

# Master of Science in Business

## Fall 2020 Course Schedule

Course (credits)	Meeting Pattern	Time	Course #	Course Title	Faculty
<b>MSB 502 (3)</b>	<b>M/W</b>	<b>5:10 -6:25 pm</b>	<b>5531</b>	<b>Accounting &amp; Financial Analysis</b>	<b>M. Tirannanzi</b>
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.					
<b>MSB 503 (3)</b>	<b>Tu/Th</b>	<b>2:10 – 3:25 pm</b>	<b>5532</b>	<b>Quantitative Methods for Decision Making</b>	<b>H. Seegers</b>
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.					
<b>MSB 504 (3)</b>	<b>M/W</b>	<b>2:10 - 3:25 pm</b>	<b>5533</b>	<b>Integrated Marketing</b>	<b>S. McHie</b>
Explores managerial policies, strategies, and decisions regarding products/services, pricing, promotions, and distribution. The course is integrated across two semesters with Business Research Methods. We follow the course of an integrated marketing plan from the identification of a business problem through research, ideation, development, execution and finally measurement. Through every phase of the course we will examine the impact on the human person and society.					
<b>MSB 510 (1)</b>	<b>Tu (8/25 – 10/6)</b>	<b>5:10– 6:50 pm</b>	<b>5534</b>	<b>Professional Sales Management</b>	<b>M. Weber</b>
Students will learn how to successfully match the selling process with a decision maker’s buying process.					
<b>MSB 512 (1)</b>	<b>Th</b>	<b>5:30 – 7:00 pm</b>	<b>5535</b>	<b>Leadership as Service</b>	<b>S. McHie</b>
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 one credit hour series will allow the student access to people otherwise not available to them.					
<b>MSB 513 (1)</b>	<b>M (10/28 – 12/2)</b>	<b>3:40 – 4:55 pm</b>	<b>5536</b>	<b>Business Research Methods</b>	<b>B. Hoyt</b>
This course is initiated in and carries over from MSBA 504 in the fall in order to prepare students for their Field Team Study capstone project. Provides understanding of the methods and technologies involved in designing and conducting market studies, including data mining, competitive analysis and proprietary market/consumer research. Guidelines for ethical research conduct are integrated in all aspects of the course.					
<b>MSB 517 (3)</b>	<b>Tu/Th</b>	<b>3:40 – 4:55 pm</b>	<b>5537</b>	<b>Operations Management</b>	<b>H. Seegers</b>
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.					
<b>MSB 522 (1)</b>	<b>Tu (10/20 – 12/1)</b>	<b>5:10 – 6:50 pm</b>	<b>5538</b>	<b>Negotiation for Business</b>	<b>P. McGlynn</b>
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.					
<b>MSB 598 (2)</b>	<b>M (8/24– 10/26)</b>	<b>3:40 – 4:55 pm</b>	<b>5539</b>	<b>Career Strategy</b>	<b>M. Conroy</b>
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.					