

## Module Descriptions

**LEADERSHIP & TEAM DEVELOPMENT** Offers an introduction to, and an overview of, the concepts of Leadership and Team Development. This module will provide a framework and rationale for the team/cohort learning model in an organizational context. Emphasis is placed on the application of concepts to real managerial problems and issues. This module will use a combination of conceptual and practical approaches, lectures, discussions, case studies, and group exercises.

**COMMUNICATIONS** This module blends research, theory and practice in the art of effective team communication, presentation and facilitation skills, team dynamics, and written skills to create a dynamic contribution to the overall effectiveness of any organization. Each student comes to this course with expertise and experience; this module will reinforce individual strengths, identify areas of growth and set goals for development in the cohort as well as the workplace.

**HUMAN BEHAVIOR & ORGANIZATION** This is an introductory course on human behavior in the organizational setting. The focus of this module will encompass three levels of organizational behavior analysis: the individual, the group, and various modern organizational systems. There are two major goals: to provide students with a basic grounding in the most important principles in managing the human asset in organizations and to work to develop job relevant knowledge skills. The material covered will be applicable to a wide range of organizations and students should also find topic areas relevant to daily life.

**THE BUSINESS FIRM** The objective of this module is to provide an overview of today's business environment. The overview should help construct a foundation that can be built upon in future modules and the work environment. Topical coverage will be broad, and include Organization of a Business, Business Environment, Management, Managing Employees, Marketing, and Financial Management. The application of this module to current events and the work environment is a desired outcome. Since the world of business is in a constant state of change, this module will rely on the student's ability to think conceptually and offer insights regarding future business opportunities.

**MANAGING ORGANIZATIONS** This module is designed to expand on the concepts presented and to understand why management is vital to the success of the organization. Students will better understand the functions and systems associated with sound management. Effectiveness and efficiency will be stressed,

providing the venue for improving decision making skills and critical analysis. Students in this module will be required to choose an organization and, along with this organization, plan, organize, lead, and control a project that produces "real" results. This course will force students to have a complete understanding of managerial theory and apply this material in a practical and effective method.

**ACCOUNTING FOR MANAGERS** This module is designed to help students use accounting information in the workplace. The course will not focus on rules of debits and credits nor the official preparation of accounting records like journals and ledgers; instead it will focus on understanding and use of financial information for planning business strategy. Decision making, evaluation of process improvements and performance, interpretation of corporate and annual reports, and recognition of internal control systems will be the materials presented in this module.

**STATISTICAL DECISION MAKING** The basic understanding of statistics and its application to business situations will be the objective of this module. Topics such as descriptive statistics, estimation, hypothesis testing, and regression analysis will be explored in depth in order to provide a useful understanding of how these topics affect today's business environment and decision making. Microsoft Excel will be used throughout the course.

**MANAGERIAL ECONOMICS** Basic principles of economics at both the macro and micro levels will be explored. Topics of supply and demand, national income accounting, monetary and fiscal policies, business cycles, money and banking, interest rate determination, market structure, elasticity, international trade policy, and budget deficit are among the long list of topics discussed in this module. A high level of student interaction will be expected. The course is taught using practical materials that provide a better understanding and use of secondary data to make interpretations regarding future business environmental forecasts.

**THE GLOBAL ECONOMY** This module is about theory of international trade, balance of payment, global business, foreign exchange markets, regional economic integration, and markets. Students will have the opportunity to discuss several cases to understand the complexity of today's global economy. While the marketplace is growing and global competition is the norm, this



module provides the opportunity for students to evaluate current situations and, with the inclusion of a global competitive presence, make sound financial investments for the future. This module requires that students observe the world around them and explain how local decisions affect the world.

**MARKETING MANAGEMENT** This module will provide students with a solid foundation of marketing principles. Real world examples will abound, and students will be required to draw from their own experiences to further develop effective and efficient methods for improved marketing opportunities. The core essentials of product, place, promotion, and price will reach higher levels when theory and experience is combined to produce new and innovative methods and procedures. Creativity and logic will be demonstrated as a winning combination to achieve profitability and knowledge attainment.

**INFORMATION SYSTEMS** Understanding information systems is central to managing in an information age. Approaches to studying information systems can be technical and managerial; we will cover technical aspects of information systems, and we will use a managerial frame of reference. This module will focus on how information systems are changing the way we work and the way business functions. Key issues that will be covered in this module include: strategic use of information, ethical issues related to information systems and information technology, technical issues relating to computers, software, databases, and networks, electronic commerce and information security.

**OPERATIONS & QUALITY** In this module, students will focus on managing operations and quality, the problems operations managers face, and the approaches that operations managers use. Firms are realizing the tactical and strategic benefits that accrue by paying more attention to operations and quality. Students will become better acquainted with the operations function and the key issues that it faces. Discussions will include development of a better understanding of how quality issues relate to the process of producing goods and delivering services, and an understanding of some of the analytical methods and organizational processes firms use to manage operations and quality.

**FINANCIAL ANALYSIS & RISK MANAGEMENT** An introduction to basic financial concepts: valuation techniques, the relationship between risk and return, and the workings of U.S. capital markets. This module will enable students to broaden their financial knowledge by blending the concepts and applications to better understand the risks involved in the venture. Also, projects dealing with capital budgeting, financial statements and portfolio management will be presented. The understanding of materials covered in this module is an essential part of the business concentration and will aid in the completion of the capstone project.

**SOCIAL RESPONSIBILITY** This module will help students determine the right and wrong ways to behave towards others, the proper and improper actions to take regarding others and how to analyze and make fair or unfair decisions. Organizations, as social institutions, face complex ethical problems due to rapid economic changes and global competition. Students will explore best practices to handle situations where ethics might come under question.

**CORPORATE STRATEGY** Because of day-to-day crises and pressures, organizations often struggle to set aside time to create a common future and plan to attain it. This module provides an overview of the strategic visioning process as it applies to organizations. Included in this module will be working definitions of mission, vision, core values, philosophy, objectives and strategic plans. There will be discussion of the integration of planning and implementation so that the student will walk away with critical thinking and planning skills.

**MULTIDISCIPLINARY PROJECT (CAPSTONE)** Utilizing their knowledge from the previous modules, students will create a case study from a selected organization. This case must uncover one main problem for the organization and provide viable and supported solutions to help create a better situation for the organization. The main part of this capstone is that each team presents a rich enough case that the reader will, with a fair amount of certainty, be provided with enough information to allow them the opportunity to solve the case using methods and techniques gained from business knowledge and experience.