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.

6750:641 Fundamentals of Financial Principles (2 Credits)
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.

6750:660 Marketing Practices and Customer Satisfaction (2 Credits)
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.

6750:670 Global Business Market Analysis and Resource Allocation (2 Credits)
The course provides an analysis and understanding of the micro/macroeconomic, economic and cultural forces impacting business decision-making and resource allocation of firms operating in a global market.