A coordinated MBA/master of engineering program is offered by the Jones Graduate School of Business and the George R. Brown School of Engineering, in many of the departments of engineering. This program prepares students to become managers in organizations requiring a high level of technical expertise and management skills. Students must apply separately and be accepted by both the business school and by the appropriate engineering department.

A coordinated MBA/master of science program is offered by the Jones Graduate School of Business and the Weiss School of Natural Sciences Professional Science Master's (PSM) Program. This program prepares students to become managers in organizations requiring specialized technical knowledge and general management skills. Students must apply separately and be accepted by both the business school and by the appropriate PSM program.

An MBA/MD dual degree program is offered by the Jones Graduate School of Business and Baylor College of Medicine. This program prepares students to become both physicians and managers in institutions involved in the delivery of high-quality health care, as well as biotechnology-focused industries, health insurance/managed health care firms, and pharmaceutical and medical supply and equipment companies.

Doctor of Philosophy (PhD) Degree in the field of Business

The Jones Graduate School of Business PhD program is designed for candidates with outstanding intellectual abilities and a strong commitment to research. The goal of the PhD program is to train students for academic careers focused on cutting-edge, rigorous research and teaching in a business school environment. Applicants to the PhD program must hold a four-year bachelor's degree from an accredited institution. A master's degree and work experience are not required for PhD admission. (Advanced degrees (e.g. master's degrees) and prior work experience are taken into account in admission decisions, but evidence of strong intellectual ability is of utmost importance).

Although the Jones Graduate School of Business does not normally admit students to study for an MA, graduate students in the PhD program may earn the MA as they work towards the PhD.

Minor

- Minor in Business (ga.rice.edu/programs-study/departments-programs/business/business/business-minor)

Master's Programs

- Master of Arts (MA) Degree in the field of Business
- Master of Accounting (MAcc) Degree (ga.rice.edu/programs-study/departments-programs/business/accounting/accounting-macc/#requirementstext)
- Master of Business Administration (MBA) Degree, (ga.rice.edu/programs-study/departments-programs/business/business/business-administration-mba-executives)Executive Program
- Master of Business Administration (MBA) Degree, (ga.rice.edu/programs-study/departments-programs/business/business/business-administration-mba-online)Online Program (MBA@Rice)
- Master of Business Administration (MBA) Degree, (ga.rice.edu/programs-study/departments-programs/business/business/business-administration-mba-professionals-evening)Professional Program (Evening, Evening Extended)
- Master of Business Administration (MBA) Degree, (ga.rice.edu/programs-study/departments-programs/business/business/business-administration-mba-professionals-weekend)Professional Program (Weekend)
With the George R. Brown School of Engineering

• Master of Business Administration (MBA) Degree, (ga.rice.edu/programs-study/departments-programs/business/business/business-administration-mba-full-time)
  • Full-Time Program
    • and a Major Concentration in Accounting (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-concentration-accounting)
    • and a Major Concentration in Energy (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-concentration-energy)
    • and a Major Concentration in Entrepreneurship (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-concentration-entrepreneurship)
    • and a Major Concentration in Finance (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-concentration-finance)
    • and a Major Concentration in Health Care (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-concentration-health-care)
    • and a Major Concentration in Marketing (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-concentration-marketing)
    • and a Major Concentration in Operations Management (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-concentration-operations-management)
    • and a Major Concentration in Real Estate (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-concentration-real-estate)
    • and a Major Concentration in Strategic Management (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-concentration-strategic-management)

Doctoral Program

• Doctor of Philosophy (PhD) Degree in the field of Business (ga.rice.edu/programs-study/departments-programs/business/business/business-phd)
  • and a Major Concentration in Economics and Finance (ga.rice.edu/programs-study/departments-programs/business/business-business-phd-concentration-economics-finance)

Coordinated Programs

With the George R. Brown School of Engineering

• Master of Business Administration (MBA) Degree
  • and the Master of Chemical Engineering (MChE) Degree (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-chemical-engineering-mche)
  • and the Master of Computational and Applied Mathematics (MCAAM) Degree (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-computational-applied-mathematics)

• and the Master of Computer Science (MCS) Degree (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-computer-science-mcs)
• and the Master of Industrial Engineering (MIE) Degree (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-industrial-engineering-mie)
• and the Master of Materials Science and Nanomaterials Engineering (MMSNE) Degree (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-materials-science-nanomaterials-engineering-mmsne)
• and the Master of Mechanical Engineering (MME) Degree (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-mechanical-engineering-mme)
• and the Master of Statistics (MStat) Degree (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-statistics-mstat)

With the Wiess School of Natural Sciences

• Master of Business Administration (MBA) Degree
  • and the Master of Science in Biochemistry and Health Policy (MSBHP) Degree (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-biochemistry-health-policy-msbhp)
  • and the Master of Science in Environmental Analysis (MSEA) Degree (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-environmental-analysis-msea)
  • and the Master of Science in Space Studies (MSSpS) Degree (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-space-studies-mssps)
  • and the Master of Science in Subsurface Geoscience (MSSG) Degree (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-subsurface-geoscience-mssg)

Dual Degree Program

With the Baylor College of Medicine

• Master of Business Administration (MBA) Degree and the Doctor of Medicine (MD) Degree (ga.rice.edu/programs-study/departments-programs/business/business-business-administration-mba-md)
  • Although students are not normally admitted to a Master of Arts (MA) degree program, graduate students may earn the MA as they work towards the PhD.

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Deputy Dean
Jefferson D. Fleming

Sr. Associate Dean of Degree Programs
Barbara Ostdiek
Sr. Associate Dean of Executive Education
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Constance Elise Porter

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William Arnold
Jack M. Gill
Vincent Kaminski
Benjamin Lansford
Dick Viebig

Associate Professor in the Practice of Management
David VanHorn

Senior Lecturers
Jill Foote
Elizabeth O'Sullivan
Rick Schell
David Tobin

Lecturers
Abby Larson
Janet Moore
Lydia Musher
Hesam Panahi

Joint Appointments
Michell "Mikki" R. Hebl
David M. Lane
Frederick L. Oswald

For Rice University degree-granting programs:
To view the list of official course offerings, please see Rice's Course Catalog (https://courses.rice.edu/admweb/ISWKSCAT.cat?p_action=cata)
To view the most recent semester’s course schedule, please see Rice's Course Schedule (https://courses.rice.edu/admweb/ISWKSCAT.cat)
BUSINESS (BUSI)

BUSI 220 - LILIE DESIGN THINKING
Short Title: LILIE DESIGN THINKING
Department: Business
Grade Mode: Standard Letter
Course Type: Laboratory
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Lower-Level
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. At the center of the design thinking approach is building empathy with the people for which you are creating products, services, and processes. From that deep empathy, insights will emerge, with which we will apply an iterative prototyping and experimentation method to learn quickly and apply resources efficiently.

BUSI 221 - NEW ENTERPRISES
Short Title: NEW ENTERPRISES
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Lower-Level
Description: In this course, students will learn and experience a process for innovation-based venture development. During the semester, students will form teams and create a plan for a new venture. Cross-list: ENGI 221. Mutually Exclusive: Cannot register for BUSI 221 if student has credit for BUSI 462.

BUSI 223 - BUSINESS MODELING FOR ENTREPRENEURS
Short Title: MODELING FOR ENTREPRENEURS
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Lower-Level
Description: The course teaches how to translate a startup business plan into a bottoms up quantitative model of the business and its underlying assumptions. Students will learn how to build a model of cash flows for a startup, how to use that model to track performance and identify errors in the underlying assumptions and adjust, and how to update the model based on realized performance.

BUSI 238 - SPECIAL TOPICS
Short Title: SPECIAL TOPICS
Department: Business
Grade Mode: Standard Letter
Course Type: Internship/Practicum, Lecture, Seminar, Laboratory
Credit Hours: 1-4
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Lower-Level
Description: Topics and credit hours vary each semester. Contact department for current semester's topic(s). Repeatable for Credit.

BUSI 296 - BUSINESS COMMUNICATION
Short Title: BUSINESS COMMUNICATION
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Distribution Group: Distribution Group II
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Lower-Level
Description: Provides an introduction to business, focusing on the strategy and practice of effective communications in business situations. The course includes individual communication skills assessment and development as well as team-based oral and written communication instruction.
Course URL: www.business.rice.edu/business_minor.aspx

BUSI 305 - FINANCIAL ACCOUNTING
Short Title: FINANCIAL ACCOUNTING
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Distribution Group: Distribution Group II
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: Covers the preparation, analysis, and use of corporate financial statements; asset and liability valuation and income determination; receivables, inventories, present values, tangible and intangible fixed assets, bonds, leases, shareholder equity, intercorporate investments, consolidations, and cash flow accounting. Space is limited.
Course URL: www.business.rice.edu/

BUSI 310 - LEADING PEOPLE IN ORGANIZATIONS
Short Title: LEADING IN ORGANIZATIONS
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Distribution Group: Distribution Group II
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: Introduces the psychological and sociological processes underlying human behavior in organizational settings (e.g., companies, schools, sports clubs). Topics include motivation, decision making, principles of fairness and justice, cross-cultural differences, working in teams, and tactics of influence.
Course URL: www.business.rice.edu/
BUSI 343 - FINANCIAL MANAGEMENT  
Short Title: FINANCIAL MANAGEMENT  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Lecture  
Distribution Group: Distribution Group II  
Credit Hours: 3  
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
Prerequisite(s): (STAT 280 or STAT 305 or STAT 310 or STAT 312 or STAT 315 or DSCI 301 or ECON 307 or POLI 395 or PSYC 339) and (ECON 100 or ECON 200) and BUSI 305  
Description: Develops the core concepts of corporate financial management and introduces a set of analytical tools to evaluate financial decisions. Employs concepts of time value of money, risk and return, and market efficiency to examine how capital market investors value risky assets. Develops a framework for evaluating corporate investment and financing decisions. Mutually Exclusive: Cannot register for BUSI 343 if student has credit for ECON 343.  
Course URL: www.business.rice.edu/  

BUSI 380 - MARKETING  
Short Title: MARKETING  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Lecture  
Distribution Group: Distribution Group II  
Credit Hours: 3  
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
Course Level: Undergraduate Upper-Level  
Prerequisite(s): (STAT 280 or STAT 305 or STAT 310 or STAT 312 or STAT 315 or DSCI 301 or ECON 307 or POLI 395 or PSYC 339) and (ECON 100 or ECON 200)  
Description: Introduces the role of marketing in organizations and the principal marketing decisions facing management. Topics include marketing planning and strategy; segmentation and targeting; understanding customer buying behavior; behavioral economics; development and management of products and services; branding; channels of distribution; sales; digital marketing, advertising and promotional methods; pricing strategy; and the development of integrated marketing strategies.  
Course URL: www.business.rice.edu/  

