The business minor consists of six integrated courses designed to provide a strong foundation in the essential disciplines of business and to develop students' critical thinking and communication skills. All courses in the minor are taught by JGSB faculty.

**Undergraduate Minor in Entrepreneurship**

The entrepreneurship minor, a joint offering with the George R. Brown School of Engineering, provides Rice students with a pathway to pursue rigorous and interdisciplinary study in the field of innovation and entrepreneurship, enabling students to understand the theory and frameworks behind different disciplinary aspects of entrepreneurship and how to apply these theories to develop and scale innovative solutions to societal problems. The minor is administered by the Liu Idea Lab for Innovation and Entrepreneurship (Lilie).

**Master of Accounting (MAcc) Degree**

The Master of Accounting degree is designed to enable students with a top-tier non-accounting undergraduate education to complete the educational requirements for becoming a certified public accountant. Program requirements and additional information regarding the Master of Accounting program may be found [here](https://www.aacsb.edu/programs-study/departments-programs/business/accounting/).

**Master of Business Administration (MBA) Early Admit**

The Jones Graduate School of Business offers a deferred enrollment, called the Rice MBA Early Admit program, intended for future leaders in business, government, and non-profit endeavors who are currently undergraduates. This program allows students to apply to the Rice Business Full-Time MBA during their final year of college and reserve their spot two to five years after graduation. Eligible students must be employed during the interim years to hold onto their space. Students are encouraged to explore all sorts of career options - from traditional companies to start-ups - to help develop their professional and leadership skills during the required pre-MBA work.

**Master of Business Administration (MBA) Degree Programs**

The MBA degree can be obtained via the Full-Time MBA program, the MBA for Executives program, the MBA for Professionals program, or the MBA@Rice hybrid online program. The Executive and Professional MBA programs and MBA@Rice are designed for executives and working professionals who do not wish to interrupt their careers while pursuing the MBA degree. The MBA for Professionals program has three formats: an evening format, an alternating weekend format, and an extended evening format.

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). Faculty research interests and PhD major concentrations for graduate students include Accounting, Finance, Marketing, and Strategic Management. 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.

**Bachelor’s Program**

- Bachelor of Arts (BA) Degree with a Major in Business

**Minors**


**Master’s Programs**

- Master of Arts (MA) Degree in the field of Business*
- Master of Business Administration (MBA) Degree ([https://ga.rice.edu/programs-study/departments-programs/business/business/business-administration-mba-online/](https://ga.rice.edu/programs-study/departments-programs/business/business/business-administration-mba-online/)) Online Program (MBA@Rice)
  - and a Major Concentration in Marketing ([https://ga.rice.edu/programs-study/departments-programs/business/business/business-administration-mba-concentration-marketing](https://ga.rice.edu/programs-study/departments-programs/business/business/business-administration-mba-concentration-marketing/))

**Doctoral Program**

- Doctor of Philosophy (PhD) Degree in the field of Business
  - and a Major Concentration in Marketing ([https://ga.rice.edu/programs-study/departments-programs/business/business/business-administration-mba-concentration-marketing](https://ga.rice.edu/programs-study/departments-programs/business/business/business-administration-mba-concentration-marketing/))

**Coordinated Programs**

With the Wiess School of Natural Sciences
• Master of Business Administration (MBA) Degree

Dual Degree Program
With the Baylor College of Medicine

* 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
Jing Zhou

Sr. Associate Dean of Degree Programs
Barbara Bennett Ostdiek

Sr. Associate Dean of Diversity, Equity, and Inclusion
Constance Porter

Sr. Associate Dean of Executive Education
D. Brent Smith

Associate Dean of Degree Programs
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Yan Anthea Zhang
Jing Zhou

Associate Professors
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Karthik Balakrishnan
Sharad Borle
Alan Crane
Kevin Crotty
Jefferson Duarte
Prashant Kale
Balaji Koka
Yangios Papanastasiou
Brian R. Rountree
D. Brent Smith
Yuhang Xing
Anastasiya Zavyalova

Assistant Professors
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Hailey Ballew
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Tommy Pan Fang
Petri Ferreira
Arun Gopalakrishnan
Stefan Huber
Stephanie Johnson
Sora Jun
Süleyman Kerimov
Minjae Kim
Jung Youn Lee
Marlon Mooijman
Patricia Naranjo
Leila Peyravan
Alessandro Piazza
Eleanor Putnam-Farr
Kunal Sachdeva
Tarik Umar
Siyu Yu  
David Zhang

**Professors Emeriti**
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Bala G. Dharan  
Jennifer M. George  
William H. Glick  
Robert E. Hoskisson  
Wagner Kamakura  
George Kanatas  
Ronald N. Taylor  
Wilfred Uecker  
Robert A. Westbrook

**Assistant Clinical Professors**
Jonathan Miles  
Natalia Piqueira  
Constance Porter

**Professors in the Practice**
Linda Capuano  
Vincent Kaminski  
Benjamin Lansford  
David VanHorn  
Dick Viebig

**Senior Lecturers**
Lee Ann Butler  
Al Danto  
Janet Moore  
Elizabeth O'Sullivan

**Lecturers**
Kelly Drakey  
Hesam Panahi  
Jeffrey Russell  
Ginger Vaughn  
Ian Wedgwood

**Joint Appointments**
Michelle "Mikki" R. Hebl  
Frederick L. Oswald

**Visiting Professors**
Dinah Cohen  
Dan Lynch

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)

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**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 222 - TECH PRODUCT DESIGN AND DEVELOPMENT**
**Short Title:** TECH PRODUCT DESIGN & DEV  
**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 Lower-Level  
**Description:** This course provides an introduction to the process of product design and development in technology-driven startups and growth companies.

**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, Laboratory, Lecture, Seminar, Independent Study
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 246 - THE MONEY REVOLUTION: FINTECH, CRYPTOCURRENCIES, AND BLOCKCHAIN
Short Title: FINTECH: THE MONEY REVOLUTION
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 Lower-Level
Description: Are financial services the next industry to be brought to its knees by disruptors and blockchain technology? Analyze how the likes of Square, PayPal, Stripe, Lending Club, OnDeck or Robinhood are disrupting financial services. Look into the next wave of technologies which are likely to accelerate the disruption: blockchain, cryptocurrencies and robotics.

BUSI 251 - INTRODUCTION TO BUSINESS STATISTICS AND ANALYSIS
Short Title: INTRO TO BUSINESS STATS
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 Lower-Level
Description: Designed to equip you with a basic understanding of business data analysis tools and techniques including essential Excel, build descriptive business data measures, and develop your aptitude for data modeling. Explores basic probability concepts, including measuring and modeling uncertainty, uses various data distributions, confidence intervals, hypothesis testing along with the Linear Regression Model, to analyze and inform business decisions.

BUSI 271 - BUSINESS OF HEALTHCARE
Short Title: BUSINESS OF HEALTHCARE
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 Lower-Level
Description: This course will serve as an introduction to the U.S. healthcare system from a business perspective. We will describe the providers and the financial system that comprise healthcare, and the challenges healthcare faces. We will explore opportunities to increase quality while decreasing costs and the effects of the COVID-19 pandemic on an already strained system.
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/ (http://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.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (BUSI 395 or STAT 280 or SOSC 302 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/ (http://www.business.rice.edu/)

BUSI 360 - FOUNDER'S JOURNEY
Short Title: FOUNDER'S JOURNEY
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hour: 1
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: This course will help students explore leadership, innovation, and creativity through the lens of a startup founder. Students will learn about the successful traits of entrepreneurs, understand how to spot new opportunities within their areas of interest, and work on charting their own entrepreneurial journey. Learn from a diverse lineup of accomplished leaders and entrepreneurs.
Course URL: www.business.rice.edu/ (http://www.business.rice.edu/)

BUSI 361 - COMMUNICATIONS FOR ENTREPRENEURS
Short Title: ENTREPRENEURIAL COMMUNICATION
Department: Business
Grade Mode: Standard Letter
Course Type: Laboratory
Credit Hour: 1
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: Course introduces key concepts, tools, and practices of communication in the context of start ups, small businesses, and other entrepreneurial ventures. Emphasis is on practicing skills valuable throughout the life cycle of a new venture. Students will learn skills for communicating and working with their team, investors, and mentors.

BUSI 374 - OPERATIONS MANAGEMENT
Short Title: OPERATIONS MANAGEMENT
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 395 or STAT 305 or STAT 310 or STAT 312 or STAT 315 or DSCI 301 or ECON 307
Description: An introduction to the design and integration of successful operations procedures 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. Covering measurable techniques to deal with bottlenecks, inventory, queues, quality management, and some strategic issues in operations. Recommended Prerequisite(s): BUSI 305 and (ECON 100 or ECON 200)

BUSI 380 - MARKETING
Short Title: MARKETING
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Distribution Group: Distribution Group II
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (BUSI 395 or STAT 280 or SOSC 302 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/ (http://www.business.rice.edu/)
BUSI 305 - 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 420 - LEADERSHIP AND TEAMS
Short Title: LEADERSHIP AND TEAMS
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 4
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): BUSI 310
Description: Leadership is essential for organizational effectiveness, and in the modern workplace, work is primarily completed by teams. Thus, it is essential that students learn how to effectively lead and work within teams. This course will teach students leadership attributes, behaviors, relationships between leaders and team members, and leading effective teams through team composition, development, and management of team processes. A variety of teaching techniques including lectures, case analysis, and experiential exercises will be used to help students to understand and internalize scientifically-proven knowledge. Includes a Communications lab.

BUSI 421 - POWER, INFLUENCE AND ORGANIZATIONAL CHANGE
Short Title: POWER, INFLUENCE & ORG CHANGE
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 310
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 and influence to initiate and manage organizational change. The course will introduce a framework for power, influence, and organizational changes and teach students how to enhance their personal competencies in the context of navigating these organizational dynamics. A variety of teaching techniques including lectures, case analysis, video, and experiential exercises will be used to help students to understand and internalize scientifically-proven knowledge.

BUSI 422 - NEGOTIATIONS AND DECISION MAKING
Short Title: NEGOTIATIONS & DECISION MAKING
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 310
Description: Successful managers and professionals possess effective negotiation and decision-making skills. This course teaches students how to formulate effective negotiation strategies, how to resolve conflict by engaging in negotiation, how to identify commonly seen biases and errors in negotiation and decision-making, how to deal with uncertainty in negotiation and decision-making, and how to overcome potential biases and errors in negotiation, judgment and decision making. A variety of teaching techniques including lectures, case analysis, and experiential exercises will be used to help students to understand and internalize scientifically-proven knowledge.
BUSI 432 - BUSINESS AND SOCIETY
Short Title: BUSINESS AND SOCIETY
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 390
Description: External stakeholders, ethical concerns, and sustainability issues increasingly pressure executives to address the social and environmental impact of their companies’ operations. As a result, an organization’s success does not only depend on its strategic repertoire within a given market, but also on its non-market strategies. By proactively engaging with non-governmental organizations (NGOs), the media, governments, and other external stakeholders, firms can shape their non-market environment to simultaneously achieve a competitive advantage as well as to enhance their positive social impact. The goal of this course is to provide you with analytical tools that help managers assess a firm’s broader environment and make decisions that are beneficial for the firm and for society at large.

BUSI 433 - TECHNOLOGY AND INNOVATION STRATEGY
Short Title: TECH & INNOVATION STRATEGY
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 390
Description: Innovation is a critical aspect of firm’s strategy to achieve competitive advantage and enhanced performance. However, the management of innovation is inherently difficult and risky in technology industries where customer demand and preferences change quickly and technological changes are highly unpredictable. This course focuses on the management of innovation and growth from the perspective of both large companies and small. We shall examine issues such as: what different types of innovation can firms pursue and what types of innovation are a more durable source of advantage; what are the obstacles to innovation in firms, and how can they build an organizational level innovation capability; how can firms deal with market and technological uncertainty through open innovation; how does disruptive innovation happen and how can it be managed; and how to formulate successful strategies in platform businesses dominated by network effects.

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 447 - ADVANCED CORPORATE FINANCE
Short Title: ADVANCED CORPORATE FINANCE
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 4
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (BUSI 395 or STAT 305 or STAT 310 or STAT 312 or STAT 315 or DSCI 301 or ECON 307) and (BUSI 343 or ECON 343)
Description: In-depth analysis of corporate financial decision making including project selection and financing. Emphasizes project valuation methodologies and the connection between valuation and financial policy. Provides a theoretical framework for decision making and addresses practical applications. Integrates quantitative modelling and includes a Communications lab.

