The College of Business is accredited by AASCB International - the Association to Advance Collegiate Schools of Business. Graduate degree programs offered by the college include the Master of Business Administration, the Master of Science in Accounting and Information Analysis, the Master of Science in Applied Economics, the Master of Science in Management, and the Ph.D. in Business and Economics. Interdisciplinary degree programs (http://catalog.lehigh.edu/coursesprogramsandcurricula/interdisciplinarygraduatestudyandresearch) are offered through partnerships with other colleges: P.C. Rossin College of Engineering and Applied Science - Master of Business Administration and Engineering; P.C. Rossin College of Engineering and Applied Science and the College of Arts and Sciences-Master of Science in Financial Engineering; College of Education-Master of Business Administration and Educational Leadership.

Courses for the programs are taught by faculty from the Accounting (http://catalog.lehigh.edu/coursesprogramsandcurricula/businessandeconomics/accounting/#faculty), Data and Technology Analytics (DATA), Economics (http://catalog.lehigh.edu/coursesprogramsandcurricula/businessandeconomics/economics/#faculty), Finance (http://catalog.lehigh.edu/coursesprogramsandcurricula/businessandeconomics/finance/#faculty), Management (http://catalog.lehigh.edu/coursesprogramsandcurricula/businessandeconomics/management/#faculty), and Marketing (http://catalog.lehigh.edu/coursesprogramsandcurricula/businessandeconomics/marketing/#faculty) departments.

GRADUATE DEGREES IN BUSINESS ADMINISTRATION AND ECONOMICS

Candidates for admission to graduate study in the College of Business must provide the results obtained in the Graduate Management Admissions Test (GMAT) for the degree in accounting and information analysis. The GMAT or the Graduate Record Examination general test (GRE) must be submitted for degrees in business administration, analytical finance, economics, and management. International applicants are required to take the Test of English as a Foreign Language (TOEFL) or the International English Language Testing System (IELTS) for admission to the program. Please consult with your program of choice to determine which English tests are appropriate for submission.

MASTER OF BUSINESS ADMINISTRATION

Lehigh MBA programs provide rich learning experiences for students. The College of Business offers two MBA programs: the One Year Full-Time MBA program (1-MBA) and the Flex MBA program.

ONE YEAR FULL-TIME MBA PROGRAM

1-MBA Mission Statement

The One Year Full-Time MBA Program (henceforth 1-MBA) develops and positions students for organizational and career success as strategic thinkers in an environment that seeks solutions beneficial to business and society. In a 12-month program format, it provides not only a rigorous and comprehensive coverage of fundamental business principles but also helps students use an integrated framework for addressing large, multi-stakeholder organizational challenges. Students in the 1-MBA program will apply their learning in a year-long consulting practicum experience, where students will learn about the consulting mindset and translate this, along with their other MBA coursework, into C-level consulting engagements with real companies. 1-MBA students also have opportunities for extensive networking with peers, alumni, experienced executives, faculty, and coaching professionals.

The One Year Full-Time MBA Program (henceforth 1-MBA) is designed for individuals who already have at least two years of work experience and wish to either pivot their careers into a business-related area which may not be in their previous field of employment or accelerate their career within their chosen field. This MBA program is designed to accommodate those from non-business related fields, as well as students whose undergraduate major is in business but who may want to change their focus, such as from finance to marketing.

The 1-MBA program, which starts each summer, is a cohort-based, lockstep program initially to develop core knowledge of functional areas and team building. These courses emphasize a stakeholder perspectives approach. A consulting practicum provides students with substantive and practical hands-on experience. The final part of the program emphasizes building domain expertise via electives and a focus on data analytics and leadership. Another feature is a dedicated coaching team consisting of a professional staff member, an alumnus, and a faculty member.

The program offers general elective course work or a concentration in Business Analytics.

Program Requirements

The following are pre-requisites for students prior to arrival on campus to begin the program:
1. Calculus knowledge as evidenced by an acceptable grade in a college-level calculus class
2. English proficiency (for international students) as evidenced by a high TOEFL or IELTS score and via interviews by the admissions committee
3. Economics knowledge as evidenced by an acceptable grade in a college-level elementary economics course
4. Acceptable grades in Approved Online Tests as determined by program faculty, such as (a) Quantitative Methods, (b) Statistics, (c) Excel

ONE-YEAR FULL-TIME MBA PROGRAM, GENERAL (MAJOR: BUSINESS ADMINISTRATION)

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Semester</td>
<td>PMGT 409</td>
<td>Project Management Fundamentals</td>
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<tr>
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<td>MBA 440</td>
<td>Quantitative Methods</td>
<td>3</td>
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<td></td>
<td>MBA 441</td>
<td>Professional Development</td>
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<tr>
<td></td>
<td>Societal Shifts I</td>
<td></td>
<td>2</td>
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<td></td>
<td>Orientation (Non-credit requirement)</td>
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<tr>
<td>Fall Semester</td>
<td>MBA 451</td>
<td>Accounting 1-MBA</td>
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<tr>
<td></td>
<td>MBA 452</td>
<td>Economics and Markets 1-MBA</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td>MBA 453</td>
<td>Finance 1-MBA</td>
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<tr>
<td></td>
<td>MBA 454</td>
<td>Management - OB/HR 1-MBA</td>
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<tr>
<td></td>
<td>MBA 455</td>
<td>Marketing 1-MBA</td>
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</tr>
<tr>
<td></td>
<td>Module II (7 weeks)</td>
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<td></td>
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<tr>
<td></td>
<td>Stakeholders Perspective</td>
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<td>MBA 465</td>
<td>Strategy 1-MBA</td>
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<td>MBA 461</td>
<td>Financial Claimants 1-MBA</td>
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<td>MBA 462</td>
<td>Government &amp; Society 1-MBA</td>
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<td>MBA 463</td>
<td>Suppliers and Customers 1-MBA</td>
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<td></td>
<td>MBA 464</td>
<td>Employees 1-MBA</td>
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<tr>
<td></td>
<td>Module III (14 weeks)</td>
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<td></td>
<td>MBA 441</td>
<td>Professional Development</td>
<td>1</td>
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<td></td>
<td>Consulting Practicum I</td>
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<tr>
<td>Winter Intersession</td>
<td>Integrating Societal Shifts</td>
<td>4</td>
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<tr>
<td>Spring Semester</td>
<td>BIS 456</td>
<td>Business Analytics for Decision Making</td>
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</tr>
<tr>
<td></td>
<td>Consulting Practicum II</td>
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<td></td>
<td>Graduate Elective I</td>
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<tr>
<td></td>
<td>Graduate Elective II</td>
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<tr>
<td></td>
<td>Graduate Elective III</td>
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Summary of credit hours

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<tr>
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<th>Credits</th>
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<td>Summer Session</td>
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<td>Fall Semester</td>
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<tr>
<td>Winter Intersession</td>
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<td>Spring Semester</td>
<td>16</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>47</strong></td>
</tr>
</tbody>
</table>

ONE-YEAR FULL-TIME MBA PROGRAM, BUSINESS ANALYTICS (MAJOR: BUSINESS ANALYTICS)

**Summer Semester**

- PMGT 409 Project Management Fundamentals [3 credits]
- MBA 440 Quantitative Methods [3 credits]
- MBA 441 Professional Development [1 credit]
- Orientation (non-credit requirement) [2 credits]

**Fall Semester**

- Module I (7 weeks)
  - Functional Area Core Knowledge
    - MBA 451 Accounting 1-MBA [1.5 credits]
    - MBA 452 Economics and Markets 1-MBA [1.5 credits]
    - MBA 453 Finance 1-MBA [1.5 credits]
    - MBA 454 Management 1-MBA [1.5 credits]
    - MBA 455 Marketing 1-MBA [1.5 credits]
- Module II (7 weeks)
  - Stakeholders Perspective
    - MBA 456 Strategy 1-MBA [1.5 credits]
    - MBA 461 Financial Claimants 1-MBA [1.5 credits]
    - MBA 462 Government & Society 1-MBA [1.5 credits]
    - MBA 463 Suppliers and Customers 1-MBA [1.5 credits]
    - MBA 464 Employees 1-MBA [1.5 credits]
- Module III (14 weeks)
  - MBA 441 Professional Development [1 credit]
  - Consulting Practicum I [2 credits]

**Winter Intersession**

- Integrating Societal Shifts [4 credits]

**Spring Semester**

- BIS 456 Business Analytics for Decision Making [3 credits]
- Consulting Practicum [4 credits]
- Approved Graduate Business Analytics I Elective [3 credits]
- Approved Graduate Business Analytics II Elective [3 credits]
- Approved Graduate Business Analytics III Elective [3 credits]

**Summer Session**

- BIS 458 Data Management for Managers [3 credits]
- Approved Graduate Business Analytics IV Elective [3 credits]

**Summary of Credit Hours**

- Summer Session (entry) [9 credits]
- Fall Semester [18 credits]
- Winter Intersession [4 credits]
- Spring Semester [16 credits]
- Summer Session (last semester) [6 credits]
- **TOTAL** [53 credits]

Program Admission Requirements

Admission to the 1-MBA program will be based on standardized scores on the GMAT or GRE, college transcripts with undergraduate degree conferred, 2 recommendation letters, candidate essays, and interviews. Two (2) years of professional work experience is required. International students must show English proficiency as measured by the TOEFL or IELTS.

Further information about the 1-MBA Program may be obtained by contacting the Graduate Programs Office of the College of Business, Lehigh University, College of Business, 621 Taylor Street, Bethlehem PA 18015

phone: (610) 758-4386
email: mba.admissions@lehigh.edu (mbd.admissions@lehigh.edu)
https://cbe.lehigh.edu/academics/graduate/mba-one-year

FLEX MBA PROGRAM

Lehigh’s FLEX MBA curriculum is a fully integrated model which simulates the business environment in the classroom. Business issues are viewed and taught from the perspective of the firm as a whole rather than along departmental lines. FLEX MBA students acquire skills in leadership, managerial communication, and resource allocation coupled with a comprehensive understanding of complex domestic and global business issues. Due to the compact and integrated core, students have increased flexibility to tailor the program to their individual needs. Students may select a concentration in business analytics, corporate entrepreneurship, finance, international business, marketing, project management, or supply chain management or pursue a broader experience by selecting courses from a variety of disciplines. Students may only have one concentration.

