

MSB Fall 2023 Course Schedule

Course (credits)	Meeting Pattern	Time	Class #	Course Title	Instructor
BUS 502 (3)	Tu/Th	1:10 - 2:25pm	2020	Accounting/Financial Analysis	Cannizzaro
Provides a firm foundation in accounting - the language of business - to help understand and use the results in financial reporting and managerial decision-making. The accounting process entails the recording of financially measurable events in the life of a business, reporting of those events to outside stakeholders (investors, creditors, regulators, employees), and analyzing accounting information for individual proposals (e.g. make to buy, profit planning, etc.) Emphasis is placed on interpreting financial data and learning financial statement analysis through real business world situations.					
BUS 503 (3)	Th	2:40 – 5:10 pm	2021	Quantitative Methods for Decision Making	Seegers
Introduces statistical analysis, applied specifically to business decision-making (including probability theory, sampling estimation, inference, and hypothesis testing) and provides tools and practice in communicating the results of such analysis clearly and effectively in a business context.					
BUS 504 (3)	W	5:10 – 7:40 pm	2022	Integrated Marketing	McHie
Explores managerial policies, strategies, and decisions regarding products/services, pricing, promotions, and distribution. The course examines major variables, both internal and external to the firm, which mutually interact and influence marketing decisions, and their impact on the human person and society. Other topics include market analysis, new product development, implementation of marketing programs, and marketing ethics.					
BUS 506 (2)	M (10/16- 12/11)	5:10 - 7:00 pm	2043	Excel in Data Analysis	Rensch
This course is designed to provide an intensive and applied approach to data analytics through Excel. The two prongs to the course are 1) a common set of topics that will deliver essential Excel skills and best practices to the entire class, and 2) provide customized learning and application for data analysis through Excel. Each class will begin with a teaching module that provides a foundation of concepts and skills. In the second part of each class, individuals or teams will discuss specific data questions and problems with the instructor to implement concrete solutions for applications.					
BUS 507 (2)	M (8/28-11/6)	2:10 - 4:40 pm	2073	Professional Sales & Negotiations	Weber
Sales is a lucrative vocation that focuses on solving a customer's problems. Students will learn how to successfully match the selling process with a decision maker's buying process. Many different types of sales to be explored including Tech Sales, Financial, Business Development and more. No matter your chosen career or industry, negotiation is a key skill for any leader. Using case studies, facilitated discussions, and role-play, you'll learn a better way to negotiate. Based on Harvard's renowned Program on Negotiation, you will learn a proven method for reaching mutually beneficial agreements - not only with customers, vendors and colleagues, but in your personal life as well.					
Bus 508	M (8/28- 10/2)	5:10-7:00	5025	Business Workshop I	TBD
Business Workshop I includes lectures, seminars, and presentations on specific business skills that will enhance the students' opportunity for job placement after graduation. These skills include, but are not limited to, marketing communication, business writing, business presentations, and virtuous leadership.					
Bus 509	M (11/13- 12/11)	2:10-4:40	5026	Business Workshop II	TBD
Business Workshop II continues to provide MSB students with lectures, seminars, and presentations on specific business skills that will enhance the students' opportunity for job placement after graduation. These skills include, but are not limited to, marketing communication, business writing, business presentations, and virtuous leadership.					
BUS 512	Th	5:20-7:00	2023	Leadership as Service	Seegers
Successful business executives will conduct periodic interactive seminars relating their personal experiences in observing and practicing leadership traits. Each speaker will address one of the virtues that successful business people must embrace. This series will allow the student access to people otherwise not available to them.					
BUS 513 (2)	W (10/4-12/6)	2:10-4:40 pm	2024	Business Research Methods	Bonetti
This course prepares students for their Field Team Study capstone project in the spring. Provides an understanding of the methods and technologies used in designing and conducting market studies, including data mining, competitive analysis and proprietary market/consumer research. Guidelines for ethical research conduct are integrated throughout the course.					
BUS 517 (3)	Tu	2:40 – 5:10 pm	2025	Operations Management	Seegers
OM is about designing, managing, and improving the processes by which businesses operate. This course will focus on how to make the organization execute effectively and efficiently at every level of the organization. The overall goal of Operations Management is to delight customers and generate profits for reinvestment into the business.					
BUS 598	W (8/30- 9/27)	2:10 – 4:40 pm	2026	Career Strategy	Prickel
Career Strategy will meet across both semesters and is designed to teach graduate students how to get the most value out of their internships and secure employment upon graduation. Includes career self-assessment skills, resume and cover letter writing skills, interviewing skills, how to build a professional network, how to develop and execute an internship search strategy that includes creating potential employer target lists, utilizing networking and online job search resources, developing a corporate persona, and transitioning into the corporate world post-graduation.					