s perspective on workings and challenges of early to mid-stage biotech (pharmaceutical) and medtech (medical device) startups. Live case studies highlight issues unique to this space including pre-clinical & clinical development, licensing & business development, the FDA, and intellectual property and patent strategies. Intended for students considering a career in an entrepreneurial life sciences company. Previous or contemporaneous coursework in entrepreneurship or healthcare is preferred.

MGMT 624 - REAL ESTATE  
**Short Title:** REAL ESTATE  
**Department:** Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 1.5  
**Restrictions:** Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Description:** This course emphasizes the components and processes of real estate industry including identification and analysis of investment and development opportunities from an entrepreneurial standpoint. It utilizes Harvard Cases and requires a major field project. Guest lectures will constitute a portion of most sessions.

MGMT 625 - DESIGN THINKING  
**Short Title:** DESIGN THINKING  
**Department:** Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 1.5  
**Restrictions:** Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Description:** Design Thinking is a problem-solving process that can be used to reduce risk when launching a new idea and increase your chances of developing an innovative solution that people want. Through our human-centered approach we will gain new insights into high-potential problem spaces and use an iterative experimentation process to ensure efficient resource utilization.

MGMT 626 - VENTURE CAPITAL  
**Short Title:** VENTURE CAPITAL  
**Department:** Management  
**Grade Mode:** Standard Letter  
**Course Type:** Seminar  
**Credit Hours:** 1.5  
**Restrictions:** Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Description:** Overview of the venture capital industry; the organization and operation of venture capital funds; investment methodology; monitoring and portfolio liquidation; leveraged investing; and specialized investments.

MGMT 627 - ENTERPRISE ACQUISITION  
**Short Title:** ENTERPRISE ACQUISITION  
**Department:** Management  
**Grade Mode:** Standard Letter  
**Course Type:** Seminar  
**Credit Hours:** 1.5  
**Restrictions:** Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Description:** The needs approach to buying and selling businesses; enterprise valuation; deal and contract structuring; mergers and acquisitions; leveraged buyouts; consolidating fragmented industries.

MGMT 629 - BUSINESS PLAN DEVELOPMENT  
**Short Title:** BUSINESS PLAN DEVELOPMENT  
**Department:** Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 1.5  
**Restrictions:** Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Description:** This course is based on reading, analyzing and discussing business plans of actual companies in motion. Class participation is important for this course. Reading the material, discussing the business plans, and interacting with company management will also make the course more enjoyable and meaningful. During the course, we will have entrepreneurs and founders as guest lecturers. SalvageSale, BizSupplies and SimDesk are examples of business plans we will discuss.
MGMT 630 - FINANCIAL MARKETS AND INSTRUMENTS
Short Title: FINANCIAL MARKETS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): (MGMT 543 or MGMP 543 or MGMW 543 or MGMT 843) and MGMT 648 (may be taken concurrently)
Description: The content of this course is a microeconomic focus on the functioning and structure of financial markets and financial institutions. By the end of the course students will be able to describe how information asymmetry problems affect financial transactions and market outcomes, analyze different financial market structures, and understand how no-arbitrage concepts apply to valuation tasks. We will study how firms raise external capital to fund investment in real assets and how markets and financial intermediaries assist in this. We will learn many of the details that are assumed away in other core courses, and this class will help you see how corporate finance and investments fit together as a cohesive whole.

MGMT 631 - HEALTH INSURANCE IN THE U.S.: THE ESSENTIALS
Short Title: HEALTH INSURANCE IN THE U.S.
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The basics that all executives, especially those working in the health care industry, need to know about health insurance programs, public and private markets, pricing, risk management and how insurance companies think about their business. After covering the basics, the course examines the rapid shifts occurring as a result of the Affordable Care Act and other environmental and legislative changes.

MGMT 632 - CONSUMER FINANCE
Short Title: CONSUMER FINANCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Introduction to household financial decision making and consumer financial products. We will use rational and behavioral models to understand how financial products serve consumers' needs with respect to managing risk, borrowing, investing, and moving funds. We will discuss how technology, data, and regulation are affecting the consumer finance sector.

MGMT 633 - ROLES OF PHYSICIANS, SCIENTISTS, ENGINEERS AND MBA'S IN HIGH-TECH STARTUPS
Short Title: LIFE SCIENCE ENTREPRENEURSHIP
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This pragmatic course combines core lectures on entrepreneurship with special guest presentations by notable life science entrepreneurs. It explores the roles that physicians, scientists, engineers, and MBA's play in biotech, medical device, and healthcare companies, as well as major trends in Angel and Venture Capital Financings of Startups. Lectures on entrepreneurial team building, leadership and career planning are included. Cross-list: BIOE 633.

MGMT 634 - COMMERCIALIZING TECHNOLOGY IN DEVELOPING COUNTRIES
Short Title: TECH IN DEVELOPING COUNTRIES
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or MBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course provides a unique opportunity for students to 1) apply their business school knowledge, 2) learn about business in developing countries and 3) learn about entrepreneurship. The course includes lectures, cases, and discussions around needs, opportunities, challenges, delivery mechanisms, manufacturing, and selling in developing countries for both large and small companies and for start ups. Students taking this course may also be able to participate in a once-in-a-lifetime trip to Africa that tourism can never duplicate. All students will be on project teams and will participate in the development of business plans for commercializing new technologies. Repeatable for Credit.

MGMT 635 - EMERGING TECHNOLOGIES
Short Title: SOCIAL ENT. IN DEV. COUNTRIES
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course provides a unique opportunity for students to 1) apply their business school knowledge, 2) learn about business in developing countries, 3) learn about social entrepreneurship 4) and help the poor. The course includes lectures, cases, and discussions around needs, opportunities, and challenges of operating social enterprises (including both for-profits and non-profits) in developing countries. Students taking this course may also be able to participate in an once-in-a-lifetime trip to Africa that tourism can never duplicate. All students will be on project teams and will participate in the development of business plans for commercializing new technologies in developing countries. Repeatable for Credit.
MGMT 636 - MARKETING FOR SMALL BUSINESS
Short Title: MARKETING FOR SMALL BUSINESS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course is designed to help students develop and manage a creative and economical marketing strategy for a small business. We will use real world examples to learn how to effectively market through the use of web sites, search engine optimization (SEO), social media, online and local advertising. Students will experience a balance of theory and practical learning to apply these tools in harmony which will intensify awareness and profitability. Repeatable for Credit.

MGMT 637 - DILEMMAS IN FOUNDING NEW VENTURES
Short Title: DILEMMAS IN FOUNDING VENTURES
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Frameworks for making informed decisions about human capital when founding a new venture, including co-founders, early hires, advisors, board members, and investors.

MGMT 638 - QUANTITATIVE INVESTMENT STRATEGIES
Short Title: QUANTITATIVE INVESTMENT STRAT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 645 (may be taken concurrently)
Description: This course introduces students to common strategies and techniques employed by quantitative money managers, focusing especially on equity management. The central questions are whether managers can generate alpha by selecting stocks based on quantitative characteristics and how to manage risks of portfolios created in that way. The prerequisite may be taken concurrently.

MGMT 639 - MARKETING OF PROFESSIONAL SERVICES IN THE GLOBAL ECONOMY
Short Title: MKTING OF PROF SERVICES
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This fast-paced, highly interactive and energetic course will explore the fundamental concepts, strategies and best practices of marketing professional services in today's global economy—and how this marketing differs from marketing tangible goods and non-professional services. Students will learn the importance of branding, public relations, crisis communications and Web 2.0 to promoting professional services today, and how to successfully integrate those vehicles with traditional marketing strategies. Repeatable for Credit.

MGMT 640 - INTRODUCTION TO PRIVATE BUSINESS VALUATION
Short Title: PRIVATE BUSINESS VALUATION
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course provides an opportunity to learn the framework for determining the market value of privately-owned business enterprises. The methods presented in this course are used by accredited business appraisers, investment bankers, and other valuation practitioners, often involved in the valuation of privately-owned businesses.
MGMT 641 - ENTREPRENEURIAL STRATEGY
Short Title: ENTREPRENEURIAL STRATEGY
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course provides an integrated strategy framework for entrepreneurs. The course is structured to provide a deep understanding of the core strategic challenges facing start-up innovators, and a synthetic framework for choosing and implementing entrepreneurial strategy in dynamic environments, as well as a general understanding of the financing options for early stage startups, including angel investment, accelerators, crowdfunding and the venture capital industry. A central theme of the course is that, to achieve competitive advantage, technology entrepreneurs must balance the process of experimentation and learning inherent to entrepreneurship with the selection and implementation of a strategy that establishes competitive advantage. The course identifies the types of choices that entrepreneurs must make to take advantage of a novel opportunity and the logic of particular strategic commitments and positions that allow entrepreneurs to establish competitive advantage. The course includes an in-depth overview of the organization, operation and economics of different funding sources; venture capital and angel investment term sheets and deal structures; startup investment methodology – deal sourcing, monitoring and liquidation; the role of VCs as key advisors and board members; and current issues in early stage financing as a result of a changing global and economic environment. The course combines interactive lectures, speakers and case analyses. The cases and assignments offer an opportunity to integrate and apply the principles taught in the course in a practical way, and draws from a diverse range of industries and settings.

MGMT 642 - FUTURES AND OPTIONS I
Short Title: FUTURES AND OPTIONS I
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: An introduction to forward, futures, option, and swap contracts, including the basic valuation principles, the use of these contracts for hedging financial risk, and an analysis of option-like investment decisions. Recommended for finance students.

MGMT 643 - EQUITY PRACTICUM I - WRIGHT FUND
Short Title: EQUITY PRACTICUM I - WRIGHT FUND
Department: Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 2
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): (MGMT 543 or MGMP 543 or MGMW 543 or MGMT 843) and (MGMT 648 (may be taken concurrently) or MGMT 848 (may be taken concurrently))
Description: Students will gain hands on exposure to many aspects of investment management by managing a 'live' stock portfolio (the M.A. Wright Fund) of endowed assets. The first semester's work (students must continue to MGMT 644) is predominately focused on stock analysis and valuation. Admission is by application and interview only. Instructor Permission Required.

MGMT 644 - EQUITY PRACTICUM II - WRIGHT FUND
Short Title: EQUITY PRACTICUM II WRIGHT FND
Department: Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 2
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 643 and MGMT 645 (may be taken concurrently)
Description: Students will gain hands on exposure to many aspects of investment management by managing a 'live' stock portfolio (the M.A. Wright Fund) of endowed assets. The second semester's work is predominately focused on sector analysis and portfolio management. Admission is for students continuing from MGMT 643 only, who have been accepted by application and interview only. Instructor Permission Required.

MGMT 645 - PORTFOLIO MANAGEMENT
Short Title: PORTFOLIO MANAGEMENT
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Review of classic investment theory, with emphasis on measuring and managing investment risk and return. Includes the development of modern portfolio theory and asset pricing models, an introduction to option and futures contracts, market efficiency, and stock valuation. Recommended for most finance students.
MGMT 646 - CORPORATE INVESTMENT POLICY
Short Title: CORPORATE INVESTMENT POLICY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBPMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course examines the investment decisions faced by corporate financial managers. We begin by developing a general framework for corporate valuation, and then we use this framework to review and expand on the capital budgeting issues developed in the core finance course. For example, we review the foundations of option valuation, and then apply these tools to value real options. We also cover new material on estimating the cost of capital and the effects of leverage. In this course, you will learn the state of the art in the analysis of corporate investment decisions. The course format is a mixture of theory, empirical evidence, and practical application. The theory provides the framework for our analysis. The empirical evidence provides a core of stylized facts to support our theoretical intuition. And, the practical applications put to use the theoretical foundations and empirical evidence in real world decision making.

MGMT 647 - CORPORATE FINANCIAL POLICY
Short Title: CORPORATE FINANCIAL POLICY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Study of the theory and practice of the fundamental framework for our analysis. The empirical evidence provides a core of stylized facts to support our theoretical intuition. And, the practical applications put to use the theoretical foundations and empirical evidence in real world decision making.

MGMT 648 - APPLIED FINANCE
Short Title: APPLIED FINANCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 543 or MGMP 543 or MGMW 543 or MGMT 843
Description: Study of the theory and practice of the fundamental principles in finance emphasizing hands-on experience with a wide range of corporate finance and investments applications. The course provides extensive opportunity to implement finance theory at a practical level and to develop advanced analytical spreadsheet expertise.