The FLEX MBA program is available both on campus and online. Students may opt to attend class through both methods of delivery. FLEX MBA concentrations in business analytics, finance, international business, marketing, and supply chain management are currently available through online study.

FLEX MBA Mission Statement

The FLEX MBA program will further the development of organizational leaders and managers. This is accomplished by honing students’ knowledge, skills and abilities through a comprehensive and integrated core curriculum and customized concentrations designed to meet individual needs. The FLEX MBA program will also foster lifelong learning through continuing professional education programs.

Innovative Structure

Core Courses

- MBA 401 Introduction to the Organization and its Environment [2 credits]
- MBA 402 Managing Financial and Physical Resources [4 credits]
- MBA 403 Managing Information [4 credits]
- MBA 404 Managing Products and Services [4 credits]
- MBA 405 Managing People [4 credits]
- MBA 406 Integrative Experience [3 credits]

Electives

Select 15 credit hours of elective course work. Students may design an area of study in consultation with their advisor or select an area of concentration. Concentrations require the completion of 12 credit hours of the 15 credits required for elective course work. Students may also complete a maximum of six credit hours of electives outside the College of Business (but within Lehigh University) with proper approvals. All elective courses must be at the 400 level.

**Total Credits** [36 credits]

Business Analytics Concentration

Credits Required [12 credits]

- Directed Electives (6 credits)
  - BIS 458 Data Management for Managers [3 credits]
  - BIS 448 Predictive Analytics in Business [3 credits]
  - OR
  - BIS 456 Business Analytics for Decision Making [3 credits]

Choose 6 credits:

- BIS 452 Advanced Topics in Business Analytics [3 credits]

Lehigh University, College of Business, 621 Taylor Street, Bethlehem PA 18015

phone: (610) 758-4386
email: mba.admissions@lehigh.edu (mbd.admissions@lehigh.edu)
https://cbe.lehigh.edu/academics/graduate/mba-one-year
ECO 403 Econometric Software 3
GBUS 424 Advanced Topics in Financial Management 3
GBUS 466 Marketing Research and Analysis 3
MACC 430 Data Analytics for Accountants 3

**Corporate Entrepreneurship Concentration**

Credits Required 12
Select 12 credits from any of the following courses:

- GBN 401 Business Plan I 2
- GBN 402 Business Plan II 2
- GBN 403 Anatomy of Entrepreneurship 1
- GBN 404 Market Opportunity 1
- GBN 405 Intellectual Property 1
- GBN 406 Performing Due Diligence 1
- GBN 407 Startups & Pilots 1
- GBN 409 Financial Forecasting 1
- GBN 410 Financing Startups 1
- GBN 412 Going Public 1
- GBN 413 Integrative Experience/New Venture Internship 1-4
- GBN 414 Ventures in Brand Licensing 1
- GBN 415 Lehigh Silicon Valley 1-3
- GBN 492 Special Topics 1-3

**Finance Concentration**

Credits Required 12
Directed Electives (6 credits)

- GBUS 419 Financial Management 3
- GBUS 420 Investments 3
Choose 2 of 3 courses (6 credits)

- GBUS 424 Advanced Topics in Financial Management 3
- GBUS 426 Financial Markets and Institutions 3
- GBUS 473 International Finance 3

**International Business Concentration**

Credits Required 9
Select 9 credits from the following courses:

- GBN 473 International Finance 3
- GBN 475 Global Marketing Strategies 3
- GBN 492 Special Topics (Repeatable, includes immersion trips) 1-4

**Marketing Concentration**

Credits Required 12
Select 12 credits from the following:

- GBUS 460 Strategic Marketing Management 3
- GBUS 465 Creating Breakthrough Innovations 3
- GBUS 466 Marketing Research and Analysis 3
- GBUS 467 Sales Management 3
- GBUS 470 Marketing Communications Strategies 3
- GBUS 471 Strategic Brand Management 3
- GBUS 475 Global Marketing Strategies 3

**Project Management Concentration**

Credits Required 12
Directed Electives (7 credits)

- PMGT 409 Project Management Fundamentals
- PMGT 410 Project Requirements and Scope Management
- PMGT 411 Project Scheduling, Estimating & Budgeting
- PMGT 413 Project Risk Management
- PMGT 416 Decision Making and Ethics on Projects

Choose 5 credits:

- PMGT 412 Advanced Scheduling & Scheduling Tools
- PMGT 414 Managing Project Quality
- PMGT 415 Project Procurement & Negotiation
- PMGT 417 Project Leadership
- PMGT 418 Facilitation and Teamwork for Projects
- PMGT 419 Adaptive and Agile Project Management
- PMGT 420 Managing Projects for Innovation
- PMGT 421 Project Management Capstone

**Supply Chain Management Concentration**

Credits Required: 12
Directed Electives (9 credits)

- GBUS 432 Demand and Supply Chain Planning 3
- GBUS 450 Strategic Supply Management 3
- GBUS 453 Transportation and Logistics Management 3

Select 3 credits

- GBSU 447 Negotiation 3
- GBSU 456 Applied Supply Chain Models 3
- BIS 456 Business Analytics for Decision Making 3
- GBSU 492 Special Topics 1-4

**Prerequisites**

Students should have completed undergraduate courses in computer literacy, and principles of microeconomics and macroeconomics. The prerequisites of financial accounting and statistics may be completed after acceptance into the Flex MBA program.

The statistics prerequisite may be fulfilled by having taken a class within the past 5 years and receiving a “B” or better, by taking a proficiency exam administered through the College, or by enrolling in Basic Statistics for Business and Industry or equivalent. The Accounting prerequisite may be waived by enrolling in Financial Accounting for Managers and Investors at Lehigh or by taking a proficiency exam administered by the College.

If a student has no previous background in financial accounting or statistics, he/she is encouraged to take a course in the subject area. If a student has previously taken coursework but has not achieved a grade of “B” or the course has exceeded the time limit, self-directed learning and a proficiency exam may be appropriate.

The prerequisites of financial accounting and statistics must be completed before enrolling in MBA 402 Managing Financial and Physical Resources and/or MBA 403 Managing Information.

**Waiver Policy**

There are no waivers for courses in the Flex MBA Program.

**GMAT or GRE Scores**

All applicants are required to take the Graduate Management Admissions Test (GMAT) administered by Pearson Vue or the Graduate Record Exam (GRE) administered by the Educational Testing Service (ETS). Only GRE scores from the revised version taken after August 1, 2011 will be accepted.

**Work Experience**

Students are required to have a minimum of 2 years of full-time, professional work experience.

**International Students/TOEFL**

International students must have 16 years of formal education, including four years at the university level, to be considered for admission to Lehigh’s graduate programs. Applicants whose native language is not English are required to take the Test of English as a Foreign Language (TOEFL). For information, write or call the TOEFL
The MBA & Educational Leadership joint degree program offers students the opportunity to acquire a solid foundation in both business and education. Designed to develop the administrative skills required in today’s educational systems, the MBA/Ed. Leadership provides a framework where excellent education and sound business practices can flourish. The MBA/Ed. Leadership will provide an additional option for business students in educational leadership. The program will enhance the students’ marketability in private and public sector education while providing students with an understanding of the cultures of both business and education. Core courses from both colleges will ensure that recipients of the joint degree will bring to their future positions an extraordinary medley of skills to manage human and financial resources efficiently while employing expertise in instructional supervision and training in both education and corporate settings. This program of study will enhance training and skills for those currently in the area of business and financial management in the field of education. The Lehigh MBA and Educational Leadership degree is a joint, 45 credit hour program.

ADMISSION REQUIREMENTS

Applications need to be approved through both the MBA Program and the Educational Leadership program. Students are required to take the GMAT. Students must have at least 2 years of professional post graduate work experience to apply for this joint degree program.

Further information about the program may be obtained by contacting Dr. Floyd D. Beachum, Associate Professor, College of Education, 610-758-5955 or fdb209@lehigh.edu.
The Master of Science in Accounting and Information Analysis curriculum is designed to be flexible so that students may choose to concentrate their electives in a specific field, such as finance, or use them for breadth.

Students are encouraged to obtain an internship during the summer prior to beginning the program. The internship will complement the chosen concentration and provide an excellent practical framework to enrich the academic coursework experience.

Non-Accounting Majors

The M.S. in Accounting and Information Analysis program seeks applicants from a variety of academic backgrounds. Those with undergraduate business degrees in fields other than accounting often lack eighteen credits of background requirements in intermediate accounting, cost accounting, accounting information systems, fundamentals of federal income taxation and auditing. To the extent possible, applicants should take those courses during their undergraduate programs.

Applicants who do not have an undergraduate business degree will likely require two years to complete the program. The first year is devoted to background courses and the second to the graduate program itself.

Mission Statement

Lehigh University’s Master of Science in Accounting and Information Analysis provides a broad business education and the specialized coursework for a professional career in accounting. Graduates aspire to leadership positions at top-tier organizations in fields that include public accounting, corporate accounting, financial services, consulting, and information systems. Through this program, Lehigh continues a long tradition of providing accounting majors with the necessary educational requisites for licensure as certified public accountants within the United States and its territories. The program seeks only the best and the brightest applicants: motivated, dedicated to their studies, not afraid of challenges, possessing confidence, self-discipline, and the ability to articulate their ideas orally and in writing. The program continually pursues the excellence necessary to meet the standards of only the highest-quality educational institutions.

Core Program

The MSAIA core consists of eighteen credits in the courses shown below and thirty credits overall. Designed specifically for this program, and dedicated to it, these innovative courses seek to develop a set of skills and experiences not available in undergraduate programs, that will enhance MSAIA students’ ability to perform throughout their chosen careers. Core courses are offered once each academic year.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MACC 412</td>
<td>IT Auditing</td>
<td>3</td>
</tr>
<tr>
<td>MACC 413</td>
<td>The Corporate Financial Reporting Environment</td>
<td>3</td>
</tr>
<tr>
<td>MACC 424</td>
<td>Governance, Risk and Control</td>
<td>3</td>
</tr>
<tr>
<td>MACC 420</td>
<td>Fraud Examination and Forensic Accounting</td>
<td>3</td>
</tr>
<tr>
<td>MACC 427</td>
<td>Reporting and Auditing Fair Value Estimates</td>
<td>3</td>
</tr>
<tr>
<td>MACC 430</td>
<td>Data Analytics for Accountants</td>
<td>3</td>
</tr>
</tbody>
</table>

Electives

The MSAIA curriculum provides for twelve elective credits that students may use to specialize in an area of interest or to augment one’s general business education. Frequently-taken electives include graduate-level courses in predictive analytics, business information systems, taxation and business decisions, financial statement analysis, corporate financial management, investments, strategic supply management, managerial economics, and strategic marketing management.