BUSI 390 - STRATEGIC MANAGEMENT  
Short Title: STRATEGIC MANAGEMENT  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Seminar  
Distribution Group: Distribution Group II  
Credit Hours: 3  
Restrictions: Students with a class of Freshman may not enroll. Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
Course Level: Undergraduate Upper-Level  
Prerequisite(s): BUSI 305  
Description: Examines the strategic management of businesses in market and non-market environments. Key topics include competitive and industry analysis, strategy formulation and implementation, and strategic planning. Case discussions of real companies are combined with readings. Recommended Prerequisite(s): ECON 100 or ECON 200  
Mutually Exclusive: Cannot register for BUSI 390 if student has credit for BUSI 471.  
Course URL: business.rice.edu/  

BUSI 405 - ISSUES IN FINANCIAL REPORTING I  
Short Title: ISSUES IN FINANCIAL REPORTING I  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 3  
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
Course Level: Undergraduate Upper-Level  
Prerequisite(s): BUSI 305  
Description: Building on subject matter introduced in BUSI 305, this course provides students with a deeper knowledge of generally accepted accounting principles and procedures so that they properly account for and present information in financial statements prepared for external users. The student will acquire an understanding of the accounting issues relating to complex revenue recognition issues, inventory costing, long-lived tangible and intangible assets, and discontinued operations. The student should be able to evaluate alternative accounting methods and choose the methods which will best convey the financial information related to the above areas. The student should be able to demonstrate an understanding of the transaction analysis, recording, classification, summarization, and reporting procedures in the accounting cycle, and an understanding of the information contained in the financial statements. Finally, students should be able to demonstrate written communication skills required of accountants. BUSI 305 Financial Accounting is a prerequisite for this course.
BUSI 430 - MANAGERIAL ACCOUNTING  
Short Title: MANAGERIAL ACCOUNTING  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 3  
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
Course Level: Undergraduate Upper-Level  
Description: This course emphasizes the use of accounting information for internal purposes, as opposed to the external reporting focus of financial accounting. The course covers the design of management accounting systems for planning and controlling operations and for motivating personnel. The course integrates accounting with ideas from data analysis, decision analysis, finance, microeconomics, and operations management. Among the topics covered are the use of cost information for short- and long-term decision making, cost-volume-profit analysis, budgetary control, cost allocation, capital budgeting, and performance evaluation. It is suggested that students enrolled in this course have completed BUSI 305 or ECON 201.

BUSI 440 - AUDITING  
Short Title: AUDITING  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 3  
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
Course Level: Undergraduate Upper-Level  
Prerequisite(s): BUSI 305  
Description: The principles and procedures used by public accountants and internal auditors in examining financial statements and supporting data to verify the accuracy and fairness of the information presented. Specific topics covered include: financial statement, regulatory and contract compliance, internal and operational audits, professional standards and ethical conduct; statistical and judgmental sampling; the audit-impact of information technology; audit risk and internal control structure evaluation; application of procedures in transaction cycles; audit reporting; the importance of professional skepticism; role of the PCAOB in setting and enforcing auditing standards for U.S. publicly traded companies, as well as the issue of mandatory audit firm rotation; role of the International Auditing and Assurance Standards Board in setting International Standards of Auditing.

BUSI 460 - FOUNDATIONS OF ENTREPRENEURSHIP: STRATEGY AND FUNDING  
Short Title: FOUNDATIONS OF ENT: STRATEGY  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 1.5  
Restrictions: Students with a class of Freshman may not enroll.  
Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
Course Level: Undergraduate Upper-Level  
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. 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. Course is taught either 1st or 2nd Half of Full Term. Repeatable for Credit.

BUSI 461 - FINANCING THE STARTUP VENTURE  
Short Title: FINANCING THE STARTUP VENTURE  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 3  
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
Course Level: Undergraduate Upper-Level  
Description: The goal of this course is to provide students with an overview of financing options for startups. The course covers crowdfunding, angel investors, accelerators, and the venture capital industry; the organization and operation of venture capital funds; investment methodology; monitoring and portfolio liquidation.
BUSI 464 - SOCIAL ENTREPRENEURSHIP
Short Title: SOCIAL ENTREPRENEURSHIP
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: This course introduces students to contemporary concepts, debates, and contexts necessary for analyzing and engaging in the sphere of social entrepreneurship. The course has four distinct parts: social context; organizational forms and collaborations; private sector roles; and measurement and impacts. Various aspects of social entrepreneurship, such as base of the pyramid/microenterprises, private-public partnerships, private-governmental partnerships, voluntary social codes, corporate social responsibility, and ethical consumerism will be covered. From this foundation, students will undertake a social entrepreneurship project about a contemporary social problem in Houston: food insecurity and food deserts. Cross-list: GLHT 464, SOSC 464.

BUSI 469 - LILIE NEW VENTURE CHALLENGE
Short Title: LILIE NEW VENTURE CHALLENGE
Department: Business
Grade Mode: Standard Letter
Course Type: Laboratory
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: In this capstone project-based experiential learning course, students work on their own startup ideas in teams using the frameworks taught in the E&I framework courses (financing and strategy for startups, new enterprises, business modeling for entrepreneurs, human and social context in entrepreneurship). To apply for this course visit http://hpanahi.web.rice.edu/nvc/ Instructor Permission Required.

BUSI 477 - SPECIAL TOPICS
Short Title: SPECIAL TOPICS
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar, Lecture, Laboratory, Internship/Practicum
Credit Hours: 1-4
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: Topics and credit hours vary each semester. Contact department for current semester's topic(s). Repeatable for Credit.

BUSI 491 - ACCOUNTING THEORY
Short Title: ACCOUNTING THEORY
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): BUSI 405
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 BUSI 491 if student has credit for MACC 591/MGMT 591.
BUSI 499 - UNDERGRADUATE BUSINESS INDEPENDENT STUDY
Short Title: UG BUSINESS INDEPENDENT STUDY
Department: Business
Grade Mode: Standard Letter
Course Type: Independent Study
Credit Hours: 1-3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: Repeatable for Credit.

BUSI 500 - INDEPENDENT STUDY
Short Title: INDEPENDENT STUDY
Department: Business
Grade Mode: Standard Letter
Course Type: Independent Study
Credit Hours: 1.5-3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 501 - DOCTORAL MARKETING RESEARCH SEMINAR
Short Title: DOCTORAL MARK. RES. SEMINAR
Department: Business
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Research
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 503 - SEMINAR IN JUDGEMENT AND DECISION MAKING
Short Title: SEM IN JDGMT & DECISION MAKING
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 504 - GAME THEORY
Short Title: GAME THEORY
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Game theory is a discipline that provides a mathematical methodology for modeling and analyzing interactive decisions among multiple agents. Game theory has a wide range of applications in economics, political science, but most importantly (in my opinion) business. The approach of this course will be somewhere between that of a typical economics class (i.e. very mathematical) and that of a typical business seminar (applied and paper based.) Definitions will be stated formally, and arguments will be developed rigorously. At the same time, much of the course will be devoted to using game theory to understand applications in economics and business. Taking these applications as a starting point, we will develop an understanding of what constitutes a good mathematical model for addressing a business question. Repeatable for Credit.

BUSI 505 - SEMINAR IN CONSUMER BEHAVIOR
Short Title: SEMINAR IN CONSUMER BEHAVIOR
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 506 - ADVANCED TOPICS IN MARKETING RESEARCH
Short Title: ADVANCED TOPICS IN MARKT. RES.
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The purpose of this seminar is to examine recent work in, or relevant to, consumer research. We will select a set of topics to be considered over the semester, often triggered by a new article of particular interest or student interests. For each topic considered, a few articles will be chosen, and we will read and discuss those. Our goals will be to gain exposure to the latest ideas in consumer research and to develop research ideas. In particular, each week we should generate in class the design/idea for at least one new study in the focal topic area. Repeatable for Credit.
BUSI 507 - BAYESIAN APPLICATIONS IN MARKETING LITERATURE
Short Title: BAYESIAN APPS IN MARKETING LIT
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The course aims to develop an understanding of Bayesian empirical applications in the Marketing literature. The course starts with a brief theoretical foundation to Bayesian inference and subsequently focuses on empirical applications in the Marketing literature. The aim of this course is not to equip students with the methodological tools of Bayesian inference. It is assumed that students are familiar with these methodologies. Academic papers from the Marketing literature are assigned to the class and discussed in class. Repeatable for Credit.

BUSI 510 - ANALYTICAL MODELS IN MARKETING
Short Title: ANALYTICAL MODELS IN MARKETING
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 511 - SELECTED TOPICS IN MARKETING
Short Title: SELECT TOPICS IN MARKETING
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 515 - MICRO FOUNDATIONS OF ORGANIZATION AND MANAGEMENT
Short Title: MICRO FOUNDATIONS - ORG & MGMT
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 521 - FINANCIAL ECONOMICS I
Short Title: FINANCIAL ECONOMICS I
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Prerequisite(s): ECON 501 and ECON 502
Description: Introduction at the graduate level to asset pricing and portfolio choice theory. Covers single-period and dynamic models, including pricing by arbitrage, mean-variance analysis, factor models, dynamic programming, recursive utility, and an introduction to continuous-time finance. Cross-list: ECON 505.

BUSI 522 - CORPORATE FINANCE
Short Title: CORPORATE FINANCE
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course will prepare students for a career as a scholar in finance. To do so, we will read and discuss key scholarly papers in the field. Our focus will be on classic and recent research papers in the field of corporate finance. The course is structured to introduce students to selected areas of research and research methods, rather than to be encyclopedic in its coverage. Repeatable for Credit.

BUSI 523 - EMPIRICAL METHODS IN FINANCE
Short Title: EMPIRICAL METHODS IN FINANCE
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course is intended to get students up to speed with a toolbox and working facility of methods commonly used in empirical finance research. For each method, we will follow a three-step learning process. We first cover the econometrics from a mathematical (but light and intuitive) approach. Then we will observe researchers using the method in the wild. Then you will use it yourself through exercises and problem sets. Repeatable for Credit.
BUSI 524 - FINANCE: SPECIAL TOPICS I
Short Title: FINANCE: SPECIAL TOPICS I
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course provides a brief review of the literature on derivative pricing and the term structure of interest rates. If we have time we may also read some papers on the financial crisis. The objective is to prepare students to critically think about the current research in each of these areas and, at the same time, give some basic knowledge about each of these research areas. The course is intended for Ph.D. students. This course is very quantitative and requires basic familiarity with asset pricing theory (BUSI 521). Even though, the course is very quantitative, emphasis is given to intuition instead to mathematical rigor. Repeatable for Credit.