MGMT 649 - DATA MINING FOR BUSINESS ANALYTICS
Short Title: DATA MINING FOR BUS ANALYTICS
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 595 or MGMP 595 or MGMW 595
Description: Study of fixed income securities and markets in the U.S. and abroad, with an emphasis on the term structure of interest rates and the pricing of fixed income securities, derivatives, and portfolios. Include Treasury, Corporate Debt, and Mortgage-Backed Securities.
MGMT 652 - MERGERS AND ACQUISITIONS
Short Title: MERGERS & ACQUISITIONS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: The course examines the merger and acquisition process from the perspectives of buyers and sellers. Attention is paid to the internal (make) versus external (buy) growth opportunities and their value consequences. The course also analyzes the M&A transaction process through the study of cases. An additional focus will be in the interaction of strategic planning, value planning, financial strategies, and investment decisions.

MGMT 653 - BLOCKCHAIN AS ECONOMIC INFRASTRUCTURE: THE INTERNET OF VALUE
Short Title: THE BLOCKCHAIN ECONOMY
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Understand the design principles of the blockchain economy and its implementation challenges. Analyze the potential application of this "protocol of truth," beyond currency: to develop decentralized networks, to optimize logistics and trade; to record value and identity (smart contracts, birth certificates, insurance claims, art, land titles and even votes).

MGMT 654 - REAL ESTATE CAPITAL MARKETS: PUBLIC & PRIVATE
Short Title: RE CAP MARKETS: PUBLIC & PRIV
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: This course has two major objectives: First, to provide an overview of topics related to real estate capital markets. Specifically, this course will focus on how to raise capital for various uses. This course will devote time to understanding the working of the Capital Markets. Second, to prepare students interested in Real Estate to learn concepts related to accessing capital from various sources. Finally, you will learn from various guest speakers who are highly recognized in the industry, what their experience has taught them and how to use it to make a team presentation "pitch" for capital.

MGMT 655 - DIGITAL DISRUPTION IN FINANCIAL SERVICES
Short Title: DIGITAL DISRUPTION IN FINANCE
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: We consider the financial services industry in an era of rapid disruption. We analyze how firms like Square, PayPal, Stripe, Lending Club, OnDeck or Robinhood are disrupting the value chain in financial services. We seek to understand what drives the development of disruptive platforms and why incumbents are missing out on these opportunities. We consider funding sources; competition from Asian fintech dragons as they redefine financial services through e-commerce and social payments; and the democratizing of access. Finally, we consider the next wave of technologies poised to accelerate the disruption including blockchain, cryptocurrencies, and robotics. After completing this course, you will understand how financial technology disruptors are capturing revenue pools of incumbent firms in payments, consumer and small business lending, wealth management, and advisory services.

MGMT 656 - ENERGY DERIVATIVES
Short Title: ENERGY DERIVATIVES
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: This class covers analytical techniques related to pricing financial derivatives used extensively in the energy industry, including European, American, Asian, binary and spread options on forwards. In addition, the class will cover applications of financial derivatives in market and credit risk management in the energy industry.

MGMT 657 - INTERNATIONAL FINANCE
Short Title: INTERNATIONAL FINANCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Exploration of special problems encountered by financial officers in international arenas. Includes the economics of the foreign exchange market, exchange rate risk management, international portfolio management, capital budgeting for international projects, and international financing strategies.
MGMT 658 - APPLIED RISK MANAGEMENT
Short Title: APPLIED RISK MANAGEMENT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 642 (may be taken concurrently)
Description: This course focuses on applied risk management projects. The hands-on experience allows in-depth analysis and understanding of practical risk management issues and exposure to different risk management tools including Value at Risk. The course is a combination of lectures and application of skills.

MGMT 659 - REAL ESTATE FINANCE: ASSET VALUATION
Short Title: REAL ESTATE FINANCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course provides an introduction to the concepts and techniques used to analyze and commercial real estate assets and the instruments commonly used to finance these assets. The topics covered include financial analysis of income-generating real property, analysis of mortgage instruments, commercial mortgage-backed securities (CMBS), and real estate investment trusts (REITs). This course is designed for students who are interested in commercial real estate; topics pertaining to single-family residential real estate will be covered only in passing. The course will offer all students an opportunity to develop their business presentation skills through case discussions and a final project presentation. The final project involves the detailed analysis of a CMBS deal, including separate, linked analyses of the mortgage collateral pool, the mortgages, and the note structure. The final project will require the use of all of the tools developed in the course.

MGMT 660 - REAL ESTATE CONTRACT NEGOTIATIONS FOR BUSINESS PROFESSIONALS
Short Title: REAL ESTATE CONTRACT NEG
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Legal risk pervades business dealings. This course explores legal risk by educating the student on legal theories, then how to identify, quantify, reduce and accept legal risk, in the context of real estate transactions. Effective interaction with legal counsel will be emphasized. Repeatable for Credit.

MGMT 661 - INTERNATIONAL BUSINESS LAW
Short Title: INTERNATIONAL BUSINESS LAW
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Exploration of U.S. and foreign law relating to the law-business interface of transnational commercial ventures, including structuring operations and investments, addressing import-export problems and regulations, shipping issues, regular and internet-based financial transactions, and intellectual property. Emphasis is given to real cases demonstrating practical and cost-effective resolutions for international disputes.

MGMT 662 - ADVANCED OPERATIONS AND SUPPLY CHAIN MANAGEMENT
Short Title: ADV OPERATIONS & SUPPLY CHAIN MANAGEMENT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course focuses on applied risk management projects. The hands-on experience allows in-depth analysis and understanding of practical risk management issues and exposure to different risk management tools including Value at Risk. The course is a combination of lectures and application of skills.

MGMT 663 - MANAGING SOCIO-POLITICAL RISK IN EMERGING MARKETS
Short Title: STAKEHOLDER ENGAGEMENT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course focuses on protecting and creating firm value by engaging external stakeholders (e.g., communities, NGOs, politicians) in challenging socio-political environments. Students learn how to: exercise due diligence to manage socio-political risk; engage stakeholders to earn a social license to operate; and integrate stakeholder-based initiatives into financial and operational management.

MGMT 664 - OPERATIONS LEADERSHIP LAB
Short Title: OPERATIONS LEADERSHIP LAB
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Laboratory
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 670
Description: This course is designed to give students a close up and personal view of two private Houston companies whose owners have led successful change efforts in the operations of their businesses. Repeatable for Credit.
MGMT 665 - GLOBAL SUPPLY CHAIN MANAGEMENT
Short Title: GLOBAL SUPPLY CHAIN MGMT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or X MBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.

MGMT 668 - INTERNATIONAL TRADE AND BUSINESS STRATEGY
Short Title: INTL TRADE & BUSINESS STRATEGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA X MBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: An overview of the economic and political environment of international trade, foreign investment, and competitiveness, focusing on institutions that affect international commerce.

MGMT 669 - BUSINESS STRATEGY IN THE ENERGY INDUSTRY
Short Title: BUS STRATEGY IN THE ENERGY IND
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or X MBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course is designed to examine business in the energy industry from a strategic standpoint, and provide students with a basic understanding of major business issues in the energy industry, including historical and current events. Emphasis will be on oil and gas, but may also touch on other energy subset such as utilities. Repeatable for Credit.

MGMT 670 - OPERATIONS STRATEGY
Short Title: OPERATIONS STRATEGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA W MBA X MBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Examines the key components that build an effective operations strategy for driving a 21st century company’s competitive business strategy. Covers a range of industries and uses current events and cases to highlight the underlying theories and practices. Also looks at cutting-edge topics in operations and supply chain management.

MGMT 671 - CORPORATE CRISIS MANAGEMENT AND COMMUNICATION
Short Title: CORP CRISIS MGMT&COMMUNICATION
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA X MBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Current methods of crisis management utilizing recent real-world cases. Research strategies and analyze each situation’s processes and results. Class will enhance strategic thinking, determine pros and cons of courses of action, and provide an understanding of the decision making process. Class is interactive with individual and small group participation.

MGMT 672 - INTRODUCTION TO SUPPLY CHAIN MANAGEMENT
Short Title: INTRO TO SUPPLY CHAIN MGMT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or X MBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.

MGMT 673 - COST ANALYSIS IN HEALTHCARE
Short Title: COST ANALYSIS IN HEALTHCARE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA X MBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 502 or MGMP 502 or MGMW 502 or MGMT 802
Description: As healthcare costs continue to rise at an alarming rate in U.S. over the past decade (about 20% of GDP by some accounts), issues relating cost measurement and management in the delivery of healthcare have also taken center stage. Experts in business and management have argued that extant cost systems do a poor job of measuring how much it costs to treat patients. Absent accurate measurement of these costs, many decisions could go wrong. Cost management and efficiency initiatives would be misguided, and medical reimbursements would lack proper cost bases. These concerns have triggered advances in cost measurement and management techniques that are useful not just in the healthcare setting, but also in other service organizations. The purpose of this elective is to help students develop a critical understanding of the nature of costs in healthcare delivery, their measurement in a variety of decision contexts, and how they can be managed and improved. Students will be exposed to tools such as the break-even analysis, role of cost allocations, activity-based costing, time-driven activity based costing, and cost control.
MGMT 674 - REAL ESTATE FINANCE: SECURITIES
Short Title: REAL ESTATE FINANCE: SECURITIES
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate

MGMT 675 - CORPORATE REAL ESTATE
Short Title: CORPORATE REAL ESTATE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate

MGMT 676 - SOCIAL ENTERPRISE
Short Title: SOCIAL ENTERPRISE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: What might constitute social responsibility in a market setting? If social responsibility connotes a connection between a person and a social problem say between you and a poor person in Bangladesh or Houston how might it be exercised in a market transaction of buying or selling? Is there a role of private enterprise or of private consumption for alleviating some of the social problems (e.g., health, education, pollution, poverty, etc.) that we observe and experience in communities across the world? Social Enterprise explores these and related questions in the context of business.

MGMT 677 - SPECIAL TOPICS
Short Title: SPECIAL TOPICS
Department: Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum, Laboratory, Lecture, Seminar, Lecture/Laboratory
Credit Hours: 1-4
Restrictions: Enrollment is limited to Graduate, Graduate Quadmester or Visiting Graduate level students.
Course Level: Graduate
Description: Topics and credit hours vary each semester. Contact department for current semester’s topic(s). Repeatable for Credit.

MGMT 678 - BUSINESS OF HEALTHCARE
Short Title: BUSINESS OF HEALTHCARE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate

MGMT 679 - COST AND QUALITY IN HEALTHCARE
Short Title: COST & QUALITY IN HEALTHCARE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5-3
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Sequence of offerings that provides an introduction to the business of health care in the U.S. Topics include health care systems, health service organizations, and issues relating to the aging problem and the technology explosion in health care. Required elective for MD/MBA’s dual degree students. Repeatable for Credit.

MGMT 680 - CUSTOMER LIFETIME VALUE
Short Title: CUSTOMER LIFETIME VALUE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Customer Lifetime Value (CLV) is a metric of burgeoning interest for firms, venture capitalists, financial analysts, and marketers. In this course, we will learn how to build powerful and predictive CLV models using Microsoft Excel. Topics covered include valuation of a firm’s stock price using customer data, using RFM segmentation for direct marketing, customer acquisition and retention, and how to measure the impact of a loyalty program.
MGMT 681 - MANAGING CUSTOMER PERCEPTIONS
Short Title: MANAGING CUSTOMER PERCEPTIONS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course is designed to offer you an overview of the major principles of persuasion. The emphasis will be on developing a marketing communications approach that will fit into a firm’s marketing program. The course will cover how to set effective communication objectives, decide what to communicate and how to develop a message execution approach.

MGMT 682 - PRICING STRATEGIES
Short Title: PRICING STRATEGIES
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Study of the paradigm that success of a product lies not only in its acceptance by the end consumer but also in how it is priced and how it reaches the intended consumer, with emphasis on understanding and analyzing the issues, problems, and opportunities characteristic of the channel relationship and of the various faces of pricing. Repeatable for Credit.

MGMT 683 - GLOBAL BUSINESS TO BUSINESS MARKETING
Short Title: GLOBAL B2B MARKETING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.

MGMT 684 - BRAND STRATEGY
Short Title: BRAND STRATEGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The Brand Strategy course is designed to build on your first-year MBA marketing course and will explore the elements of brand strategy to build capabilities on brand management and how brands drive business strategy and long-term value: what it is, what it is not, how to manage, execute, measure and value.

MGMT 685 - GO-TO-MARKET STRATEGY
Short Title: GO-TO-MARKET STRATEGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: An effective “Go-to-Market” strategy is a critical component of commercial success and building customer preference. This course is designed to build capability in the design and management of route-to-market channels. Students will gain understanding of the importance of customer-focused channel design, how to build channel power (and use it responsibly), and create a performance-driven channel culture.

MGMT 686 - INTRODUCTION TO MARKETING RESEARCH
Short Title: INTRO TO MARKETING RESEARCH
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Students will learn the most common methods managers use to gain insight about customers and markets as well as the objectives/advantages/disadvantages associated with different research designs such as qualitative methods, surveys and experiments. Students will not learn specific analytic methods but rather how to design studies to yield valid results.