Waiver Policy

There are no waivers for courses in the M.S. in Accounting and Information Analysis Program.

GMAT Scores

All applicants are required to take the Graduate Management Admissions Test (GMAT). GMAT scores have been averaging 670. A score of at least 600 and 50th percentile in the quantitative sections will improve the prospects for admission. Undergraduate students should take the exam in the senior year. To make an appointment to take the GMAT exam call 1-800-717-GMAT (4628) or by registering online at www.mba.com (http://www.mba.com). The GMAT is waived for Lehigh accounting majors.

President’s Scholars

President’s Scholars must meet normal admission standards.

International Students/TOEFL®

International students must have 16 years of formal education, including four years at the university level, to be considered for admission to Lehigh's graduate programs. Applicants whose native language is not English are required to take the Test of English as a Foreign Language (TOEFL®). For information, contact www.ets.org/toefl (http://www.ets.org/toefl). The MSAIA program features considerable student/faculty interaction in class. Very good English language skills are therefore highly important to success in the program. An internet-based TOEFL (IBT) of 105 will improve the prospects for admission. Admitted applicants typically are required to complete the English as a Second Language American Business English (ABE) program before beginning their graduate program.

Further information about the MSAIA program may be obtained by contacting the Graduate Programs Office of the College of Business, Lehigh University, 621 Taylor Street, Bethlehem PA 18015; phone: (610) 758-4386 email: business@lehigh.edu; or Professor David Hinrichs, Director, M.S. in Accounting and Information Analysis Program, phone: (610) 758-4674 email: dhin040@lehigh.edu. http://cbe.lehigh.edu/msaia

MASTER OF SCIENCE IN APPLIED ECONOMICS

The program requires 30 credit hours, typically completed in 16 months starting in the fall of one academic year and finishing in the fall of the subsequent year. Some students may complete the program in 12 months by taking extra courses in the fall and spring semesters and in the summer session.

Core Required Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>ECO 402</td>
<td>Managerial Economics</td>
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<td>ECO 403</td>
<td>Econometric Software</td>
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<td>ECO 412</td>
<td>Mathematical Economics</td>
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<td>ECO 415</td>
<td>Econometrics I</td>
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<td>ECO 417</td>
<td>Advanced Macroeconomic Analysis</td>
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Program Tracks - choose one of the two tracks below

A. Competition and Market Analysis

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>ECO 404</td>
<td>Applied Microeconometrics</td>
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<tr>
<td>ECO 447</td>
<td>Economic Analysis of Market Competition</td>
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Plus one of the following:

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<tr>
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<tr>
<td>ECO 431</td>
<td>Quantitative Market Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ECO 456</td>
<td>Industrial Organization</td>
<td>3</td>
</tr>
<tr>
<td>ECO 463</td>
<td>Topics in Game Theory</td>
<td>3</td>
</tr>
<tr>
<td>ECO 325</td>
<td>Consumer Insights through Data Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ECO 336</td>
<td>Antitrust, Regulation, and the New Economy</td>
<td>3</td>
</tr>
<tr>
<td>BIS 448</td>
<td>Predictive Analytics in Business</td>
<td>3</td>
</tr>
<tr>
<td>ECO 404</td>
<td>Applied Microeconometrics</td>
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</table>

B. Policy Economics

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<tbody>
<tr>
<td>ECO 425</td>
<td>Cost-Benefit Analysis</td>
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</tr>
<tr>
<td>ECO 440</td>
<td>Labor Economics I</td>
<td>3</td>
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</tbody>
</table>
### Master of Science in Management (M²)

The M.S. in Management (M²) is a nine-month program designed to build core business education onto the foundation of a liberal arts or scientific degree (such as engineering or nursing). M² prepares students with liberal arts or scientific undergraduate education to enter the workforce and ready to hit the ground running from day one. Eligible applicants are college seniors or recent (one year out) graduates without undergraduate business degrees or majors. Economics majors are welcome. College calculus is helpful but not mandatory for admission.

Students will have classes that include accounting, finance, statistics, management, economics, and marketing. The program is structured to provide classroom instruction in the fall and spring semesters. In addition, the program will include career exploration (such as trips to New York and Washington DC), and professional development (such as presentation skills and business etiquette). During the January intercession, students will have the opportunity to have an optional experiential engagement through internships, consulting projects, and/or international immersion experiences.

### Elective Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ECO 441</td>
<td>Labor Economics II</td>
<td>3</td>
</tr>
<tr>
<td>ECO 428</td>
<td>Electricity Economics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 460</td>
<td>Time Series Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ECO 303</td>
<td>Economic Development</td>
<td>3</td>
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<tr>
<td>ECO 311</td>
<td>Environmental Economics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 322</td>
<td>Competitor and Market Analysis</td>
<td>3</td>
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<tr>
<td>ECO 328</td>
<td>Electricity Economics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 336</td>
<td>Business and Government</td>
<td>3</td>
</tr>
<tr>
<td>ECO 339</td>
<td>International Trade</td>
<td>3</td>
</tr>
<tr>
<td>ECO 340</td>
<td>International Finance</td>
<td>3</td>
</tr>
<tr>
<td>ECO 345</td>
<td>Political-Economy of Iraq</td>
<td>3</td>
</tr>
<tr>
<td>ECO 353</td>
<td>Public Economics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 365</td>
<td>Business, Government, and Macroeconomic Policy</td>
<td>3</td>
</tr>
<tr>
<td>ECO 368</td>
<td>Health Economics</td>
<td>3</td>
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### Total Credits

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<tr>
<th></th>
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<tbody>
<tr>
<td>Elective Courses</td>
<td>6</td>
</tr>
</tbody>
</table>

### Program Requirements

Further information about the M² program may be obtained by contacting the Graduate Programs Office of the College of Business, Lehigh University, 621 Taylor Street, Bethlehem PA 18015, email: business@lehigh.edu; or Alyssa Clapp, Director, M.S. in Management Program, phone: (610) 758-2353, email: a (mtt4@lehigh.edu) lcb@lehigh.edu (alcb@lehigh.edu).

http://cbe.lehigh.edu/mseco

### DOCTOR OF PHILOSOPHY

Program Requirements

The Ph.D. program requires a minimum of 48 semester hours of study (including dissertation) beyond the master’s degree or 72 hours of study beyond the bachelor’s degree. Each student is required to choose one major field and one minor field of specialized study. Students must take core courses in microeconomics, macroeconomics, econometrics, and mathematical economics. Students must also take written, qualifying examinations in microeconomic theory and econometrics as well as an examination in their major field of study. As a condition for advancement to candidacy, a student must write an original third-year paper (the pre-dissertation research project) suitable for submission to a scholarly journal. The major fields of specialization normally available include, but are not necessarily limited to, health economics, labor economics, applied econometrics, applied macroeconomics, and industrial organization.

Under the guidance of a dissertation chairperson and committee, the candidate undertakes research culminating in a dissertation. The Ph.D. is awarded upon the successful completion of the doctoral dissertation and its oral defense.

Further information about the Ph.D. in Business and Economics Program may be obtained by contacting the Graduate Programs Office of the College of Business or the Director of the Ph.D. in Business and Economics Program, Lehigh University, College of Business, 621 Taylor Street, Bethlehem PA 18015.

Email: business@lehigh.edu

http://cbe.lehigh.edu/phd

### Professors

- Paul Brockman, PHD (Louisiana State University); Shin-Yi Chou, PHD (Duke University); James A. Dearden, PHD (The Pennsylvania State University); Mary E. Deily, PHD (Harvard University); Frank R. Gunter, PHD (Johns Hopkins University);
- Kathleen W. Hanley, PHD (University of Florida); Richard J. Kish, PHD (University of Florida); Judith A. McDonald, PHD (Princeton University);
- Matthew A. Melone, JD (University of Pennsylvania); Chad Meyerhoefer, PHD (Cornell University); Vincent G. Munley, PHD (State University of NY at Binghamton);
- George A. Nation, III, JD (Villanova University); Nandkumar Nayar, PHD (University of Iowa);
- Paul Brockman, PHD (Louisiana State University); Shin-Yi Chou, PHD (Duke University); James A. Dearden, PHD (The Pennsylvania State University); Mary E. Deily, PHD (Harvard University); Frank R. Gunter, PHD (Johns Hopkins University);
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### Business and Economics Graduate Programs and Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ACCT 442</td>
<td>Financial Reporting and Analysis</td>
<td>2</td>
</tr>
<tr>
<td>ACCT 444</td>
<td>Accounting for Decision Making</td>
<td>2</td>
</tr>
<tr>
<td>BIS 423</td>
<td>Management Information Systems</td>
<td>2</td>
</tr>
<tr>
<td>BIS 456</td>
<td>Business Analytics for Decision Making</td>
<td>3</td>
</tr>
<tr>
<td>ECO 427</td>
<td>Statistical Analysis for Management</td>
<td>2</td>
</tr>
<tr>
<td>ECO 448</td>
<td>Business Economics</td>
<td>3</td>
</tr>
<tr>
<td>FIN 418</td>
<td>Principles of Corporate Finance and Investments</td>
<td>3</td>
</tr>
<tr>
<td>LAW 417</td>
<td>Regulatory Environment of Business</td>
<td>2</td>
</tr>
<tr>
<td>MGT 416</td>
<td>Managing Talent</td>
<td>3</td>
</tr>
<tr>
<td>MGT 462</td>
<td>Experiential Learning Capstone</td>
<td>3</td>
</tr>
<tr>
<td>MKT 415</td>
<td>Marketing Foundations</td>
<td>3</td>
</tr>
<tr>
<td>MKT 425</td>
<td>Contemporary Topics in Marketing</td>
<td>2</td>
</tr>
</tbody>
</table>
Associate Professors. Liuba Y. Belkin, PHD (Rutgers University); Donald E Bowen, PHD (University of Maryland); Ravindra Chitturi, PHD (University of Texas at Austin); Beibei Dong, PHD (University of Missouri Columbia); Andreea Kiss, PHD (Georgia State University); Nevena T. Koukova, PHD (University of Maryland); Ernest Kong-Wah Lai, PHD (University of Pittsburgh); Alberto Lamadrid, PHD (Cornell University); Douglas M. Mahony, PHD (Rutgers University); James M. Maskulka, DBA (Kent State University); Oleksandr Nikolsko Rzhdevskyi, PHD (University of Illinois at Urbana-Champaign); Steven McKay Price, PHD (Florida State University); Marina Puzakova, PHD (Drexel University); Ahmed S. Rahman, PHD (University of California Davis); Seth Richards-Shubik, PHD (University of Pennsylvania); Naomi B. Rothman, PHD (New York University); Jesus M. Salas, PHD (University of Oklahoma); Charles E. Stevens, PHD (Ohio State University); Muzhe Yang, PHD (University of California, Berkeley); Ke Yang, PHD (University of Iowa); Zach G. Zacharia, PHD (The University of Tennessee, Knoxville)