BUSI 448 - INVESTMENTS
Short Title: INVESTMENTS
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 395 or STAT 305 or STAT 310 or STAT 312 or STAT 315 or DSCI 301 or ECON 307) and (BUSI 343 or ECON 343)
Description: Overview of financial asset classes and instruments, including equity, fixed income, and derivative securities. Develops a theoretical and practical understanding of modern portfolio theory, with an emphasis on measuring and managing investment risk and return. Introduces advanced asset pricing models and their role in understanding risk and return.
BUSI 450 - DERIVATIVES
Short Title: DERIVATIVES
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 395 or STAT 305 or STAT 310 or STAT 312 or STAT 315 or DSCI 301 or ECON 307) and (BUSI 343 or ECON 343)
Description: In-depth analysis of derivative securities, including forward, futures, option, and swap contracts. Develops theoretical understanding of no-arbitrage pricing principles underlying derivative valuation as well as derivatives’ role in hedging and risk management. Explores practical modeling techniques for derivative valuation.

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 463 - ENTREPRENEURIAL STRATEGY
Short Title: ENTREPRENEURIAL STRATEGY
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: The first half of 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. 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 second half of the course explores common dilemmas faced by founders surrounding team selection, contracting, equity compensation and incentives, communication in teams, and strategies for approaching each of these dilemmas. 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.

BUSI 464 - SOCIAL ENTREPRENEURSHIP
Short Title: SOCIAL ENTREPRENEURSHIP
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
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: 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, privatelpublic 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 465 - STUDENT VENTURE FUND: EVALUATING STARTUP INVESTMENT OPPORTUNITIES
Short Title: STUDENT VENTURE FUND
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 Upper-Level
Prerequisite(s): BUSI 461
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. Graduate/Undergraduate Equivalency: MGMT 740. Mutually Exclusive: Cannot register for BUSI 465 if student has credit for MGMT 740.

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 480 - MARKETING STRATEGY
Short Title: MARKETING STRATEGY
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 380
Description: This course relates marketing activities to some of the key strategic business decisions: choosing customers, defining and creating value, delivering and appropriating value, and sustaining value against competitors and over time. To do so, the course builds on concepts and topics from the marketing core course (e.g., segmentation, targeting, and positioning, brand management, product life cycle management, pricing, and channel design) and cast them in a broader strategic business context. We use these marketing concepts in an integrated fashion, as the firm's main tools to design profitable long term interactions with its customers and competitors.

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:** 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 506 - ADVANCED TOPICS IN MARKETING RESEARCH
**Short Title:** ADVANCED TOPICS IN MARKET. 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 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 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 520 - PYTHON FOR BUSINESS RESEARCH
**Short Title:** PYTHON FOR BUSINESS RESEARCH  
**Department:** Business  
**Grade Mode:** Satisfactory/Unsatisfactory  
**Course Type:** Lecture  
**Credit Hours:** 1.5  
**Restrictions:** Enrollment is limited to Graduate level students.  
**Course Level:** Graduate  
**Description:** Introduction to python language and ecosystem and libraries important for business research including data handling, graphics, econometrics, optimization, simulation, machine learning, web scraping, and natural language processing.
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 to asset pricing and portfolio choice theory. Covers mathematical analysis of single-period and dynamic models, including pricing by arbitrage, mean-variance analysis, factor models, dynamic optimization, 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: This course examines the empirical asset pricing side of financial economics. The course will focus on the development of stylized facts and tools for the investigation of data and on the underlying theoretical asset pricing frameworks. We will also read recent research papers in empirical asset pricing and generate ideas for future research.

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
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 ACCT
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 ACCT. RES. 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 course will provide students 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: The purpose of this Ph.D. seminar is to provide basic foundations and knowledge of current research in innovation and entrepreneurship. We will cover seminar articles as well as the cutting edge foci in the field. Over the course of this seminar, each student should evaluate and critically review the assigned readings, develop a mental model of the literature on innovation and entrepreneurship, and develop new ideas and approaches that advance some portion of the theory/research.

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 - SEMINAR ON INNOVATION AND ENTREPRENEURSHIP  
Short Title: INNOVATION & ENTREPRENEURSHIP  
Department: Business  
Grade Mode: Standard Letter  
Course Type: Seminar  
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 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 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 553 - NETWORK THEORY AND APPLICATIONS
Short Title: NETWORK THEORY
Department: Business
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: This course explores network theory and its applications to organizational phenomena. By examining the structure of relations among actors, network approaches seek to explain variations in beliefs, behaviors, and outcomes. Each session progresses from classic studies to more recent applications and refinements of theory and methods.

BUSI 577 - SPECIAL TOPICS
Short Title: SPECIAL TOPICS
Department: Business
Grade Mode: Standard Letter
Course Type: Internship/Practicum, Laboratory, Lecture, Seminar, Independent Study
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 711 - DATA-DRIVEN MARKETING I
Short Title: DATA-DRIVEN MARKETING I
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate level students. Enrollment limited to students in a Master of Data Science degree.
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.

BUSI 712 - DATA-DRIVEN MARKETING II
Short Title: DATA-DRIVEN MARKETING II
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate level students. Enrollment limited to students in a Master of Data Science degree.
Course Level: Graduate
Description: This course will leverage quantitative marketing analysis for important marketing problems such as churn forecasting, customer equity, targeting, identifying key dimensions of customer preferences, new product development, segmentation, and perceptual maps.

BUSI 721 - FOUNDATIONS OF FINANCE
Short Title: FOUNDATIONS OF FINANCE
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate level students. Enrollment limited to students in a Master of Data Science degree.
Course Level: Graduate
Description: Introduction to the theory and practice of corporate finance and the analytical tools necessary to answer the most important questions related to firms' financing and investment decisions, focusing the following building blocks: Valuation, Investment Decisions, Risk and Return, Financing Decisions, Derivative Securities.

BUSI 722 - QUANTITATIVE FINANCE
Short Title: QUANTITATIVE FINANCE
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate level students. Enrollment limited to students in a Master of Data Science degree.
Course Level: Graduate
Description: This applied course focuses on analytical finance to support business decision-making. This includes applying machine learning and other data analytic tools to improve investment, financing, and risk management decisions.

BUSI 731 - FOUNDATIONS OF OPERATIONS MANAGEMENT
Short Title: FOUNDATIONS OF OPERATIONS MGMT
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate level students. Enrollment limited to students in a Master of Data Science degree.
Course Level: Graduate
Description: Introduction to the design and integration of successful operations tactics both within the organization and across supply chains. The course focuses on understanding, managing and improving processes and flows of products, customers and information and touches on bottlenecks, inventory, quality management, queues, and strategic issues in operations.
BUSI 732 - QUANTITATIVE OPERATIONS
Short Title: QUANTITATIVE OPERATIONS
Department: Business
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment is limited to Graduate level students. Enrollment limited to students in a Master of Data Science degree.
Course Level: Graduate
Description: This applied course focuses on the data transformation of operations management. It addresses the impact of modern data analysis on process optimization, production, Inventory and supply chain issues. Introducing and using advanced statistics, optimization and machine learning techniques.

BUSI 800 - PHD RESEARCH
Short Title: PHD RESEARCH
Department: Business
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Research
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
Course Type: Research
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 - APPLIED BUSINESS EXPERIENCE
Short Title: APPLIED BUSINESS EXPERIENCE
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Internship/Practicum
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: Full-time MBA students will participate in enriching and meaningful work experiences (including traditional summer internships) as a critical complement to what is offered in the classroom and in other applied learning experiences, such as the Global Field Experience. Work experiences allow students to refine their fluency, capabilities, and confidence in a business setting, while taking what they learn in the classroom into a professional setting.

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 O MBA 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 O MBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Introduction to the use of financial and cost information by managers in budgeting, resource allocation, pricing, quality control, and other contexts to help managers set goals and monitor and evaluate performance.

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

MGMT 510 - ORGANIZATIONAL BEHAVIOR
Short Title: ORGANIZATIONAL BEHAVIOR
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA or O MBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Study of the many factors, which influence how individuals, groups, and teams behave and function in complex organizations and how they can be effectively managed. Required for MBA.
MGMT 511 - LEADERSHIP
Short Title: LEADERSHIP
Department: Management
Grade Mode: Standard Letter
Course Type: 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
Prerequisite(s): MGMT 510
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 OMBA 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-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 OMBA program. 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: 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 unique experiential learning opportunity requires students to apply what was learned in the first year of the program through consulting projects on the ground in a designated country. The course fosters a global mindset and further develops the ability to tackle business challenges in dynamic, diverse and complex environments. Department Permission Required. Repeatable for Credit.

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 OMBA program. 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 531 - NEW ENTERPRISES
Short Title: NEW ENTERPRISES
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
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: Evaluating opportunities for a new innovation-based enterprise; conceptualizing and developing a venture plan through an iterative process; articulating venture assumptions. 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 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 BUSINESS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: MBA, OMBA, PMBA, WMB, XMB. 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 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 BUSINESS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: MBA, OMBA, PMBA, WMB, XMB. 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 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 BUSINESS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: MBA, OMBA, PMBA, WMB, XMB. 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 550 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORPORATE 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 551 - 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 MBA program. 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 552 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORPORATE 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 550 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORPORATE 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 551 - 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 MBA program. 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 552 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORPORATE 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 550 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORPORATE 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 551 - 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 MBA program. 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 552 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORPORATE 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 550 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORPORATE 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 551 - 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 MBA program. 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 552 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORPORATE 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 550 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORPORATE 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 551 - 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 MBA program. 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 552 - CORPORATE SOCIAL RESPONSIBILITY
Short Title: CORPORATE 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 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 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 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 BUSINESS COMMUNICATION
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
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: 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 OMBA program. 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: 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 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
Short Title: DATA ANALYSIS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The ever-increasing capacity of computers to analyze data and the explosion of the amount of data available have resulted in an increased role for data analysis as an aid to business decision-making. This course exposes the student to the most important ideas and methods relevant for data analysis in a business context. Emphasizing practical applications to real problems, the course covers the following topics: sampling, descriptive statistics, probability distributions, and regression analysis.
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: The ever-increasing capacity of computers to analyze data and the explosion of the amount of data available have resulted in an increased role for data analysis as an aid to business decision-making. This course exposes the student to the most important ideas and methods relevant for data analysis in a business context. Emphasizing practical applications to real problems, the course covering the following topics: sampling, descriptive statistics, probability distributions, and regression analysis. Required for MBA.

MGMT 598 - CAPSTONE CONSULTING PROJECT
Short Title: CAPSTONE CONSULTING PROJECT
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
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 gives students the opportunity to apply the multi-functional (strategy, finance, marketing, organizational behavior, etc.) knowledge that they have gained in the program and their own professional experience to solve a complex, real-world managerial problem.

MGMT 599 - ACTION LEARNING PROJECT
Short Title: ACTION LEARNING PROJECT
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 3
Restrictions: Enrollment limited to students in the MBA program.
Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
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, 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. Mutually Exclusive: Cannot register for MGMT 601 if student has credit for MGMT 634/MGMT 635.
MGMT 603 - INCOME TAXATION AND BUSINESS DECISIONS I

Short Title: INCOME TAX & BUS. DECISIONS 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 XMB

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; 5) financial statement impact of taxes and 6) 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 XMB

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 - INCOME TAXATION AND BUSINESS DECISIONS II

Short Title: INCOME TAX & BUS. DECISIONS 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 XMB

Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

Prerequisite(s): MGMT 603 (may be taken concurrently)

Description: Fundamentals of income tax planning; taxation of property dispositions/mergers and acquisitions; compensation and retirement planning; individual tax planning and taxation of investment activity; international business tax considerations/U.S. foreign tax credit concept; selected industry topics. MGMT 603 may be taken concurrently.

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 XMB

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 - DISRUPTION IN COMMERCIAL REAL ESTATE

Short Title: DISRUPTION IN COMMERCIAL RE

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

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 - RENEWABLES AND THE ENERGY TRANSITION

Short Title: RENEWABLES & ENERGY TRANSITION

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

Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate

Description: This course considers various publicly available projections of long-term world and U. S. energy markets to 2050. The focus is on the relative impact of input assumptions on modeled trends in the energy sector with an emphasis on renewables. Students will form teams to take a qualitative look at the risk, uncertainty and relative impact of economic growth, demographics, oil price, oil & gas supply, renewables cost, policy, and other assumptions. The teams will also consider how policies, investment and technology advances could drive energy trends to lower emissions.
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 OMBA PMBA WMBA X MBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course examines global trends in the production and use of energy, its impact on governance and the environment, and the dynamic forces shaping the sector: energy security, trade, and climate change. We examine the firm's role in these areas, and the “above ground” risks arising from political, social and environmental forces. We also examine energy from the perspective of states, whether the big exporters like Russia and the Middle East, demand centers in Asia and Europe, or underdeveloped countries in Latin America and Africa seeking to leverage domestic reserves for export revenues and domestic development. Students will use academic theory and case discussion to highlight energy business challenges in countries with diverse political systems and wide-ranging levels of economic development.

MGMT 612 - INTRODUCTION TO THE ENERGY SECTOR
Short Title: INTRO TO THE ENERGY SECTOR
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: Students will learn the basics of the energy sector and the energy transition. Types and sources of energy resources, fuel conversion processes and technologies, demand drivers and barriers to growth, the influence of policy and regulatory environments, and the social, economic, and environmental impact of energy choices.