MGMT 687 - APPLIED MARKETING STRATEGY
Short Title: APPLIED MARKETING STRATEGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The course lays out a framework for marketing strategy and guides students through each step in the development process. While business challenges are inevitable, developing and following a well-structured marketing strategy, as laid out in this course, will help avoid many of the pitfalls that can lead businesses into trouble. Case studies, together with examples from the professor's lengthy business career, will be used to illustrate the principles and identify pathways out of trouble should it occur. Repeatable for Credit.
MGMT 688 - BUYER BEHAVIOR
Short Title: BUYER BEHAVIOR
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or
Graduate Quadmester level students.
Course Level: Graduate
Description: Drawing on established theoretical frameworks of cognitive
and social psychology, this course examines three aspects of consumer
behavior: (1) individual, social and cultural influences on consumers, (2)
psychological mechanisms of pre- and post-consumption processes
such as decision-making and attitude formation and change, and (3)
methodological issues in consumer analysis. Implications for strategy
as well as marketing program design, measurement and execution are
discussed. These topics will be studied through discussion of academic
articles, cases and projects.

MGMT 689 - DECISION MODELS
Short Title: DECISION MODELS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or
Graduate Quadmester level students.
Course Level: Graduate
Description: Successful management requires the ability to recognize
a decision situation, understand its essential features, and make a
choice. However, many of these situations - particularly those involving
uncertainty and/or complex interactions - may be too difficult to grasp
intuitively, and the stakes may be too high to learn by experience. This
course introduces spreadsheet modeling, simulation, decision analysis
and optimization to represent and analyze such complex problems.
The skills learned in this course are applicable in almost all aspects of
business and should be helpful in future courses. The course is divided
into two parts. In the first part, we discuss the use of decision trees
for structuring decision problems under uncertainty. In the second
part of the course, we discuss Monte Carlo simulation, a technique for
simulating complex, uncertain systems. Throughout the course, we will
use Microsoft Excel as a modeling environment, using add-in programs
as necessary. Familiarity with Excel is an important prerequisite for this
course. Repeatable for Credit.

MGMT 690 - HEALTHCARE STRATEGY
Short Title: HEALTHCARE STRATEGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or
Graduate Quadmester level students.
Course Level: Graduate
Description: The Healthcare sector, which includes areas such as health
care delivery, payment, pharmaceuticals, medical equipment, etc., is an
important part of any economy and society in all countries of the world
including the US. This sector presents an exciting platform for upcoming
business leaders in pursuit of a promising and transformational
professional career. This elective course offer students interested in
this sector the opportunity to study and review core strategy concepts,
analytical techniques, and frameworks relevant to developing, evaluating,
and implementing value-creating strategies for organizations operating in
various sectors of the healthcare space. Instructor Permission Required.

MGMT 691 - BREAKTHROUGH NEGOTIATIONS IN A HEALTH CARE
CONTEXT
Short Title: BREAKTHROUGH NEGOTIATIONS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or
Graduate Quadmester level students.
Course Level: Graduate
Description: This course is tailored for an audience interested in
healthcare. We will talk about how the characteristics of the healthcare
industry impinge on negotiations, and the exercises and simulations
conducted are based in a healthcare context. Repeatable for Credit.
MGMT 692 - CUSTOMER RELATIONSHIP MANAGEMENT
Short Title: CUSTOMER RELATIONSHIP MGMT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Increasingly, firms want to enhance profitability by using strategies and tactics that fall under the broad domain of customer relationship management (CRM). In this course, students take a marketer's perspective when assessing the strategic and operational impacts of CRM in a variety of industry/customer settings. Because CRM requires crossfunctional coordination, successful implementation often expands the role and impact of the marketing organization within the firm. Thus, students also will learn how customercentricity, as an organizational mindset, changes expectations chief marketing officers, as well as other senior marketing managers, as they attempt engage others in CRM strategy development and execution. Three perspectives serve as a foundation for learning about CRM in this course: (1) CRM as a strategy that prioritizes the allocation of organizational resources toward serving customers profitably (2) CRM as an organizational capability to gather and use customer intelligence to create value for both customers and the firm and 3) CRM as a technology-enabled process that supports customer-centric goals and tactics. Thus, students will gain an appreciation for the critical roles that information management and technology play in supporting CRM strategies but content of the course will focus on strategic and operational issues related to CRM success. Repeatable for Credit.

MGMT 693 - NEW PRODUCTS
Short Title: NEW PRODUCTS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Exploration of the critical role of new products within the corporation and in small businesses, focusing on consumer products. Discusses the critical steps in new product development from ideal generation to business analysis and cross-functional team management to product launch into the marketplace. Students will work in groups to develop their own new products and to prepare the key elements of a new product introduction. Repeatable for Credit.

MGMT 694 - INTERPERSONAL COMMUNICATION IN HEALTHCARE
Short Title: INTERPERSL COMM IN HEALTHCARE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: How to listen well, converse productively, use body language, and communicate across different cultures – all these fundamentals are covered and customized to healthcare settings. The course integrates lecture, discussion, and in-class exercises every week, providing many opportunities to apply lessons and practice skills. Students often break into small teams to simulate typical healthcare interactions and receive feedback on what they are doing well and what can be improved. Repeatable for Credit.

MGMT 695 - STOCK ANALYSIS
Short Title: STOCK ANALYSIS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course brings together some of the topics from Accounting, Finance, Economics and Strategy to better make investment decisions in your personal or corporate portfolio, as an investment management professional or helping you analyze how equity markets view different management decisions. The course will consist of hands-on stock analysis and will touch upon various aspects of improving your odds in making good investment decisions through both quantitative and qualitative fundamental analysis. We will touch on analyzing a company's franchise, assessing the quality of the management, formulating your own investment thesis, and will use various valuation methods to assess the attractiveness of different stocks. We will also review how different political/regulatory, economic, and or sector-specific macro factors may affect your investment decision. The course will make use of current and historical events including touching upon the aspects of how the emerging markets secular growth impacts different stocks. Various other topics may include how the following affect stock valuation and prices: cash flow, leverage, mergers & acquisitions, spinoffs, corporate governance issues, currency and country exposures, new share offerings, restructuring, and competitive pressures. Repeatable for Credit.
MGMT 696 - SECURITIES VALUATION  
**Short Title:** SECURITIES VALUATION  
**Department:** Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 1.5  
**Restrictions:** Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Description:** This quantitative class will tie concepts presented in core classes and some available data to resolve real business issues. We will use various constrained optimization techniques to shed light on common operations issues such as the efficient frontier, production mix, facility locations, optimal scheduling, revenue management, and even some waiting in lines.

MGMT 699 - CAPITAL INVESTMENT IN HEALTHCARE  
**Short Title:** CAPITAL INVESTMT IN HEALTHCARE  
**Department:** Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 0.75  
**Restrictions:** Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Description:** Course focuses on investment in the healthcare industry when the economic underpinnings have been challenged and are in transition. Students will gain and overview of the U.S. healthcare industry and the legislative and policy revisions impacting the economy of healthcare and will learn frameworks for evaluation capital investment decisions amid changes in policy and payment models.

MGMT 700 - INDEPENDENT STUDY  
**Short Title:** INDEPENDENT STUDY  
**Department:** Management  
**Grade Mode:** Standard Letter  
**Course Type:** Independent Study  
**Credit Hours:** 1.5-3  
**Restrictions:** Enrollment limited to students in the MBA, PMBA, WMB or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Description:** Independent study or directed reading on an approved project under faculty supervision. Contact MBA program office for application information. No more than 3 credit hours of independent study will count towards graduation unless approved by the Jones School Academic Standard Committee. Department Permission Required. Repeatable for Credit.

MGMT 701 - MARKETING EXPERIMENTATION  
**Short Title:** MARKETING EXPERIMENTATION  
**Department:** Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 1.5  
**Restrictions:** Enrollment limited to students in the following programs: EMBA MBA PMBA WMB XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Description:** This course will focus on gathering interpretable and actionable information from your customers via experiments and surveys. The first part of the course will focus on measurements: what you want versus what you can get. Then we will run actual surveys or online experiments and present the outcomes.

MGMT 702 - JONES EDGE INTERNATIONAL STUDY  
**Short Title:** JONES EDGE INTERNATIONAL STUDY  
**Department:** Management  
**Grade Mode:** Satisfactory/Unsatisfactory  
**Course Type:** Seminar  
**Credit Hours:** 1.5  
**Restrictions:** Enrollment limited to students in the following programs: EMBA MBA PMBA WMB XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Description:** Repeatable for Credit.
MGMT 703 - FIELD STUDY IN AMERICAN BUSINESS I
Short Title: FIELD STUDY - AMERICAN BUS I
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Seminar
Credit Hour: 1
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.

Description: The purpose of this course is to expose students to the American business enterprise. This exposure is accomplished through two primary means: (1) readings about the drivers of success in U.S. firms; and (2) a summer internship with a firm in the United States. The readings are meant to complement much of your course work in the first year of the MBA program. A final paper is due at end of summer to summarize experience. Instructor Permission Required.

MGMT 704 - FIELD STUDY IN AMERICAN BUSINESS II
Short Title: FIELD STUDY - AMERICAN BUS II
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Seminar
Credit Hour: 1
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.

Description: The purpose of this course is to expose students to the American business enterprise. This exposure is accomplished through two primary means: (1) readings about the drivers of success in U.S. firms; and (2) a fall internship with a firm in the United States. The readings are meant to complement much of your course work in the second year of the MBA program. Report due at end of term summarizing work experience.

MGMT 705 - FIELD STUDY IN AMERICAN BUSINESS III
Short Title: FIELD STUDY - AMERICAN BUS III
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Seminar
Credit Hour: 1
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.

Description: The purpose of this course is to expose students to the American business enterprise. This exposure is accomplished through two primary means: (1) readings about the drivers of success in U.S. firms; and (2) a spring internship with a firm in the United States. The readings are meant to complement much of your course work in the second year of the MBA program. Department Permission Required.
MGMT 709 - MARKETING IN THE ENERGY INDUSTRY
Short Title: MARKETING IN THE ENERGY IND.
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.

MGMT 710 - LEADERSHIP ILE
Short Title: LEADERSHIP ILE
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Over two days, we will engage in an intensive learning experience. You will each get the chance to serve as the interim CEO of a sensor manufacturing company. Under your leadership, your management team will be responsible for strategy, marketing, financing, operations, research, and development. While keeping a company profitable (or even out of bankruptcy) will be a challenge itself, you will face some difficult situations throughout the simulation. These will test some of the skills you've learned during MGMT 510 as well as some communication skills necessary for good leadership. Accordingly, I will be assisted by members of the communications faculty during parts of the class.

MGMT 711 - NEGOTIATIONS ILE
Short Title: NEGOTIATIONS ILE
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Course provides opportunities for students to experience different phases of two-party, multi-party, and team negotiations. Its interactive format facilitates development of analytical and behavioral skills for effective negotiation. Topics include diagnosing conflict, decision making, adversarial vs. cooperative strategies, ethical and cultural factors, and third-party intervention.

MGMT 712 - PROCESS MANAGEMENT AND QUALITY IMPROVEMENT
Short Title: PROCESS MGMT & QUALITY IMPROV
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course provides students with tools, techniques, and frameworks for recognizing and analyzing operating performance opportunities along with a process-centric lens with respect to commercial competitiveness. The course provides a team project opportunity to identify business performance issues and take action by diagnosing and addressing relevant process components.

MGMT 713 - STRATEGIC ISSUES FOR GLOBAL BUSINESS
Short Title: STRAT ISSUES FOR GLOBAL BUS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Seeks to provide students with the skills, knowledge and sensitivity required to attain and maintain sustainable competitive advantage within a global environment. Emphasizes a strategic perspective and highlights topics such as global environment analysis, global strategy, global strategic alliances, and the important role of organizational structure and strategic control.

MGMT 714 - CAREER STRATEGY
Short Title: CAREER STRATEGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: You will deploy business strategy principles to develop your own career strategy: determine your long-term aspirations, set a long-term plan of initiatives to build the strengths and presence needed to realize those aspirations, prepare to find opportunities to execute that plan in the short-term, and decide which opportunity to accept. Instructor Permission Required.
MGMT 715 - STRATEGIC INNOVATION AND COMPETITIVE ADVANTAGE
Short Title: STRATEGIC INNOV & COMP ADV
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMB A Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: This course will help students apply the key strategic management frameworks and concepts into the innovation management context in technology industries and help them understand that innovation is an essential and integral part of strategic management. Within this strategic perspective, this course draws upon strategic management, organization theory, product innovation, and technology management for analytical tools to address important challenges faced by managers in technology-based firms. Repeatable for Credit.

