EXECUTIVE PROGRAMS (6750)

6750:620. Corporate Financial Reporting. (2 Credits)
An introduction to Generally Accepted Accounting Principles (GAAP) and an overview of the construction of financial statements and their use in business decision making.

6750:621. Managerial Accounting for Decision Making. (3 Credits)
Prerequisite: 620. This course will discuss the functional-based managerial accounting system as well as activity- and strategic-based systems used in the U.S., Germany and Japan, providing flexibility and depth of understanding of concepts and methods of management accounting.

Introduction to financial principles needed for effective managerial decision making.

6750:642. Law for Competitive Advantage. (2 Credits)
Explores the interaction of public and private law within the business environment and examines business decision making in that context.

6750:645. Financial Strategy in Modern Business. (3 Credits)
Prerequisites: 641, 652. Explores problems faced by the financial manager through identification, analysis, and evaluation of financial resources and strategies consistent with firm goals and shareholder value.

6750:650. Managing People in Organizations. (2 Credits)
This course covers the management of people, including motivation and rewards, relationships, teams, power and politics, decision making, and organization design.

6750:651. Data Driven Decision Making for Managers. (2 Credits)
Topics include descriptive statistics, estimation, hypothesis testing, simple and multiple regression. Skills provided include familiarity with statistical software, using statistical analysis to support business decisions, and case analyses.

6750:652. Information Systems for Management. (2 Credits)
An introduction to current practice in the management of information in the organization from an executive management perspective.

6750:655. Management of Operations. (3 Credits)
Prerequisites: 650, 651, 652. An investigation of the issues directly related to the management of operations at the strategic, tactical and operational levels of the organization.

An overview of key marketing practices and processes and their role in developing marketing programs that exceed customer expectations.

6750:665. Marketing Strategy. (3 Credits)
Strategies marketing managers use to create competitive advantage through marketing tactics to consumer behavior, new product strategy, market segmentation, product positioning, promotion, and business to business collaboration.

The course provides an analysis and understanding of the micro/macro political, economic and cultural forces impacting business decision-making and resource allocation of firms operating in a global market.

6750:675. Leadership, Diversity and Responsibility for Executives. (2 Credits)
Prerequisite: 650. Explores the issues of leadership and influencing employees with particular emphasis on dealing with increased diversity in the workplace and making ethical decisions in organizations.

6750:695. Global Strategic Management. (3 Credits)
Prerequisites: 621, 645, 655, 665. This course integrates the core concepts of business and emphasizes strategic management with a global perspective. Provides insights into the nature of strategy and approaches that may be used by organizations to achieve competitive advantage.