Assistant Professors. Ludovica Cesareo, PHD (Sapienza University di Roma); Yoonju Han, MS (Korea University); Saif Mir, PHD (University of Arkansas); Ozias A. Moore, Jr., PHD (Cornell University); Ke Shen, MS (Northern Illinois U); Rebecca Jen-Hui Wang, PhD (Northwestern University); Qianqian Yu, PHD (Boston College); Haibei Zhao, PHD (Georgia State University)

Professors Of Practice. James Brennan, PHD (University of Wyoming); Luis F. Brunstein, PHD (University of California, Riverside); Phillip S Coles, MS (Cornell University); Joshua Walter Ehrig, MA (Lehigh University); Yuval Erez, PHD (Cornell University); Dale F. Falcinelli, MS (Lehigh University); Loren Kenneth Keim, Jr., MBA (Lehigh University); Robert Kuchta, MS (New Jersey Institute of Technology); Deirdre Trabert Malacre, MBA (Harvard Business School); Kenneth Mawritz, PHD (Temple University); Olena Nikolsko-Rzhdevska, PHD (University of Memphis); Steven L. Savino, MBA (Wake Forest University); Vijay Singh, PHD (Ohio State University); Samuel C. Weaver, PHD (Lehigh University); Patrick J. Zoro, MBA (St Johns University Queens)

Emeriti. J. Richard Aronson, PHD (Clark University); Nicholas W. Balabkins, PHD (Rutgers University); Richard W Barsness, PHD (University of Minnesota Minneapolis); Alden S. Bean, PHD (Northwestern University); Carl R. Beidlerman, PHD (University of Pennsylvania); John W. Bonge, PhD (Northwestern University); Stephen G. Buell, PHD (Lehigh University); James Edward Hansz, PHD (University of Cincinnati); Thomas J. Hyclak, PHD (University of Notre Dame); Jon T. Innes, PHD (University of Oregon); Arthur E. King, PHD (Ohio State University); Michael G. Kolchin, DBA (Indiana State University); John R. McNamara, PHD (Rensselaer Polytechnic Institute); Anthony Patrick O’Brien, PHD (University of California, Berkeley); Peter P. Poole, PHD (The Pennsylvania State University); Theodore W. Schlie, PHD (Northwestern University); Bruce M. Smackey, PHD (Rensselaer Polytechnic Institute); John E. Stevens, PHD (University of Cincinnati); Stephen F. Thode, DBA (Indiana University Bloomington); Robert J. Thornton, PHD (University of Illinois)

Business Information Systems Courses

BIS 423 Management Information Systems 2 Credits
This course examines the role of information systems (IS) and information technology (IT) in the organization. The focus of the course is the organizational uses of IS and IT to compete effectively. Both technical and managerial aspects of information systems are explored. The course includes technical infrastructure, management decision-making, trends and innovations in IS, and business process issues critical to the understanding of operational and strategic information systems.

BIS 448 Predictive Analytics in Business 3 Credits
The course covers theories and practices in predictive analytics in business. Students will have hands-on experience on analyzing business data for business intelligence and improved business decision making. Includes: key theories, concepts, and models of predictive analytics; and data mining tools to formulate and solve business problems. The course uses data analytics software and real data. Topics include prediction, forecasting, classification, clustering, data-visualization and data reduction techniques. Not available to students who have credit for BIS 348 or BIS 456.

BIS 452 Advanced Topics in Business Analytics 3 Credits
This course covers advanced analytic methods for understanding and solving business problems. The emphasis is on understanding and applying a wide range of modern techniques to specific decision-making situations. Using the programming language R, the course covers advanced topics such as machine learning, text mining, and social network analysis. Upon completion, students will have valuable practical analytical skills to handle large datasets and make business decisions. Credits will not be given for both BIS 352 and BIS 452.

Prerequisites: BUEC or ECO 045

BIS 456 Business Analytics for Decision Making 3 Credits
Provides students with a theoretical and practical understanding of core data analytics concepts and techniques, and develops hands-on experience in applying these techniques to practical real-world business problems using R software. As an applied course, the emphasis will be less on the inner working of each method and more on when and how to use each technique and how to interpret the results. Not available to students who have credit for BIS 348 or BIS 448.

Prerequisites: MBA 440 or ECO 045

BIS 458 Data Management for Managers 3 Credits
Covers fundamentals of database management, including database development, processing, logical and physical design, access, implementation and administration, and design and deployment of cloud services solutions. Students will gain extensive experience in developing data models, creating relational databases, formulating and executing complex queries, and understanding cloud services solutions in cloud resource costing, deployment management, network design, data storage, security, scalability and elasticity, cloud migration and hybrid architecture. Hands-on experiences such as such as Oracle Database and Amazon Web Services are included.

Economics Courses

ECO 401 Basic Statistics for Business and Economics 3 Credits
Descriptive statistics, probability and probability distributions, estimation, hypothesis testing, correlation and regression, chi-square analysis, and analysis of variance. Computer applications.

ECO 402 Managerial Economics 3 Credits

Prerequisites: MATH 021 and (MATH 022 or MATH 096) and ECO 401

ECO 403 Econometric Software 3 Credits
The fundamentals of data management and analysis using statistical software, such as Stata and/or SAS. Data management and programming skills using the Stata or SAS system will be developed. An introduction to R and basic programming in R will be included as well. Working with big data will provide hands-on, practical experience. Upon completion of this course students will be able to manage data to boost their research and analysis skills.

ECO 404 Applied Microeconomics 3 Credits
The purpose of this course is to expose students to econometric techniques frequently used in applied microeconomic research. The course features critical reading of empirical research papers and the implementation of econometric methods on actual data sets.
ECO 409 Money, Banking and Macroeconomic Analysis 2 Credits
The role of financial intermediation in the U.S. economy, the process of money creation, impacts of fiscal and/or monetary policy on the goals of macroeconomic policy, inflation and unemployment.

ECO 412 Mathematical Economics 3 Credits
Applications of various mathematical techniques in the formation and development of economic concepts and theories. Consent of instructor required.

ECO 413 Advanced Microeconomics Analysis 3 Credits
A survey of methods of decision-making at the microeconomic level; price theory and econometric applications.
Prerequisites: ECO 402

ECO 414 Advanced Topics in Microeconomics 3 Credits
Resource allocation and price determination. Theories of choice of consumers, firms, and resource owners under various market forms.
Prerequisites: ECO 413

ECO 415 Econometrics I 3 Credits

ECO 416 Econometrics II 3 Credits
Mathematical and statistical specification of economic models. Statistical estimation and tests of parameters in single and multiple equation models. Prediction and tests of structural change.
Prerequisites: ECO 415

ECO 417 Advanced Macroeconomic Analysis 3 Credits
Macroeconomic theory and policy. Emphasis on theoretical models and policy implications.

ECO 418 Advanced Topics in Macroeconomics 3 Credits
Prerequisites: ECO 417

ECO 423 Real Options 3 Credits
This is an introductory graduate level course in financial economics. It is intended for students with strong technical backgrounds who are comfortable with mathematical arguments. The course is divided into three major parts: deterministic finance, single-period uncertainty finance, and options theory and its applications.
Prerequisites: GBUS 420

ECO 425 Cost-Benefit Analysis 3 Credits
Theory and methods of cost-benefit analysis; efficiency and equity as criteria in program evaluation; proper measurement of market and non-market costs and benefits; consideration of risk, uncertainty, appropriate discounting techniques, and distributional consequences; applications to the evaluation of health care policies and therapies.
Prerequisites: ECO 402 and ECO 415

ECO 427 Statistical Analysis for Management 2 Credits
Descriptive statistical measures, probability and probability distributions, statistical inference (estimation and hypothesis testing), correlation and regression. EXCEL will be used for statistical computing.

ECO 428 Electricity Economics 3 Credits
The course will focus on the intersection between economics and electricity systems, and the market structures available in the electric energy industry. The course is intended to provide a background on basic economic theory applied to power systems, to understand operations objectives, pricing and incentives and non perfect competition situations that arise in the network. Different dispatch optimization problems used in the restructures electricity market will be discussed, approaches to solve these problems, and the existence of non-convex markets.
Prerequisites: ECO 001 and (ECO 146 or MATH 023)

ECO 429 Monetary Theory 3 Credits
The role of money in the economy from theoretical and empirical perspectives. The influence of money and prices, interest rates, output, and employment.

ECO 430 Public Finance 3 Credits
The economics of public spending and taxation; principles of government debt management; theories of budgeting and cost-benefit analysis and public choice.

ECO 431 Quantitative Market Analysis 3 Credits
The course covers the application of empirical approaches to theoretical frameworks in the analysis of market structure, firm strategies, and consumer behavior. Students learn econometric methods to identify causal relationships, and the course emphasizes the role of theoretical models in developing hypotheses and interpreting data. The course covers methods of field experiments and causal inference using non-experimental data. Topics include pricing and market conduct, demand analysis, marketing, and online marketplaces. Students cannot receive credit for both ECO 366 and ECO431.