MGMT 717 - PROJECT MANAGEMENT
Short Title: PROJECT MANAGEMENT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMB A Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course focuses on the fundamentals of project management. Students will have the opportunity in this course to apply many of the subjects discussed in the MBA program in practical ways through case studies and consulting with company project managers.

MGMT 718 - MARKETING BASED PROJECT ANALYSIS
Short Title: MARKETING BASED PROJ ANALYSIS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMB A programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course provides an overview of the role of market research in real estate development. Students will learn the steps used to conduct a market study, the role of economic data in evaluating a market, the use of comparable properties in preparing financial projections for a real estate project and the importance of public/private financing options in making a project feasible. This course would be useful to students interested in pursuing a career in real estate development. Students interested in real estate investments may also benefit from this course. While the principals learned in the course are applicable to all real estate development, the examples used in the course will focus on hotel development. Repeatable for Credit.

MGMT 719 - SUPPLY CHAIN MANAGEMENT
Short Title: SUPPLY CHAIN MANAGEMENT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMB A Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Developing strategies to optimize the integrated planning and execution of processes that facilitate the flow of materials, information and financial capital. Topics explored include Materials Demand Planning, Procurement Systems, Inventory Management, Strategic Sourcing, Supplier Relationship Management, Logistics and Asset Management.

MGMT 720 - STRATEGY AND MANAGING INTERNATIONAL STRATEGIC ALLIANCES
Short Title: STR & MNG INTL STRAT ALLIANCES
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMB A Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course seeks to provide students with the skills, knowledge, and sensitivity required to structure and manage strategic alliances/joint ventures within a global environment. This course will discuss the following topics: motivations for joining strategic alliances/joint ventures, partner selection, structuring strategic alliances/joint ventures to meet firms’ strategic objectives, control and management of alliances/joint ventures, evaluation of performance of alliances/joint ventures, and exiting alliances/joint ventures. Case studies will also be used to develop students’ capacity to identify issues, to reason carefully through various options and improve students’ ability to manage the organizational process by which alliances/joint ventures get formed and executed. We will also read and discuss recent articles from the business press and academic journals.

MGMT 721 - BUSINESS LAW
Short Title: BUSINESS LAW
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMB A Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course examines the broad subject of law as it relates to business and is designed to help the student develop “legal astuteness.” That is, the ability to communicate effectively with counsel and to work together with counsel to solve complex problems and/or to protect and leverage the firm’s resources. It is designed to be a guide to understanding how the law impacts daily management decisions and business strategies, to spotting legal issues before they become legal problems, and to using laws and legal tools to marshal resources and manage risk.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Short Title</th>
<th>Department</th>
<th>Grade Mode</th>
<th>Course Type</th>
<th>Credit Hours</th>
<th>Restrictions</th>
<th>Credit Hours</th>
<th>Course Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 722</td>
<td>SUPPLY CHAIN MANAGEMENT: MAINTAINING AND OPTIMIZING VALUE</td>
<td>SUPPLY CHAIN: OPTIMIZING VALUE</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture</td>
<td>1.5</td>
<td>Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>1.5</td>
<td>Graduate</td>
<td>Executing sourcing strategies for materials or services that sustain value, drives performance, encourages innovation and ethical behaviors. Topics explored include Operations to Commercial Translation, Contract Negotiation, Contracting, Performance Management, Risk Assessment, Risk Mitigation, Supplier Relationships, Stakeholder Engagement and Communication.</td>
</tr>
<tr>
<td>MGMT 723</td>
<td>PROFESSIONAL SERVICE FIRMS</td>
<td>PROFESSIONAL SERVICE FIRMS</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture</td>
<td>1.5</td>
<td>Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>1.5</td>
<td>Graduate</td>
<td>Professional service firms – consulting, money management, private equity, venture capital, advertising, medical service, and law firms – are confronted with significant challenges as they experience increased competition from boutique firms as well as global and international competitors. Clients are more demanding, and there are significant, strategic and organizational challenges which require different approaches from traditional approaches. One observer noted that this competition has moved from gentlemanly competition to a &quot;blood sport&quot;. Interestingly, the service sector in the US furnishes 68 percent of the GDP1 and this is growing in emerging economies; for example, the service sector in India contributed 56 percent to the GDP during 2008-09. Additionally, many of these firms' leaders are overwhelmed by the expectation of a dual role where they are not only managers but also high profile producers. As such, it is important for a course to examine the strategy and leadership challenges these firms face and likewise to expose students to the challenges they will face as professionals in one of these organizations, and ultimately as leaders in such professional service firms. The course will also include visits from managers associated with professional service firms. Repeatable for Credit.</td>
</tr>
<tr>
<td>MGMT 724</td>
<td>SOCIAL ENTREPRENEURSHIP – PRACTICAL BUSINESS PLANNING</td>
<td>SOCIAL ENTREPRENEURSHIP</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture</td>
<td>1.5</td>
<td>Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>1.5</td>
<td>Graduate</td>
<td>This practical course will study social entrepreneurship and its ability to create social change by applying business principles and earned income strategies. Light on Powerpoint slides and theory, and heavy on real-world leadership and discussions, students will consider social enterprise solutions to real social needs, and write a business plan utilizing knowledge gained throughout their MBA program.</td>
</tr>
<tr>
<td>MGMT 725</td>
<td>INTELLECTUAL PROPERTY STRATEGY FOR ENTREPRENEURS: LEGAL AND STRATEGIC ASPECTS</td>
<td>IP FOR ENTREPRENEURS</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture</td>
<td>1.5</td>
<td>Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>1.5</td>
<td>Graduate</td>
<td>This course examines: theory and logic of alliances in value creation, alliance evolution in various industries, the spectrum of alliance types from a low level of interdependence to a high. The course is discussion-based, focusing on reading material, case studies and problem sets. Repeatable for Credit.</td>
</tr>
<tr>
<td>MGMT 726</td>
<td>FIXED INCOME PRACTICUM I - RICE FI FUND</td>
<td>FIXED INCOME PRACTICUM I</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture</td>
<td>1.5</td>
<td>Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>1.5</td>
<td>Graduate</td>
<td>This course provides hands-on experience in the challenges and excitement of managing a simulated Fixed Income portfolio (U.S. Treasuries, corporate bonds and mortgages). FIP Sim 'student-managers' will actively learn and utilize the resources of the El Paso Finance Center to set up, research, and manage/trade their simulated portfolios. Each portfolio will consist of securities selected by the 'student manager' from an index in conformance with pre-established investment guidelines - analogous to the real investment management world. Monthly portfolio performance will be calculated and benchmarked against the index. Classroom time will be used for a combination of lectures, speakers, interactive Finance Center activities, and professor/student consultation sessions on investment strategy. This course work will leverage off of material learned in MGMT 651, and to receive credit, you must simultaneously take MGMT 651. Instructor Permission Required. Repeatable for Credit.</td>
</tr>
</tbody>
</table>

MGMT 722 - SUPPLY CHAIN MANAGEMENT: MAINTAINING AND OPTIMIZING VALUE
Short Title: SUPPLY CHAIN: OPTIMIZING VALUE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Executing sourcing strategies for materials or services that sustain value, drives performance, encourages innovation and ethical behaviors. Topics explored include Operations to Commercial Translation, Contract Negotiation, Contracting, Performance Management, Risk Assessment, Risk Mitigation, Supplier Relationships, Stakeholder Engagement and Communication.

MGMT 723 - PROFESSIONAL SERVICE FIRMS
Short Title: PROFESSIONAL SERVICE FIRMS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Professional service firms – consulting, money management, private equity, venture capital, advertising, medical service, and law firms – are confronted with significant challenges as they experience increased competition from boutique firms as well as global and international competitors. Clients are more demanding, and there are significant, strategic and organizational challenges which require different approaches from traditional approaches. One observer noted that this competition has moved from gentlemanly competition to a "blood sport". Interestingly, the service sector in the US furnishes 68 percent of the GDP1 and this is growing in emerging economies; for example, the service sector in India contributed 56 percent to the GDP during 2008-09. Additionally, many of these firms' leaders are overwhelmed by the expectation of a dual role where they are not only managers but also high profile producers. As such, it is important for a course to examine the strategy and leadership challenges these firms face and likewise to expose students to the challenges they will face as professionals in one of these organizations, and ultimately as leaders in such professional service firms. The course will also include visits from managers associated with professional service firms. Repeatable for Credit.

MGMT 724 - SOCIAL ENTREPRENEURSHIP – PRACTICAL BUSINESS PLANNING
Short Title: SOCIAL ENTREPRENEURSHIP
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This practical course will study social entrepreneurship and its ability to create social change by applying business principles and earned income strategies. Light on Powerpoint slides and theory, and heavy on real-world leadership and discussions, students will consider social enterprise solutions to real social needs, and write a business plan utilizing knowledge gained throughout their MBA program.

MGMT 725 - INTELLECTUAL PROPERTY STRATEGY FOR ENTREPRENEURS: LEGAL AND STRATEGIC ASPECTS
Short Title: IP FOR ENTREPRENEURS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course examines: theory and logic of alliances in value creation, alliance evolution in various industries, the spectrum of alliance types from a low level of interdependence to a high. The course is discussion-based, focusing on reading material, case studies and problem sets. Repeatable for Credit.

MGMT 726 - FIXED INCOME PRACTICUM I - RICE FI FUND
Short Title: FIXED INCOME PRACTICUM I
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 648 (may be taken concurrently) and MGMT 645 (may be taken concurrently)
Corequisite: MGMT 651
Description: In this course, students will gain hands-on experience in the challenges and excitement of managing a simulated Fixed Income portfolio (U.S. Treasuries, corporate bonds and mortgages). FIP Sim 'student-managers' will actively learn and utilize the resources of the El Paso Finance Center to set up, research, and manage/trade their simulated portfolios. Each portfolio will consist of securities selected by the 'student manager' from an index in conformance with pre-established investment guidelines - analogous to the real investment management world. Monthly portfolio performance will be calculated and benchmarked against the index. Classroom time will be used for a combination of lectures, speakers, interactive Finance Center activities, and professor/student consultation sessions on investment strategy. This course work will leverage off of material learned in MGMT 651, and to receive credit, you must simultaneously take MGMT 651. Instructor Permission Required. Repeatable for Credit.
MGMT 727 - FIXED INCOME PRACTICUM II - RICE FI FUND

Short Title: FIXED INCOME - PRACTICUM II

Department: Management

Grade Mode: Standard Letter

Course Type: Internship/Practicum

Credit Hours: 1.5

Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

Prerequisite(s): MGMT 648 and MGMT 726 and MGMT 645 (may be taken concurrently)

Description: In this course, students gain hands-on experience in the challenges and excitement of managing a real short-term fixed income portfolio—$2.5 million Rice University endowment bond portfolio (Rice FI Fund of FI Fund)—and a simulated long-term portfolio. Admission is for students continuing from MGMT 726 only, who have been accepted by application only. Instructor Permission Required.

MGMT 728 - REAL ESTATE DEVELOPMENT

Short Title: REAL ESTATE DEVELOPMENT

Department: Management

Grade Mode: Standard Letter

Course Type: Lecture

Credit Hours: 1.5

Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

Description: The Real Estate Development course follows the development process from an entrepreneurial and 'deal making' point of-view. Course topics include market analysis, site selection, project budgeting/financial analysis, land acquisition, marketing and leasing, joint ventures, financing, design and construction management, and dispositions.

MGMT 729 - MANAGEMENT OF INNOVATION AND TECHNOLOGY

Short Title: MGMT OF INNOVATION AND TECH

Department: Management

Grade Mode: Standard Letter

Course Type: Lecture

Credit Hours: 1.5

Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

Description: Companies that successfully select, adopt, and exploit IT will sooner or later open up large competitive gaps that are difficult to close. Business leaders, executives, strategists, innovators and line managers are the principal determinants of a company's success with IT. But, as we shall see in this course, they don't need to become technologists in order to get involved; they just need to master a set of concepts, frameworks, and models about IT's impact. There are no technical prerequisites for this course. (You will complete an online course that will give you a sufficient introduction to the technology.) In the classroom, our focus will be on cases in which business leaders have tried to use IT to create enhance organizational development and support competitive strategy. Some succeeded and others failed. From our analysis of their experiences and ideas and principles I will present, we will develop some general guidelines for businesses seeking to exploit IT. Because we have only a short time to consider a number of complex matters, I will concentrate on industries in which IT has great potential to promote outcomes that are of interest to general managers.

MGMT 730 - LEGAL ASPECTS OF ENTREPRENEURSHIP

Short Title: LEGAL ASPECTS OF ENT. 