MGMT 613 - SYSTEMS THINKING IN INNOVATION AND ENTREPRENEURSHIP
Short Title: SYSTEMS THINKING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA X MBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course explores the human and social dynamics critical to the evolving world of technology innovation and entrepreneurship. Topics include: social systems; entrepreneurial mindset; the future of work and organizations; understanding new fields and data; the changing relationship between humans and technology; and questions in privacy, security, and regulation.

MGMT 614 - STRATEGIC SOCIAL NETWORKS
Short Title: STRATEGIC SOCIAL NETWORKS
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 X MBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Students learn how, why, and when social networks can lead to successful career advancement, innovation, and investment opportunities, using data-analytics, exercises, and real-world cases.

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 X MBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course will help you become a better negotiator by better understanding the values, motivations, and psychological biases that drive people’s behaviors in negotiations. To achieve this goal, we will discuss theory and research on bargaining, and we will play strategic games that illustrate important concepts of negotiation situations.
MGMT 616 - ENERGY MARKET ORGANIZATION
Short Title: ENERGY MARKET ORGANIZATION
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate
Description: The course offers a review of the US energy markets across the entire commodity spectrum: natural gas, oil and refined products, electricity, renewables and renewable energy credits, coal and emission allowances. Some aspects of the international energy markets will be covered as well; to the extent the material is critical to understanding of the US energy business. The class is recommended to anyone contemplating a career in energy trading and marketing, energy risk management, or regulatory institutions.

MGMT 617 - THE INFORMATION ECONOMY: THEORY AND APPLICATIONS
Short Title: INFO ECONOMY: THEORY & APPL
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate
Description: This course offers an advanced introduction into the Economics of Information with an emphasis on core business applications.

MGMT 618 - BESTSELLERS: THE SCIENCE AND WISDOM
Short Title: BESTSELLERS: SCIENCE & WISDOM
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate
Description: There have been a lot of business books written over the years, making it difficult to navigate which ones contain wisdom grounded in sound science, and which ones make questionable claims and shaky promises. In this seminar, we'll examine some bestselling books to help make us better people, leaders, and consumers of business advice.

MGMT 619 - HISTORY OF BUSINESS
Short Title: HISTORY OF BUSINESS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate
Description: What is a business? For that matter, what is capitalism, the economic system in which business in the United States operates? And how have these concepts taken shape over American history, laying an indelible imprint on this country's social, political, and economic fortunes and struggles? This course examines the history of American business and American capitalism from the 18th century until the present. We will examine how business firms have been organized, what types of economic activities (trade, industrial production, transportation, communication, and finance) businesses have engaged in, and how workers, employers, politicians, activists, and consumers have struggled to determine exactly what business should do and for whom. Although the course does not stress math-intensive economic or management theory, students will be exposed to basic business and macro-economic concepts and, most importantly, will learn to assess those ideas in historical context.

MGMT 620 - FOUNDER'S JOURNEY
Short Title: FOUNDER'S JOURNEY
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hour: 1
Restrictions: Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate
Description: This Seminar will introduce you to the experiences, lessons, failures and successes of founders from a wide array of organizations, industries and companies. You will be immersed in problem rich environments and industries, and hear first-hand how entrepreneurs got their journey jump-started, while getting inspired to begin your own.

MGMT 621 - NEW ENTERPRISES
Short Title: NEW ENTERPRISES
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.

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

MGMT 623 - EARLY DEVELOPMENT AND ENTREPRENEURSHIP IN A BIOTECH/MEDTECH STARTUP
Short Title: ENTREPRENEURSHIP IN BIOTECH
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Provides an insider’s perspective on workings and challenges of early to mid-stage biotech (pharmaceutical) and medtech (medical device) startups. Live case studies highlight issues unique to this space including pre-clinical & clinical development, licensing & business development, the FDA, and intellectual property and patent strategies. Intended for students considering a career in an entrepreneurial life sciences company. Previous or contemporaneous coursework in entrepreneurship or healthcare is preferred.

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

MGMT 625 - DESIGN THINKING
Short Title: DESIGN THINKING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Design Thinking is a problem-solving process that can be used to reduce risk when launching a new idea and increase your chances of developing an innovative solution that people want. Through our human-centered approach we will gain new insights into high-potential problem spaces and use an iterative experimentation process to ensure efficient resource utilization. Mutually Exclusive: Cannot register for MGMT 625 if student has credit for MGMT 764.

MGMT 626 - FINANCING THE STARTUP VENTURE
Short Title: FINANCING THE STARTUP VENTURE
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 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.

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 628 - INTRODUCTION TO USER EXPERIENCE
Short Title: INTRO TO USER EXPERIENCE
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This project-based course introduces the user experience concepts needed to lead UX projects including key UX concepts, the UX lifecycle, user research, and design. Course will include seminal readings about UX, business case studies, and project-based course work.

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) or MGMT 848 (may be taken concurrently))
Description: The content of this course is a microeconomic focus on the functioning and structure of financial markets and financial institutions. By the end of the course students will be able to describe how information asymmetry problems affect financial transactions and market outcomes, analyze different financial market structures, and understand how no-arbitrage concepts apply to valuation tasks. We will study how firms raise external capital to fund investment in real assets and how markets and financial intermediaries assist in this. We will learn many of the details that are assumed away in other core courses, and this class will help you see how corporate finance and investments fit together as a cohesive whole.

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

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

MGMT 633 - ROLES OF PHYSICIANS, SCIENTISTS, ENGINEERS AND MBA'S IN HIGH-TECH STARTUPS
Short Title: LIFE SCIENCE ENTREPRENEURSHIP
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment 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 - 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 or Graduate Quadmester 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. Mutually Exclusive: Cannot register for MGMT 634 if student has credit for MGMT 601.
MGMT 635 - 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 OMBA PMBA WMBA XMBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 634 (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 discounted cash flows (DCF) and residual operating income valuation (ROPI). Mutually Exclusive: Cannot register for MGMT 635 if student has credit for MGMT 601.

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 - MACHINE LEARNING FOR FINANCIAL MARKETS
Short Title: MACHINE LEARNING FOR FINANCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 665
Description: The course introduces machine learning techniques for using company financial information, past returns, textual data, and other data to value stocks and predict returns. Random forests, neural networks, and other techniques will be implemented in python. Data sources will include CRSP, Compustat, Nasdaq Data Link, Yahoo finance, the Federal Reserve, and others.

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 following programs: EMBA MBA PMBA WMBA XMBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This fast-paced, highly interactive and energetic course will explore the fundamental concepts, strategies and best practices of marketing professional services in today’s global economy—and how this marketing differs from marketing tangible goods and non-professional services. Students will learn the importance of branding, public relations, crisis communications and Web 2.0 to promoting professional services today, and how to successfully integrate those vehicles with traditional marketing strategies. Repeatable for Credit.

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

MGMT 642 - FUTURES AND OPTIONS I
Short Title: FUTURES AND OPTIONS I
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 648 (may be taken concurrently) or MGMT 848 (may be taken concurrently)
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 MGMT 843
Description: The first course in the two semester sequence where students gain hands on exposure to many aspects of investment management by managing the M.A. Wright Fund, a 'live' stock portfolio of endowed assets. The first semester's work is predominately focused on individual stock analysis including qualitative, financial, and quantitative analysis and valuation. Admission is by application and interview only. Students must continue to MGMT 644. 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: The second course in the two semester sequence where students gain hands on exposure to many aspects of investment management by managing the M.A. Wright Fund, a 'live' stock portfolio of endowed assets. The second semester's work is predominately focused on quantitative and qualitative sector analysis and portfolio risk and return analysis and management. Admission is for students continuing from MGMT 643 only, who have been accepted by application and interview only. Instructor Permission Required.

MGMT 645 - PORTFOLIO MANAGEMENT
Short Title: PORTFOLIO MANAGEMENT
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 648 (may be taken concurrently) or MGMT 848 (may be taken concurrently)
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 - ADVANCED CORPORATE FINANCE
Short Title: ADVANCED CORPORATE FINANCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): (MGMT 648 (may be taken concurrently) or MGMT 848 (may be taken concurrently) and (MGMT 642 (may be taken concurrently))
Description: This course examines the investment, financing, and related policy decisions faced by a corporate financial officer. We will study several frameworks for evaluating corporate projects that expand on the capital budgeting issues developed in the core finance course. In particular, we will develop techniques for assessing projects with inherent flexibility (real options). We will also examine the interaction between investment and financing decisions, and how capital structure affects firm value. The final part of the course examines other important topics in corporate finance such as payout policy, risk management, and corporate governance.

MGMT 647 - CORPORATE FINANCIAL POLICY
Short Title: CORPORATE FINANCIAL POLICY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: 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 level students.
Course Level: Graduate
Prerequisite(s): MGMT 543 or MGMP 543 or MGMW 543 or MGMT 843
Description: Study of the theory and practice of the fundamental principles in finance, emphasizing hands-on experience with a wide range of corporate finance and investment applications. The course provides extensive opportunity to implement finance theory at a practical level and to develop advanced analytical spreadsheet expertise, including financial statement forecasting, regression analysis, Monte Carlo simulation, and portfolio optimization.

MGMT 649 - DATA MINING FOR BUSINESS ANALYTICS
Short Title: DATA MINING FOR BUS ANALYTICS
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 595 or MGMP 595 or MGMW 595
Description: 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.
Course Level: Graduate
Prerequisite(s): MGMT 642 (may be taken concurrently) and (MGMT 543 or MGMP 543 or MGMW 543 or MGMT 843)
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 XMBA 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 OMB A PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Prerequisite(s):** MGMT 648 (may be taken concurrently) or MGMT 848 (may be taken concurrently)  
**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: DIGITAL ASSETS AND THE INTERNET OF VALUE  
**Short Title:** Blockchain: Internet of Value  
**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 OMB A PMBA WMBA XMBA 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:** Real Estate Capital Markets: Public & Private  
**Department:** Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 1.5  
**Restrictions:** Enrollment limited to students in the following programs:  
EMBA MBA OMB A PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Description:** This course has two major objectives: First, to provide an overview of topics related to real estate capital markets. Specifically, this course will focus on how to raise capital for various uses. This course will devote time to understanding the working of the Capital Markets. Second, to prepare students interested in Real Estate to learn concepts related to accessing capital from various sources. Finally, you will learn from various guest speakers who are highly recognized in the industry, what their experience has taught them and how to use it to make a team presentation “pitch” for capital.

MGMT 655 - THE MONEY REVOLUTION: DIGITAL DISRUPTION IN FINANCE  
**Short Title:** The Money Revolution  
**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 OMB A PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester 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 OMB A PMBA WMBA XMBA 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 following programs:  
EMBA MBA OMB A PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.  
**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 WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 642 (may be taken concurrently)
Description: This course focuses on applied risk management projects. The hands-on experience allows in-depth analysis and understanding of practical risk management issues and exposure to different risk management tools including Value at Risk. The course is a combination of lectures and application of skills.

MGMT 659 - REAL ESTATE FINANCE: ASSET VALUATION
Short Title: REAL ESTATE FINANCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course has two primary objectives: 1) provide an overview of the fundamental frameworks commonly used in the Real Estate Industry and 2) provide a detailed understanding of the discounted cash flow (DCF) model, the primary quantitative financial decision tool used in the real estate industry. Students learn how to build robust DCF models incorporating important features and conventions for application to real estate assets.

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 - INTERNATIONAL CORPORATE GOVERNANCE
Short Title: INT'L CORPORATE GOVERNANCE
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 overview of successful strategies managers use to navigate their companies in the international environment governed by different laws and norms. By discussing detailed case studies of companies, students will learn about the ways global markets, local governments, and interorganizational networks shape the actions of multinational firms.

MGMT 663 - MANAGING STAKEHOLDER RISK
Short Title: MANAGING STAKEHOLDER RISK
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course focuses on protecting and creating firm value by engaging external stakeholders (e.g., communities, NGOs, politicians) in challenging socio-political environments. Students learn how to: exercise due diligence to manage socio-political risk; engage stakeholders to earn a social license to operate; and integrate stakeholder-based initiatives into financial and operational management.
MGMT 664 - OPERATIONS LEADERSHIP LAB  
**Short Title:** OPERATIONS LEADERSHIP LAB  
**Department:** Management  
**Grade Mode:** Satisfactory/Unsatisfactory  
**Course Type:** Laboratory  
**Credit Hours:** 0.75  
**Restrictions:** Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Prerequisite(s):** MGMT 670  
**Description:** This course is designed to give students a close up and personal view of two private Houston companies whose owners have led successful change efforts in the operations of their businesses Repeatable for Credit.  