ECO 440 Labor Economics I 3 Credits
The economics of labor markets and various labor-market institutions with emphasis on current theoretical and empirical research. Topics include labor supply and demand, human capital, the structure of labor markets, labor market regulation, information and job search, labor mobility, unionism, and labor market discrimination.
Prerequisites: ECO 402

ECO 441 Labor Economics II 3 Credits
An examination of empirical research in labor economics, focusing on topics such as human resource management and internal labor market outcomes, wage and income inequality and poverty, unemployment, and other issues current in the literature.
Prerequisites: ECO 402 and ECO 415

ECO 447 Economic Analysis of Market Competition 3 Credits
Mathematical models based on game theory and industrial organization. Cases are used to analyze the strategic interaction of firms and governments as competitors and partners.
Prerequisites: ECO 402

ECO 448 Business Economics 3 Credits
Applications of economic analysis to business decision-making; technology in economic systems; resource allocation and pricing strategies in various market structures; decisions under risk and uncertainty; and government regulation and support of business and innovation.

ECO 454 Economics of Environmental Management 3 Credits
Economic theory of natural resources. Optimal policies for the development of renewable and nonrenewable resources and environmental quality.
Prerequisites: ECO 402

ECO 455 Health Economics I 3 Credits
Economic theory and empirical analysis of health production, the demand for health services, and health insurance. Implications for the current institutional structure of health care and health delivery systems will also be discussed. Additional topics and extensions will be selected based on developments in the literature.
Prerequisites: ECO 402 and ECO 415

ECO 456 Industrial Organization 3 Credits
The goal of the course is to review theoretical and empirical attempts by economists to understand market structures lying between the extremes of perfect competition and monopoly. The course will focus first on describing the current U.S. industrial structure and reviewing models of imperfect competition. The course then shifts to a closer study of individual firm behavior. The final segment of the course is an overview of two significant relationships between government and industry caused by the existence of imperfect.
Prerequisites: ECO 415 and ECO 447

ECO 457 Bio-Pharmaceutical Economics 3 Credits
Characteristics of the market for pharmaceuticals; barriers to entry, competition and innovation; pricing and regulation; physician prescribing behavior; commercialization and financing of biotech startups; international comparisons of public policy.
Prerequisites: ECO 401 and ECO 402
ECO 460 Time Series Analysis 3 Credits
Classical decomposition of time series, trend analysis, exponential smoothing, spectral analysis and Box-Jenkins autoregressive and moving average methods.

ECO 461 Forecasting 3 Credits
Methods of economic and business forecasting.

ECO 463 Topics in Game Theory 3 Credits
A mathematical analysis of how people interact in strategic situations. Topics include normal-form and extensive-form representations of games, various types of equilibrium requirements, the existence and characterization of equilibria, and mechanism design. The analysis is applied to micro-economic problems including industrial organization, inter-national trade, and finance. Must have completed two semesters of calculus.
Prerequisites: ECO 412 and ECO 413

ECO 464 Applied Econometrics I 3 Credits
This course focuses on the identification of causal relationships using cross-sectional and panel data. The objectives are to 1) familiarize students with identification assumptions for causal inference; and 2) enable students to select appropriate econometric tools for empirical economic problems and policy evaluation. Topics include robust inference and bootstrap; instrumental variables and generalized method of moments (GMM); quantile and nonparametric regression methods; treatment effect analysis, and models for discrete choices, panel data, and social interactions.
Prerequisites: ECO 416

ECO 465 Applied Econometrics II 3 Credits
Econometric analysis of skewed and truncated distributions, discrete outcomes, and missing or incomplete data. The first part of this course will involve the functional specification and testing of appropriate estimators in these situations, while the second part of the course will focus on conducting causal inference using nonlinear models in the presence of unobserved heterogeneity. Emphasis will be given to common applications in health and labor economics.
Prerequisites: ECO 416

ECO 466 Health Economics II 3 Credits
Selected topics in the literature on health economics with an emphasis on the application and evaluation of econometric techniques and identification strategies. Both demand and supply side issues will be addressed. Examples of the former include the demand for health, health insurance and health care services, while examples of the latter include the regulation of supplier behavior and industrial organization issues.
Prerequisites: ECO 402 and ECO 416

ECO 472 International Trade Theory 3 Credits
Theories of comparative advantage, factor price equalization, trade and welfare, tariffs, trade and factor movements.
Prerequisites: ECO 413

ECO 473 International Monetary Economics 3 Credits
Theory of the balance of payments, the microeconomics of international finance, various approaches to balance-of-payments adjustments, theories of foreign exchange-rate determination, and macroeconomic policy under fixed and flexible exchange rates.
Prerequisites: ECO 417

ECO 490 Master's Thesis 0-6 Credits
ECO 492 Special Topics in Economics 1-3 Credits
Extended study of an approved topic not covered in scheduled courses.
Repeat Status: Course may be repeated.

ECO 493 Doctoral Pre-Dissertation Research Project - Independent Study 1-9 Credits
Independent study on a topic that is being pursued to fulfill the third year paper requirement, and has been approved by the student's interim advisor.

ECO 498 Dissertation 1-15 Credits
Repeat Status: Course may be repeated.

Finance Courses
FIN 418 Principles of Corporate Finance and Investments 3 Credits
This course provides students with a basic foundational knowledge of finance principles, working knowledge of various aspects of corporate finance, and the principles of investments. Short-term financial decisions will be discussed. Long-term capital investment will be explored starting with the basics of time value of money and capital investment techniques. Topics include the determination of the appropriate investment discount rate, the organization’s cost of capital and hurdle rates, the risk-reward tradeoff, and specific financial instruments.

Grad Business Entrepreneurship Courses
GBEN 401 Business Plan I 2 Credits
This course focuses on the need to validate that a market exists for a new product or service. As a project-based course, students work independently on a venture of their own choosing. They are challenged to make use of primary market research methods to identify demand determinants and test for the presence of first-time buyers. Students search available databases and gather information to estimate market size and growth potential.

GBEN 402 Business Plan II 2 Credits
This course focuses on the need to create a business plan to launch a new enterprise. As a project-based course, students work independently on a venture of their own choosing. Emphasis is given to all the elements needed to commercialize a new enterprise from a marketing, sales, operations, technology, facilities, and financial perspective. The presentation format of the business plan receives close attention as a tool to attract potential investors.
Prerequisites: GBEN 401

GBEN 403 Anatomy of Entrepreneurship 1 Credit
This course focuses on the personality traits and characteristics of a founder. The leadership style and management of a startup are highlighted as the venture moves through various stages of development. Real-life situations are brought into the classroom and students are challenged with decision-making in a startup environment marked by enormous uncertainty and rapid change. Students learn the critical role of the founder in attracting investors and raising capital.

GBEN 404 Market Opportunity 1 Credit
This course focuses on entrepreneurial marketing and the methods employed by emerging growth companies to successfully penetrate and disrupt markets. Speakers and cases illustrate branding strategies, selling approaches, pricing alternatives, and digital marketing tactics peculiar to startups who are constrained by scarce resources and saddled with expertise in the hands of a few.

GBEN 405 Intellectual Property 1 Credit
This course focuses on intellectual property and valuation with emphasis on the technology-driven startup. Early stage companies must demonstrate proof-of-concept to their investors, a huge milestone that verifies the potential of real-world application. Speakers and cases deal with the harsh trade-offs of IP decision-making and the constant need to raise capital to accelerate technology development.

GBEN 406 Performing Due Diligence 1 Credit
This course focuses on due diligence as a creative and time-sensitive process that can open or close doors for startups. Speakers and cases illustrate what potential investors or acquirers do to validate the accuracy, integrity, and completeness of information provided before finalizing an investment decision. Students learn performing due diligence is a labor-intensive investigative process that unfolds in stages where the results also speak to the credibility of the entrepreneur.

GBEN 407 Startups & Pivots 1 Credit
This course focuses on the need to pivot, or shift direction, when market conditions and revenue shortfalls dictate major change. Speakers and cases highlight what startups do to breathe new life into a troubled venture. Students learn how founders raise capital under adverse circumstances in order to buy time to re-configure product, transition to another market and type of customer, and test a new business model.
GBEN 409 Financial Forecasting 1 Credit
This course focuses on the use of pro forma financial statements and projections to value and finance an early stage company. Cases illustrate key assumptions and various scenarios that figure into a multi-year forecast. Business models are evaluated for their profit potential during a period of expansion and growth. Students learn the art and science of valuing a startup.

GBEN 410 Financing Startups 1 Credit
This course focuses on the separate but overlapping worlds of angel investors, venture capitalists, and strategic investors. Their funding role, investment objectives, and market behaviors are analyzed in capital raises for seed through late stage companies. Cases give attention to venture capital and their term sheets. The course culminates in a simulated deal negotiation involving students.

GBEN 412 Going Public 1 Credit
The course focuses on the initial public offering (IPO) or how the venture capital-backed company moves from being privately-held to publicly-held. Major emphasis is placed on the role of the investment banker and the workings of the Securities & Exchange Commission (SEC). Actual IPOs traded on the NYSE or NASDAQ are dissected from every angle before, during, and after a company goes public.

GBEN 413 Integrative Experience/New Venture Internship 1-4 Credits
Only students enrolled in the Entrepreneurial concentration may elect one of these hands-on, project-orientated s. Integrative Experience must meet the requirements of formal independent study and involve a new venture situation with a startup or existing company. Students employed in a New Venture Internship may also qualify for credit if the same requirements are satisfied.

GBEN 414 Ventures in Brand Licensing 1 Credit
This course focuses on the art and science of building new enterprises by utilizing licensing strategies to leverage the power and influence of brands. A wide cross-section of deal structures and negotiation strategies are explored. Key elements of a licensing contract are dissected from a market, economic, and legal perspective. The approach to learning is hands-on with speakers, interactive exercises, and real-life situations shedding light on the emergence of brand licensing as an alternative path to new venture creation.

GBEN 415 LehighSiliconValley 1-3 Credits
Immersion study-abroad-like program focused on venture capital-backed companies and the paths taken to start, build, and exit an enterprise. Offered in the hub of entrepreneurship, Silicon Valley, live cases draw on seasoned practitioners from all reaches of the venture community. Students strategically analyze and evaluate startups, lead discussion, and assess team performance in recommending go-forward strategies. Emphasis on real companies, real players, and real situations in real time create a highly charged learning environment. Winter term. Includes pre-trip sessions. Competitive admission. Program fees.