Department: Management

Grade Mode: Standard Letter

Course Type: Lecture

Credit Hours: 1.5

Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

Description: This course focuses on the legal dimensions of entrepreneurship and is designed to help students develop the managerial capability to work effectively with legal counsel to solve complex problems and to protect and leverage firm resources. Like information technology, the legal dimensions of business should not be treated as an after-thought or add-on to the business strategy development process. Corporate leaders with an understanding of American law have a unique capacity to protect and enhance shareholder wealth. Conversely, managers who lack the ability to integrate law into the development of strategy can place the firm at a competitive disadvantage and imperil its economic viability. The overarching purpose of Legal Aspects of Entrepreneurship is to prepare students to meet the legal and regulatory challenges and opportunities they can expect to encounter as entrepreneurs, venture capitalists, and managers of private and public businesses. The course provides a conceptual framework for understanding both the societal context within which businesses are organized and operate, as well as the various legal tools available to managers engaged in evaluating and pursuing opportunities. Legal Aspects of Entrepreneurship will offer strategies and tactics for working with counsel to use the law as a positive force to increase realizable value while managing the attendant risks and keeping the legal costs under control. The objective is not to teach business students how to think like lawyers, but rather to teach students how to become more legally astute so they can handle with confidence the legal aspects of entrepreneurship and management. This includes developing legal literacy and learning what to look for when selecting an attorney and knowing when to call one. Repeatable for Credit.

MGMT 731 - SCANDALS AND REPUTATION MANAGEMENT

Short Title: SCANDALS & REPUTATION MGMT

Department: Management

Grade Mode: Standard Letter

Course Type: Lecture

Credit Hours: 1.5

Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

Description: Companies with strong reputations gain competitive advantage. However, reputation is not a tangible attribute of a firm, but rather an intangible asset held in the minds of the firm's constituents. The goal of this course is to provide students with analytical tools to assess how an organization can build, damage, and repair its reputation.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Short Title</th>
<th>Department</th>
<th>Grade Mode</th>
<th>Course Type</th>
<th>Credit Hours</th>
<th>Restrictions</th>
<th>Description</th>
</tr>
</thead>
</table>
| MGMT 732    | ANTITRUST FOR BUSINESS MANAGERS           | ANTITRUST - BUSINESS MANAGERS | Management | Standard Letter   | Lecture     | 1.5          | Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students. | Course Level: Graduate  
Prerequisite(s): (MGMW 570 or MGMP 570 or MGMT 570 or EMBA 991) and (MGMW 571 or MGMP 571 or MGMT 571 or EMBA 993)  
Description: This course focuses on examining various strategies that companies can adopt to achieve sustainable and profitable growth. The course will use a variety of real-life cases of companies and supplement them with relevant readings, lectures, or other exercises, as necessary. Repeatable for Credit. |
| MGMT 733    | STRATEGIES FOR GROWTH                     | STRATEGIES FOR GROWTH          | Management | Standard Letter   | Lecture     | 1.5          | Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students. | Course Level: Graduate  
Prerequisite(s): MGMT 580 or MGMP 580 or MGMT 580 or EMBA 991  
Description: This elective course examines strategies of effective leaders, with emphasis on the roles of strategy and ethics in leadership effectiveness. The course emphasizes group discussion of cases, examples, and readings. Repeatable for Credit. |
| MGMT 734    | TECHNOLOGY ENTREPRENEURSHIP                | TECH ENTREPRENEURSHIP          | Management | Standard Letter   | Seminar     | 3            | Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students. | Course Level: Graduate  
Description: The goal of this course is to provide the student with exposure to early stage technology entrepreneurship. Evaluation of opportunities, business model, capitalization, and early operations are covered. The focus is on the parts of entrepreneurship that are unique to dealing with the commercialization of research discoveries. A significant amount of time will be spent on university to business transitions and in thinking about how to take research discoveries and create a business. Repeatable for Credit. |
| MGMT 735    | MARKETING LAB                              | MARKETING LAB                  | Management | Standard Letter   | Laboratory  | 1.5-3        | Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students. | Course Level: Graduate  
Prerequisite(s): MGMT 580 or MGMP 580 or MGMT 580 or EMBA 991  
Description: Students learn theory and practice of investor relations, with emphasis on the role of investor relations/financial communications. Subjects covered include: history of the stock market, formation of the SEC, evolution of SEC regulations, dynamics of the equity markets, flow of investor information, planning and implementing an investor relations program, fitting investor relations into a corporation's communications program. Students will be mentored by local investor relations practitioners who will serve as real world guides for course assignments. Students will learn specifics about filing with the SEC, the creation of annual reports, road shows, stockholder meetings, preparing financials, and more. Investor relations managers, analysts, and CEOs will serve as guest lecturers to talk about their challenges in today's workplace. |
| MGMT 736    | STRATEGIC AND MORAL LEADERSHIP            | STRATEGIC & MORAL LEADERSHIP   | Management | Standard Letter   | Lecture     | 1.5          | Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students. | Course Level: Graduate  
Description: This elective course examines strategies of effective leaders, with emphasis on the roles of strategy and ethics in leadership effectiveness. The course emphasizes group discussion of cases, examples, and readings. Repeatable for Credit. |
| MGMT 737    | INVESTOR RELATIONS                        | INVESTOR RELATIONS             | Management | Standard Letter   | Lecture     | 1.5          | Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students. | Course Level: Graduate  
Description: Students learn theory and practice of investor relations, with emphasis on the role of investor relations/financial communications. Subjects covered include: history of the stock market, formation of the SEC, evolution of SEC regulations, dynamics of the equity markets, flow of investor information, planning and implementing an investor relations program, fitting investor relations into a corporation's communications program. Students will be mentored by local investor relations practitioners who will serve as real world guides for course assignments. Students will learn specifics about filing with the SEC, the creation of annual reports, road shows, stockholder meetings, preparing financials, and more. Investor relations managers, analysts, and CEOs will serve as guest lecturers to talk about their challenges in today's workplace. |

*Note: Enrollment is limited to Graduate or Graduate Quadmester level students. Restrictions and Prerequisite(s) may vary. Credit Hours can range from 1.5 to 3.*
MGMT 738 - CUSTOMER FOCUS IN HEALTH CARE AND SERVICE INDUSTRIES: A STRATEGIC APPROACH
Short Title: CUSTOMER FOCUS IN HEALTH CARE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMP 626

MGMT 739 - CAPITAL FORMATION IN ENERGY AND INFRASTRUCTURE
Short Title: CAPITAL FORMATION IN ENERGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: A capstone course for second year MBAs. Students form a private startup exploration and production company that grows to become a mid-cap ($10 billion) and then suffers a severe contraction. Students learn the various forms of capital available depending on the size of the company and state of the capital and commodity markets.

MGMT 740 - STUDENT VENTURE FUND: EVALUATING STARTUP INVESTMENT OPPORTUNITIES
Short Title: STUDENT VENTURE FUND
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 683
Description: Students will identify, screen, and evaluate start-ups for investment by the Rice venture capital fund. Through this highly experiential course, students will learn tools for rigorously evaluating startup ventures for investment, valuing early stage companies, and structuring investments. Students will present their investment recommendations to an advisory committee. Instructor Permission Required. Graduate/Undergraduate Equivalency: BUSI 465. Mutually Exclusive: Cannot register for MGMT 740 if student has credit for BUSI 465.

MGMT 741 - MANAGING GROWTH
Short Title: MANAGING GROWTH
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Companies are either thought of as small start-ups or large, mature businesses. The small start-up is considered to be the domain of the entrepreneur, where by force of personality, spark of creativity, or bold opportunism, a business is formed ex nihilo. On the other extreme, the large business is considered to be the domain of the manager, where by force of scale and scope, imposition of process, and careful analysis, an empire is sustained and expanded. In summary, the focus of the course will be how to create wealth by buying a small business, putting systems and processes in place to create a foundation for future growth, driving growth both internally and externally, and, finally, selling the business. Students will learn to apply those skills to small businesses with growth potential.

MGMT 742 - INTERNATIONAL PRIVATE EQUITY REAL ESTATE
Short Title: INTL PRIVATE EQTY REAL ESTATE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Course covers general concepts in international RE investments, market selection, private equity funding structures, along with the perspectives of LPs and GPs/Managers. An analysis of risks and rewards associated with developments vs acquisitions, management/operations and exit in less developed markets, with a focus on the institutional asset class.

MGMT 743 - MANAGING INNOVATION IN ENERGY TECHNOLOGIES
Short Title: INNOVATION IN ENERGY TECH
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Innovation is critical to the survival of the energy industry, both for traditional carbon-based energy and for renewable and ‘green’ energy. Management of innovation requires a special set of skills beyond those of typical management. We will discuss the issues faced by energy managers in addressing innovation, and look at cases where these issues played a central role.
MGMT 744 - SERVICES OPERATIONS
Short Title: SERVICES OPERATIONS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 574 or MGMW 574 or MGMP 574 or MGMT 874
Description: This course provides a short but intensive overview of the real estate and the real estate industry. Faculty, students, potential donors and investors, and others. Instructor Permission Required. Repeatable for Credit.

MGMT 745 - INTERNATIONAL ENERGY DEVELOPMENT
Short Title: INTL ENERGY DEVELOPMENT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course examines how energy companies construct portfolios of international assets. The first half of the course focuses on the life cycle of international energy projects, from the point at which a company decides it wishes to acquire an international project to the point at which the company divests that interest. These initial classes will discuss the business development processes companies employ to identify, analyze and acquire overseas assets; the typical commercial structures and contracts used to acquire rights and obligations in different types of energy projects; how companies build and manage relationships with host governments, including cultural difference, negotiation and corruption; issues related to joint ventures and joint operations with other companies; threats to international project cash flow such as renegotiation, expropriation and force majeure; and how companies structure exits and divestments from international energy projects. The course concludes with students being divided into teams or "companies" and then engaging in a dynamic bid round and petroleum exploration exercise, whereby students compete with one another to acquire acreage and then create (or destroy) net present value.

MGMT 746 - REAL PROPERTY
Short Title: REAL PROPERTY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Survey course providing a short but intensive overview of real estate and the real estate industry.

MGMT 747 - REGULATORY ENVIRONMENT OF BUSINESS
Short Title: REG ENVIRONMENT OF BUSINESS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course examines the broad subject of government regulation of business and financial markets and is designed to help the student develop what the authors of the text term "legal astuteness." That is, the ability to exercise informed judgment based on context-specific knowledge of the law and the regulatory environment. To achieve this, we will apply the methodology of neoclassical economic analysis to understand the role and function of government and governmental decision-making, and to learn to spot legal issues before they become grounds for termination, lawsuits, or criminal indictments. Emphasis is placed on high impact regulatory programs, such as antitrust, security regulation, civil rights, and environmental laws. Repeatable for Credit.

MGMT 748 - INTERNATIONAL BUSINESS BRIEFING - AFRICA
Short Title: INTL BUS BRIEFING - AFRICA
Department: Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course provides a unique opportunity for students to travel to Africa during fall break and 1) apply their business school knowledge, 2) learn about business in developing countries, 3) learn about entrepreneurship 4) learn about social enterprise, and 5) help the poor. Students taking this course will also have a once-in-a-lifetime trip to Africa that tourism can never duplicate. The travel to Africa includes extensive on the ground field work and also includes visits with leaders in business, government, non-profits, and various social enterprises. All students will be on project teams and will participate in the development of business plans for commercializing new technologies in developing countries and preparing a written and oral public presentation to some faculty, students, potential donors and investors, and others. Instructor Permission Required. Repeatable for Credit.

MGMT 750 - STRATEGIC CONSIDERATIONS IN HEALTH INFORMATICS
Short Title: HEALTH INFORMATICS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.
MGMT 751 - ECONOMICS OF HEALTH CARE SECTORS
Short Title: ECON OF HEALTH CARE SECTORS
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.

MGMT 752 - SUPPLY CHAIN MANAGEMENT LAB
Short Title: SUPPLY CHAIN MANAGEMENT LAB
Department: Management
Grade Mode: Standard Letter
Course Type: Laboratory
Credit Hours: 1.5-3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This operations lab provides students with an opportunity to build their operations and supply chain management skills and experiences by either (1) applying their coursework to a hands-on, real-world project with a company, or (2) performing an in-depth research project on a cutting-edge topic in operations and supply chain management. Students in this course can work with any industry and may involve the full spectrum of operations and supply chain topics. This is a project-centric course with a customized schedule to the specific project. Instructor Permission Required.

MGMT 753 - OPERATIONS LAB: HEALTH CARE
Short Title: OPERATIONS LAB: HEALTH CARE
Department: Management
Grade Mode: Standard Letter
Course Type: Laboratory
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 712
Description: This course provides the needed skills, along with the experience of leading and facilitating change in a live, healthcare environment with actual processes, staff and business value on the line. Students are paired, given a real business problem in a major Houston healthcare system and guided to deliver the solution, implementation plan and control plan. Instructor Permission Required.