MGMT 665 - INTRODUCTION TO PYTHON FOR BUSINESS ANALYTICS  
**Short Title:** PYTHON FOR 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 OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Prerequisite(s):** MGMT 595 or MGMP 595 or MGMW 595 or MGMT 895  
**Description:** This course introduces the fundamentals of Python programming environment with a focus on applied statistics and business applications. Students will learn how to read and write scripts, manipulate and clean data, run basic inferential statistical analysis using contemporary Python data science libraries. This course serves as a foundation for courses in machine learning and advanced application courses in finance, marketing and operations.  

MGMT 666 - REAL ESTATE DEVELOPMENT: FEASIBILITY  
**Short Title:** RE DEVELOPMENT: FEASIBILITY  
**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 describes the feasibility analysis of real estate developments. Topics covered are the development process, market studies, financial feasibility, and joint ventures for the primary real estate property types.  

MGMT 667 - INTERNATIONAL TRADE AND BUSINESS STRATEGY  
**Short Title:** INTL TRADE & BUSINESS STRATEGY  
**Department:** Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 1.5  
**Restrictions:** Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA 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 668 - REAL ESTATE ANALYSIS  
**Short Title:** REAL ESTATE ANALYSIS  
**Department:** Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 1.5  
**Restrictions:** Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.  
**Course Level:** Graduate  
**Description:** This course introduces students to the methods used in analyzing commercial real estate space markets. The course explores data provided by research organizations to analyze the current states of the market for each different asset type (Retail, Office, Industrial, Hospitality, and Residential).  

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 WMBA 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 WMBA 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 - ELECTRICITY GENERATION AND RENEWABLE FUEL CHOICES
Short Title: RENEWABLE POWER GENERATION
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This energy transition short course introduces students to trends and macro-drivers in electric power generation. Student teams consider these factors by modeling a hydrogen production project to identify the lowest cost and lowest carbon emission across multiple power generation fuel choices and accounting for a range of regulatory incentives.

MGMT 673 - COST ANALYSIS IN HEALTHCARE
Short Title: COST ANALYSIS IN 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 PMBA WMBA 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
Description: This lecture-style course deals with the study of public traded securities that have their cash flows tied to real property cash flows, such as mortgage-backed securities and REITs. Topics include fan introduction to REITs, mortgages backed securities, and the process of securitization of residential and commercial mortgages. Students also gain an understanding of the role of the securitization process in the 2007-2009 financial crisis. The course includes guest lectures by leaders in the real estate industry.

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
Description: This lecture-style course deals with the study of public traded securities that have their cash flows tied to real property cash flows, such as mortgage-backed securities and REITs. Topics include fan introduction to REITs, mortgages backed securities, and the process of securitization of residential and commercial mortgages. Students also gain an understanding of the role of the securitization process in the 2007-2009 financial crisis. The course includes guest lectures by leaders in the real estate industry.

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 or Graduate Quadmester level students.
Course Level: Graduate
Description: What might constitute social responsibility in a market setting? If social responsibility connotes a connection between a person and a social problem say between you and a poor person in Bangladesh or Houston how might it be exercised in a market transaction of buying or selling? Is there a role of private enterprise or of private consumption for alleviating some of the social problems (e.g., health, education, pollution, poverty, etc.) that we observe and experience in communities across the world? Social Enterprise explores these and related questions in the context of business.

MGMT 677 - SPECIAL TOPICS
Short Title: SPECIAL TOPICS
Department: Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum, Laboratory, Lecture, Lecture/Laboratory, Seminar, Independent Study
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 680 - 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 - MACHINE LEARNING FOR BUSINESS ANALYTICS
Short Title: MACHINE LEARNING FOR BUSINESS ANALYTICS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 595 or MGMP 595 or MGMW 595 or MGMT 895
Description: Introduces machine learning techniques used in business applications to draw managerial insights from data. Methods covered include naïve Bayes classifier, classification trees and neural networks, with applications settings such as marketing, finance, healthcare and other business areas through assignments and a group project. Recommended Prerequisite(s): MGMT 665

MGMT 683 - INTRODUCTION TO BRAND STRATEGY
Short Title: INTRODUCTION TO BRAND 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: Customer Lifetime Value (CLV) is a metric of burgeoning interest for firms, venture capitalists, financial analysts, and marketers. In this course, students learn how to build powerful and predictive data-driven CLV models. Topics covered include valuing firm equity using customer data, using RFM segmentation for direct marketing, customer acquisition and retention, and measuring 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 678 - BUSINESS OF HEALTHCARE
Short Title: BUSINESS OF HEALTHCARE
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course will cover how to set effective communication objectives, decide what to communicate and how to develop a message execution approach.
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. Mutually Exclusive: Cannot register for MGMT 684 if student has credit for MGMT 683.

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

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

MGMT 687 - APPLIED MARKETING STRATEGY
Short Title: APPLIED MARKETING STRATEGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The course lays out a framework for marketing strategy and guides students through each step in the development process. While business challenges are inevitable, developing and following a well-structured marketing strategy, as laid out in this course, will help avoid many of the pitfalls that can lead businesses into trouble. Case studies, together with examples from the professor's lengthy business career, will be used to illustrate the principles and identify pathways out of trouble should it occur. Repeatable for Credit.

MGMT 688 - BUYER BEHAVIOR
Short Title: BUYER BEHAVIOR
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Drawing on established theoretical frameworks of cognitive and social psychology, this course examines three aspects of consumer behavior: (1) individual, social and cultural influences on consumers, (2) psychological mechanisms of pre- and post-consumption processes such as decision-making and attitude formation and change, and (3) methodological issues in consumer analysis. Implications for strategy as well as marketing program design, measurement and execution are discussed. These topics will be studied through discussion of academic articles, cases and projects.
MGMT 689 - DECISION MODELS
Short Title: DECISION MODELS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or
Graduate Quadmester level students.
Course Level: Graduate
Description: Successful management requires the ability to recognize
a decision situation, understand its essential features, and make a
choice. However, many of these situations - particularly those involving
uncertainty and/or complex interactions - may be too difficult to grasp
intuitively, and the stakes may be too high to learn by experience. This
course introduces spreadsheet modeling, simulation, decision analysis
and optimization to represent and analyze such complex problems.
The skills learned in this course are applicable in almost all aspects of
business and should be helpful in future courses. The course is divided
into two parts. In the first part, we discuss the use of decision trees
for structuring decision problems under uncertainty. In the second
part of the course, we discuss Monte Carlo simulation, a technique for
simulating complex, uncertain systems. Throughout the course, we will
use Microsoft Excel as a modeling environment, using add-in programs
as necessary. Familiarity with Excel is an important prerequisite for this
course. Repeatable for Credit.

MGMT 690 - HEALTHCARE STRATEGY
Short Title: HEALTHCARE STRATEGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs:
EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or
Graduate Quadmester level students.
Course Level: Graduate
Description: The Healthcare sector, which includes areas such as health
care delivery, payment, pharmaceuticals, medical equipment, etc., is an
important part of any economy and society in all countries of the world
including the US. This sector presents an exciting platform for upcoming
business leaders in pursuit of a promising and transformational
professional career. This elective course 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 O 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
organization 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: INTERPERSONAL COMM IN HEALTHCARE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: How to listen well, converse productively, use body language, and communicate across different cultures – all these fundamentals are covered and customized to healthcare settings. The course integrates lecture, discussion, and in-class exercises every week, providing many opportunities to apply lessons and practice skills. Students often break into small teams to simulate typical healthcare interactions and receive feedback on what they are doing well and what can be improved. Repeatable for Credit.

MGMT 695 - VALUE-BASED HEALTHCARE
Short Title: VALUE-BASED HEALTHCARE
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Value-based care is a framework for restructuring health care systems around the globe with the overarching goal of value for patients. Value-based care requires better value measurement models, different models of organization and coordination, process improvements, and new reimbursement models. In this course, that integrates concepts from finance, accounting, strategy, and general management, students 1) explore innovative health care practices and value initiatives in action, 2) learn how to improve the care delivery process through the rigorous measurement and management of outcomes, and 3) learn how to implement an effective value measurement system across an organization.

MGMT 696 - MOBILITY AND ENERGY TRANSFORMATION DYNAMICS
Short Title: MOBILITY AND ENERGY DYNAMICS
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This energy transition short course explores the intersecting transformations in the transportation and energy sectors. While considering mobility modes, energy sources and delivery channels in a global context, the course will consider on and off-road mobility and energy systems, and related policies in the United States. Student teams consider industrial, investment, and policy initiatives that have the potential to deliver a significantly cleaner, safer, cheaper, and more accessible mobility system in the U.S. while managing financial and social costs of the transition.
MGMT 700 - INDEPENDENT STUDY
Short Title: INDEPENDENT STUDY
Department: Management
Grade Mode: Standard Letter
Course Type: Independent Study
Credit Hours: 0.75-3
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: 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 X MBA 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 703 - FIELD STUDY IN AMERICAN BUSINESS I
Short Title: FIELD STUDY - AMERICAN BUS I
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Seminar
Credit Hours: 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 first year of the MBA program. A final paper is due at end of summer to summarize experience. Instructor Permission Required.

MGMT 704 - FIELD STUDY IN AMERICAN BUSINESS II
Short Title: FIELD STUDY - AMERICAN BUS II
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Seminar
Credit Hours: 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 705 - FIELD STUDY IN AMERICAN BUSINESS III
Short Title: FIELD STUDY - AMERICAN BUS III
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Seminar
Credit Hours: 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. Department Permission Required.
MGMT 706 - ANALYTICS IN HEALTHCARE
Short Title: ANALYTICS IN HEALTHCARE
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course introduces a data-driven culture in healthcare operations and patient care. Lectures cover fundamentals of data management, analytics maturity models, and using data to enhance collaboration and research. Invited speakers cover applications of machine learning and AI for healthcare automation. Overall goal is delivering value-based healthcare with enhanced safety.

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: Students focus on conjoint analysis, a state-of-the-art method for discovering consumer preferences. This framework enables a quantitative approach to new product design that encompasses analysis of market share, segmentation, targeting, and positioning. In this project-based course, student teams design a set of new product concepts using conjoint analysis, analyze related survey data, and present a data-driven strategic marketing plan for their chosen concept.

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.
Course Level: Graduate
Description: Students engage in an intensive learning experience to grow their leadership skills. Each student serves as the interim CEO of a manufacturing company, leading the management team responsible for strategy, marketing, financing, operations, research, and development. Students analyze financial, consumer, and operations data and develop tools to make predictions in an uncertain and changing marketplace. Keeping the company profitable - or even out of bankruptcy - is itself a challenge. In addition, the team faces difficult situations throughout the simulation that test skills learned in the core organizational behavior course and other core courses.

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.
Course Level: Graduate
Description: Course provides opportunities for students to experience different phases of two-party, multi-party, and team negotiations. Its interactive format facilitates development of analytical and behavioral skills for effective negotiation. Topics include diagnosing conflict, decision making, adversarial vs. cooperative strategies, ethical and cultural factors, and third-party intervention.
MGMT 712 - PROCESS MANAGEMENT AND QUALITY IMPROVEMENT
Short Title: PROCESS MGMT & QUALITY IMPROV
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course provides students with tools, techniques, and frameworks for recognizing and analyzing operating performance opportunities along with a process-centric lens with respect to commercial competitiveness. The course provides a team project opportunity to identify business performance issues and take action by diagnosing and addressing relevant process components.

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

MGMT 714 - CAREER STRATEGY
Short Title: CAREER STRATEGY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: You will deploy business strategy principles to develop your own career strategy: determine your long-term aspirations, set a long-term plan of initiatives to build the strengths and presence needed to realize those aspirations, prepare to find opportunities to execute that plan in the short-term, and decide which opportunity to accept. Instructor Permission Required.

MGMT 715 - STRATEGIC INNOVATION AND COMPETITIVE ADVANTAGE
Short Title: STRATEGIC INNOV & COMP ADV
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA 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.

MGMT 716 - PROCESS IMPROVEMENT WORKSHOP ILE
Short Title: PI WORKSHOP ILE
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Successful process performance improvement requires a fundamental set of analytical tools, along with the experience of applying them. This course provides students with the knowledge of improvement tools used in improving process problems related to capacity and throughput, and turnaround time. The course includes practical application of the tools through hands-on practical simulation exercises. Recommended Prerequisite(s): MGMT 712 and/or MGMT 748

MGMT 717 - PROJECT MANAGEMENT
Short Title: PROJECT MANAGEMENT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course focuses on the fundamentals of project management. Students will have the opportunity in this course to apply many of the subjects discussed in the MBA program in practical ways through case studies and consulting with company project managers.
MGMT 718 - MARKETING BASED PROJECT ANALYSIS
Short Title: MARKETING BASED PROJ ANALYSIS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or X MBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course provides an overview of the role of market research in real estate development. Students will learn the steps used to conduct a market study, the role of economic data in evaluating a market, the use of comparable properties in preparing financial projections for a real estate project and the importance of public/private financing options in making a project feasible. This course would be useful to students interested in pursuing a career in real estate development. Students interested in real estate investments may also benefit from this course. While the principals learned in the course are applicable to all real estate development, the examples used in the course will focus on hotel development. Repeatable for Credit.

