

Master of Science in Business

Fall 2021 Course Schedule

Course (credits)	Meeting Pattern	Time	Course #	Course Title	Faculty
MSB 502 (3)	Tu/Th	5:10 -6:25 pm	4303	Accounting & Financial Analysis	M. Tirinnanzi
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.					
MSB 503 (3)	Th	2:10 – 4:40 pm	4304	Quantitative Analysis & Communication	H. 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.					
MSB 504 (3)	W	5:10 – 7:40 pm	4305	Integrated Marketing	S. 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.					
MSB 510 (2)	M (8/30 – 10/4)	2:10 – 4:40 pm	4306	Professional Sales Management	M. Weber
Understand the different types of sales functions. How to plan, organize, and lead a sales team. The role and function of the sales manager will be examined including sales force size and organization, hiring, training, compensating and evaluating salespeople.					
MSB 512 (1)	Th	6:40 – 7:55 pm	4307	Leadership as Service	D. Bottegal
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.					
MSB 513 (1)	W (10/27 – 12/1)	2:10 – 4:40 pm	4308	Business Research Methods	B. Hoyt
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.					
MSB 517 (3)	Tu	2:10 – 4:40 pm	4309	Operations Management	H. 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.					
MSB 522 (1)	M (11/8– 12/6)	5:10 – 7:40 pm	5517	Negotiation for Business	P. McGlynn
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.					
MSB 598 (2)	W (9/1– 10/13)	2:10 – 4:40 pm	4310	Career Strategy	M. Conroy
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.					



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