MGMT 754 - REAL ESTATE: ULI LAB
Short Title: REAL ESTATE: ULI LAB
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate

MGMT 755 - HOSPITAL MANAGEMENT - THE BUILDING BLOCKS
Short Title: HOSPITAL MGMT BUILDING BLOCKS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.

MGMT 756 - MANAGEMENT OF HEALTHCARE ORGANIZATIONS
Short Title: MGMT OF HEALTHCARE ORGS.
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.

MGMT 757 - REAL ESTATE LAB: DEVELOP, DESIGN AND CONSTRUCTION
Short Title: RE LAB: DEVELOP DESIGN CONSTR.
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Cross-list: ARCH 691. Repeatable for Credit.

MGMT 758 - NON-MARKET STRATEGY
Short Title: NON-MARKET STRATEGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Through case discussions, student presentations, and speakers' shared experiences, students will gain analytical tools to assess a firm's environment beyond competitive markets and make decisions that are beneficial for the firm and for society.
MGMT 759 - DIGITAL BUSINESS EXCELLENCE
Short Title: DIGITAL BUSINESS EXCELLENCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Organizational dysfunctions remain the norm despite decades of management attention. Year after year, management gurus take passionate positions that are mutually exclusive, contrast “IT doesn’t matter” with “IT savvy is critical.” Clever executives see opportunity amid this controversy. This course steps directly into the controversy. It is designed to equip future business leaders with knowledge needed to position their firms among the 30% that do succeed. This is a business class that will focus on the use of information technology to achieve business goals. While specific technologies are discussed, as are hot technology trends, the objective is always to clarify the underlying business principles that business and IT executives require for success. Repeatable for Credit.

MGMT 760 - E-LAB: VENTURE CAPITAL
Short Title: E-LAB: VENTURE CAPITAL
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Laboratory
Credit Hours: 1.5-3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 626 (may be taken concurrently) or MGMT 626 (may be taken concurrently)
Description: Students learn by working with early stage investors including angel and venture capital organizations. Students learn through hands on support and are expected to be at the sponsoring organizations office 8 - 10 hours per week and attend investor pitches. The Venture Capital E-Lab is not a standard class and requires meeting off campus. It is also not affiliated in anyway with the Venture Capital class. Instructor Permission Required. Repeatable for Credit.

MGMT 761 - E-LAB: ENTERPRISE ACQUISITION
Short Title: E-LAB: ENTERPRISE ACQUISITION
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 1.5-3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 627 (may be taken concurrently)
Description: Students follow the processes learned in MGMT 627 to acquire an existing business or start a search fund. Students develop selection criteria, network to connect with sellers, conduct preliminary due diligence, perform a business valuation, develop potential deal structures and have the opportunity to move forward on any potential opportunities on their own after graduation. Students attend a check-in class every other week to present updates and receive feedback from faculty, students and alumni mentors. Instructor Permission Required. Repeatable for Credit.

MGMT 762 - E-LAB: NEW ENTERPRISE
Short Title: E-LAB: NEW ENTERPRISE
Department: Management
Grade Mode: Standard Letter
Course Type: Laboratory
Credit Hours: 1.5-3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 621 or MGMT 927
Description: Students working on their own startup have the opportunity to apply the processes learned in the New Enterprise course to their startup. Students attend a check-in class every other week to present updates and receive feedback from faculty, students and alumni mentors. Department Permission Required. Repeatable for Credit.

MGMT 763 - E-LAB: TECHNOLOGY
Short Title: E-LAB: TECHNOLOGY
Department: Management
Grade Mode: Standard Letter
Course Type: Laboratory
Credit Hours: 1.5-3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.

MGMT 764 - E-LAB: DEAL EVALUATION
Short Title: E-LAB: DEAL EVALUATION
Department: Management
Grade Mode: Standard Letter
Course Type: Laboratory
Credit Hours: 1.5-3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Students will learn the processes and frameworks for evaluating incoming deal flow for early stage and private equity investments and gain hands on experience by applying the processes to applications for the Jones School Veteran Business Battle competition, the Rice Angel Network and other Rice affiliated competitions. Instructor Permission Required. Repeatable for Credit.
MGMT 765 - IGNITE ENTREPRENEURSHIP
Short Title: IGNITE ILE
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The Ignite Trek provides entrepreneurial students the opportunity to meet successful and up-and-coming entrepreneurs in Silicon Valley. Students hear the personal stories of entrepreneurs working to build their companies and learn from the successes (and failures) of the best-and-brighest that Silicon Valley has to offer. Students also have the opportunity to visit startups first-hand and see their innovative work spaces. This is an intense immersion experience with company visits and entrepreneurial speakers throughout the trek. Department Permission Required.

MGMT 766 - HEALTHCARE INNOVATION AND ENTREPRENEURSHIP LAB
Short Title: HEALTHCARE INNOV & ENTREP LAB
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5-3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Students work with nascent medical device startups created out of the Healthcare Innovation and Entrepreneurship course. Students work 10 hours per week on various aspects of a business plan and preparation for business plan competitions.

MGMT 767 - QUANTITATIVE FINANCE LAB
Short Title: QUANTITATIVE FINANCE LAB
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 642 and MGMT 648
Description: Class focuses on fixed income, securitization, pricing and hedging of derivatives, banking regulation, and reserve requirements pre- and post-crisis. We consider issues of risk from perspectives across the capital structure, rigorously considering financial risk management and capital markets. The format of the class combines theory, case study and quantitative applications. Repeatable for Credit.

MGMT 768 - THE NEW FOOD ECONOMY
Short Title: THE NEW FOOD ECONOMY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 2
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This is a survey course of contemporary topics in the new food economy. We pay particular attention to social justice issues surrounding the production, distribution, marketing and sales, and consumption of food. A sample of covered topics may include: access to capital for non-traditional agriculture, organic & GMO, new technologies and production and distribution, food waste, food insecurity, food marketing, food assistance policies, and other public policies.

MGMT 769 - WASTE MANAGEMENT INTERNSHIP
Short Title: WASTE MANAGEMENT INTERNSHIP
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Internship/Practicum
Credit Hours: 3
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Waste Management (WM) has established a formal internship program with the Jones Graduate School of Management (JGSM) at Rice University in order to give students more exposure to the emerging field of sustainable solutions. Students will gain valuable experience in the launch of new enterprises within WM and associated deal analysis. Instructor Permission Required. Repeatable for Credit.

MGMT 770 - CONSULTATIVE SELLING
Short Title: CONSULTATIVE SELLING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course introduces students to the communication skills and behaviors required for success in the field of consultative selling, including effective questioning, active listening, assessing client communication style, and delivering persuasive presentations.
MGMT 771 - DIGITAL MARKETING
Short Title: DIGITAL MARKETING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBMBA Enrollment is limited to Graduate or Graduate Quadrimester level students.
Course Level: Graduate
Description: Course provides an introduction to digital marketing and examines ways it should be implemented. In addition to learning fundamental constructs and principles, students will focus on tools and skills needed for setting goals, implementing campaigns, and measuring success. Guest speakers and in-class exercises are used to provide insights and relevance to this swiftly expanding area of marketing.

MGMT 772 - RICE ALLIANCE INTERNSHIP
Short Title: RICE ALLIANCE INTERNSHIP
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Internship/Practicum
Credit Hours: 3
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBMBA programs. Enrollment is limited to Graduate or Graduate Quadrimester level students.
Course Level: Graduate
Description: Repeatable for Credit.

MGMT 773 - SURGE INTERNSHIP
Short Title: SURGE INTERNSHIP
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Internship/Practicum
Credit Hours: 3
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadrimester level students.
Course Level: Graduate
Description: Repeatable for Credit.

MGMT 774 - LEADERSHIP AND TEAM COACHING
Short Title: LEADERSHIP AND TEAM COACHING
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Seminar
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBMBA programs. Enrollment is limited to Graduate or Graduate Quadrimester level students.
Course Level: Graduate
Description: The best leaders understand the importance of developing the next generation - ensuring they have prepared successors and effective teams. This course will examine models and frameworks for coaching and development and is intended for those interested in practicing coaching as a manager or peer. Department Permission Required. Repeatable for Credit.

MGMT 775 - SUPPLY CHAIN ILE
Short Title: SUPPLY CHAIN ILE
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadrimester level students.
Course Level: Graduate
Description: The Supply Chain for most companies is a very vital ingredient in their success, maybe even survival. Whether you are a company such as Apple, where your core competency is the design/styling of products, or your company designs, manufactures and distributes all of your products, the supply chain has to perform at a high level. In the face of increasing customer expectations and global competitions, companies have to become more efficient in controlling the flow of materials throughout the supply chain. This ILE is designed to provide an introduction to the major components important in the Supply Chain. Topics discussed will include: Strategies for the Supply Chain, Procurement & Global Financial Decisions Processes such as Sales and Operations Planning (S&OP), Negotiation, Supplier Selection, Systems for Manufacturing Planning & Control, & MRP/ERP Management of Suppliers using Performance Assessments, Developing Capabilities, Decisions affecting Inventory, and Logistics. Jobs in the Supply Chain Corporate Social Responsibility in the Supply Chain. The course will be a combination of lectures, guest speakers, and thought-provoking activities and discussions of current events from the Supply Chain affecting companies will be part of the class, and participants are encouraged to bring in relevant examples from their previous work experience to share. Repeatable for Credit.

MGMT 776 - INTRODUCTION TO REAL ESTATE INDUSTRY
Short Title: INTRO TO REAL ESTATE INDUSTRY
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBMBA Enrollment is limited to Graduate or Graduate Quadrimester level students.
Course Level: Graduate
Description: An introductory survey course intended to provide a foundational understanding of the real estate industry. This course aims to be useful to students interested in pursuing a career in the real estate industry who have no or limited experience in real estate. This course is open to MBA students in each program. Outside graduate students can enroll with instructor permission provided space is available. Repeatable for Credit.

MGMT 777 - INVESTMENT BANKING AND MARKETS ILE
Short Title: INVESTMENT BANKING & MARKETS
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBMBA Enrollment is limited to Graduate or Graduate Quadrimester level students.
Course Level: Graduate
Description: Repeatable for Credit.
MGMT 778 - CUSTOMER EXPERIENCE MANAGEMENT

Short Title: CUSTOMER EXPERIENCE MANAGEMENT

Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75

Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA

Course Level: Graduate

Description: This course teaches students relational database fundamentals and SQL programming skills in the context of complex business problems and the communication with users and technical resources. Topics covered include relational database architecture, database fit and design, requirements gathering, formatting deliverables, and simple query skills. Upon completion, participants will understand SQL functions, join techniques, database schemas, and will be able to write useful SQL statements.

MGMT 779 - BUSINESS AND URBAN ANALYTICS

Short Title: BUSINESS & URBAN ANALYTICS

Department: Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 3

Restrictions: Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

Description: This project based class offers the unique opportunity for students from distinct fields of business and engineering to solve a real world data driven problem in a collaborative way. The data and the problem statement will come from the Rice University’s Administrative Center for Sustainability and Energy Management (ACSEM) at the start of the semester. Instructor Permission Required. Cross-list: ENGI 779.

MGMT 780 - WHEN YOUR BUSINESS IS SUED

Short Title: WHEN YOUR BUSINESS IS SUED

Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5

Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA

Course Level: Graduate

Description: This course is designed for law students who wish to extend their business knowledge. It provides an understanding of a lawsuit from the viewpoint of business leadership. Lectures cover causes of action, procedure, evidence, case evaluation and resolution. Practical exercises provide insight into the importance of discovery and depositions. Classic business litigation cases will be presented. The course ends with a mini-trial based on class materials.

MGMT 781 - TEAMS AND TEAMWORK

Short Title: TEAMS AND TEAMWORK

Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5

Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA

Course Level: Graduate

Prerequisite(s): MGMT 510 or MGMP 510 or MGMW 510 or EMBA 992

Description: This course teaches students how to build power, how to influence people, and the proper use of power in the modern organization through lecture, discussion, and experiential activities.
MGMT 785 - CORPORATE REAL ESTATE: CASE STUDIES IN ENERGY AND HEALTHCARE
Short Title: CORP REAL ESTATE - ENERGY & HC
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: World real estate accounts for 60% (US$225 trillion) of all mainstream assets. Every organization has a real estate footprint. This course helps business leaders understand how corporate real estate should support its organization’s strategic business objectives. We will use lectures, case studies, and practical exercises to help solve common organizational problems.

MGMT 786 - GLOBAL BUSINESS OFFSITE
Short Title: GLOBAL BUSINESS OFFSITE
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Seminar
Credit Hours: 0.75-1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course, led by Rice Business faculty, takes place in an international business setting and consists of a combination of lectures by local university faculty and business leaders and site visits to companies in the region. Students have the opportunity to meet with corporate executives, investors, and scholars to discuss opportunities and challenges of doing business in the country. The objectives of the course are to further an appreciation of the opportunities and obstacles of doing business in different parts of the world, increase sensitivity to cross-cultural issues, and broaden perspectives on issues dealing with global business. Department Permission Required. Repeatable for Credit.