BUSI 525 - FINANCE: SPECIAL TOPICS II
Short Title: FINANCE: SPECIAL TOPICS II
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 526 - FINANCE: SPECIAL TOPICS III
Short Title: FINANCE: SPECIAL TOPICS III
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 527 - FINANCE: SPECIAL TOPICS IV
Short Title: FINANCE: SPECIAL TOPICS IV
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: In this PhD seminar, students will relate and reconcile key theoretical and analytical insights that have emerged in the accounting literature with the vast empirical/experimental research. Specifically, we will pick selected topics of mainstream interest in accounting, review key analytical insights in each topic and relate/reconcile these insights with empirical findings. Where possible, we will attempt to generate testable empirical predictions as well as identify opportunities for analytical research. Topics include agency theory, performance evaluation and incentives, corporate governance, disclosure theory, aspects of auditing, cost measurement and product/capacity planning.

BUSI 530 - INTRODUCTION TO ACCOUNTING RESEARCH
Short Title: INTRO TO ACCT. RESEARCH
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The course offers a thorough and broad-ranging introduction to accounting theory and research. It covers origins and evolution of key relevant accounting institutions, thought, paradigms and methods. Repeatable for Credit.

BUSI 531 - EMPIRICAL METHODS IN ACCOUNTING
Short Title: EMPIRICAL METHODS IN ACCOUNTING
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 532 - ANALYTICAL RESEARCH IN ACCOUNTING
Short Title: ANALYTICAL RESEARCH IN ACCOUNTING
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 533 - CONTEMPORARY ACCOUNTING: RESEARCH TOPICS
Short Title: CONTEMPORARY ACCOUNTING: RESEARCH TOPICS
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: In this PhD seminar, students will relate and reconcile key theoretical and analytical insights that have emerged in the accounting literature with the vast empirical/experimental research. Specifically, we will pick selected topics of mainstream interest in accounting, review key analytical insights in each topic and relate/reconcile these insights with empirical findings. Where possible, we will attempt to generate testable empirical predictions as well as identify opportunities for analytical research. Topics include agency theory, performance evaluation and incentives, corporate governance, disclosure theory, aspects of auditing, cost measurement and product/capacity planning.
BUSI 540 - STRATEGY I
Short Title: STRATEGY I
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course provides a Ph.D. level seminar focused on seminal theory and recent theoretical approaches in the strategic management literature. The literature in strategic management attempts to explain the differences in the performance and survival of firms by analyzing the effects of a variety of factors at multiple levels, including countries, industries, organizational networks, firms, teams, and individuals. The intent of this seminar is to provide a foundation for conducting and publishing original research in strategic management. The seminar will cover several topics in the field along with relevant theoretical perspectives developed in economics, finance, organization theory, psychology, and sociology. Over the course of the semester, you will: • Read a large amount of articles published in the leading journals of the field; • Evaluate different theoretical perspectives; • Constructively critique empirical research; • Formulate novel research ideas that advance the field of strategic management; • Professionally present research ideas and respond to comments; and • Develop ideas into a research paper that provides the foundations for a future theoretical paper or empirical study. Repeatable for Credit.

BUSI 541 - STRATEGY II
Short Title: STRATEGY II
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Strategic management research attempts to explain the differences in firm behaviors and outcomes by analyzing the effects of a variety of factors at multiple levels, including countries, industries, firms, teams, and individuals. This seminar is the second part of the strategic management seminar series (The first part is Business 540: Strategic Management Theory). While Business 540 focuses on seminal theory and recent theoretical approaches in the strategic management literature, this seminar focuses on phenomena and research topics in strategy research. It provides an overview of classic and current research topics including innovation and technology strategy, strategic alliances and networks, international strategy, product diversification, corporate governance, executive leadership, strategic decision processes, change and adaptation. Specific topics and phenomena will be examined from both theoretical and empirical perspectives. From the theoretical perspective, we will discuss how the various theories discussed in Business 540 are used to explain these phenomena. From the empirical perspective, we will discuss various research designs and methods used to in research on these topics. Overall, the intent of this seminar is to provide students a foundation for conducting and publishing original research in strategic management. Repeatable for Credit.

BUSI 542 - ORGANIZATIONAL CHANGE
Short Title: ORGANIZATIONAL CHANGE
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 543 - EXECUTIVE LEADERSHIP AND CORPORATE GOVERNANCE
Short Title: EXEC LEADERSHIP & CORP GOV
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 544 - CONTEMPORARY MANAGEMENT THOUGHT
Short Title: CONTEMPORARY MGMT THOUGHT
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 545 - STRATEGY RESEARCH IN CORPORATE DEVELOPMENT
Short Title: STRATEGY RESEARCH IN CORP DEV.
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 546 - EMERGING MARKET STRATEGY
Short Title: EMERGING MARKET STRATEGY
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 547 - INNOVATION AND KNOWLEDGE SPILOVERS IN EMERGING MARKETS
Short Title: INNOVATION & KNOWLEDGE
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
BUSI 548 - CORPORATE STRATEGY
Short Title: CORPORATE STRATEGY
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 549 - STRATEGY PRO-SEMINAR
Short Title: STRATEGY PRO-SEMINAR
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course will expose you to the research areas of the entire strategy and organizational behavior faculty at the Jones School and possible invited guests. Repeatable for Credit.

BUSI 550 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORP SOCIAL RESPONSIBILITY
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 551 - STRATEGY RESEARCH IN CORPORATE DEVELOPMENT: STRATEGIC ALLIANCES AND ACQUISITIONS
Short Title: STRATEGY RESEARCH IN CORP DEV
Department: Business
Grade Mode: Standard Letter
Course Type: Research
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate

BUSI 552 - DESIGN OF BUSINESS RESEARCH
Short Title: DESIGN OF BUSINESS RESEARCH
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Provides doctoral students with introduction to the design of social research, with particular emphasis on research in the domain of business.

BUSI 677 - SPECIAL TOPICS
Short Title: SPECIAL TOPICS
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar, Lecture, Laboratory, Internship/Practicum
Credit Hours: 1-4
Restrictions: Enrollment is limited to Graduate 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.

BUSI 800 - PHD RESEARCH
Short Title: PHD RESEARCH
Department: Business
Grade Mode: Satisfactory/Unsatisfactory
Credit Hours: 1-12
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

BUSI 801 - PHD RESEARCH II
Short Title: PHD RESEARCH II
Department: Business
Grade Mode: Satisfactory/Unsatisfactory
Credit Hours: 1-12
Restrictions: Enrollment limited to students in the PHD-BUSI program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Repeatable for Credit.

Management (MGMT)

MGMT 500 - BCM HEALTH SERVICES ADMINISTRATION
Short Title: BCM HEALTH SERVICES ADMIN.
Department: Management
Grade Mode: Standard Letter
Course Type: Research
Credit Hours: 15
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: 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 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 WMBM MBA 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 OMBA 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: 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 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-part, 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, divers 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.

MGMT 540 - MANAGERIAL ECONOMICS
Short Title: MANAGERIAL ECONOMICS
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: We study production and pricing decisions under different assumptions about firm market power. Emphasis is placed on understanding the relevant costs in firm decision-making. Examples are used from marketing and accounting areas. Required for MBA.

MGMT 541 - ECONOMIC ENVIRONMENT OF BUSINESS
Short Title: ECONOMIC ENVIRONMENT OF BUSI
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, OMA, PMBA or XMBA programs. 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 543 - FINANCE
Short Title: FINANCE
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 theory and practice of corporate finance, with emphasis on topics such as valuation, capital budgeting, risk and return, and capital structure. Required for MBA.

MGMT 560 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORP SOCIAL RESPONSIBILITY
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: An exploration of the necessary ethical and legal basis of managerial decision making and the positive social and environmental contributions of the business firm.

MGMT 561 - 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 following programs: EMBA MBA OMBa PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: 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.

MGMT 562 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORP SOCIAL RESPONSIBILITY
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
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: An exploration of the ethical and legal bases of managerial decision making and the social dimension of the business firm.
MGMT 570 - COMPETITIVE AND INDUSTRY ANALYSIS
Short Title: COMPETITIVE STRATEGY
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: 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.

MGMT 571 - STRATEGY FORMULATION AND IMPLEMENTATION
Short Title: STRATEGY FORMULATION
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: This course focuses on formulating and implementing effective organizational strategy, including competitive positioning, core competencies and competitive advantage, cooperative arrangements, and tools for implementation.

MGMT 574 - 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 MBA or OMBA programs. 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 580 - MARKETING
Short Title: MARKETING
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 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.

MGMT 591 - ACCOUNTING THEORY
Short Title: ACCOUNTING THEORY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: 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: 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 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: 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 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: 3
Restrictions: Enrollment limited to students in the MBA, PMBA, OMBA or PMBA programs. 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 covering the following topics: sampling, descriptive statistics, probability distributions, and regression analysis. Required for MBA.

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
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 WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
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 WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
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 WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
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 disposotions/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 REP US GAAP & IFRS I
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the MBA program. Graduate or Graduate Quadmester level students may not enroll.
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 X MBA 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 affects 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 X MBA 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 XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
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 XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
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 XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
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.
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.
Description: 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.
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.
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 MBA program. Graduate or Graduate Quadmester level students may not enroll.
Course Level: Graduate

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 WMB A X MBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Evaluating opportunities for a new innovation-based enterprise; conceptualizing and developing a venture plan through an iterative process; articulating venture assumptions; testing venture assumptions through experimentation. Intended for students who want to start their own venture, join an early-stage venture, be entrepreneurial within an existing organization, or want to understand entrepreneurs and how to think entrepreneurially.

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 WMB A X MBA. 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 WMB A X MBA. 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 following programs: EMBA MBA PMBA WMB A X MBA. 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 PMBA WMB A X MBA. Enrollment is limited to Graduate 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.
and SimDesk are examples of business plans we will discuss.

entrepreneurs and founders as guest lecturers. SalvageSale, BizSupplies course more enjoyable and meaningful. During the course, we will 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 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 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 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 - 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 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 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. Graduate or Graduate Quadmester level students may not enroll.
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 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 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.
practical way, and draws from a diverse range of industries and settings. The cases and assignments offer 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 endowment 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 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 OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Examination of corporate investment and financing, with emphasis on valuation methods and how financial policy impacts corporate value. Includes the implications of agency costs, asymmetric information and signaling, taxes, mergers and acquisitions, corporate restructuring, real and embedded options, and financial risk management. Recommended for finance students.

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 students.
Description: In-depth analysis of the theory and practice of derivative securities. Develops a general set of valuation, hedging, and risk management techniques which are then applied to the equity, interest rate, currency, and commodity markets. Prerequisite MGMT 642 may be taken concurrently.

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.
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 OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
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 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.
Description: This course covers fundamental principles behind data mining applications, introduce popular data mining algorithms and techniques, examine how data mining technology can be used in decision making, work on real-world data "hands-on" with open-source software, explore Deep Learning and their impact. Repeatable for Credit.