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

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

MGMT 721 - BUSINESS LAW
Short Title: BUSINESS LAW
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA X MBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course examines the broad subject of law as it relates to business and is designed to help the student develop "legal astuteness." That is, the ability to communicate effectively with counsel and to work together with counsel to solve complex problems and/or to protect and leverage the firm's resources. It is designed to be a guide to understanding how the law impacts daily management decisions and business strategies, to spotting legal issues before they become legal problems, and to using laws and legal tools to marshal resources and manage risk.

MGMT 722 - SUPPLY CHAIN MANAGEMENT: MAINTAINING AND OPTIMIZING VALUE
Short Title: SUPPLY CHAIN: OPTIMIZING VALUE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA X MBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Executing sourcing strategies for materials or services that sustain value, drives performance, encourages innovation and ethical behaviors. Topics explored include Operations to Commercial Translation, Contract Negotiation, Contracting, Performance Management, Risk Assessment, Risk Mitigation, Supplier Relationships, Stakeholder Engagement and Communication.
MGMT 723 - PROFESSIONAL SERVICE FIRMS
Short Title: PROFESSIONAL SERVICE FIRMS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBF. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Professional service firms – consulting, money management, private equity, venture capital, advertising, medical service, and law firms – are confronted with significant challenges as they experience increased competition from boutique firms as well as global and international competitors. Clients are more demanding, and there are significant, strategic and organizational challenges which require different approaches from traditional approaches. One observer noted that this competition has moved from gentlemanly competition to a “blood sport”. Interestingly, the service sector in the US furnishes 68 percent of the GDP1 and this is growing in emerging economies; for example, the service sector in India contributed 56 percent to the GDP during 2008-09. Additionally, many of these firms’ leaders are overwhelmed by the expectation of a dual role where they are not only managers but also high profile producers. As such, it is important for a course to examine the strategy and leadership challenges these firms face and likewise to expose students to the challenges they will face as professionals in one of these organizations, and ultimately as leaders in such professional service firms. The course will also include visits from managers associated with professional service firms. Repeatable for Credit.

MGMT 724 - SOCIAL ENTREPRENEURSHIP – PRACTICAL BUSINESS PLANNING
Short Title: SOCIAL ENTREPRENEURSHIP
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBF. 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 XMBF. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course provides a practical, business-oriented overview of three important strategic considerations for a new enterprise: (1) identifying and monetizing the business’s potential intellectual property; (2) identifying and addressing other people’s IP-ownership claims, including data-privacy considerations; and (3) long-term planning for a liquidity event.

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 XMBF. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 648 (may be taken concurrently) and MGMT 645 (may be taken concurrently)
Corequisite: MGMT 651
Description: The first course in the two semester sequence where students gain hands-on experience in managing fixed income portfolios. Students manage both the Rice FI Fund, a $2.5 million Rice University endowment bond portfolio, and a simulated long-term portfolio. Students use Finance Center resources to conduct in-depth quantitative and qualitative analysis of sectors and individual securities across different fixed income asset classes, develop portfolio strategies, and manage risk and return. This applied course builds on foundations provided in MGMT 651, a co-requisite. Admission is by application only. Instructor Permission Required. Repeatable for Credit.
MGMT 727 - FIXED INCOME PRACTICUM II - RICE FI FUND
Short Title: FIXED INCOME - PRACTICUM II
Department: Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 648 and MGMT 726 and MGMT 645 (may be taken concurrently)
Description: The second course in the two semester sequence where students gain hands-on experience in managing fixed income portfolios. Students manage both the Rice Fi Fund, a $2.5 million Rice University endowment bond portfolio, and a simulated long-term portfolio. Students use Finance Center resources to conduct in-depth quantitative and qualitative analysis of sectors and individual securities across different fixed income asset classes, develop portfolio strategies, and manage risk and return. Admission is for students continuing from MGMT 726 only, who have been accepted by application only. Instructor Permission Required.

MGMT 728 - REAL ESTATE DEVELOPMENT SEMINAR
Short Title: REAL ESTATE DEV. SEMINAR
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 0.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The Real Estate Development course follows the development process from an entrepreneurial and "deal making" point-of-view.

MGMT 729 - CURRENT ISSUES IN TECHNOLOGY MANAGEMENT
Short Title: CURRENT ISSUES IN TECH MGMT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Companies that successfully select, adopt, and exploit technology gain a competitive advantage. Business leaders, executives, strategists, innovators and line managers each play a key role. Their decisions and actions determine a business’s ability to leverage technology successfully. In the classroom, our focus will be on current technology related issues faced by businesses, including security, privacy and emerging technologies such as AI and IoT. We will examine these topics through recent research and use case studies to develop strategies students can use in their environment. The course is focused on managing business impact, business risk, and externalities related to technology. It is not industry specific and no prior technical knowledge is required.

MGMT 730 - LEGAL ASPECTS OF ENTREPRENEURSHIP
Short Title: LEGAL ASPECTS OF ENT.
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course focuses on the legal dimensions of entrepreneurship and is designed to help students develop the managerial capability to work effectively with legal counsel to solve complex problems and to protect and leverage firm resources. Like information technology, the legal dimensions of business should not be treated as an after-thought or add-on to the business strategy development process. Corporate leaders with an understanding of American law have a unique capacity to protect and enhance shareholder wealth. Conversely, managers who lack the ability to integrate law into the development of strategy can place the firm at a competitive disadvantage and imperil its economic viability. The overarching purpose of Legal Aspects of Entrepreneurship is to prepare students to meet the legal and regulatory challenges and opportunities they can expect to encounter as entrepreneurs, venture capitalists, and managers of private and public businesses. The course provides a conceptual framework for understanding both the societal context within which businesses are organized and operate, as well as the various legal tools available to managers engaged in evaluating and pursuing opportunities. Legal Aspects of Entrepreneurship will offer strategies and tactics for working with counsel to use the law as a positive force to increase realizable value while managing the attendant risks and keeping the legal costs under control. The objective is not to teach business students how to think like lawyers, but rather to teach students how to become more legally astute so they can handle with confidence the legal aspects of entrepreneurship and management. This includes developing legal literacy and learning what to look for when selecting an attorney and knowing when to call one. Repeatable for Credit.

MGMT 731 - REPUTATION MANAGEMENT
Short Title: REPUTATION MANAGEMENT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: 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 - TECH PRODUCT MANAGEMENT
Short Title: TECH PRODUCT MGMT
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 is a project based course where students choose a product and practice managing it. Students will learn how to set a vision, empathize with the user, prioritize, create product management artifacts and best practices when working within agile frameworks. This course is intended for students who want to understand the role of a product manager at a technology company, manage their own product offering as an entrepreneur, or learn how to apply agile product management techniques to their own careers.

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 or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): (MGMW 570 or MGMP 570 or MGMT 570 or EMBA 991) and (MGMW 571 or MGMP 571 or MGMT 571 or EMBA 993)
Description: This course focuses on examining various strategies that companies can adopt to achieve sustainable and profitable growth. The course will use a variety of real-life cases of companies and supplement them with relevant readings, lectures, or other exercises, as necessary.

MGMT 734 - TECHNOLOGY COMMERCIALIZATION LAB
Short Title: TECH COMMERCIALIZATION LAB
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 621 (may be taken concurrently) or MGMT 927 (may be taken concurrently)
Description: The goal of this course is to provide the student with exposure to entrepreneurship through early stage technology commercialization. Evaluation of opportunities, business model, capitalization, and early operations are covered, with a focus on applying knowledge learned in the New Enterprises course to a discrete technology spinning out of a Rice affiliated research lab. You will gain first-hand experience in dealing with the unique challenges and pathways for translating a research prototyping into a commercial product. 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, team, and strategy for new and disruptive innovations. Instructor Permission Required.

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 or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): (MGMT 580 or MGMP 580 or MGMW 580 or MGMT 880) and MGMT 684
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. Clients 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.

MGMT 736 - LEADERSHIP IN A WORLD ON FIRE
Short Title: LEADERSHIP IN A WORLD ON FIRE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The course examines strategic and moral perspectives on grand challenges and social-environmental problems facing businesses. Examples of such issues include: pandemic, accelerating climate change, corporate social responsibility (CSR) and citizenship, bottom of the pyramid, inequality, and demands for justice. Through active discussion, the course focuses on implications of grand challenges for business leadership.

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. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Students learn theory and practice of investor relations, with emphasis on the role of investor relations/financial communications. Subjects covered include: history of the stock market, formation of the SEC, evolution of SEC regulations, dynamics of the equity markets, flow of investor information, planning and implementing an investor relations program, fitting investor relations into a corporation's communications program. Students will be mentored by local investor relations practitioners who will serve as real world guides for course assignments. Students will learn specifics about filing with the SEC, the creation of annual reports, road shows, stockholder meetings, preparing financials, and more. Investor relations managers, analysts, and CEOs will serve as guest lecturers to talk about their challenges in today's workplace.
MGMT 738 - CUSTOMER FOCUS IN HEALTH CARE AND SERVICE INDUSTRIES: A STRATEGIC APPROACH
Short Title: CUSTOMER FOCUS IN HEALTH CARE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 683

MGMT 739 - ENERGY TRANSITION INVESTING
Short Title: ENERGY TRANSITION INVESTING
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 students learn about sectors in the energy transition, renewable power, battery storage, carbon capture, hydrogen and renewable fuels sectors from an investor's point of view. Acting as a private equity firm, student teams establish an investment thesis for which sectors to deploy capital and pitch their fund to a mock board of limited partners.

MGMT 740 - STUDENT VENTURE FUND: EVALUATING STARTUP INVESTMENT OPPORTUNITIES
Short Title: STUDENT VENTURE FUND
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 626
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. Graduate/Undergraduate Equivalency: BUSI 465. Mutually Exclusive: Cannot register for MGMT 740 if student has credit for BUSI 465.

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

MGMT 743 - MANAGING INNOVATION IN ENERGY TECHNOLOGIES
Short Title: INNOVATION IN ENERGY TECH
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the MBA, PMBA, WMBA or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Innovation is critical to the survival of the energy industry, both for traditional carbon-based energy and for renewable and "green" energy. Management of innovation requires a special set of skills beyond those of typical management. We will discuss the issues faced by energy managers in addressing innovation, and look at cases where these issues played a central role.

MGMT 744 - SERVICES OPERATIONS
Short Title: SERVICES OPERATIONS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 574 or MGMW 574 or MGMP 574 or MGMT 874
Description: This course aims to provide students with a theoretical and practical understanding of current operational challenges faced by service organizations. It explores both quantitative and qualitative tools and methods for the effective planning, design, marketing, management, and improvement of service operations.
MGMT 745 - INTERNATIONAL ENERGY DEVELOPMENT
Short Title: INTL ENERGY DEVELOPMENT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course examines how energy companies construct portfolios of international assets. The first half of the course focuses on the life cycle of international energy projects, from the point at which a company decides it wishes to acquire an international project to the point at which the company divests that interest. These initial classes will discuss the business development processes companies employ to identify, analyze and acquire overseas assets; the typical commercial structures and contracts used to acquire rights and obligations in different types of energy projects; how companies build and manage relationships with host governments, including cultural difference, negotiation and corruption; issues related to joint ventures and joint operations with other companies; threats to international project cash flow such as renegotiation, expropriation and force majeure; and how companies structure exits and divestments from international energy projects. The course concludes with students being divided into teams or “companies” and then engaging in a dynamic bid round and petroleum exploration exercise, whereby students compete with one another to acquire acreage and then create (or destroy) net present value.

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

MGMT 747 - REGULATORY ENVIRONMENT OF BUSINESS
Short Title: REG ENVIRONMENT OF BUSINESS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course examines the broad subject of government regulation of business and financial markets and is designed to help the student develop what the authors of the text term “legal astuteness.” That is, the ability to exercise informed judgment based on context-specific knowledge of the law and the regulatory environment. To achieve this, we will apply the methodology of neoclassical economic analysis to understand the role and function of government and governmental decision-making; 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 - PROCESS IMPROVEMENT TOOLKIT
Short Title: PROCESS IMPROVEMENT TOOLKIT
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Process performance improvement requires a fundamental set of analytical and statistical tools. This course provides students with the knowledge of key process improvement tools, how they are planned, applied and how to interpret their output. The course includes practical application of the tools through hands-on exercises.

MGMT 749 - PROCESS IMPROVEMENT CAPSTONE
Short Title: PROCESS IMPROVEMENT CAPSTONE
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 748 (may be taken concurrently) or MGMT 753 (may be taken concurrently)
Description: This course provides students with a detailed Lean Six Sigma roadmap and critical-thinking skills for leading a process improvement project from codifying the business problem, understanding baseline state, identifying root causes to performance shortfalls, developing and implementing the solution, and sustaining improved performance.
MGMT 750 - STRATEGIC CONSIDERATIONS IN HEALTH INFORMATICS
Short Title: HEALTH INFORMATICS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.