GBEN 424 Entrepreneurship & Innovation: From Idea to Opportunity 3 Credits
Thought about starting a business but wonder where to begin? focuses on the idea stage of new venture creation where discovery plants seeds of future enterprises. Student projects, case studies and speakers introduce personal, interpersonal, financial, and legal challenges startups encounter. Drawing on research on entrepreneurial decision-making, students learn to think and behave entrepreneurially. Participants "kick the tires" on their own and others' just-emerging ideas and improve them. For those interested in starting a business sometime in their lives.

GBEN 492 Special Topics 1-3 Credits
GBEN 497 1-3 Credits
Repeat Status: Course may be repeated.

Graduate Business Courses
GBUS 401 Financial Reporting for Managers and Investors 3 Credits

GBUS 408 Advanced Business Speaking and Pragmatics 2 Credits
Designed to assist international business students become capable communicators within the U.S. and the global marketplace. Students will increase their oral communicative competence and socio-cultural communication awareness through assignments designed to help them learn successful behaviors and customs that are essential elements of oral communication in U.S. graduate business courses, job searching, networking, business presentations, and career development. Students are assessed through their successful use of advanced language functions during the application of face-to-face business settings including business-style negotiations, interviews, presentations, and panel discussions.

GBUS 409 Advanced Business Writing and Reading 2 Credits
Designed to introduce international business students to the types of rhetoric and written structures required in an American university graduate business program, as well as in most business environments; and to provide them with the skills and strategies that are necessary to produce cogent academic essays and papers, as well as business summaries and briefs for the global marketplace. Utilizing a process writing approach, students model expository, chronological order/process, compare and contrast, cause and effect, argumentative, and problem-solution styles, as well as formal and informal business written communication styles. Students are assessed through their successful use of these rhetorical models in writing, their advanced level of academic vocabulary and grammatical structures, as well as through summaries and analyses of research-level articles that include appropriate academic publication conventions.

GBUS 413 Advanced Management Accounting 3 Credits
Prerequisites: MBA 403

GBUS 414 Financial Statement Analysis and Interpretation 3 Credits
This course focuses on analysis of financial statements. It develops the skills necessary to interpret and use financial statement information effectively to assess profitability and risk and is intended for individuals likely to become intensive users of financial accounting information. Requirements include readings, case studies, presentations, and written analysis of actual financial statements.
Prerequisites: (MBA 402) or (ACCT 151 and FIN 125 or FIN 225)

GBUS 419 Financial Management 3 Credits
An intermediate level course in corporate finance. Coverage includes capital budgeting techniques including real options, decision tree analysis, risk analysis, advanced cost of capital theories, capital structure theory, dividend policy, working capital management, mergers and acquisitions, restructuring, and bankruptcies. The course emphasizes both theory and practice through lectures, cases, and financial modeling exercises. Students not possessing the relevant prerequisites must obtain waivers from the designated finance faculty representative.
Prerequisites: (MBA 402) or (ACCT 151 and FIN 125)
GBUS 420 Investments 3 Credits
Prerequisites: (MBA 402) or (ACCT 151 and FIN 125)

GBUS 421 Advanced Investments 3 Credits
Advanced topics relating to specific areas within investment finance such as valuation/security analysis; portfolio-risk management; fixed investment securities; mutual funds; hedge funds; microstructure; and trading. Consent of designated finance faculty representative required. 
Repeat Status: Course may be repeated. 
Prerequisites: GBUS 420

GBUS 422 Derivatives and Risk Management 3 Credits
The theory and application of a variety of derivative instruments (options, futures contracts, etc.) used in corporation finance and the financial services industry. The focus is on the risk management application vs. a rigorous development of option pricing theory and similar topics. Consent of designated finance faculty representative required. 
Prerequisites: GBUS 420

GBUS 424 Advanced Topics in Financial Management 3 Credits
Advanced topics relating to specific areas of corporate finance such as: theoretical and empirical examination of recent developments in financial management, asset valuation and capital budgeting including the role of uncertainty, imprecise forecasts, risk preferences, inflation, market conditions, and the global marketplace, working capital management, leasing, mergers, and financing. The course content may vary between instructors or each time the course is offered. Consent of designated finance representative. 
Repeat Status: Course may be repeated. 
Prerequisites: GBUS 419

GBUS 425 Real Estate Financing and Investing 3 Credits
An upper-level course in modern real estate financing techniques from the perspectives of both the borrower and the lender. Subject matter encompasses the following areas: The principles of financing decisions; financing methods and techniques; institutional sources of funds for real estate; and real estate financing decisions. Consent of designated finance faculty representative required. 
Prerequisites: (MBA 402 and GBUS 420)

GBUS 426 Financial Markets and Institutions 3 Credits
Functions and portfolios of financial intermediaries. Sectional demand and supply of funds, nature and role of interest rates, term structure and forecasting, impact of inflation and regulations on financial intermediaries and markets, and current developments in the financial system. Management of assets and liabilities within the U.S. financial institution’s legal and economic constraints. Consent of designated finance faculty representative. 
Prerequisites: (GBUS 420)

GBUS 431 Quantitative Finance 3 Credits
Relationship of quantitative models to financial theory and applications. Capital budgeting, portfolio selection, security evaluation, cash management, inventory policy and credit analysis. Consent of designated finance faculty. 
Prerequisites: MBA 402

GBUS 432 Demand and Supply Chain Planning 3 Credits
Students will learn how businesses work together to build relationships and integrate demand and supply planning activities across the supply chain to deliver superior value to customers. They will also learn about tools and technologies that enable integration as well as the critical drivers and the key metrics that support supply chain performance. Current readings and case studies, simulations and written assignments will be used. 

GBUS 437 Federal Taxation and Business Decisions 3 Credits
Impact of federal taxation on the structure and timing of business decisions. Problem-solving methods and research techniques from a managerial perspective. 
Prerequisites: ACCT 307

GBUS 442 Seminar in Management Consulting 3 Credits
A study of consulting practices in general and their application to small business. Processes include a field study/counseling service to a local business. Emphasis is on the identification and analysis of multidisciplinary problems and opportunities and the implementation of recommendations. Must have completion of MBA background courses (or equivalent). Consent of instructor required. 

GBUS 447 Negotiation 3 Credits
The class examines the behavioral foundations of the negotiation process. Topics include: The negotiation process, negotiation planning, power in negotiations, communications in negotiations, tactics, concepts of win-win and win-lose, social styles, individual and team negotiations, ethical considerations, cultural differences, negotiating in sole source (customer) situations, using third parties. The concepts will be exposed through both lectures and simulations. 

GBUS 448 Leadership 3 Credits
This course is an examination of leadership at the organization and group/team levels, and aims to develop and build a student's leadership skills and the ability to diagnose leadership needs in different situations. In identifying and building these leadership skills, the course will focus on the decisions leaders need to make, and the appropriate leadership decision-making processes required in various contexts and at different stages of an organization's existence. Cases and developmental exercises including in-depth decision-making exercises are utilized and cover diverse situations and cross-cultural dimensions including specific situations such as a crisis or ethically difficult decisions. 

GBUS 450 Strategic Supply Management 3 Credits
A survey course designed to introduce the MBA/MSE student to the vital role played by supply management in achieving overall effectiveness for the firm in today's global economy. The course starts by examining the traditional purchasing process and then moves on to an examination of the evolution of purchasing into supply management and, finally, to the role purchasing plays in improving effectiveness of the entire value chain. consists of lectures, discussion and case analysis. 

GBUS 453 Transportation and Logistics Management 3 Credits
The control of physical distribution and inventories; the flow of information, products and cash through the integrated supply chain. 

GBUS 456 Applied Supply Chain Models 3 Credits
This course will present applied and analytic approaches for developing inventory and forecasting models, supplier selection, supply chain quality management, and production planning and supply chain network design. 

GBUS 460 Strategic Marketing Management 3 Credits
The course studies the management of contemporary organizations from the perspective of a marketing manager. While the course content addresses the activities required to maintain a strategic fit between an organization's environment and its particular set of objectives and resources, the central focus is on designing strategic marketing actions for various types of organizations. The course pedagogy emphasizes the application of marketing and other business principles through seminars, simulations, or case discussion. 
Prerequisites: MBA 404
GBUS 462 Pharmaceutical Marketing 3 Credits
The course provides an introduction and overview of the various healthcare system components as they relate to the pharmaceutical industry. This course will (1) focus on product decisions of the firm, requiring an occasional shift in focus from that of corporate management to that of operating managers of new product activities or established brands; (2) recognize the importance of marketing research as input to product decisions; (3) take a managerial orientation; (4) recognize the need to tailor product policy approaches to the characteristics of the decision-maker and the firm. The course will be a mixture of lectures, discussions, case analyses, and group exercises. Graduate students only.
Prerequisites: MBA 404

GBUS 464 Business-to-Business Marketing 3 Credits
This course focuses on marketing strategies and tactics in firms whose customers are other institutions, not individuals. Topics covered include organizational buying behavior, managing strategic buyer-seller relationships, sales force deployment, communication strategies, and so on. Specific attention is given to the impact of information technology and globalization in the business to business context.

GBUS 465 Creating Breakthrough Innovations 3 Credits
Most products and services either fail or do average business, but some are phenomenally successful. Such products and services that provide phenomenal financial returns and become market leaders can be called "Breakthrough Products and Services". The main objective of the course is to improve our understanding of the process of creating breakthrough products and services. It is accomplished by in-class discussions of cases, assignments, and the state-of-the-art research work in academia and industry. The course concludes with a term paper that integrates the concepts learned from class discussions, reference books, and research papers and applies them to a real product. Must have graduate student status plus two years of postgraduate work experience.

GBUS 466 Marketing Research and Analysis 3 Credits
This course focuses on procedures for collecting and analyzing relevant information for informed decision making by managers. The process of identifying research questions, developing instruments for collecting information, appropriate interpretation of information, and appropriateness of research methods are some of the topics discussed in this course. The course focuses on the process of doing marketing research as well as the techniques for analyzing information. Discussion of concepts and cases, developing data collection instruments, and doing actual marketing research projects will form the key elements of this course.
Prerequisites: (ECO 401 or BUEC )

GBUS 467 Sales Management 3 Credits
This course takes an integrated approach to the study of sales management, including formulation of strategically sound programs and the implementation of sales strategies and the evaluation of the role of the sales manager in the divergent demands of multiple constituencies; the development of effective sales organizations; lead generation and quota setting; territory management; and motivation and reward systems. Learning methods include case studies where students' diagnose problems and develop viable alternatives.