MGMT 650 - FUTURES AND OPTIONS II
Short Title: FUTURES AND OPTIONS 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.
Description: In-depth analysis of the theory and practice of derivative securities. Develops a general set of valuation, hedging, and risk management techniques which are then applied to the equity, interest rate, currency, and commodity markets. Prerequisite MGMT 642 may be taken concurrently.
MGMT 651 - FIXED INCOME MANAGEMENT
Short Title: FIXED INCOME 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 X MBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
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 X MBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
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 X MBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
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 X MBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: 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 understand 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 PMBA WMBA X MBA Enrollment is limited to Graduate level students.
Course Level: Graduate
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 PMBA WMBA X MBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
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. Graduate or Graduate Quadmester level students may not enroll.
Course Level: Graduate
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 WMB WMBA 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
Short Title: ADV OPERATIONS & SUPPLY CHAIN
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. Graduate or Graduate Quadmester level students may not enroll.
Course Level: Graduate
Description: Repeatable for Credit.

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
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.
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 XMBA programs. Graduate or Graduate Quadmester level students may not enroll.
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 WMBM XMBA 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 XMBA programs. Graduate or Graduate Quadmester level students may not enroll.
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 WMBM XMBA 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 WMBM XMBA 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 following programs: EMBA MBA PMBA WMBM XMBA 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 WMBM XMBA 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 following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate 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

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 679 - COST AND QUALITY IN HEALTH CARE  
Short Title: COST & QUALITY IN HEALTH CARE  
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. Graduate or Graduate Quadmester level students may not enroll.  
Course Level: Graduate

Description: Sequence of offerings that provides further analysis of the business of health care in the U.S. Topics include issues of cost and quality, health care financial management, and national and international solutions to the challenge of providing health care to a population. This class is designed to stand-alone, yet build upon MGMT 678. Required elective for MD/ MBA 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 following programs: EMBA MBA PMBA WMBA XMBA 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 OMBA 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 firms’ 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 OMBA 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 BZB MARKETING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Graduates and Graduate Quadmester level students may not enroll.
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 OMBA 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 OMBA 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 OMBA 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 MBA, PMBA, WMBA or XMBA programs. Graduate or Graduate Quadmester level students may not enroll.  
**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 offers 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:** INTERPERSONL 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 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.

**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 new course will focus on valuing income streams from different types of securities. Below is a quick list of topics which build from very simple to increasingly complex variations on the theme. (1) Review net present value calculation under conditions of perfect certainty with respect to all inputs. Review broad application to many types of income streams. (2) Successively begin to relax assumptions: treasuries, agencies, corporates, and to be topical, sovereign debt. (3) Brief detour into the world of credit default swaps somewhere along the line. (4) Equity security valuation. (5) Blended securities, implied options. (6) Asset backed securities Repeatable for Credit.

MGMT 697 - STRATEGIC PROCESS MANAGEMENT IN HEALTHCARE
Short Title: STRATEGIC MGMT HEALTHCARE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 2
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Graduate or Graduate Quadmester level students may not enroll.
Course Level: Graduate

MGMT 698 - APPLIED BUSINESS PROCESS OPTIMIZATION
Short Title: BUSINESS PROCESS OPTIMIZATION
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 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 an 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, WMBA 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 WMBA 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 WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.
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.
Course Level: Graduate
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. 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.
Course Level: Graduate
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 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.
Course Level: Graduate
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 707 - ADVANCED MARKETING RESEARCH
Short Title: ADVANCED 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: In this course, we focus on a state-of-the-art method called conjoint analysis for learning consumer preferences that enables new product design, market share simulations, segmentation, targeting, and positioning using a quantitative approach. The course is project-based and students will form teams that will design a set of new product concepts using conjoint analysis, analyze survey data based on these concepts, and present a marketing plan for their chosen concept that includes segmentation, targeting, and positioning decisions along with the 4P’s.

MGMT 708 - PRICING STRATEGIES: OIL & GAS INDUSTRY
Short Title: PRICING STRATEGIES-OIL&GAS IND
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: In rapidly changing business environments, with global competition and maturing markets, demonstrating in-market growth and competitive advantage is extremely important. This class explores how companies utilize existing information and custom data to create frameworks that facilitate strategic growth-oriented decisions. The class also focuses on new trends in digital transformation within O&G markets with Pricing and Sales effectiveness as the focus. Class sessions will emphasize experimental learning and will include a combination of case studies, real-time business examples and hands-on fieldwork where applicable.

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: 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.
<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 717</td>
<td>PROJECT MANAGEMENT</td>
<td>PROJECT MANAGEMENT</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 XMB A Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>Graduate</td>
<td>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.</td>
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<tr>
<td>MGMT 718</td>
<td>MARKETING BASED PROJECT ANALYSIS</td>
<td>MARKETING BASED PROJ ANALYSIS</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture</td>
<td>1.5</td>
<td>Enrollment limited to students in the MBA, PMBA, WMBA or XMB A programs. Graduate or Graduate Quadmester level students may not enroll.</td>
<td>Graduate</td>
<td>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, and 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.</td>
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<tr>
<td>MGMT 719</td>
<td>SUPPLY CHAIN MANAGEMENT</td>
<td>SUPPLY CHAIN MANAGEMENT</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 XMB A Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>Graduate</td>
<td>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.</td>
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<tr>
<td>MGMT 720</td>
<td>STRATEGY AND MANAGING INTERNATIONAL STRATEGIC ALLIANCES</td>
<td>STR &amp; MNG INTL STRAT ALLIANCES</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 XMB A Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>Graduate</td>
<td>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.</td>
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<tr>
<td>MGMT 721</td>
<td>BUSINESS LAW</td>
<td>BUSINESS LAW</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 XMB A Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>Graduate</td>
<td>This course examines the broad subject of law as it relates to business and is designed to help the student develop &quot;legal astuteness.&quot; 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.</td>
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<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 XMB A Enrollment is limited to Graduate or Graduate Quadmester level students.</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>
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</tbody>
</table>
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 Graduate or Graduate Quadmester level students may not enroll.
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.
Corequisite: MGMT 651
Prerequisite(s): MGMT 648 (may be taken concurrently) and MGMT 645 (may be taken concurrently)
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.
outcomes that are of interest to general managers.

concentrate on industries in which IT has great potential to promote
have only a short time to consider a number of complex matters, I will
strategy. Some succeeded and others failed. From our analysis of their
our focus will be on cases in which business leaders have tried to use IT
 prerequisites for this course. (You will complete an online course that will
frameworks, and models about IT’s impact. There are no technical
we shall see in this course, they don’t need to become technologists
sooner or later open up large competitive gaps that are difficult to close.
Companies that successfully select, adopt, and exploit IT will
advantage. However, reputation is not a tangible attribute of a firm, but
Description: Companies with strong reputations gain competitive
value while managing the attendant risks and keeping the legal costs
Aspects of Entrepreneurship is to prepare students to meet the
disadvantage and imperil its economic viability. The overarching purpose
entrepreneurship and is designed to help students develop 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 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 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 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.
MGMT 732 - ANTITRUST FOR BUSINESS MANAGERS
Short Title: ANTITRUST - BUSINESS MANAGERS
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.
Course Level: Graduate
Description: Repeatable for Credit.

MGMT 733 - STRATEGIES FOR GROWTH
Short Title: STRATEGIES FOR 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 level students.
Course Level: Graduate
Prerequisite(s): (MGMW 570 or MGMP 570 or MGMT 570) and (MGMW 571 or MGMP 571 or MGMT 571)
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.

MGMT 734 - TECHNOLOGY ENTREPRENEURSHIP
Short Title: TECH ENTREPRENEURSHIP
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
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
Short Title: MARKETING 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 level students.
Course Level: Graduate
Description: This course affords students the opportunity to apply their academic marketing knowledge to a real-world project, in a consultative role with a firm that serves as the client/project sponsor. Students represent a variety of industries and challenge their student-managed teams to address a focused and strategically important marketing-related problem. In addition to core marketing, students must have taken at least one marketing elective. Instructor Permission Required. Repeatable for Credit.

MGMT 736 - STRATEGIC AND MORAL LEADERSHIP
Short Title: STRATEGIC & MORAL LEADERSHIP
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA program.
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
Short Title: INVESTOR RELATIONS
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.
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.
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.
Course Level: Graduate
Prerequisite(s): MGMT 683

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 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 MBA, PMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Prerequisite(s): MGMT 626 or MGMP 626 (may be taken concurrently)
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.

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
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 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 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 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 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 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; explore the intersection between economics and the law; and 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.
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 XMBA Enrollment is limited to Graduate 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 level students.
Course Level: Graduate
Description: Repealable 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 level students.
Course Level: Graduate
Description: Repeatable for Credit.

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 level students.
Course Level: Graduate
Description: Repeatable for Credit.

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 level students.
Course Level: Graduate
Description: Repeatable for Credit.

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
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
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 level students.
Course Level: Graduate
Description: Cross-list: ARCH 691. Repeatable for Credit.

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.
Course Level: Graduate
Description: 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 level students.
Course Level: Graduate
Prerequisite(s): MGMP 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 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 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 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 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 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-brightest 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: Satisfactory/Unsatisfactory
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 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 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 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.  
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 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 XMBA Enrollment is limited to Graduate 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 XMBA programs.  
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.  
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 XMBA programs. Enrollment is limited to Graduate 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.  
**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 776 - INTRODUCTION TO REAL ESTATE INDUSTRY**

**Short Title:** INTRO TO REAL ESTATE INDUSTRY  
**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 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's 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 and some 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 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 XMBA Enrollment is limited to Graduate 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:** Seminar  
**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  
**Description:** This course examines the key issues in managing customer experience in customer-focused service organizations. Its learning objectives are to understand the customer decision journey framework, diagnose and solve problems with journey mapping, design a transformative customer experience, measure experience, and manage unforeseen mishaps and setbacks.

**MGMT 779 - BUSINESS AND URBAN ANALYTICS**

**Short Title:** BUSINESS & URBAN ANALYTICS  
**Department:** Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture/Laboratory  
**Credit Hours:** 3  
**Course Level:** Graduate  
**Description:** The 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:** 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 level students.  
**Course Level:** Graduate  
**Description:** This course 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 Enrollment is limited to Graduate level students.
Course Level: Graduate
Prerequisite(s): MGMT 510 or MGMP 510 or MGMW 510 or EMBA 992
Description: In the modern workplace, work is primarily completed as a part of a team. Thus, it is essential that managers learn how to effectively lead and work within teams. This course will teach students the psychology of teams and effective practices for managing teams in the workplace.