MGMT 787 - FINANCIAL CRISIES
Short Title: FINANCIAL CRISIES
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 840 or ((MGMT 540 or MGMP 540 or MGMW 540) and (MGMT 541 or MGMP 541 or MGMW 541))
Description: This course examines financial crises both domestic and global through time. The focus is on financial market structures, economic incentives and policies leading up, during, and after different crises. Case studies, lectures, academic articles and documentaries may be used.

MGMT 788 - CORPORATE RIVALRY
Short Title: CORPORATE RIVALRY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate level students.
Course Level: Graduate
Prerequisite(s): MGMT 540 or MGMP 540 or MGMW 540 or MGMT 840
Description: This course is about learning to think like a game theorist and developing a systematic way to evaluate strategic problems. Emphasis is on real-world applications and in-class business exercises.

MGMT 789 - GLOBAL FIELD EXPERIENCE
Short Title: GLOBAL FIELD EXPERIENCE
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This unique experiential learning opportunity requires students to apply what was learned in the first year of the program through consulting projects on the ground in a designated country. The course fosters a global mindset and further develops the ability to tackle business challenges in dynamic, diverse, and complex environments. Department Permission Required.

MGMT 790 - LEADERSHIP DEVELOPMENT
Short Title: LEADERSHIP DEVELOPMENT
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Laboratory
Credit Hours: 0.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate

MGMT 791 - ORGANIZATIONAL CHANGE INTENSIVE
Short Title: ORG CHANGE INTENSIVE
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 0.5
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: An intensive one day course on leading change. This class builds on the core MGMT 512 (Leading Change) class and is taught primarily using a team-based simulation. You will learn a very versatile process model of change and how to apply it to a variety of organizational-level changes.
MGMT 792 - INVESTMENTS / PORTFOLIO MANAGEMENT
Short Title: INVESTMENTS / PORTFOLIO MGMT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course examines the determinants and behavior of asset prices and provides a framework for portfolio management. We rely on both financial theory and analytical tools. Topics covered will include asset pricing models, market efficiency, asset allocation, portfolio management, and performance evaluation. The course is designed to provide a conceptual understanding of investment returns and portfolio management processes coupled with a strong quantitative focus that develops analytical tools and spreadsheet modeling techniques.

MGMT 793 - CREATING THE DATA DRIVEN BUSINESS
Short Title: CREATING DATA DRIVEN BUSINESS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course provides an understanding of how to build and lead a data driven business. Lectures cover fundamentals of data management, analytics maturity models, the role of “Big Data,” application of artificial intelligence, machine learning, and cognitive computing technologies for predictive and adaptive analytics, and creating value-based business analytics strategies.

MGMT 794 - PROFESSIONAL SEMINAR
Short Title: PROFESSIONAL SEMINAR
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the WMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course explores current business challenges through engagement with business leaders. Guest instructors lead students through challenges in their functional areas and through state-of-the-art applications of emerging technologies. Students engage with executives, rising middle managers, and subject matter experts. Repeatable for Credit.

MGMT 795 - DEAN'S LEADERSHIP SEMINAR
Short Title: DEAN'S LEADERSHIP SEMINAR
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course examines leadership challenges as they apply to contemporary issues in business and organizational change through engagement with C-suite executives, entrepreneurs and other leaders of complex organizations.

MGMT 796 - LEADERSHIP DEVELOPMENT II
Short Title: LEADERSHIP DEVELOPMENT II
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Seminar
Credit Hours: 0.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.

MGMT 797 - EDGE INTERSESSION ABROAD - SOUTH AMERICA
Short Title: JONES EDGE - SOUTH AMERICA
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.

MGMT 798 - PSYCHOLOGICAL FOUNDATIONS OF PROFESSIONAL LIVES
Short Title: PSYCH FOUNDATIONS OF PROF LIFE
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Course draws from psychology and management research, exploring complexity of professional lives and identity dynamics, underlying career decisions, compromises, and regrets. Through exercises, cases, and discussions, students develop an understanding of the type of professional path they want and why, and how to get it and overcome setbacks and successes.
MGMT 799 - HEALTHCARE INNOVATION AND ENTREPRENEURSHIP
Short Title: HEALTHCARE INNOV & ENTREP
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 3
Restrictions: Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course is designed for healthcare entrepreneurs who want to build innovative medical technologies. Students work in interdisciplinary teams comprised of engineering, business, and medical students. Key concepts include: how to validate and scope clinical needs, ideate solutions, draft a business model, and determine regulatory and reimbursement strategies. Instructor Permission Required.

MGMT 800 - INDEPENDENT STUDY
Short Title: INDEPENDENT STUDY
Department: Management
Grade Mode: Standard Letter
Course Type: Independent Study
Credit Hours: 1.5-3
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Independent study or directed reading on an approved project under faculty supervision. Contact MBA program office for application information. No more than 3 credit hours of independent study will count towards graduation unless approved by the Jones School Academic Standard Committee. Department Permission Required. Repeatable for Credit.

MGMT 801 - FINANCIAL ACCOUNTING
Short Title: FINANCIAL ACCOUNTING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Introduction to the preparation, analysis, and use of corporate financial reports. Covers the basic techniques of financial reporting and analysis from the perspective of managers as well as external users of information such as investors. Repeatable for Credit.

MGMT 802 - MANAGERIAL ACCOUNTING
Short Title: MANAGERIAL ACCOUNTING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Provides general managers with an understanding of the design and function of a firm's management accounting system to enable them to become active consumers of accounting information. The course describes how accounting information can assist managers in making decisions about products, services, and customers; improving existing processes; and aligning organizational activities toward long-term strategic objectives.

MGMT 804 - CREATING THE DATA DRIVEN BUSINESS
Short Title: CREATING DATA DRIVEN BUSINESS
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the O MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course provides an understanding of how to build and lead a data driven business. Lectures cover fundamentals of data management, analytics maturity models, the role of "Big Data," application of artificial intelligence, machine learning, and cognitive computing technologies for predictive and adaptive analytics, and creating value-based business analytics strategies.

MGMT 806 - EXECUTIVE 2ND YEAR CAPSTONE
Short Title: EXEC 2ND YEAR CAPSTONE
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The second-year capstone is an applied management course in the program's core curriculum, where student teams learn how to work through an end-to-end strategic assessment and planning effort on a current real-life strategic challenge faced by a Houston-based, socially-oriented community organization. It provides students the opportunity to apply their multi-functional (strategy, finance, marketing, organizational behavior, etc.) knowledge from the program and their own professional experience, as well as provides background on management of non-profit organizations. Repeatable for Credit.

MGMT 807 - LEADERSHIP
Short Title: LEADERSHIP
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course covers key elements of sound leadership theory and practice in various organizational settings. Emphasis is on readings concerning leadership skill development and cases concerning effective versus ineffective leadership practices. Applications range from team settings to business units to executive suites. Course emphasizes strategic, moral, and organizational dimensions of leadership.
Making good decisions is core to success in business and life. Decision analysis is the discipline that helps people choose wisely based on evidence (evidence-based management).

MGMT 809 - ORGANIZATIONAL BEHAVIOR
Short Title: ORGANIZATIONAL BEHAVIOR
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The purpose of this course is to help students become better decision makers, motivators, and leaders. Topics include perception, attribution, decision making, motivation, influence, leadership, culture, and innovation. Special attention is paid to the importance of managing decision makers, motivators, and leaders. Topics include perception, attribution, decision making, motivation, influence, leadership, culture, and innovation. Special attention is paid to the importance of managing based on evidence (evidence-based management).

MGMT 813 - LEADING FOR CREATIVITY AND INNOVATION
Short Title: LEADING FOR CREATIVITY & INNOV
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Study of the nature of creativity, creative thinking skills and ways to encourage, promote, and effectively manage creativity and innovation in complex organizations.

MGMT 815 - BARGAINING
Short Title: BARGAINING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.

MGMT 817 - DECISION STRATEGIES
Short Title: DECISION STRATEGIES
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMB A XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Making good decisions is core to success in business and life. Decision analysis is the discipline that helps people choose wisely under conditions of uncertainty and often competing objectives. In this course students learn the decision analysis process and tools to make great decisions.

MGMT 820 - COMPLEXITIES OF PEOPLE AND ORGANIZATIONS
Short Title: COMPLEXITIES OF PEOPLE & ORGS
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: A seminar focused on contemporary issues in organizational behavior.

MGMT 821 - OPTIMIZING THE WORKFORCE OF THE FUTURE
Short Title: OPTIMIZING THE WORKFORCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMB A XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Students consider optimal ways to plan for, encourage, and manage diversity in organizations. We explore the data and analyze the business case for diversity and evaluate strategies to recruit and retain diverse talent. This active-learning course relies on the latest empirical research and provides practical skills for managing tomorrow's workforce.

MGMT 830 - STRATEGIC IT
Short Title: STRATEGIC IT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 2
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Today, businesses spend several trillion dollars annually on information technology (IT). To gain the greatest benefit from this investment, managers need to understand the interaction of this technology with ways of working. Our focus will be on cases in which business leaders have tried to use IT to enhance organizational development and support competitive strategy. From our analysis of their experiences, we will develop some management guidelines for businesses seeking to exploit IT.

MGMT 833 - STRATEGY IN TECHNOLOGY ECOSYSTEMS
Short Title: STRATEGY IN TECH ECOSYSTEMS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMB A XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The course deal with strategic management topics of interest to ventures that operate in technological ecosystems. Topics covered include platforms, network effects, coping with disruptive innovation, and how technology can create new markets and revolutionize existing ones.
MGMT 840 - ECONOMICS FOR BUSINESS  
Short Title: ECONOMICS FOR BUSINESS  
Department: Management  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 3  
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

MGMT 841 - ECONOMIC ENVIRONMENT OF BUSINESS  
Short Title: ECONOMIC ENVIR OF BUSINESS  
Department: Management  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 1.5  
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

Description: Examination of the global economic environment that serves as a backdrop for business decision making, with emphasis on the key macroeconomic policy goals and tools and how they affect exchange rates, interest rates, business cycles, and long-term economic growth.

MGMT 843 - CORPORATE FINANCIAL MANAGEMENT  
Short Title: CORPORATE FINANCIAL MANAGEMENT  
Department: Management  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 3  
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

Description: This course emphasizes concepts and skills related to valuation tasks in a corporate setting. Topics include financial market structure and efficiency, time value of money, net present value, internal rate of return, capital budgeting, risk and return, capital asset pricing model, cost of capital, capital structure, payout policy, and real options analysis.

MGMT 845 - CORPORATE FINANCIAL STRATEGY FOR EXECUTIVES  
Short Title: CORP FIN STRATEGY FOR EXECS  
Department: Management  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 1.5  
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

Description: This is a case study course based on current corporate finance transactions and topics. The intent is to expose Executive MBA candidates to some of the practical challenges and opportunities when tackling financial decisions governed by Corporate Financial policies (Capital Structure, Financial Risk Management, Liquidity, Funding/Financing, and Payout Policy).

MGMT 848 - APPLIED FINANCE  
Short Title: APPLIED FINANCE  
Department: Management  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 1.5  
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

MGMT 860 - BUSINESS ETHICS  
Short Title: BUSINESS ETHICS  
Department: Management  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 1.5  
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

Description: This course addresses moral obligations of firms and managers. The focus is on preparing for moral leadership and professionalism. Emphasis is on readings concerning best business practices and cases concerning effective versus ineffective handling of ethical analysis and moral issues. Topics include relationship of business ethics and laws, corporate social responsibility, sustainability, and human rights.

MGMT 861 - BUSINESS-GOVERNMENT RELATIONS  
Short Title: BUSINESS-GOVERNMENT RELATIONS  
Department: Management  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 1.5  
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

Description: The course exposes students to the governmental institutions that surround the business environment. Strategies for influencing and responding to governmental factors are explored as well as other issues related to business-government relations.

MGMT 865 - GLOBALIZATION OF BUSINESS  
Short Title: GLOBALIZATION OF BUSINESS  
Department: Management  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 1.5  
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

Description: This course examines the increasing importance of trade and foreign direct investment and the global political-economy to U.S. business. We first study the historical roots of globalization and move forward to consider the impact on business of the global trade rules promulgated by the World Trade Organization. We also consider U.S. policies towards trade and foreign direct investment.
MGMT 866 - PUBLIC POLICY MANAGEMENT AND ADVOCACY
Short Title: PUBLIC POLICY MGMT & ADVOCACY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 2
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course demonstrates how organizations, especially corporations, set up processes for identifying and managing public policy issues. Then, to help achieve their public policy objectives, it discusses how corporations use best practices in engaging with stakeholders—governments, media, communities and non-profit NGOs. The course covers both good and bad practices in communications with these stakeholders, including in crisis situations. Finally, it illustrates how corporations can use social responsibility activities to enhance their reputation and help achieve success in the public policy arena.