GBUS 470 Marketing Communications Strategies 3 Credits
This course focuses on how various elements of communications are integrated to achieve various organizational objectives. In addition to the traditional communication media such as advertising and point of purchase media, emphasis will also be placed on new media and strategies made possible due to the advances in technology. The course will involve discussion of concepts, case analysis and discussion, insights from practitioners, and group projects.

GBUS 471 Strategic Brand Management 3 Credits
This course approaches the study of brand management by illustrating the formulation of strategically sound brand management programs and the evaluation and control of the implementation of key brand initiatives (new products, advertising support, etc.). Focus is on theories and models to develop and manage brand equity. Specific learning modules include customer development, brand strategy development, brand extension development and annual brand planning. Specific attention is focused on case studies and team projects in building, measuring and managing brand equity.

GBUS 472 Strategies for Services Marketing 3 Credits
The course focuses on the challenges of marketing and managing services (whether in a manufacturing or service business) and discusses the development of strategies for addressing these challenges. The need for cross-functional integration to provide effective service is stressed. Illustrative topics include service quality gap analysis, relationship between superior service and profitability, service encounter analysis, customer lifetime value analysis, services guarantees, and service demand and capacity management.

GBUS 473 International Finance 3 Credits
Consideration of problems arising from the risks associated with international investing and multinational corporation finance (currency, political, etc.). Focus is on (a) investing in international market given the institutional constraints and differences between domestic markets, and (b) managerial issues relating to corporations, investors, and financial institutions. Consent of designated finance faculty representative.
Prerequisites: GBUS 419

GBUS 475 Global Marketing Strategies 3 Credits
The course is designed to provide a framework within which global marketing operation can be analyzed, understood, and undertaken. The course focuses on issues that are being faced by firms in today's global marketplace, particularly those that are related to strategy formulation and implementation. The learning experience in this course is placed on global business decision-making, through the use of case studies, projects, exercises, and lectures.

GBUS 490 Thesis 0-6 Credits
GBUS 492 Special Topics 1-4 Credits
Repeat Status: Course may be repeated.

GBUS 494 Field Projects 1-4 Credits
The field projects course will provide MBA students with an opportunity to apply MBA concepts with an employer, corporate partner or other suitable organization. Students will work with a supervising professor and a corporate representative on a project designed by the student. Students must prepare a written proposal for the project including the expected outcomes and an estimate of the hours required for completion. Students will present their proposal to a faculty member of their choice for approval. The academic rigor and time required to complete the project will determine the number of credits earned.

GBUS 499 Dissertation 1-12 Credits

Graduate MBA Core Courses
MBA 401 Introduction to the Organization and its Environment 2 Credits
An MBA core course designed to provide a thorough understanding of business organizations by examining strategies middle and senior managers use to create and sustain organizational competitive advantage. The course examines the organization from an overall perspective within the context of the firm's internal and external environment. The second aspect of this course deals with the ability to communicate effectively in today's business and professional environment. Students will examine and practice the written and verbal communications strategies and skills that are essential to their success in business.
MBA 402 Managing Financial and Physical Resources 4 Credits
An MBA core course designed to integrate financial and managerial concepts into operations decisions. Disciplines of accounting, finance and economics are combined to provide substantive foundations for discussing and analyzing data. Implications of analysis are applied to facilitate decision-making in other areas such as marketing, operations (manufacturing, logistics and engineering), human resources, information technology and general management. The major learning objectives will be applied through a series of "living" cases that are centered on analyzing historical financial performance, preparing a business plan, and valuing a business.

Prerequisites: (MBA 401 and GBUS 401 or BUAC )
Can be taken Concurrently: MBA 401

MBA 403 Managing Information 4 Credits
An MBA core course dealing with concepts and methods involved in the collection, organization and dissemination of information that helps managers make operational and strategic decisions. The course also deals with attributes of information and examines enterprise-wide impacts of local decisions. Revenue, cost, time and quality-based information are accorded equal emphasis, while students are exposed to alternative evaluation methods for decisions related to different parts of the value chain. Topics include: activity-based costing; activity-based management; transaction analysis; operational and strategic decisions such as outsourcing, design partnerships, etc; investment analysis for short lifecycle investments; evaluation of uncertainty, risk and ambiguity; metrics development; compensation policies; segment evaluation methods; target costing and functional analysis; quality function deployment; total cost of ownership; and transfer pricing. In addition, the course deals with: information technology enablers which allow firms to improve value delivered to customers; and evaluation and management of emerging forms of Cooperation such as joint ventures and project based strategic alliances.

Prerequisites: (ECO 401 or BUEC ) and (GBUS 401 or BUAC and MBA 401)
Can be taken Concurrently: MBA 401

MBA 404 Managing Products and Services 4 Credits
An MBA core course focusing on the management of products and services within a firm’s value chain. The course addresses exceeding customer expectations, establishing total quality as the core foundation, developing a strong customer focus, creating value through supply chain management, developing new products for competitive advantage, matching aggregate supply with customer demand, and designing market channels and influencing customers.

Prerequisites: MBA 401
Can be taken Concurrently: MBA 401

MBA 405 Managing People 4 Credits
An MBA core course that examines how effective organizations are created, maintained, and improved. The course will focus on how good people are attracted to an organization and how to make them productive. Topics include: organizational design, job design, staffing, training and development, performance, teams, influence, diversity, change, ethical decision-making and current people issues facing today’s organizations.

Prerequisites: MBA 401
Can be taken Concurrently: MBA 401

MBA 406 Integrative Experience 3 Credits
An MBA course where students apply the body of knowledge acquired in MBA 401 through 405 through a simulation, case presentations and the cross core project. This course places an emphasis on strategic management and takes the point of view of the general manager to view the organization from an overall perspective in the context of the firm’s internal and external environment. In doing so, students examine historical perspectives, contemporary theories, and practical applications all in the spirit of helping them develop a broad understanding of strategic management issues and solutions. By combining high-level class discussions, case analyses, a computer simulation competition and the crosscore project this course exposes students to rigorous theoretical analysis while providing hands-on, simulated real world business experiences.

Prerequisites: (MBA 401 and MBA 402 and MBA 403 and MBA 404 and MBA 405)
Can be taken Concurrently: MBA 403

MBA 440 Quantitative Methods 3 Credits
The course develops an understanding of the foundational methods and skills of quantitative analysis to a variety of business and economic situations. Areas of focus include probability concepts, data description and visualization, estimation, hypothesis testing, correlation, and regression. Software packages are used for statistical computing and data analysis.

MBA 441 Professional Development 1 Credit
The course focus is on career-enhancing skills that aid professional development. Assessment tools are used to understand preferred communication styles, motivators and competencies, and facilitation of effective collaboration through high-performance team building. Networking, interviewing, presentation, and communication skills are also covered.

Repeat Status: Course may be repeated.

MBA 451 Accounting 1-MBA 1.5 Credit
This course trains students in corporate decision making using financial information that is prepared under mandated accounting principles for external financial statement users. The course also covers accounting practices which provide information for internal users. It studies the use and interpretation of financial statements with a focus on the effect of economic transactions on financial statements and key ratios. Topics include: introduction to financial accounting concepts and principles, the accounting cycle, cost accounting information processing and impact on decision making.

MBA 452 Economics and Markets 1-MBA 1.5 Credit
Fundamental principles and tools of microeconomics with a focus on managerial decision-making. Topics include consumer behavior, input selection, cost analysis, production and pricing strategies in various market structures, decision making under uncertainty, international trade, information asymmetry and organizational design, and game theory as it applies to business strategy.

MBA 453 Finance 1-MBA 1.5 Credit
This course explores the application of fundamental finance concepts in modern business. Topics covered include Risk and return, Capital budgeting techniques and analysis, financial statement analysis and forecasting, valuation basics, corporate cost of capital, and other corporate finance issues such as capital structure, dividend policy, and working capital policy.

MBA 454 Management - OB/HR 1-MBA 1.5 Credit
This course focuses on understanding human behavior at work and how it is influenced by individual differences, group dynamics, and by the organizational context in which people are employed. Key organizational behavior theories will be applied to fundamental human resource management issues with an emphasis on aligning an organization’s talent with its strategy to maximize performance. Topics will include: staffing and selection, training and development, motivation, performance management, leadership, and optimizing effectiveness by understanding behavioral factors of individuals and groups.
MBA 455 Marketing 1-MBA 1.5 Credit
This course provides a contemporary perspective to introduce the student to the fundamentals of strategic marketing. The course explores the functional marketing operations of organizations and tracks the marketing manager’s decision processes including segmentation and target market development, product/brand positioning and the development of the value proposition, and the integration of the marketing mix elements into a cohesive strategy. Specific learning modules are concerned with the development, evaluation, and implementation of strategic marketing plans.

MBA 456 Strategy 1-MBA 1.5 Credit
Within the context of a multi-stakeholder approach to organizations, strategic management covers overall organizational issues in intent, analysis, strategy formulation, execution, and control within a global environment. The objectives of this course are to provide the student with a better understanding of business organizations and to clarify the way senior managers create and sustain organizational competitive advantage.

MBA 461 Financial Claimants 1-MBA 1.5 Credit
This course will focus on various financial claimants in the modern corporation. The focus will be on the theory behind and practice related to information needs and use by stockholders, bondholders, and other intermediate financial claimants (e.g., preferred stockholders, warrant holders). Coverage will include related governance and agency theory principles as well as the impact of disclosure, fair value accounting, and regulation on financial claimants.

Prerequisites: MBA 451 and MBA 453

MBA 462 Government & Society 1-MBA 1.5 Credit
Economic and strategic analysis of the role of government and social forces in markets and business policies. Topics include environmental controls, consumer protection, antitrust and the promotion of market competition, intellectual property and inventions, and taxation.