MGMT 782 - TEAM DYNAMICS II
Short Title: TEAM DYNAMICS II
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Laboratory
Credit Hours: 0.5
Restrictions: Enrollment limited to students in the EMBA program.
Course Level: Graduate

MGMT 784 - POWER AND INFLUENCE IN ORGANIZATIONS
Short Title: POWER & INFLUENCE IN 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 O MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 510 or MGMP 510 or MGMW 510 or EMBA 992
Description: A manager’s primary purpose is to use power to influence subordinates and create an effective organization. This course will teach 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 PMBA WMBA XMBA Enrollment is limited to Graduate 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 PMBA WMBA XMBA Enrollment is limited to Graduate 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 CRISES
Short Title: FINANCIAL CRISES
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 840 or ((MGMT 540 or MGMP 540 or MGMW 540) and (MGMT 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 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 MBA or OMBA programs. 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, divers 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 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 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.  
*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 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 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 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.  
*Course Level:* Graduate

**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 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 XMB A Enrollment is limited to Graduate 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 & ENTREPRENEURSHIP  
Department: Management  
Grade Mode: Standard Letter  
Course Type: Lecture/Laboratory  
Credit Hours: 3  
Restrictions: Enrollment is limited to Graduate 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 is limited to students in the EMBA program. Enrollment is limited to Graduate 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 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 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 OMBA 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.  
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.
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.

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.
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 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.
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
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 WMBA XMB
Description: Making good decisions is core to success in business and in 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.
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 WMBA XMB
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.
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 WMBA XMBA Enrollment is limited to Graduate 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 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.
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 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 EXECVS
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 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.
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.
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.
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: 3
Restrictions: Enrollment limited to students in the EMBA program.
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.
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.
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.
Course Level: Graduate
Description: Repeatable for Credit.

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.
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.
Course Level: Graduate
Description: Introduction to 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.
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
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.
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
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.
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.
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 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.
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 XMBA Enrollment is limited to Graduate 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.
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.
MGMT 902 - FINANCIAL STATEMENT ANALYSIS II
Short Title: FINANCIAL STATEMENT ANALYSIS II
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Description: Repeatable for Credit.

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.
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.
Description: Enrollment is limited to Graduate level students.
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 with 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.

MGMT 908 - NEGOTIATION AND CONFLICT RESOLUTION II
Short Title: NEGOTIATIONS II
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program.

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 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.
Description: Enrollment is limited to graduate level students.

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.
Description: Repeatable for Credit.

MGMT 922 - GLOBAL SUPPLY CHAIN MANAGEMENT
Short Title: GLOBAL SUPPLY CHAIN MGMT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 2
Restrictions: Enrollment limited to students in the EMBA program.
Description: Repeatable for Credit.

MGMT 926 - VENTURE CAPITAL
Short Title: VENTURE CAPITAL
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program.
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 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.
Description: Evaluating new opportunities and developing a business concept; de-risking a new venture, attracting stakeholders, the legal forms of business, financing options, deal structure, lean startup versus traditional business planning and exit strategy options.
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.
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
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.
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 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.
Description: The needs approach to buying and selling businesses; enterprise valuation; deal and contract structuring; mergers and acquisitions; leveraged buyouts; consolidating fragmented industries.

MGMT 954 - CORPORATE FINANCIAL RESTRUCTURING
Short Title: CORP 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 WMBM XMBA Enrollment is limited to Graduate level students.
Description: How companies fail, 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 955 - 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 WMBM XMBA Enrollment is limited to Graduate 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 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.
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.

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 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 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 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.
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.
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 975 - 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.
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 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.

Management Integrated Course Offering (MICO)

MICO 601 - CRITICAL THINKING AND STRATEGIC DECISION MAKING
Short Title: CRITICAL THINKING & DECISION
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 6
Course Level: Graduate

MICO 602 - CUSTOMER FOCUS PRODUCT MANAGEMENT FOR OILFIELD SERVICES FIRMS
Short Title: CUSTOMER FOCUS PRODUCT MGMT
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Course Level: Graduate
Description: Understanding customer needs, and developing products that successfully meet those needs is a cornerstone of success for oilfield services firms. Products in such firms may range from nuts and bolts to multi-million dollar rigs. How should firms ensure that their products, processes, people, and pricing strategies are aligned to customer needs? The course will introduce a strategic framework that can enable firms to become customer focused, gain competitive advantage, become financially disciplined, and develop strategic focus. Case studies and articles from business press will be used to illustrate the key concepts. Department Permission Required.
MICO 603 - STRATEGIC DESIGN AND MANAGEMENT OF LOGISTICS DISTRIBUTION NETWORKS FOR THE ENERGY INDUSTRY
Short Title: STRATEGY DGN & MGMT: LOGISTICS
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Course Level: Graduate
Description: This course provides the necessary quantitative modeling techniques for managers to address logistics problems – that is, finding the least expensive way to transport products from their origin to their destinations. Real logistic problems are often coupled with manufacturing / plant location decisions. We will study both Linear and Non-Linear modeling techniques. Many of these problems have a natural graphical network representation and are part of the minimum cost network flow model. Specific examples of network optimization problems include plant location problems, transportation problems, shortest route problems, maximal flow problems, equipment replacement problems and others. We will develop the basic concepts behind those methodologies with simple examples and then use them to solve complex problems in the oil and gas industry. We will use excel and other appropriate software. Department Permission Required.

MICO 604 - MINDFULNESS AND PERFORMANCE IN HIGH RELIABILITY ORGANIZATIONS
Short Title: MINDFULNESS AND PERFORMANCE
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: While organizations frequently discuss the importance of safety, safety incidents are both commonplace and costly across a number of industries. This course is designed to equip you with tools and insights that will help you and your organization prevent costly, safety-related errors and achieve higher and more reliable performance. Department Permission Required.

MICO 605 - MANAGING FOREIGN MARKET ENTRY FOR THE ENERGY INDUSTRY
Short Title: MANAGING FOREIGN MARKET ENTRY
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 0.75
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: The energy industry is global in nature. This course is designed to equip you and your organization with the skills, knowledge and sensitivity required to successfully manage foreign market entries in the energy industry. This course will cover the following issues: (1) how to mitigate political risk in the global environment, (2) how to choose foreign entry strategies, (3) how to manage partnerships with local firms, (4) how to manage relationships with local stakeholders, and (5) the environmental concerns in the global energy industry. The course is structured around cases and newspaper articles to highlight the relevance and applications of the course concepts. We will also have guest speakers from major energy companies to join us and share their experiences and insights.

MICO 606 - POST-MERGER INTEGRATION PROCESS FOR THE ENERGY INDUSTRY
Short Title: POSTMERGER INTEGRATION PROCESS
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Course Level: Graduate

MICO 677 - SPECIAL TOPICS
Short Title: SPECIAL TOPICS
Department: Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum, Lecture, Seminar, Laboratory
Credit Hours: 1-4
Restrictions: Enrollment is limited to Graduate 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.

Master of Accounting (MACC)

MACC 500 - INTERNSHIP IN ACCOUNTING
Short Title: INTERNSHIP IN ACCOUNTING
Department: Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 6
Restrictions: Enrollment limited to students in the MACC program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Supervised off-campus, non-group instruction, including field experiences, practica, or internships in applied accounting. Written and oral critique of activity required. Internship plan must be approved in advance by the MACC Program Director. Instructor Permission Required.

MACC 501 - ACCOUNTING ETHICS AND PROFESSIONALISM
Short Title: ETHICS IN ACCOUNTING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the MACC program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The purpose of the course is to prepare the future CPA for ethical judgement. Course materials emphasize ethical reasoning and giving voice to values; principles of integrity, objectivity, independence (in fact and appearance) and avoidance of intentional misrepresentation of facts; the role of core values in a dynamically changing global economy; and professional and ethical issues in accounting practice.
MACC 502 - BUSINESS LAW FOR ACCOUNTANTS

Short Title: BUSINESS LAW FOR ACCOUNTANTS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the MACC program. Enrollment is limited to Graduate 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 accounting student develop "legal astuteness." The course provides an initial exposure to contracts and crucial concepts of tort, crime, agency, and business organization, as well as federal legal and regulatory schemes.

MACC 503 - ACCOUNTING AND AUDITING REGULATION

Short Title: ACCTING & AUDITING REGULATION
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MACC program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Students will engage in an intensive 5-day learning program held partially or fully off-campus. An accounting faculty member will oversee the course, and various officials involved in public policy will lead many presentations and discussions. The grade for this course will be 100% based on accounting and business writing.

MACC 504 - FINANCIAL FUTURES AND OPTIONS

Short Title: FINANCIAL FUTURES & OPTIONS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MACC program. Enrollment is limited to Graduate 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.

MACC 505 - ECONOMIC ENVIRONMENT OF BUSINESS

Short Title: ECONOMIC ENVIRONMT OF BUSINESS
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MACC program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: EEB stresses an understanding of the major macroeconomic forces affecting business in today's global economy. Fluency in major macroeconomic concepts and forces enhances business decision-making in the globally competitive product, financial, and labor markets that characterize the modern business environment.

MACC 506 - JUDGMENT AND DECISION MAKING FOR ACCOUNTANTS

Short Title: JUDGMENT/DECISION MAKING-ACCTS
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MACC program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Decisions in the workforce are often made under conditions of bias, conflict of interest, and missing information. In this course, accountants will learn how to identify and overcome common judgment and decision making errors through lecture, discussion, and experiential activities.

MACC 511 - ISSUES IN FINANCIAL REPORTING II

Short Title: ISSUES IN FIN REPORTING II
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MACC MBA PMBA WMBA XMBA Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Topics include: accounting for dilutive securities and stock-based compensation; recognition and de-recognition of investments, leases, deferred taxes, and pension and other postretirement obligations; advanced topics on inter-corporate investment accounting. Codification research will be integrated throughout course. Comparison of U.S. GAAP and IFRS.

MACC 512 - FINANCIAL STATEMENT ANALYSIS AND VALUATION

Short Title: FINANCIAL STATEMENT ANALYSIS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the MACC program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The first half of the course focuses on documenting and understanding a firm's profitability relative to past performance and comparable firms. The second half of the course covers: 1) forecasting financial statements and 2) deriving firm value under a variety of approaches, including DCF and residual income valuation (RIV).

MACC 513 - ISSUES IN FINANCIAL REPORTING III

Short Title: ISSUES IN FIN REPORTING III
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the MACC program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course covers the advanced financial accounting topics of: preparation of consolidated statements, partnership accounting and reporting, accounting for bankruptcy and reorganization, segment disclosures, and interim reporting, and the role of the SEC in financial reporting for publicly traded companies.
### MACC 514 - FAIR VALUE ACCOUNTING
- **Short Title:** FAIR VALUE ACCOUNTING
- **Department:** Management
- **Grade Mode:** Standard Letter
- **Course Type:** Lecture
- **Credit Hours:** 1.5
- **Restrictions:** Enrollment limited to students in the following programs: EMBA MACC MBA PMBA WMBA XMBA. Enrollment is limited to Graduate level students.
- **Course Level:** Graduate
- **Description:** This course examines: fair value accounting, as outlined in Accounting Standard Codification section 820 and other U.S. accounting standards; use of 3rd party pricing services, credit risk considerations, and recent accounting updates impacting the valuation of various financial instruments, such as loans, equities, department securities, alternative investments, real estate investments and liabilities.