MGMT 870 - COMPETITIVE STRATEGY
Short Title: STRATEGY THEORY & ACTION
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Systematic examination of models and techniques used to analyze a competitive situation within an industry from a strategic perspective. Examines the role of key players in competitive situations and the fundamentals of analytical and fact oriented strategic reasoning. Examples of applied competitive and industry analysis are emphasized.

MGMT 872 - STRATEGY THEORY AND ACTION II
Short Title: STRATEGY THEORY & ACTION II
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate

MGMT 874 - OPERATIONS MANAGEMENT
Short Title: OPERATIONS MANAGEMENT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Introduction to the design and integration of successful operations tactics both within the organization and across the supply chain. The course focuses on understanding, managing and improving processes and flows of products, customers, and information. Touching upon bottlenecks, inventory, quality management, and strategic issues in operations.

MGMT 880 - STRATEGIC MARKETING
Short Title: STRATEGIC MARKETING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Introduces the key concepts and perspectives underlying the function of marketing in a business enterprise. Emphasis is placed on strategic marketing issues and the formulation of marketing strategies. Includes value proposition, customer & market analysis; segmentation & targeting; product strategy; branding; pricing strategy; marketing channels; marketing communication and selling. Lectures and extensive analysis of marketing management case studies.

MGMT 881 - CONSULTATIVE SELLING
Short Title: CONSULTATIVE SELLING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 2
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course introduces students to the knowledge, skills, and behaviors required for success in the field of consultative selling. Topics include effective questioning, active listening, client learning style and personality assessment, principles of influence, effective sales call planning and execution, and delivering persuasive presentations.

MGMT 885 - MARKETING CHANNELS
Short Title: MARKETING CHANNELS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 2
Restrictions: Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.
MGMT 886 - DECISION MODELS
Short Title: DECISION MODELS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 2
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Successful management requires the ability to recognize a decision situation, understand its essential features, and make a choice. However, many of these situations - particularly those involving uncertainty and/or complex interactions - may be too difficult to grasp intuitively, and the stakes may be too high to learn by experience. This course introduces spreadsheet modeling, simulation, decision analysis and optimization to represent and analyze such complex problems. The skills learned in this course are applicable in almost all aspects of business and should be helpful in future courses. The course is divided into two parts. In the first part, we discuss the use of decision trees for structuring decision problems under uncertainty. In the second part of the course, we discuss Monte Carlo simulation, a technique for simulating complex, uncertain systems. Throughout the course, we will use Microsoft Excel as a modeling environment, using add-in programs as necessary. Familiarity with Excel is an important prerequisite for this course.

MGMT 892 - CUSTOMER RELATIONSHIP MANAGEMENT STRATEGY
Short Title: CUSTOMER REL MGMT STRATEGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.

MGMT 895 - BUSINESS ANALYTICS
Short Title: BUSINESS ANALYTICS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The ever-increasing capacity of computers to analyze data, and the explosion of the amount of data available, has resulted in an increased role for data analysis as an aid to business decision-making. This course exposes the student to the most important ideas and methods relevant for data analysis in a business context. Emphasizing practical applications to real problems, the course covers the following topics: Sampling, Descriptive Statistics, Probability Distributions, and Regression Analysis. Students are strongly encouraged to bring data from work; projects from previous years have returned significant monetary value to students' current employers and examples of these projects will be provided in class. Repeatable for Credit.

MGMT 896 - LEADERSHIP COMMUNICATION I
Short Title: LEADERSHIP COMMUNICATION I
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course is an introduction to corporate communication strategy, internal corporate communications, and interpersonal communications including listening and feedback. A separate, optional track allows students to practice and develop public speaking and writing skills.

MGMT 897 - LEADERSHIP COMMUNICATIONS II
Short Title: LEADERSHIP COMMUNICATIONS II
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course focuses on advanced communication topics including crisis communications, intercultural communications, and mastering difficult conversations. A separate, optional track allows students to continue practicing and developing public speaking and writing skills.

MGMT 899 - APPLIED DATA SCIENCE: AN INQUIRY BASED LEARNING APPROACH
Short Title: APPLIED DATA SCIENCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMB Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course is open to MBA students who can bring data for use in the course – especially data from real or developing businesses. One can anticipate applying several of the following: 1) Sampling; 2) 1-Way, 2-Way, 3-Way Anova; 3) Simple and Multiple Regression; 4) Factor Analysis; 5) The General Linear model; 6) Binary and multinomial Logit; and 7) Cluster Analysis. Instructor Permission Required.

MGMT 901 - FINANCIAL STATEMENT ANALYSIS
Short Title: FINANCIAL STATEMENT ANALYSIS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Examines the role of financial statements in the evaluation of a firm's financial condition and the prediction of its future prospects. Covers the strategic, financial, and accounting analysis of a firm's profitability and riskiness by means of financial statement data, and introduces the fundamentals of financial statement forecasting and building pro-forma financial statements.
Enrollment is limited to Graduate or Graduate Quadmester level students.

Restrictions:
Credit Hours: 1.5
Grade Mode: Standard Letter
Course Type: Lecture

MGMT 903 - TAXES AND MULTINATIONAL BUSINESS STRATEGY
Short Title: TAXES/MULTINATIONAL BUS STRAT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program.
Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Repeatable for Credit.

MGMT 904 - MANAGEMENT CONTROL SYSTEMS
Short Title: MANAGEMENT CONTROL SYSTEMS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program.
Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: This course covers how strategic planning and control systems can give managers the timely quantitative and qualitative information they need to “drive into the future” with confidence and success. Firms use performance measurement and control systems to promote effective and efficient utilization of organizational resources, and to ensure success of their business strategies. Are products and services being offered in the least costly manner? Is quality being maintained? Are businesses processes running efficiently? Are systems supporting dynamic decision making to keep in step with changing business and market conditions, and with advances in product and process technologies? Is innovation being fostered in a way consistent the overall business strategy. Through a series of case and discussions, we will examine the properties of performance measurement and control systems that address these issues.

MGMT 906 - VALUATION APPLICATIONS IN ACCOUNTING
Short Title: VALUATION
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program.
Enrollment is limited to Graduate or Graduate Quadmester level students.

MGMT 909 - NEGOTIATION AND CONFLICT RESOLUTION
Short Title: NEGOTIATION & CONFLICT RES
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Lecture
Credit Hours: 0
Restrictions: Enrollment limited to students in the EMBA program.
Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Development of analytical and behavioral skills for resolving conflict and negotiating successfully in a business context. Topics include analysis of your negotiation counterpart, adversarial versus cooperative bargaining, influence tactics, and ethics.

MGMT 919 - CORPORATE GOVERNANCE
Short Title: CORPORATE GOVERNANCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program.
Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Repeatable for Credit.

MGMT 926 - VENTURE CAPITAL
Short Title: VENTURE CAPITAL
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 2
Restrictions: Enrollment limited to students in the EMBA program.
Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Repeatable for Credit.

MGMT 927 - THE NEW ENTERPRISE
Short Title: THE NEW ENTERPRISE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program.
Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: The course is an overview of the venture capital industry; the formation, organization and operation of a venture capital fund; monitoring the portfolio companies and mentoring their management teams; valuation methodology and term sheets; legal issues; problems that a VC faces; exiting a portfolio company; failure and how to deal with it. The class has guest speakers from the industry and utilizes several relevant cases to give students situational experience. The entire course is based on real-world situations.
MGMT 928 - ENTERPRISE EXCHANGE
Short Title: ENTERPRISE EXCHANGE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 2
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: The needs approach to buying and selling businesses; enterprise valuation; deal and contract structuring; mergers and acquisitions; leveraged buyouts; consolidating fragmented industries.

MGMT 930 - FINANCIAL MARKETS
Short Title: FINANCIAL MARKETS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Repeatable for Credit.

MGMT 932 - CORPORATE GOVERNANCE AND FINANCIAL REPORTING
Short Title: CORP GOV & FINANCIAL REPORTING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 2
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Critical study of the motivation, valuation, and integration of merging established businesses. While focusing on the application of M&A to further corporate strategy, the course also investigates the role of private equity, hostile transactions and asset restructurings in the M&A process.

MGMT 934 - ENTERPRISE STRATEGIC ALLIANCES
Short Title: ENTERPRISE STRAT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Houstonians know every boom inevitably leads to a bust. From Enron to Lyondell to American Airlines, discover how to create value through corporate restructuring. Learn why companies fail, distressed M&A bidding strategies, insolvency versus illiquidity, diamond-in-the-rough versus fool's gold, fraudulent transfer risks, distressed valuation, credit default swaps, and much more.

MGMT 935 - ADVANCED FINANCIAL RESTRUCTURING
Short Title: ADV FINANCIAL RESTRUCTURING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Prerequisite(s): MGMT 954 (may be taken concurrently)
Description: After mastering MGMT 954 terms and frameworks, gain a deeper understanding of issues and tactics for complex reorganizations, international insolvencies, energy bankruptcies, long/short investing in distressed debt, and hedging and alpha investing with credit default swaps. Discover long-term macroeconomic themes impacting corporate restructuring. Author case study in teams of 2-3.

MGMT 952 - MERGERS AND ACQUISITIONS
Short Title: MERGERS AND ACQUISITIONS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 2
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Repeatable for Credit.

MGMT 957 - INTERNATIONAL FINANCE
Short Title: INTERNATIONAL FINANCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Exploration of issues encountered in international financial arenas, including foreign exchange rate risk management, capital budgeting for international projects, and international financing strategies.

MGMT 959 - STRATEGY AND MANAGING INTERNATIONAL STRATEGIC ALLIANCES
Short Title: STRAT & MANAGING INTL STRAT.
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.

MGMT 960 - STRATEGIC INNOVATION MANAGEMENT
Short Title: STRATEGIC INNOVATION MGMT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Innovation is critical for firms to achieve better performance and sustainable competitive advantage. However, the management of innovation is inherently difficult and risky because customer demand and preferences change quickly and technological changes are highly unpredictable and thus most new products and technologies are not a commercial success. This course is designed to help executives apply the key strategic management frameworks and concepts to address important challenges they face in innovation management: How to manage market uncertainty, technological uncertainty and competitive volatility? what are the enemies of innovation in both new ventures and successful established firms? How to build strategic alliances for technology/product innovation? And how to manage innovation in the global market?
MGMT 961 - BUSINESS LAW
Short Title: BUSINESS LAW
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: An overview of the legal system and survey of legal standards applicable to companies, including laws impacting corporate formation and governance, contracts, tort liability, employment law and unfair competition. The course is designed to help executives understand how to manage risk in light of applicable standards.

MGMT 962 - APPLIED CONTRACT LAW
Short Title: APPLIED CONTRACT LAW
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.

MGMT 970 - OPERATIONS STRATEGY
Short Title: OPERATIONS STRATEGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Examination of strategic planning approaches and methods for managing 21st Century organizations. Emphasizes design and implementation of planning systems that are highly responsive to the dynamic, competitive, stakeholder-influenced planning contexts facing modern organizations.

MGMT 973 - OPERATIONS LEADERSHIP
Short Title: OPERATIONS LEADERSHIP
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: This course is designed to be interactive, thought provoking and / or validate current methods of operating or managing within the supply chain. This course will explore the many working aspects and functions in plant and multi-plant system operations. Discussions and course content will delve into executive and managerial roles in maintaining efficient and effective plant and system wide operations. The course will also discuss the importance of establishing a system of early warning signs that identify and use critical success measures to be proactive towards emergent problems. Selected readings and exercises coupled with group presentations and discussions will examine functions in operations with a focus on manufacturing in the areas of: Strategy, Leadership, Execution, Operations Maintenance/Process Support systems for control, and General Discussions – Lessons Learned.

MGMT 985 - GLOBAL LEADERSHIP
Short Title: GLOBAL LEADERSHIP
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Leadership challenges, skills and strategies in the global context. Cross-cultural differences in characteristics of followership, values, information-processing styles, interpersonal relationships, group dynamics and many other areas. Implications of these differences for employee attitudes and behavior, and for leadership effectiveness in the workplace. Scientifically-proven course material and dynamic, interactive teaching style.

MGMT 995 - ADVANCED BUSINESS ANALYTICS
Short Title: ADVANCED BUSINESS ANALYTICS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: The main purpose of this course is to expose students to the interactive process of analyzing and exploring enterprise data to find insights that can be leveraged for competitive advantage. We will apply analytical tools to data in order to learn how to discover patterns and associations in business data that would otherwise be ignored. We will understand the difference between supervised and unsupervised learning, and learn how to select the correct tools for descriptive and predictive analytics.