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

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

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

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

MGMT 755 - DUE DILIGENCE IN COMMERCIAL REAL ESTATE
Short Title: DUE DILIGENCE IN REAL ESTATE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course will cover the due diligence conducted in the acquisition of commercial real estate through a case study of two retail projects; an income-producing project and the other a value-added project. Students will evaluate due diligence materials for a third income-producing asset and make a recommendation on whether to acquire the project based on their analysis.

MGMT 756 - CORPORATE REAL ESTATE POST PANDEMIC
Short Title: CORP REAL ESTATE POST PANDEMIC
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 or Graduate Quadmester level students.
Course Level: Graduate
Description: In this short course, students explore the current pandemic and prior crises to understand the impacts on personal, organizational and market resiliency particularly as it relates to office work and, therefore, strategic corporate real estate management. In an applied setting, students gain key insights to prepare for the future of work and the workplace as business leaders.

MGMT 757 - REAL ESTATE LAB: DEVELOP, DESIGN AND CONSTRUCTION
Short Title: RE LAB: DEVELOP DESIGN CONSTR
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 659 (may be taken concurrently) or MGMT 667 (may be taken concurrently) or MGMT 669 (may be taken concurrently)
Description: Cross-list: ARCH 691. Repeatable for Credit.
Course URL: www.arch.rice.edu/academics/current-courses/
MGMT 758 - ENVIRONMENTAL, SOCIAL, AND GOVERNANCE (ESG) ISSUES IN STRATEGY

Short Title: ESG ISSUES IN STRATEGY
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Laboratory
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate
Description: Organization's success does not only depend on its strategic repertoire within a given market, but also on how well it incorporates environmental, social, and governance (ESG) factors in its strategy. By engaging with peer organizations, non-governmental agencies, the media, and other external stakeholders, firms can proactively identify and address ESG issues. Consideration of ESG factors in strategy can help simultaneously achieve a long-term competitive advantage as well as enhance a firm's social and environmental impact. The goal of this course is to provide you with analytical tools that help managers assess a firm's broader environment and make decisions that are beneficial for the firm and for society at large.

MGMT 759 - DIGITAL TRANSFORMATION

Short Title: DIGITAL TRANSFORMATION
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: 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: Using real cases across industries and visits of industry experts, Digital Transformation is designed to equip students to confidently conceive, lead and execute digital innovation and transformation initiatives and develop new business models for existing and insurgent organizations.

MGMT 760 - E-LAB: VENTURE CAPITAL

Short Title: E-LAB: VENTURE CAPITAL
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Laboratory
Credit Hours: 1.5-3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate
Prerequisite(s): MGMT 531 and MGMT 627 (may be taken concurrently)
Description: Students learn by working with early stage investors including angel and venture capital organizations. Students learn through hands on support and are expected to be at the sponsoring organizations office 8 - 10 hours per week and attend investor pitches. The Venture Capital E-Lab is not a standard class and requires meeting off campus. It is also not affiliated in anyway with the Venture Capital class. Instructor Permission Required. Repeatable for Credit.

MGMT 761 - E-LAB: ENTERPRISE ACQUISITION

Short Title: E-LAB: ENTERPRISE ACQUISITION
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 1.5-3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.

Course Level: Graduate
Prerequisite(s): MGMT 627 (may be taken concurrently)
Description: Students follow the processes learned in MGMT 627 to acquire an existing business or start a search fund. Students develop selection criteria, network to connect with sellers, conduct preliminary due diligence, perform a business valuation, develop potential deal structures and have the opportunity to move forward on any potential opportunities on their own after graduation. Students attend a check-in class every other week to present updates and receive feedback from faculty, students and alumni mentors. Instructor Permission Required. Repeatable for Credit.

MGMT 762 - E-LAB: NEW ENTERPRISE

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

Course Level: Graduate
Prerequisite(s): MGMT 621 or MGMT 927
Description: Students working on their own startup have the opportunity to apply the processes learned in the New Enterprise course to their startup. Students attend a check-in class every other week to present updates and receive feedback from faculty, students and alumni mentors. Department Permission Required. Repeatable for Credit.

MGMT 763 - ENTREPRENEURSHIP LAB

Short Title: ENTREPRENEURSHIP LAB
Department: Management
Grade Mode: Standard Letter
Course Type: Laboratory
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
Prerequisite(s): MGMT 531 and MGMT 627
Description: Two tracks are available in the Entrepreneurship Lab: New Enterprise and Enterprise Acquisition. In the New Enterprise track, students apply the processes and lessons from the New Enterprise course to further evaluate and continue working on a startup idea. In the Enterprise Acquisition track students develop their own acquisition plan and can start the process to acquire a company, support an active student or alumni searcher, or start their own Search Fund. In both tracks, students are assigned a coach and attend check-in meetings to present updates and receive feedback from faculty, mentors and other students in the course. Department Permission Required.
MGMT 764 - INTRODUCTION TO DESIGN THINKING
Short Title: INTRO TO DESIGN THINKING
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: An introduction to the design thinking process. Design thinking is a problem-solving framework that begins with gathering insights from the field followed by rapid, iterative experimentation. This course helps managers and leaders become familiar with the design thinking process so that they can best position new projects and initiatives for success by taking a human-centered approach.

MGMT 765 - IGNITE ENTREPRENEURSHIP
Short Title: IGNITE ILE
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The Ignite Trek provides entrepreneurial students the opportunity to meet successful and up-and-coming entrepreneurs in Silicon Valley. Students hear the personal stories of entrepreneurs working to build their companies and learn from the successes (and failures) of the best-and-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 & ENTREPRENEURSHIP LAB
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: 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 INVESTMENTS LAB
Short Title: QUANTITATIVE INVESTMENTS LAB
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 638 and MGMT 645 and (MGMT 648 or MGMT 848)
Description: Students will work in groups to manage portfolios with simulated trading. Emphasis is on portfolio strategies based on quantitative inputs that can be backtested. Various strategies that have been investigated in the academic literature will be examined. In addition to design and backtesting, the course emphasizes practical issues in portfolio management, including portfolio rebalancing, trading costs, performance monitoring, return attribution, and risk assessment.

MGMT 768 - THE NEW FOOD ECONOMY
Short Title: THE NEW FOOD ECONOMY
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 is a survey course of contemporary topics in the new food economy. We pay particular attention to social justice issues surrounding the production, distribution, marketing and sales, and consumption of food. A sample of covered topics may include: access to capital for non-traditional agriculture, organic & GMO, new technologies and production and distribution, food waste, food insecurity, food marketing, food assistance policies, and other public policies.

MGMT 769 - MACHINE LEARNING FOR MARKETING ANALYTICS
Short Title: MACHINE LEARNING FOR 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 or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 679 (may be taken concurrently)
Description: This course introduces machine learning tools for marketing analytics from large-scale online text data. Methods covered include topic modelling, word embeddings, recurrent neural networks, and deep learning (BERT). Applications covered include extracting topics in discussions, mining brand sentiment, estimating product positioning, and generating product insights from large-scale text data such as consumer reviews and firm disclosures using Python.
MGMT 770 - CONSULTATIVE SELLING
Short Title: CONSULTATIVE SELLING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course introduces students to the communication skills and behaviors required for success in the field of consultative selling, including effective questioning, active listening, assessing client communication style, and delivering persuasive presentations.

MGMT 771 - DIGITAL MARKETING
Short Title: DIGITAL MARKETING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester 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 relevancy to this swiftly expanding area of marketing.

MGMT 772 - INFRASTRUCTURE DEVELOPMENT IN THE ENERGY TRANSITION
Short Title: ENERGY TRANSITION: INFRA DEV
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course examines the commercial arrangements used by energy companies (traditional and renewable) to design facilities, select contractors, manage construction, and maintain facilities. The course concludes with a simulation in which student teams participate in a bid round to acquire infrastructure contracts and then experience typical risks faced by firms undertaking these large projects.

MGMT 773 - RENEWABLES AND THE ENERGY TRANSITION LAB
Short Title: ENERGY TRANSITION LAB
Department: Management
Grade Mode: Standard Letter
Course Type: Laboratory
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 609 (may be taken concurrently)
Description: This course gives students the opportunity to apply their knowledge, skills and experience to exploring one of the many opportunities or challenges in the Energy Transition. For example, energy security, economic competitiveness and environmental responsibility are important considerations as the transportation, industrial, commercial and residential building sectors continue to increase their reliance on renewable energy sources. In addition, the integration of oil, natural gas and renewable power generation and consumption will increasingly leverage information and communication technologies, and advance modeling and simulation techniques in order to accelerate implementation. Students will work in 3–5-member Project Teams with a related industry, government, academic or NGO organization on an energy topic of interest to the students. The student is invited to form a Project Team and select an organization sponsored project that requires critical analysis to define the issue, analyze the impact of associated trends, and consider the potential impact of actions, investment and policies on future outcomes.

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, WMB or XMBA programs. Enrollment is limited to Graduate or Graduate Quadmester 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 - CAPITAL THEMES IN CLIMATE TECH
Short Title: CLIMATE TECH
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Course focuses on capital themes across the energy transition. Student teams will construct, validate, and propose a climate tech investment opportunity. Recommended Prerequisite(s): MGMT 612
<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>
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<th>Credit Hours</th>
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<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 776</td>
<td>INTRODUCTION TO REAL ESTATE INDUSTRY</td>
<td>SHORT INTRO TO REAL ESTATE INDUSTRY</td>
<td>Management</td>
<td>Satisfactory/Unsatisfactory</td>
<td>Lecture/Laboratory</td>
<td>Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>0.5</td>
<td>Graduate</td>
<td>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.</td>
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<tr>
<td>MGMT 777</td>
<td>INVESTMENT BANKING AND MARKETS ILE</td>
<td>INVESTMENT BANKING &amp; MARKETS</td>
<td>Management</td>
<td>Satisfactory/Unsatisfactory</td>
<td>Seminar</td>
<td>Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>1.5</td>
<td>Graduate</td>
<td>Repeatable for credit.</td>
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<tr>
<td>MGMT 778</td>
<td>CUSTOMER EXPERIENCE MANAGEMENT</td>
<td>CUSTOMER EXPERIENCE MANAGEMENT</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture</td>
<td>Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>0.75</td>
<td>Graduate</td>
<td>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.</td>
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<tr>
<td>MGMT 779</td>
<td>BUSINESS AND URBAN ANALYTICS</td>
<td>BUSINESS &amp; URBAN ANALYTICS</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture/Laboratory</td>
<td>Enrollment limited to Graduate or Graduate Quadmester level students.</td>
<td>3</td>
<td>Graduate</td>
<td>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.</td>
</tr>
<tr>
<td>MGMT 780</td>
<td>WHEN YOUR BUSINESS IS SUED</td>
<td>WHEN YOUR BUSINESS SUED</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture/Laboratory</td>
<td>Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>0.75</td>
<td>Graduate</td>
<td>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.</td>
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<tr>
<td>MGMT 781</td>
<td>TEAMS AND TEAMWORK</td>
<td>TEAMS AND TEAMWORK</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture/Laboratory</td>
<td>Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>1.5</td>
<td>Graduate</td>
<td>The psychology of teams and effective practices for managing teams in the workplace. This course will teach students how to effectively lead and work within teams.</td>
</tr>
<tr>
<td>MGMT 782</td>
<td>TECH TOOLS FOR BUSINESS</td>
<td>TECH TOOLS FOR BUSINESS</td>
<td>Management</td>
<td>Standard Letter</td>
<td>Lecture/Laboratory</td>
<td>Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.</td>
<td>1.5</td>
<td>Graduate</td>
<td>This course introduces tools for business data analysis beyond Excel, including Python and SQL. Teaches how to query SQL databases using SQL clients, Excel, and Python. Teaches how to filter, reshape, summarize, and visualize data in Python. Provides an introduction to machine learning methods for forecasting, including data transformations and ways to avoid overfitting. Teaches how to implement the methods in Python.</td>
</tr>
</tbody>
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MGMT 783 - SQL FOR MANAGERS
Short Title: SQL FOR MANAGERS
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 0.75
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course teaches students relational database fundamentals and SQL programming skills in the context of complex business problems and the communication with users and technical resources. Topics covered include relational database architecture, database fit and design, requirements gathering, formatting deliverables, and simple query skills. Upon completion, participants will understand SQL functions, join techniques, database schemas, and will be able to write useful SQL statements.

MGMT 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 OMBA 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 STRATEGY
Short Title: CORPORATE REAL ESTATE 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
Prerequisite(s): (MGMT 541 or MGMP 541 or MGMW 541) or (MGMT 540 or MGMP 540 or MGMW 540)
Description: This course is about learning to think like a game theorist and developing a systematic way to evaluate strategic problems. Corporate real estate is foundational to culture, organizational transformation, and, done right, drives integrated business value. This course provides a framework for understanding decision making in corporate real estate using practical applications, case studies, and interaction with industry leaders.