### MACC 530 - INTRODUCTION TO MANAGERIAL ACCOUNTING
- **Short Title:** INTRO TO MGMT ACCOUNTING
- **Department:** Management
- **Grade Mode:** Satisfactory/Unsatisfactory
- **Course Type:** Lecture
- **Credit Hours:** 0.5
- **Restrictions:** Enrollment limited to students in the MACC program. Enrollment is limited to Graduate level students.
- **Course Level:** Graduate
- **Description:** Course introduces the vocabulary and mechanics of cost accounting. Basic managerial accounting topics will be covered, including cost-volume analysis, cost behavior, relevant costs, and the use of cost information for decision making.

### MACC 531 - ADVANCED MANAGEMENT ACCOUNTING
- **Short Title:** ADVANCED MGMT ACCOUNTING
- **Department:** Management
- **Grade Mode:** Standard Letter
- **Course Type:** Lecture
- **Credit Hours:** 1.5
- **Restrictions:** Enrollment limited to students in the MACC program. Enrollment is limited to Graduate level students.
- **Course Level:** Graduate
- **Description:** The use of management accounting information to serve management decision-making; review of cost accounting concepts; use of standards and variances; relevance and decision making; role of cost allocations; different costs for different purposes; product costing systems; and managing customers.

### MACC 541 - ACCOUNTING CONTROL SYSTEMS
- **Short Title:** ACCOUNTING CONTROL SYSTEMS
- **Department:** Management
- **Grade Mode:** Standard Letter
- **Course Type:** Lecture
- **Credit Hours:** 1.5
- **Restrictions:** Enrollment limited to students in the following programs: EMBA MACC MBA PMBA WMBA XMBA. Enrollment is limited to Graduate level students.
- **Course Level:** Graduate
- **Description:** Examines the concepts of the integrated audit of internal control over financial reporting in accordance with PCAOB Audit Standard 5. Also covers fundamental procedures used in financial statement audits, specifically in the client acceptance and continuance, planning and risk assessment, and audit comfort cycle phases of the engagement.

### MACC 542 - ADVANCED AUDITING
- **Short Title:** ADVANCED AUDITING
- **Department:** Management
- **Grade Mode:** Standard Letter
- **Course Type:** Lecture
- **Credit Hours:** 1.5
- **Restrictions:** Enrollment limited to students in the MACC program.
- **Course Level:** Graduate
- **Prerequisite(s):** BUSI 440
- **Description:** This course provides students with an in-depth understanding of professional standards, the audit process, advanced auditing techniques, and the auditor’s role. This course will use case studies to explore audit topics not extensively covered in a typical intro-auditing course, including planning/risk assessment, design and execution of procedures, testing techniques, and software tools.

### MACC 561 - ACCOUNTING INFORMATION SYSTEMS
- **Short Title:** ACCOUNTING INFORMATION SYSTEMS
- **Department:** Management
- **Grade Mode:** Standard Letter
- **Course Type:** Lecture
- **Credit Hours:** 1.5
- **Restrictions:** Enrollment is limited to Graduate level students.
- **Course Level:** Graduate
- **Description:** A study of automated systems of processing data for accounting information. The accounting system is discussed from the perspective of developing and maintaining systems capable of producing information for internal decision-making and external reporting. Hands-on experience may include general ledger, ERP, flowcharting software and other relevant computer technology.

### MACC 562 - ACCOUNTING AND DATA ANALYTICS
- **Short Title:** ACCOUNTING & DATA ANALYTICS
- **Department:** Management
- **Grade Mode:** Standard Letter
- **Course Type:** Lecture
- **Credit Hours:** 1.5
- **Restrictions:** Enrollment limited to students in the following programs: EMBA MACC MBA PMBA WMBA XMBA. Enrollment is limited to Graduate level students.
- **Course Level:** Graduate
- **Description:** This course applies accounting and critical thinking skills to real-world data analytics examples from auditing and forensics. The focus is on (1) the methodologies of transforming raw and unstructured data into workable data sets, (2) how to interpret data sets, and (3) the presentation of data to decision makers.

### MACC 571 - FEDERAL TAXATION I
- **Short Title:** FEDERAL TAXATION I
- **Department:** Management
- **Grade Mode:** Standard Letter
- **Course Type:** Lecture
- **Credit Hours:** 3
- **Restrictions:** Enrollment limited to students in the MACC program. Enrollment is limited to Graduate level students.
- **Course Level:** Graduate
- **Description:** Introduction to federal income tax principles. Emphasis on general skills in identifying and resolving tax issues, understanding the administrative and public policy and reasoning underlying tax law choices and integrating the tax laws into business and personal decisions and planning. Coverage of taxation of C-corporations, S-corporations, and partnerships.
MACC 572 - FEDERAL TAXATION II
Short Title: FEDERAL TAXATION II
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MACC program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Prerequisite(s): MACC 571
Description: Building on the subject matter covered in MACC 571, this course provides further knowledge of the federal tax structure and fundamental skills for decision-making regarding tax compliance and tax planning.

MACC 581 - GOVERNMENT AND NOT-FOR-PROFIT ACCOUNTING
Short Title: GOVT AND NFP ACCOUNTING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MACC MBA PMBA WMBA XMBA Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Financial reporting, managerial, auditing, taxation, and information systems issues in governmental and nonprofit entities; ethics and professional standards; fund accounting concepts and practices, as well as government-wide financial reporting similar to private business consolidated reporting and the relationships between the two; not-for-profit budgeting, accounting, and reporting standards.

MACC 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 MACC program. Enrollment is limited to Graduate level students.
Course Level: Graduate
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. Mutually Exclusive: Cannot register for MACC 591 if student has credit for BUSI 491/MGMT 591.

MACC 599 - INDEPENDENT STUDY
Short Title: INDEPENDENT STUDY
Department: Management
Grade Mode: Standard Letter
Course Type: Independent Study
Credit Hours: 1-3
Restrictions: Enrollment limited to students in the MACC program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Specialized aspect or topic in an area directly related to public accounting that is chosen by student and an appropriate faculty member. Department Permission Required. Repeatable for Credit.

MACC 677 - SPECIAL TOPICS
Short Title: SPECIAL TOPICS
Department: Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum, Lecture, Laboratory, Seminar
Credit Hours: 1-4
Restrictions: Enrollment is limited to Graduate 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.

MBA for Professionals-Evening (MGMP)
MGMP 500 - PMBA LAUNCH
Short Title: PMBA LAUNCH
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The Rice MBA Program Launch is composed of a rigorous one week experience intended to help acclimate students to the Jones School Culture, as well as the rapid pace of a top-tier graduate business program. At the end of Launch, students will be better prepared academically, professionally, administratively, and culturally to reap the full benefits of the MBA experience. The Rice MBA Program Launch is a mandatory activity for all incoming students.

MGMP 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, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Introduction to the preparation, analysis, and use of corporate financial reports. Covers the basic techniques of financial reporting analysis from the perspective of managers as well as external users of information such as investors. Required for MBA.
MGMP 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 PMBA or XMBA programs. Enrollment is limited to Graduate 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.

MGMP 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, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate 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.

MGMP 511 - ORGANIZATIONAL CHANGE
Short Title: ORGANIZATIONAL CHANGE
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the PMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Emphasizes understanding what constitutes effective organizational designs, considers both the macro designing initiatives and the micro execution of those initiatives.

MGMP 540 - MANAGERIAL ECONOMICS
Short Title: MANAGERIAL ECONOMICS
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 level students.
Course Level: Graduate
Description: We study production and pricing decisions under different assumptions about firm market power. Emphasis is placed on understanding the relevant costs in firm decision-making. Examples are used from marketing and accounting areas. Required for MBA.

MGMP 543 - FINANCE
Short Title: FINANCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Introduction to the theory and practice of corporate finance, with emphasis on topics such as valuation, capital budgeting, risk and return, and capital structure.

MGMP 550 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORP SOCIAL RESPONSIBILITY
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the PMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: An exploration of the necessary ethical and legal basis of managerial decision making and the positive social and environmental contributions of the business firm.

MGMP 560 - COMPETITIVE STRATEGY
Short Title: COMPETITIVE 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 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 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.

MGMP 571 - STRATEGY FORMULATION AND IMPLEMENTATION
Short Title: STRATEGY FORMULATION
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course focuses on formulating and implementing effective organizational strategy, including competitive positioning, core competencies and competitive advantage, cooperative arrangements, and tools for implementation.
MGMP 574 - 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 PMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Introduction to the principles of production management and process improvement.

MGMP 580 - MARKETING
Short Title: MARKETING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the PMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Introduction to the principles of production management and process improvement.

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

MGMP 595 - 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 MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The course exposes the student to 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.

MGMP 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 PMBA or XMBA programs. Enrollment is limited to Graduate 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.

MGMP 597 - INTEGRATIVE COMPETITIVE EXERCISE ILE
Short Title: ILE
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs.
Course Level: Graduate
Description: This course is designed with two major objectives in mind. First, is to thoroughly understand, and be able to competently apply, those statistical methods typically used in the analysis of business data. Secondly, is to affect how you think about problems. If data can help you resolve a business problem, this course should enable you to: structure the problem in a way that facilitates its analysis; specify the data that needs to be analyzed; decide on the statistical technique(s) most appropriate for analyzing the data; apply the technique correctly; and, insightfully interpret the results in terms of their implications for the original problem.

MGMP 600 - EDUCATION LEADERSHIP INDEPENDENT STUDY
Short Title: EDUCATION LEADERSHIP IND STUDY
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Independent Study
Credit Hours: 1.5
Course Level: Graduate
Description: Repeatable for Credit.

MGMP 601 - USING FINANCIAL STATEMENTS TO EVALUATE FIRM PERFORMANCE
Short Title: USING FINANCIAL STATEMENTS
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
Description: This course is designed to develop basic skills in financial statement analysis with special emphasis on understanding, organizing and summarizing financial data for decision making purposes related to valuation. The course focuses on financial and accounting analysis which consists of documenting and understanding a firm's profitability relative to past performance and comparable firms. Ratio analysis, accounting quality, and earnings management are the focal points of this portion of the course.
MGMP 602 - ACCOUNTING-BASED VALUATION  
Short Title: ACCOUNTING-BASED VALUATION  
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): MGMP 601 (may be taken concurrently)  
Description: This course covers two major topics: 1) Forecasting financial  
statements based on a complete historical analysis of the firm; 2)  
Deriving firm value under a variety of approaches including DCF and  
residual income valuation (RIV). The prerequisite MGMP 601 may be  
taken concurrently with MGMP 602.  

MGMP 603 - FEDERAL TAXATION  
Short Title: FEDERAL TAXATION  
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.  

Course Level: Graduate  
Description: Taxes affect most business decisions in the industrialized  
world. This course provides the body of tax knowledge that corporate  
executives and professionals need as a part of basic business decision  
making. The course is designed for those with no formal tax background  
and for those whose tax work is dated or has not included a focus on  
business entities. The course emphasizes corporate tax matters and  
questions to consider in choosing a business entity. Class members  
should be tax literate at the end of the course.  

MGMP 606 - ENTERPRISE EXCHANGE  
Short Title: ENTERPRISE EXCHANGE  
Department: Management  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 3  
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or  
XMBA programs.  

Course Level: Graduate  
Description: Repeatable for Credit.  

MGMP 626 - FINANCING THE STARTUP VENTURE  
Short Title: FINANCING THE STARTUP VENTURE  
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  
Description: The goal of this course is to provide students with  
an overview of financing options for startups. The course covers  
crowdfunding, angel investors, accelerators, and the venture capital  
industry; the organization and operation of venture capital funds;  
investment methodology; monitoring and portfolio liquidation.  

MGMP 627 - ENTERPRISE EXCHANGE  
Short Title: ENTERPRISE EXCHANGE  
Department: Management  
Grade Mode: Standard Letter  
Course Type: Lecture  
Credit Hours: 3  
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or  
XMBA programs.  

Course Level: Graduate  
Description: Repeatable for Credit.  

MGMP 645 - 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 MBA, PMBA, WMBA or  
XMBA programs.  

Course Level: Graduate  
Description: Review of classic investment theory, with emphasis  
on measuring & managing investment risk & return. Includes the  
development of modern portfolio theory & asset pricing models, an  
introduction to option & futures contracts, market efficiency, & stock  
evaluation. Repeatable for Credit.  

MGMP 651 - FIXED INCOME MANAGEMENT  
Short Title: FIXED INCOME MANAGEMENT  
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.  

Course Level: Graduate  
Description: The course provides an in-depth analysis of the concepts  
that are most often encountered in the market for fixed income  
securities. The goals of the course are twofold: (i) to illustrate the  
fundamental concepts that are commonly used for analyzing fixed  
income instruments; (ii) to investigate how the fundamental concepts  
are related to the institutional structures that are most often encountered  
in practice. The course will focus on topics that are most likely to have  
practical relevance for students once they graduate. The goals are  
accomplished via a combination of case studies, lectures, problem  
sets (to be handed in). Some of the topics that will be covered include  
term structure of interest rate, duration-based analysis, inverse floater,  
corporate bond markets, mortgage-backed securities. Repeatable for  
Credit.  

MGMP 659 - REAL ESTATE FINANCE  
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 MBA, PMBA, WMBA or  
XMBA programs.  

Course Level: Graduate  
Description: This course has two major objectives: First, this course  
provides an overview of topics related to real estate finance. Specifically,  
this course provides a detailed description of the Discounted Cash Flow  
(DCF) model applied to real estate. The DCF model is the main financial  
decision tool used in the real estate industry and we use it extensively  
in this course. In addition, this course also describes the connection  
between financial markets and real estate. A large part of this course is  
dedicated to the study of public traded securities that have their cash flows  
tied to real property cash flows, such as commercial mortgage-backed  
securities and REITs. Second, this course is the first elective related to  
real estate in a series available to Rice MBA students, and hence it briefly  
overviews basic concepts commonly used in the Real Estate Industry.  
Repeatable for Credit.
MGMP 677 - SPECIAL TOPICS  
Short Title: SPECIAL TOPICS  
Department: Management  
Grade Mode: Standard Letter  
Course Type: Internship/Practicum, Lecture, Seminar, Laboratory  
Credit Hours: 1-4  
Restrictions: Enrollment is limited to Graduate 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.

MGMP 684 - BRAND STRATEGY  
Short Title: BRAND 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.  
Course Level: Graduate  
Description: Brand Management is an elective class that addresses important branding decisions faced by an organization. Its basic objectives are: 1) to provide students with a complete understanding of the consumer and how consumers develop brand attitudes and behaviors; 2) to increase understanding of the important issues in planning and evaluating brand strategies; and 3) to provide a forum for students to apply branding strategies in a variety of domains. Particular emphasis is placed in the course on understanding psychological principles at the consumer or customer level that will improve managerial decision-making with respect to brands. One aim of the course is to make these concepts relevant for any type of organization (public or private, large or small, etc).

MGMP 689 - DECISION MODELS  
Short Title: DECISION MODELS  
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  
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.

MGMP 700 - REEP SUMMER INSTITUTE: EDUCATION ENTREPRENEURSHIP  
Short Title: EDUCATION ENTREPRENEURSHIP  
Department: Management  
Grade Mode: Satisfactory/Unsatisfactory  
Course Type: Seminar  
Credit Hours: 3  
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs.  
Course Level: Graduate  
Description: This ILE expands on the topics of the first ILE with three learning objectives in mind: 1. Heightened moral imagination defined as the ability to recognize ethical dilemmas / moral problems in business situations. 2. Increased skill at analyzing those dilemmas / problems in terms of economic outcomes, legal requirement, and moral duties through use of ethical decision-making frameworks. 3. Increased skill at ethical leadership as an executive / manager in presenting your moral point of view to others in order to best develop and maintain an ethical climate / culture in all our organizations, communities, and societies. Repeatable for Credit.

MGMP 703 - CORPORATE RESPONSIBILITY II  
Short Title: CORPORATE RESPONSIBILITY II  
Department: Management  
Grade Mode: Satisfactory/Unsatisfactory  
Course Type: Intensive Learning Experience  
Credit Hours: 0.75  
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs.  
Course Level: Graduate  
Description: This ILE expands on the topics of the first ILE with three learning objectives in mind: 1. Heightened moral imagination defined as the ability to recognize ethical dilemmas / moral problems in business situations. 2. Increased skill at analyzing those dilemmas / problems in terms of economic outcomes, legal requirement, and moral duties through use of ethical decision-making frameworks. 3. Increased skill at ethical leadership as an executive / manager in presenting your moral point of view to others in order to best develop and maintain an ethical climate / culture in all our organizations, communities, and societies. Repeatable for Credit.

MGMP 704 - COMMUNICATION II ILE  
Short Title: COMMUNICATION II ILE  
Department: Management  
Grade Mode: Satisfactory/Unsatisfactory  
Course Type: Intensive Learning Experience  
Credit Hours: 0.75  
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs.  
Course Level: Graduate  
Description: Crisis Communications Students discuss and practice the methodology of managing crisis in business settings. Both proactive and reactive actions are reviewed; historic examples of both good and bad communication in a crisis are studied. Guest lecturer will discuss crisis communications. Repeatable for Credit.
MGMP 707 - COMMUNICATIONS ILE
Short Title: COMMUNICATIONS ILE
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Intercultural Communications Students focus on understanding how to conduct business in cultures different from their own. Content includes cultural and emotional intelligence; cross-cultural exercises; and ways to approach and learn about foreign culture and its related business practices.

MGMP 708 - LEADERSHIP ILE
Short Title: LEADERSHIP ILE
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The purpose of this course is to teach you some skills and give you some hands on practice around leading others in group settings. The course will focus on Fundamental Leadership Skills: Influence and Vision; Fundamental Leadership Skills: Leading a Key Decision; Fundamental Leadership Skills: Interpretive Leading under Crisis; Putting it Together: Climbing Mt. Everest.

MGMP 709 - 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 PMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Managers and professionals cannot be successful without possessing effective negotiation skills and strategies. The purpose of this ILE is to help one understand the processes of negotiation in a variety of settings. The ILE will cover a broad spectrum of negotiation problems faced by managers and professionals. This ILE helps students develop negotiation skills by tackling a series important topics central to effective negotiation.

MGMP 789 - GLOBAL FIELD EXPERIENCE
Short Title: GLOBAL FIELD EXPERIENCE
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment limited to students in the PMBA, WMB or XMBA programs. Enrollment is limited to Graduate 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, divers and complex environments. Department Permission Required.

MGMP 798 - STRATEGIC MANAGEMENT SIMULATION
Short Title: STRATEGIC MGMT SIMULATION
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the PMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This core course uses a capstone business strategy simulation conducted in close proximity to the required formulation/implementation course. Student teams operate simulated companies in a highly competitive industry. Emphasis is placed on integrating strategy, financial control, operational excellence, and team building. Teams make presentations at the end of the course.

MGMP 799 - CAPSTONE CONSULTING PROJECT
Short Title: CAPSTONE CONSULTING PROJECT
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 3
Restrictions: Enrollment limited to students in the PMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The PMBA Capstone course is a comprehensive, real-world strategic planning course with a unique twist to challenge student teams – they will work with a non-corporate, Houston-based, community organization. Students will apply all of the disciplines (strategy, finance, marketing, organizational behavior, etc.) that they have learned in the program to thoroughly assess the organization's current situation and develop a strategy, detailed functional design, business case, and implementation plan for the senior executives and board of directors at these organizations.

MBA for Professionals-Weekend (MGMW)

MGMW 500 - PMBA LAUNCH
Short Title: PMBA LAUNCH
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 level students.
Course Level: Graduate
Description: The Rice MBA Program Launch is composed of a rigorous one week experience intended to help acclimate students to the Jones School Culture, as well as the rapid pace of a top-tier graduate business program. At the end of Launch, students will be better prepared academically, professionally, administratively, and culturally to reap the full benefits of the MBA experience. The Rice MBA Program Launch is a mandatory activity for all incoming students.
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 WMBA program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The course provides an introduction to accounting systems that managers use to support decision making and to align behaviors. The objective of cost management systems is to provide information about costs; including, but not limited to costs of products and services. While financial accounting requires that product cost information be accumulated in particular ways for external reporting, these approaches often provide inadequate information for managing the firm. Management accounting is distinct from financial accounting in its focus on internal (to the firm) uses of accounting and nonfinancial data and in the relative absence of external rules-making bodies such as the SEC or FASB and external monitors such as public accounting firms.

MANAGERIAL ECONOMICS
Short Title: MANAGERIAL ECONOMICS
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 level students.
Course Level: Graduate
Description: Managerial economics deals with the application of microeconomic analysis to managerial decision-making. It is therefore a very broad subject and serves as the foundation for making decisions in finance, accounting, marketing, and management/strategy.
MGMW 541 - ECONOMIC ENVIRONMENT OF BUSINESS
Short Title: ECONOMIC ENV. OF BUSINESS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the WMB program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: MGMW 541 addresses the understanding of the major macroeconomic forces affecting business in today's global economy. Fluency in major macroeconomic concepts and forces enhances business decision making in the globally competitive product, financial, and labor markets that characterize the modern business environment. With this in mind, the learning objectives for the course include an understanding of 1) the key economic policy goals and how they are related: low unemployment, price stability, and long-term sustainable growth; 2) the primary economic policy tools: fiscal policy and monetary policy; and 3) key economy-wide prices: inflation, interest rates, and exchange rates. Repeatable for Credit.