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

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

MGMT 788 - CORPORATE RIVALRY
Short Title: CORPORATE RIVALRY
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 540 or MGMP 540 or MGMW 540 or MGMT 840
Description: This course is about learning to think like a game theorist and developing a systematic way to evaluate strategic problems. Emphasis is on real-world applications and in-class business exercises.
MGMT 790 - 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 792 - PRINCIPLES OF SURVEY DESIGN
Short Title: PRINCIPLES OF SURVEY DESIGN
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 WMB A XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course will teach students principles of survey design to prepare them to conduct surveys during and after business school. The course will cover articulating clear research objectives, determining the best methodology, and writing an actionable survey.

MGMT 793 - CREATING THE DATA DRIVEN BUSINESS
Short Title: CREATING DATA DRIVEN BUSINESS
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 WMB A XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course provides an understanding of how to build and lead a data driven business. Lectures cover fundamentals of data management, analytics maturity models, the role of “Big Data,” application of artificial intelligence, machine learning, and cognitive computing technologies for predictive and adaptive analytics, and creating value-based business analytics strategies.

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

MGMT 795 - DEAN'S LEADERSHIP SEMINAR
Short Title: DEAN'S LEADERSHIP SEMINAR
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMBA PMBA WMB A XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course examines leadership challenges as they apply to contemporary issues in business and organizational change through engagement with C-suite executives, entrepreneurs and other leaders of complex organizations.
MGMT 796 - FROM FOSSIL TO RENEWABLE: MANAGING ORGANIZATIONAL CHALLENGES IN ENERGY TRANSITION
Short Title: ORG CHALLENGES IN ENERGY TRANS
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: Energy companies are under great pressures to make transition from traditional fossil energy to renewable energy. In this course, we will discuss why companies take different strategies in managing the transition, how they use corporate venture capital (CVC) investments to tap into technologies and business opportunities in the renewable sectors, and how they balance between their traditional businesses and the renewable businesses. We will also discuss how startups in the renewable sectors manage their relationships with their CVC investors.

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

MGMT 798 - PSYCHOLOGICAL FOUNDATIONS OF PROFESSIONAL LIVES
Short Title: PSYCH FOUNDATIONS OF PROF LIFE
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Course draws from psychology and management research, exploring complexity of professional lives and identity dynamics, underlying career decisions, compromises, and regrets. Through exercises, cases, and discussions, students develop an understanding of the type of professional path they want and why, and how to get it and overcome setbacks and successes.

MGMT 799 - HEALTHCARE INNOVATION AND ENTREPRENEURSHIP
Short Title: HEALTHCARE INNOV & ENTREPRENEURSHIP
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 3
Restrictions: Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course is designed for healthcare entrepreneurs who want to build innovative medical technologies. Students work in interdisciplinary teams comprised of engineering, business, and medical students. Key concepts include: how to validate and scope clinical needs, ideate solutions, draft a business model, and determine regulatory and reimbursement strategies. Instructor Permission Required.

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

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

MGMT 802 - MANAGERIAL ACCOUNTING
Short Title: MANAGERIAL ACCOUNTING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Provides general managers with an understanding of the design and function of a firm's management accounting system to enable them to become active consumers of accounting information. The course describes how accounting information can assist managers in making decisions about products, services, and customers; improving existing processes; and aligning organizational activities toward long-term strategic objectives.
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 803 - ARTIFICIAL INTELLIGENCE FOR BUSINESS
Short Title: AI FOR 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 WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Prerequisite(s): MGMT 595 or MGMP 595 or MGMW 595 or MGMT 895
Description: This course is meant for those who want to understand how Artificial Intelligence (AI) is applied to business problems. We will examine the use of key AI technologies and study examples where AI produced measurable value across different industries. We will explore the ethical, economic, and social implications of AI as used for business.

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

MGMT 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 WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Making good decisions is core to success in business and 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 821 - DIVERSITY EQUITY AND INCLUSION IN BUSINESS
Short Title: BUSINESS DIVERSITY & INCLUSION
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Students consider optimal ways to plan for, encourage, and manage diversity in organizations. We explore the data and analyze the business case for diversity and evaluate strategies to recruit and retain diverse talent. This active-learning course relies on the latest empirical research and provides practical skills for managing tomorrow’s workforce.

MGMT 822 - DIVERSITY EQUITY AND INCLUSION IN BUSINESS LAB
Short Title: DEI IN BUSINESS LAB
Department: Management
Grade Mode: Standard Letter
Course Type: Intensive Learning Experience
Credit Hours: 3
Restrictions: Enrollment limited to students in the following programs: EMBA MBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course gives students the opportunity to apply their MBA learnings to address an opportunity and/or challenge in the diversity, equity and inclusion space faced by a client organization. Clients represent a variety of industries and will challenge their student-managed teams to address a focused, high-priority DEI-related business issue. The lab is project-centric and student-driven, with regular check-in meetings with the team’s assigned coach and the full class.

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 WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The course deal with strategic management topics of interest to ventures that operate in technological ecosystems. Topics covered include platforms, network effects, coping with disruptive innovation, and how technology can create new markets and revolutionize existing ones.

MGMT 840 - ECONOMICS FOR BUSINESS
Short Title: ECONOMICS FOR BUSINESS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
MGMT 843 - CORPORATE FINANCIAL MANAGEMENT
Short Title: CORPORATE FINANCIAL MANAGEMENT
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the EMBA program.
Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This course emphasizes concepts and skills related to valuation tasks in a corporate setting. Topics include financial market structure and efficiency, time value of money, net present value, internal rate of return, capital budgeting, risk and return, capital asset pricing model, cost of capital, capital structure, payout policy, and real options analysis.

MGMT 845 - CORPORATE FINANCIAL STRATEGY FOR EXECUTIVES
Short Title: CORP FIN STRATEGY FOR EXECS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program.
Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: This is a case study course based on current corporate finance transactions and topics. The intent is to expose Executive MBA candidates to some of the practical challenges and opportunities when tackling financial decisions governed by Corporate Financial policies (Capital Structure, Financial Risk Management, Liquidity, Funding/Financing, and Payout Policy).

MGMT 848 - APPLIED FINANCE
Short Title: APPLIED FINANCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program.
Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: Study of the theory and practice of the fundamental principles in finance, emphasizing hands-on experience with a wide range of corporate finance and investment applications. The course provides extensive opportunity to implement finance theory at a practical level and to develop advanced analytical spreadsheet expertise, including financial statement forecasting, regression analysis, Monte Carlo simulation, and portfolio optimization.

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

MGMT 880 - STRATEGIC MARKETING
Short Title: STRATEGIC MARKETING
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the EMBA program.
Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: 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 895 - BUSINESS ANALYTICS
Short Title: BUSINESS ANALYTICS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students in the EMBA program.
Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: The ever-increasing capacity of computers to analyze data, and the explosion of the amount of data available, has resulted in an increased role for data analysis as an aid to business decision-making. This course exposes the student to the most important ideas and methods relevant for data analysis in a business context. Emphasizing practical applications to real problems, the course covers the following topics: Sampling, Descriptive Statistics, Probability Distributions, and Regression Analysis. Students are strongly encouraged to bring data from work; projects from previous years have returned significant monetary value to students’ current employers and examples of these projects will be provided in class. Repeatable for Credit.
Enrollment is limited to Graduate or Graduate Quadmester level students.

Restrictions:
Credit Hours: 1.5
Course Type: Lecture

Description: This course covers how strategic planning and control systems can give managers the timely quantitative and qualitative information they need to "drive into the future" with confidence and success. Firms use performance measurement and control systems to promote effective and efficient utilization of organizational resources, and to ensure success of their business strategies. Are products and services being offered in the least costly manner? Is quality being maintained? Are businesses processes running efficiently? Are systems supporting dynamic decision making to keep in step with changing business and market conditions, and with advances in product and process technologies? Is innovation being fostered in a way consistent the overall business strategy. Through a series of case and discussions, we will examine the properties of performance measurement and control systems that address these issues.

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

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

MGMT 910 - THE WASHINGTON CAMPUS: STRATEGICALLY MANAGING PUBLIC AFFAIRS AND PUBLIC POLICY
Short Title: WASHINGTON CAMPUS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMB MBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: The Washington Campus’ intensive and experiential residency courses are a unique personal and professional development experience. Participants interact directly with policy makers, influencers, and top executives in both the private and public sectors. Course objectives focus on how public affairs and public policy must be strategically, effectively, and ethically managed in order to create profitable and sustainable ‘win-win’ solutions for business, government, and society. Department Permission Required.

MGMT 911 - THE WASHINGTON CAMPUS: STRATEGICALLY MANAGING HEALTH CARE POLICY
Short Title: WASHINGTON CAMPUS - HEALTHCARE
Department: Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA OMB MBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: Public affairs and public policy profoundly shape the entire health care sector. Executives, entrepreneurs, and health care professionals must understand how the public policy process works and how to more effectively navigate this evolving landscape. This course enables participants to interact directly with health care policy makers and influencers, regulators, and other experts. Participants gain a richer understanding of how to more strategically plan and successfully operate in such a complex and dynamic health care policy environment.

MGMT 919 - CORPORATE GOVERNANCE
Short Title: CORPORATE GOVERNANCE
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Repeatable for Credit.

MGMT 927 - NEW ENTERPRISES
Short Title: NEW ENTERPRISES
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
Description: 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.
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 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 WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
- Description: Houstonians know every boom inevitably leads to a bust. From Enron to Lyondell to American Airlines, discover how to create value through corporate restructuring. Learn why companies fail, distressed M&A bidding strategies, insolvency versus illiquidity, diamond-in-the-rough versus fool’s gold, fraudulent transfer risks, distressed valuation, credit default swaps, and much more.

**MGMT 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 WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
- Prerequisite(s): MGMT 954 (may be taken concurrently)
- Description: After mastering MGMT 954 terms and frameworks, gain a deeper understanding of issues and tactics for complex reorganizations, international insolvencies, energy bankruptcies, long/short investing in distressed debt, and hedging and alpha investing with credit default swaps. Discover long-term macroeconomic themes impacting corporate restructuring. Author case study in teams of 2-3.

**MGMT 960 - STRATEGIC INNOVATION MANAGEMENT**
- Short Title: STRATEGIC INNOVATION MGMT
- Department: Management
- Grade Mode: Standard Letter
- Course Type: Lecture
- Credit Hours: 1.5
- Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
- Description: Innovation is critical for firms to achieve better performance and sustainable competitive advantage. However, the management of innovation is inherently difficult and risky because customer demand and preferences change quickly and technological changes are highly unpredictable and thus most new products and technologies are not a commercial success. This course is designed to help executives apply the key strategic management frameworks and concepts to address important challenges they face in innovation management: How to manage market uncertainty, technological uncertainty and competitive volatility? What are the enemies of innovation in both new ventures and successful established firms? How to build strategic alliances for technology/product innovation? And how to manage innovation in the global market?

**MGMT 961 - BUSINESS LAW**
- Short Title: BUSINESS LAW
- Department: Management
- Grade Mode: Standard Letter
- Course Type: Lecture
- Credit Hours: 1.5
- Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
- Description: An overview of the legal system and survey of legal standards applicable to companies, including laws impacting corporate formation and governance, contracts, tort liability, employment law and unfair competition. The course is designed to help executives understand how to manage risk in light of applicable standards.

**MGMT 962 - APPLIED CONTRACT LAW**
- Short Title: APPLIED CONTRACT LAW
- Department: Management
- Grade Mode: Standard Letter
- Course Type: Lecture
- Credit Hours: 1.5
- Restrictions: Enrollment limited to students in the EMBA program. Enrollment is limited to Graduate or Graduate Quadmester level students.
- Description: This class provides students practical perspectives on common issues that arise in the negotiation and documentation of commercial agreements, including why certain contract clauses are used, why it is generally not possible to use “one pagers,” and how to work more effectively with counsel.

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

**MGMT 973 - OPERATIONS LEADERSHIP**
- Short Title: OPERATIONS LEADERSHIP
- Department: Management
- Grade Mode: Standard Letter
- Course Type: Lecture
- Credit Hours: 1.5
- Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
- Description: This course considers the operations executive’s role in delivering to corporate objectives, in peer-to-peer executive relationships, and in operations organization leadership. The student will select a business case study that applies concepts discussed in the textbook, such as capacity planning, supply chain management, cost reduction and technology insertion. In preparing the case study, the student will consider the influence of process maturity, process improvement, corporate structure, and the operating challenges presented by the energy transition to a more carbon-neutral, climate-neutral future.
MGMT 995 - INTRODUCTION TO DATA MINING FOR BUSINESS ANALYTICS
Short Title: DATA MINING FOR BUS. ANALYTICS
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 1.5
Restrictions: Enrollment limited to students in the following programs: EMBA MBA PMBA WMBA XMBA Enrollment is limited to Graduate or Graduate Quadmester level students.
Prerequisite(s): MGMT 595 or MGMP 595 or MGMW 595 or MGMT 895
Description: We will go through the steps of a typical data science project, such as data exploration, data visualization, (data) storytelling, prediction, classification, and optimization, using a real-world data set.

Management Integrated Course Offering (MICO)

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 following programs: EMBA MACC MBA PMBA WMBA XMBA 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: ACCOUNTING & 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: This 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 504 - FINANCE FOR ACCOUNTANTS
Short Title: FINANCE FOR ACCOUNTANTS
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: Coverage of core concepts in the areas of 1) corporate finance, 2) financial portfolio management, and 3) financial futures and options.

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 derecognition 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: accounting for intercorporate investments, for mergers and acquisitions, and for the preparation of consolidated statements, accounting for foreign currency translation, restating financial statements for inflation and for relative price changes, accounting for state and local governments, partnership accounting and reporting, and accounting for bankruptcy and reorganization.

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 515 - ADVANCED TOPICS IN REVENUE RECOGNITION  
**Short Title:** ADVANCED REVENUE RECOGNITION  
**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:** While revenue generation is a key source of business risk and represents the primary value creation activity, its measurement and reporting in financial statements can be subject to substantial judgment. The course will cover the principles embedded in the US GAAP for revenue recognition and will examine how revenue recognition can vary substantially according to the underlying economics of different business models.

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
Prerequisite(s): None
Description: Provides an introduction to the role of computer systems in the accounting and control processes of business organizations. Topics include the design, implementation, and evaluation of computer systems for accounting and control purposes.

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 following programs: EMBA MACC MBA PMBA WMBA XMBA Enrollment is limited to Graduate level students.
Course Level: Graduate
Prerequisite(s): MACC 522
Description: An examination of issues related to the practice of auditing, including auditing standards, audit planning, and the audit process. The course emphasizes the role of the auditor in the financial reporting process and the relationship between the auditor and the client.

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 course examines the design, implementation, and evaluation of computer systems for accounting and control purposes. The course emphasizes the role of the auditor in the financial reporting process and the relationship between the auditor and the client.

MACC 562 - AUDITING: A DATA ANALYTICS APPROACH
Short Title: DATA ANALYTICS IN AUDITING
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: 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 563 - DATA ANALYTICS FOR ACCOUNTANTS I
Short Title: DATA ANALYTICS FOR ACCT I
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: Introduction to using data analytics in an accounting context. Topics include how data are structured, methodologies for cleaning and merging data, and tools for analyzing and visualizing data.

MACC 564 - DATA ANALYTICS FOR ACCOUNTANTS II
Short Title: DATA ANALYTICS FOR ACCT II
Department: Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 3
Restrictions: Enrollment limited to students in the MACC program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Advanced methods of leveraging data analytics in an accounting context. Students develop coding capabilities to extract, organize, and analyze various types of structured and unstructured financial data. Topics include statistical data analysis, probability, and introduction to machine learning.
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 592 - INSTITUTIONAL AND ACADEMIC FOUNDATIONS OF ACCOUNTING
Short Title: FOUNDATIONS OF ACCOUNTING
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: The course will provide an overview of the institutional foundations of accounting through a study of the historical evolution of accounting standards, disclosure regulations, and securities laws, and the academic foundations of accounting through a study of the capital market and contracting roles of accounting as well as the economic effects of financial reporting on the broader economy.

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, Laboratory, Lecture, Seminar, Independent Study
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 PMBA 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 PMBA 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 PMBA 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 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 PMBA 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: In this practically oriented, theoretically grounded course, students learn core marketing concepts through the completion of integrative case studies and interactive class discussion. Specifically, students learn how to apply strategies and tactics related to assessing market fundamentals as well as developing and implementing marketing strategy (e.g. developing a quantitative forecast to support a new product launch decision, preparing a pricing/cost analysis to support a distribution channel partnership decision).

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 PMBA or XMBA programs. Enrollment is limited to Graduate 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 increase role for data analysis as an aid to business decision-making. This 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. Enrollment is limited to Graduate or Graduate Quadmester level students.
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
Restrictions: Enrollment is limited to Graduate or Graduate Quadmester level students.
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. Mutually Exclusive: Cannot register for MGMP 601 if student has credit for BUSI 401.

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 discounted cash flows (DCF) and residual operating income valuation (ROPI). Mutually Exclusive: Cannot register for MGMP 602 if student has credit for BUSI 401.

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. Graduate or Graduate Quadmester level students may not enroll.
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 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. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: 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 is limited to Graduate or Graduate Quadmester level students.
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: 3
Restrictions: Repeatable for Credit.
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 devoted 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, Laboratory, Lecture, Seminar, Independent Study
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. Enrollment is limited to Graduate level students.
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 of 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. Graduate or Graduate Quadmester level students may not enroll.
Course Level: Graduate

MGMP 701 - COMMUNICATION I ILE
Short Title: COMMUNICATION I 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: Internal and Interpersonal Communications Students discuss and practice effective ways to communicate both within and organization and one-on-one. Content includes analyzing pitfalls of hierarchical communication; listening skills; productive vs. unproductive feedback, etc. 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. Enrollment is limited to Graduate or Graduate Quadmester level students.
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. Enrollment is limited to Graduate or Graduate Quadmester level students.
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, WMBA 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: Standard Letter
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 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.

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.
MGMW 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 WMBA program. Enrollment is limited to Graduate level students.
Course Level: Graduate
Description: Financial statements are a key source of information about the economic activities of a firm. This course addresses the construction and interpretation of financial statements. The goal of the course is not to train you to become an accountant. Rather, the course should equip you to become an informed user of financial statement information. Because annual reports are somewhat formidable, we will study how firms present the information for various accounts in their financial statements, including the footnotes. By the end of the course, you should have a basic understanding of financial statements and the ability to use them for decision making. Fulfillment of these objectives involves acquiring several skills. The course will emphasize (i) gaining familiarity with the types of transaction firms engage in, (ii) the mapping of transactions into accounting numbers, (iii) understanding the accounting-related choices that managers have for transactions and the rationale behind the various methods, (iv) developing fluency in accounting terminology, and (v) appreciating the complexity of accounting due to the (often considerable) discretion and judgment involved in choosing among alternative accounting methods, making estimates, and disclosing information in financial statements.

MGMW 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 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.

MGMW 510 - ORGANIZATIONAL BEHAVIOR
Short Title: ORG. BEHAVIOR
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: Issues involving power and influence, norms and values, and incentives and rewards shape individual and group behavior in organizations. Throughout your work life, you have accrued a number of experiences and insights concerning the “human” side of management. In this course, we will discuss your experiences, evaluate and interpret them, and develop a toolkit that will further enhance your ability to make effective decisions, motivate and lead employees, and understand the processes underlying social interaction in organizations.

MGMW 511 - ORGANIZATIONAL CHANGE
Short Title: ORGANIZATIONAL CHANGE
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: Over the course of your life you have already encountered—and will continue to encounter—the need to lead change or, at a minimum, adapt to change. Chances are good that you already do an adequate job navigating change and may have experienced satisfactory or even better-than-expected results. However, by applying frameworks that elevate your abilities beyond the “common sense” level of performance, you can markedly improve the degree and/or frequency of your success. The primary goal of this course is to help you become an effective leader of organizational change. In this very brief class, you will learn, discuss and put into action an important framework for managing organizational change. Your 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.

MGMW 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 WMBA program. 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 W MBA 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. 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 W MBA 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 W MBA 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 W MBA 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 W MBA program.  
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 WMBA program. 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.
MGMW 597 - ICE ILE
Short Title: ICE 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. Enrollment is limited to Graduate or Graduate Quadmester level students.
Course Level: Graduate
Description: 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.

MGMW 677 - SPECIAL TOPICS
Short Title: SPECIAL TOPICS
Department: Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum, Laboratory, Lecture, Seminar, Independent Study
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.

MGMW 700 - 2ND YEAR IMMERSION
Short Title: 2ND YEAR IMMERSION
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 or Graduate Quadmester level students.
Course Level: Graduate
Description: Repeatable for Credit.

MGMW 701 - COMMUNICATIONS
Short Title: COMMUNICATIONS
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
Course Type: Lecture
Credit Hours: 0.75
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: In this course students will explore current topics in business communications. The course applies theory and research in business communications to everyday business communication practice. Individual sessions focus on the following issues: Internal Corporate Communications and Web 2.0; Crisis Communications; Cross-Cultural Communications; Interpersonal Communications in Business. Students will be expected to conduct research, analyze case studies, and present their findings. The course strives to teach knowledge and skills immediately applicable to solving business communication problems in the 21st century workplace. Repeatable for Credit.

MGMW 706 - LEADERSHIP
Short Title: LEADERSHIP
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: 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).

MGMW 709 - NEGOTIATIONS
Short Title: NEGOTIATIONS
Department: Management
Grade Mode: Satisfactory/Unsatisfactory
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: 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.
MGMW 798 - STRATEGIC MANAGEMENT SIMULATION
Short Title: STRATEGIC MGMT SIMULATION
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 goal of MGMW 798: First Year Capstone Course is to deliver an applied learning educational experience that provides broad functional and foundational coverage of first year MBA core courses. In order to be successful, students must be able to demonstrate the following: (1) integrating concepts across business functional areas, (2) articulating value and solicit buy in for their plan internally and externally, and (3) demonstrating results from a strategic plan.

MGMW 799 - CAPSTONE CONSULTING PROJECT
Short Title: CAPSTONE CONSULTING PROJECT
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: The PMBA Capstone course is a comprehensive, real-world strategic planning course with a unique twist to challenge student teams — they work with a non-corporate, Houston-based, community organization. Students 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.

Description and Code Legend
Note: Internally, the university uses the following descriptions, codes, and abbreviations for this academic program. The following is a quick reference:

Course Catalog/Schedule
- Course offerings/subject code for Business: BUSI
- Course offerings/subject code for Management: MGMT
- Course offerings/subject code for Management Integrated Course Offering: MICO
- Course offerings/subject code for Master of Accounting: MACC
- Course offerings/subject code for MBA for Professionals-Evening: MGMP
- Course offerings/subject code for MBA for Professionals-Weekend: MGMW

Department Descriptions and Codes
- Business: BUSI
- Management: MGMT

Undergraduate Degree Description and Code
- Bachelor of Arts degree: BA

Undergraduate Major Description and Code
- Major in Business: BUSI

Undergraduate Major Concentration Descriptions and Codes
- Major Concentration in Finance: BFNC
- Major Concentration in Management: BMGT

Undergraduate Minor Descriptions and Codes
- Minor in Business: BUSI
- Minor in Entrepreneurship: ENTR

Graduate Degree Descriptions and Codes
- Master of Accounting degree: MAcc
- Master of Arts degree: MA
- 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 (MA and PhD degrees): BUSP

Graduate Major Concentration Descriptions and Codes
- Major Concentration in Accounting: BACT (for both the MBA degree, full-time program and PhD degree)
- 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 (for both the MBA degree, full-time program and PhD degree)
- Major Concentration in Health Care: BHCN (MBA degree, full-time program)
- Major Concentration in Marketing: BMKT (for both the MBA degree, full-time program and PhD degree)
- 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 (for both the MBA degree, full-time program and 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): XMBPA
- Degree Program Option - Professional, Weekend (MBA degree only): WMBA

CIP Code and Description ¹
- ACCO Major/Program: CIP Code/Title: 52.1399 - Management Sciences and Quantitative Methods, Other
- BUSM Major/Program: CIP Code/Title: 52.1399 - Management Sciences and Quantitative Methods, Other
• **BUSP** Major/Program: CIP Code/Title: 52.0201 - Business Administration and Management, General

• **MGMT** Major/Program: CIP Code/Title: 52.1399 - Management Sciences and Quantitative Methods, Other

• **BACT** Major Concentration: CIP Code/Title: 52.0301 - Accounting

• **BENR** Major Concentration: CIP Code/Title: 52.0299 - Business Administration, Management and Operations, Other

• **BENT** Major Concentration: CIP Code/Title: 52.0701 - Entrepreneurship/Entrepreneurial Studies

• **BFIN** Major Concentration: CIP Code/Title: 52.0801 - Finance, General

• **BFNC** Major Concentration: CIP Code/Title: 52.0899 - Finance and Financial Management Services, Other

• **BHCR** Major Concentration: CIP Code/Title: 51.0701 - Health/Health Care Administration/Management

• **BMGT** Major Concentration CIP Code/Title: 52.0201 - Business Administration and Management, General

• **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: 52.0201 - Business Administration and Management, General

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

• **ENTR** Minor: CIP Code/Title: 52.0701 - Entrepreneurship/Entrepreneurial Studies

* 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.

Classification of Instructional Programs (CIP) 2020 Codes and Descriptions from the National Center for Education Statistics: [https://nces.ed.gov/ipeds/cipcode/](https://nces.ed.gov/ipeds/cipcode/)