MGMW 543 - FINANCE
Short Title: FINANCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the WMB program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The objective of this course is to introduce you to the theory and practice of corporate finance, and to provide you with a set of analytical tools necessary to answer the most important questions related to firms' financing and investment policies. The theory of corporate finance consists of the following building blocks: Valuation, Investment Decisions, Risk and Return, Financing Decisions, Derivative Securities.

MGMW 560 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORP SOCIAL RESPONSIBILITY
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Lecture
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the WMB program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: MGMW 560 is an interdisciplinary, interactive study of business ethics and the social responsibility of business organizations. It is not designed to dictate individual values, but to show how values can be integrated effectively in successful business decision-making. It encompasses an in-depth examination of the sorts of ethical conflicts that arise in business and an exploration of the interplay between professional and applied ethics, law and management. Emphasis is placed on consideration of stakeholder concerns and the development of personal ethical decision-making skills. Repeatable for Credit.

MGMW 561 - BUSINESS - GOVERNMENT RELATIONS
Short Title: BUS - GOVERNMENT RELATIONS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the WMB program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: MGMW 561 is a study of the relationship between business and government and its impact on the formation of public policy. The course examines how business issues are influenced by political structures and institutions, information, relationships, stakeholders, crisis, media and ethics. Students will participate in a Congressional simulation exercise and create an issue management plan that applies class lectures, readings and independent research to an issue of their choice.

MGMW 570 - COMPETITIVE STRATEGY
Short Title: COMPETITIVE STRATEGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMB or XMB programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The field of strategic management explores how firms achieve competitive advantage in a dynamic and complex environment from the general manager's perspective. This course is organized around fundamental frameworks to assist you in analyzing a wide range of strategic issues facing a firm. It will: 1) Cover theories for in-depth industry analysis, for anticipating and predicting future industry developments; 2) Examine some of the firm specific underpinnings of competitive advantage and growth in both domestic and international settings; 3) Explore some of the challenges in implementing the strategy that has been formulated. Nevertheless, the best analysis in the world will have little effect if it cannot be communicated to others. Managers must be able to articulate their views coherently and persuasively, and they must be skilled at understanding and critiquing other points of view. Management is a "verbal sport," perhaps 90% of a typical manager's day is consumed by oral communication. Time is often scarce. You must learn to make convincing arguments and to make them quickly, or the merits of your ideas are likely to become simply irrelevant. This skill takes practice, and we will place a great deal of emphasis on it in class.
MGMW 571 - STRATEGY FORMULATION AND IMPLEMENTATION
Short Title: STRATEGY FORMULATION
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the WMBA program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The central concern of strategic management is to help companies succeed in competitive environments. Hence, the purpose of the course is to expose students to core concepts, ideas and analytical techniques that can be used to create sustainable advantage and growth in difficult competitive environments. The perspective adopted is that of a general manager who has overall responsibility for the performance of the firm as whole. To this end, the course will attempt to build students’ ability to develop, evaluate, and implement value-creating strategies at the business and corporate level. In doing so, the course will not only introduce new or advanced concepts in strategy, but also review and build upon some of the concepts students have already studied in the first core course in strategy. Given the integrative nature of strategic management, we shall attempt to establish links with important concepts that students have been exposed to in other functional areas.

MGMW 574 - 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 WMBA program. Enrollment is limited to Graduate 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.

MGMW 580 - MARKETING
Short Title: MARKETING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the WMBA program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course is built around the premise that providing superior value to customers is a central means of creating value for the firm's stakeholders. The course focuses on marketing strategy – the strategic decision of what value to provide, how to provide it, and to whom. You will lean the importance of balancing effectiveness and efficiency through formulation, implementation, evaluation, and control of marketing mix programs directed at target segments.

MGMW 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 WMBA program. Enrollment is limited to Graduate 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.

MGMW 595 - 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 MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: The objective of this course is to help you learn to analyze data and use methods of statistical inference in making business decisions.

MGMW 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 WMBA program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Continued instruction in the core strategic business communication skills introduced in Strategic Business Communication I. In addition to a mandatory writing workshop, students have the opportunity to select workshops on other communication topics, based on individual needs and interests.
<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>MGMW 597</td>
<td>ICE ILE</td>
<td>ICE ILE</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Intensive Learning Experience</td>
<td>1.5</td>
<td>Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs.</td>
<td>Graduate</td>
<td>The Ice Cream Game is a realistic, competitive game set in a Marketing Context. Student teams have a fixed budget to spend on Production and Advertising across each of three different time periods. They control: 1) How many different product types they offer (up to 4); 2) What specific raw material ingredient combinations make up those products; 3) How many units of each product type to produce; 4) What price to charge; 5) How much money to allocate to advertising (if any) for each product in each media; and, 6) How much to spend stressing each product attribute. All teams compete with each other for share, sales, and profit in a world composed of three segments which (may) differ in their preferences – thus each team’s strategy can definitely affect all the other team’s results. The game allows the student to apply what they have learned in Data Analysis, Marketing, Economics, Strategy, and Organization Behavior all in a world where both analysis and creativity are important ingredients in the recipe for success.</td>
</tr>
<tr>
<td>MGMW 677</td>
<td>SPECIAL TOPICS</td>
<td>SPECIAL TOPICS</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Internship/Practicum, Lecture, Seminar, Laboratory</td>
<td>1-4</td>
<td>Enrollment is limited to Graduate or Visiting Graduate level students.</td>
<td>Graduate</td>
<td>Topics and credit hours vary each semester. Contact department for current semester's topic(s). Repeatable for Credit.</td>
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<tr>
<td>MGMW 700</td>
<td>2ND YEAR IMMERSION</td>
<td>2ND YEAR IMMERSION</td>
<td>Management</td>
<td>Satisfactory/Unsatisfactory</td>
<td>Intensive Learning Experience</td>
<td>0.75</td>
<td>Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs.</td>
<td>Graduate</td>
<td>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).</td>
</tr>
<tr>
<td>MGMW 701</td>
<td>COMMUNICATIONS</td>
<td>COMMUNICATIONS</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture</td>
<td>0.75</td>
<td>Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs.</td>
<td>Graduate</td>
<td>Negotiating is an important part of our everyday lives, whether we realize this or not. As research tends to show, however, most of us are often not as effective as we could be in negotiation situations. The purpose of this course is simply to improve your ability to negotiate in ways that are consistent with the demands of the situation and your own personal values. The course is designed around the premise that negotiation is a science and an art. The assigned readings are informed by the latest research on negotiations. The exercises and other learning activities were chosen to help you gain a feel for how this science informs the practice of securing agreements between interdependent parties. Repeatable for Credit.</td>
</tr>
<tr>
<td>MGMW 706</td>
<td>LEADERSHIP</td>
<td>LEADERSHIP</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture</td>
<td>1.5</td>
<td>Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs.</td>
<td>Graduate</td>
<td>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).</td>
</tr>
<tr>
<td>MGMW 709</td>
<td>NEGOTIATIONS</td>
<td>NEGOTIATIONS</td>
<td>Management</td>
<td>Satisfactory/Unsatisfactory</td>
<td>Lecture</td>
<td>1.5</td>
<td>Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs.</td>
<td>Graduate</td>
<td>Negotiating is an important part of our everyday lives, whether we realize this or not. As research tends to show, however, most of us are often not as effective as we could be in negotiation situations. The purpose of this course is simply to improve your ability to negotiate in ways that are consistent with the demands of the situation and your own personal values. The course is designed around the premise that negotiation is a science and an art. The assigned readings are informed by the latest research on negotiations. The exercises and other learning activities were chosen to help you gain a feel for how this science informs the practice of securing agreements between interdependent parties. Repeatable for Credit.</td>
</tr>
</tbody>
</table>
**Graduate Degree Descriptions and Codes**
- Master of Accounting degree: MAcc
- Master of Business Administration degree: MBA
- Doctor of Philosophy degree: PhD

**Graduate Degree Program Descriptions and Codes**
- Degree Program in Accounting: ACCO
- Degree Program in Business Administration (MBA degree): MGMT
- Degree Program in Business (PhD degree): BUSI

**Graduate Major Concentration Descriptions and Codes**
- Major Concentration in Accounting: BACT (MBA degree, full-time program)
- Major Concentration in Energy: BENR (MBA degree, full-time program)
- Major Concentration in Entrepreneurship: BENT (MBA degree, full-time program)
- Major Concentration in Finance: BFIN (MBA degree, full-time program)
- Major Concentration in Health Care: BHCR (MBA degree, full-time program)
- Major Concentration in Marketing: BMKT (MBA degree, full-time program)
- Major Concentration in Operations Management: BOPM (MBA degree, full-time program)
- Major Concentration in Real Estate: BRES (MBA degree, full-time program)
- Major Concentration in Strategic Management: BSTM (MBA degree, full-time program)
- Major Concentration in Economics and Finance: EEFI (attached to the PhD degree)

**Graduate Degree Program Option Descriptions and Codes**
- Degree Program Option - Executive (MBA degree only): EMBA
- Degree Program Option - Full-Time (MBA degree only): MBA
- Degree Program Option - Online (MBA degree only): OMBA
- Degree Program Option - Professional, Evening (MBA degree only): PMBA
- Degree Program Option - Professional, Evening Extended (MBA degree only): XMB
- Degree Program Option - Professional, Weekend (MBA degree only): WMB

**CIP Code and Description**
1. ACCO Major/Program: CIP Code/Title: 52.0301 - Accounting
2. MGMT Major/Program: CIP Code/Title: 52.0201 - Business Administration and Management, General
3. BACT Major Concentration: CIP Code/Title: 52.0301 - Accounting
4. BEFI Major Concentration: CIP Code/Title: 27.0305 - Financial Mathematics
5. BENR Major Concentration: CIP Code/Title: 52.0299 - Business Administration, Management and Operations, Other
6. BENT Major Concentration: CIP Code/Title: 52.0701 - Entrepreneurship/Entrepreneurial Studies
7. BFIN Major Concentration: CIP Code/Title: 52.0801 - Finance, General
• **BHCR** Major Concentration: CIP Code/Title: 51.0701 - Health/Health Care Administration/Management

• **BMKT** Major Concentration: CIP Code/Title: 52.1401 - Marketing/Marketing Management, General

• **BOPM** Major Concentration: CIP Code/Title: 52.0205 - Operations Management and Supervision

• **BRES** Major Concentration: CIP Code/Title: 52.1501 - Real Estate

• **BSTM** Major Concentration: CIP Code/Title: 52.1401 - Marketing/Marketing Management, General

• **EEFI** Major Concentration: CIP Code/Title: 27.0305 - Financial Mathematics

• **BUSI** Minor: CIP Code/Title: 52.0201 - Business Administration and Management, General

* Systems Use Only: this information is used solely by internal offices at Rice University (such as OTR, GPS, etc.) and primarily within student information systems and support.

1 Classification of Instructional Programs (CIP) 2010 Codes and Descriptions from the National Center for Education Statistics: [https://nces.ed.gov/ipeds/cipcode/](https://nces.ed.gov/ipeds/cipcode/)