MBA 463 Suppliers and Customers 1-MBA 1.5 Credit
Explores how organizations identify customer needs and develop supply chain flows – upstream (backward through the supply levels) and downstream (forward through the channel systems) to deliver goods and services that exceed customer expectations and creates societal value. Covers demand/customer management, supply/capacity planning, raw material/component sourcing, inventory planning, distribution/merchandising, and quality management. Focused on how marketing and supply chain managers make decisions regarding effectiveness vs. efficiency trade-offs. Concerned with the development, evaluation, and implementation of marketing strategy and supply chain.

Prerequisites: MBA 455

MBA 464 Employees 1-MBA 1.5 Credit
This course will focus on the evolving social contract between employers and employees in the modern corporation, their causes and consequences. Topics will build on the basics from the Management OB/HR course from the first session. In particular, coverage will include the following issues: procedural justice and fairness; privacy and freedom of speech; work-life balance, diversity, inclusion, and the bottom line; job security and alternative work arrangements, compensation; employee ownership; performance management and career development.

Law Courses

LAW 417 Regulatory Environment of Business 2 Credits
This course is designed to provide students with a basic understanding of the various legal, regulatory, and market constraints in which business operates. Students are introduced to the interplay between legislation, regulations, and court decisions in establishing the regulatory environment in which a business operates as well as the allocation of power among federal and state authorities. Conflict of law issues will also be explored for businesses that operate internationally. Contract law, forms of business, and ethics are covered in depth.

Management Courses

MGT 416 Managing Talent 3 Credits
The course is fundamentally about understanding and improving the behavior and performance of individuals in the workplace. As such, we will draw upon key theories in organizational behavior to address human resource issues arising from the employment relationship. Topics will address key areas in the talent pipeline from sourcing and selection, training and development, motivation and performance management, to talent management metrics and analytics.

MGT 461 Strategic Management 1 Credit
Strategic Management covers overall organizational issues in determination, analysis, execution, and control within a global environment. This capstone course integrates theories and concepts from production, marketing, finance, and accounting and provides an opportunity to simulate the function of top level management as it relates to the total business environment through a team-based business simulation. Through readings, written assignments, presentations, in-depth group discussions, and a team-based simulation competition, students will broaden their understanding and practice the art of strategic decision making.

MGT 462 Experiential Learning Capstone 3 Credits
The Experiential Learning Capstone in the M2 curriculum immerses students in the study of how historical, iconic companies, under the guise of strategic management principles, created disruptive/game-changing industry innovation. Built on the foundational courses in the M2 curriculum, the capstone integrates classroom lectures with a combination of company visits and externship projects. Students apply their foundational learning in the study of how birth was given to a select set of companies.

Marketing Courses

MKT 415 Marketing Foundations 3 Credits
This course is designed to provide students with a comprehensive framework to develop, implement and evaluate competitive marketing strategies that achieve organizational goals and objectives. It explores the functional marketing operations of organizations and examines the key elements of a marketing manager’s decision making process. Examples of learning modules include: customer and market analysis, segmentation, targeting and positioning, marketing mix decisions (product, price, placement and promotion).

MKT 425 Contemporary Topics in Marketing 2 Credits
The objective of this course is to build on the principles learned in Marketing Foundations and study a series of contemporary topics relevant for the marketing function in organizations. The focus is on key factors that are driving changes in the marketplace and the implications to the organization when devising strategies. Students will obtain an understanding of how to identify emerging trends, explore the underlying antecedents and consequences of these trends, and learn how organizations can proactively manage these trends.

Prerequisites: MKT 415

Masters Accounting Courses

MACC 409 Advanced Federal Income Taxation 3 Credits
An advanced study of the taxation of business organizations, estates, trust, and wealth transfer taxes. Planning and research are the basic components of the course. Problem-solving and written research are emphasized. Credit will not be given for both ACCT 309 and MACC 409.

Prerequisites: ACCT 307

MACC 412 IT Auditing 3 Credits
Addresses internal control and audit issues in an Information Technology (IT) environment. Structured around the COSO internal control framework. Audit procedures for the review of IT general and application controls are examined. Students perform substantive tests on financial databases using audit software. Topics covered: Internal controls in centralized and distributed IT environments, IT outsourcing, IT governance, Data modeling, network and database security ACL software, SAP process and control issues.
MACC 413 The Corporate Financial Reporting Environment 3 Credits
This course addresses the nature of corporate financial reporting, its role in providing decision-useful information to capital market participants, standard-setting and the FASB conceptual framework, and theoretical and empirical assessments of its performance.

MACC 420 Fraud Examination and Forensic Accounting 3 Credits
This course focuses on developing student understanding of forensic accounting and fraud investigation for introduction to the forensic accounting profession. Course provides enhanced knowledge of occupational fraud, with emphasis on financial statement fraud. Topics include the nature/theories of fraud, fraud prevention/detection techniques and the legal and auditing framework for fraud investigation. Course integrates data analytic techniques in fraud examination and detection, analysis of SEC cases involving fraud allegations and incorporates materials provided by the Association of Certified Fraud Examiners (ACFE).
Prerequisites: ACCT 320

MACC 424 Governance, Risk and Control 3 Credits
This course focuses on developing students' understanding of corporate governance, risk oversight and internal control monitoring from an accounting professional's perspective. Topics include agency theory, fundamentals of corporate governance, risk and internal control, functions of the board of directors and the audit committee, independent auditor and impediments to audit quality, internal auditor's role, and SEC regulations and laws impacting governance, risk and control. Class discussions, interactive group exercises, role plays, field projects, and real-life cases are used.
Prerequisites: ACCT 320 or BU/A2

MACC 427 Reporting and Auditing Fair Value Estimates 3 Credits
Explores the theory and mechanics of financial reporting of assets and liabilities presented at fair value. The course focuses on U.S. GAAP standards relating to the recognition, measurement, valuation, and disclosure of fair value in financial statements. The course also examines management incentives in reporting and issues faced by auditors in providing assurance regarding these estimates.

MACC 430 Data Analytics for Accountants 3 Credits
This course uses publicly available financial statement information to programmatically analyze company activities. Obtaining, cleaning, exploring, analyzing with statistical and machine learning methods, and presenting accounting data are explored in a project based format. Non-financial related information analyses are linked to audit and risk assessments. Projects and papers involve actual entities and associated financial information. Credit will not be given for both MACC 430, Data Analytics for Accountants and ACCT 330, Accounting Data and Analytics.
Prerequisites: ECO 045

Project Management Courses

PMGT 409 Project Management Fundamentals 3 Credits
Introduction to project management – survey of the knowledge areas and approaches to managing projects. Looks at the relationship of projects to organizational strategy and culture, how to initiate a project, principles of planning and project execution and control, managing stakeholders, and communicating effectively. A review of the competencies required to address the complexities and challenges of projects. Hands-on approach to developing project management work artifacts and simulated project management game are used.

PMGT 410 Project Requirements and Scope Management 1 Credit
Focuses on understanding the principles and nuances of managing project and product scope: the boundaries of inclusion and exclusion of the product – its features and functions, and of the project – the work involved to create the project’s product. Addresses the methods for eliciting and managing product and project requirements, defining the project scope, creating a scope baseline, and managing changes to control scope creep.
Prerequisites: PMGT 409
Can be taken Concurrently: PMGT 409

PMGT 411 Project Scheduling, Estimating & Budgeting 1 Credit
This course explores the methods and challenges of developing project estimates, schedules, and budgets. Expectations about project timelines and costs cause a great deal of friction and frustration in projects. In this course students will learn how to build a schedule using the critical path method, methods for resource loading, developing contingency reserves, and time and cost estimates. They will also learn how to present schedule information to manage expectations and deal with slips when they occur.
Prerequisites: PMGT 409 and PMGT 410
Can be taken Concurrently: PMGT 409, PMGT 410

PMGT 412 Advanced Scheduling & Scheduling Tools 1 Credit
This course deals with developing a schedule in MS Project in a hands-on class. Students will learn to build a fully resource loaded, networked, and baselined schedule in MS Project, and how to manage from that schedule. Students will also explore the principles of critical chain scheduling, dealing with risks in schedules, and using the schedule to forecast outcomes and communicate effectively with stakeholders about time expectations.
Prerequisites: PMGT 409 and PMGT 410
Can be taken Concurrently: PMGT 409 and PMGT 411

PMGT 413 Project Risk Management 1 Credit
As projects always involve a new and unique endeavor to the performing organization, uncertainty is a part of every project. Effective project management prepares for the risks - both jeopardies and opportunities - presented by these uncertainties. In this class we will explore both the classic and some more advanced methods for dealing with project risks.
Prerequisites: PMGT 409 and PMGT 410
Can be taken Concurrently: PMGT 409, PMGT 410

PMGT 414 Managing Project Quality 1 Credit
Students will explore the key concepts of quality management and how they apply in projects. This class discusses the use of the quality management tools and methods, practices for holding quality reviews, and for developing project quality management plans.
Prerequisites: PMGT 409 and PMGT 410
Can be taken Concurrently: PMGT 409, PMGT 410

PMGT 415 Project Procurement & Negotiation 1 Credit
This class focuses on the tools and practices used in managing procurement on projects, and best practices for negotiation and supplier management. It explores the role of the contract, types of contracts, developing the statement of work, RFP, screening & selection criteria, and the procurement management plan. It also looks at how to manage contractors throughout the project.
Prerequisites: PMGT 409 and PMGT 410
Can be taken Concurrently: PMGT 409, PMGT 410

PMGT 416 Decision Making and Ethics on Projects 1 Credit
This class looks at the factors and processes for making effective and ethical decisions on projects. The unknowns, complexities, time and cost pressures, and cross-functional stakeholders make good decision-making imperative for both long-term and short-term success. Students will use a variety of tools and techniques for team decision-making. Class includes a role-play game based on the Challenger accident to explore issues.
Prerequisites: PMGT 409
Can be taken Concurrently: PMGT 409

PMGT 417 Project Leadership 1 Credit
Good management skills alone will not create project success. Leadership, which is much more elusive, is equally if not more important. This class will explore models of leadership and how they apply to projects, styles of leadership, motivation, influence, politics, and dealing with difficult stakeholders.
Prerequisites: PMGT 409
Can be taken Concurrently: PMGT 409
PMGT 418 Facilitation and Teamwork for Projects 1 Credit
This class focuses on the principles and practices of teamwork, an essential element for projects. Students will examine the effectiveness of different types of team structures and maturity levels for teams and organizations. They will learn methods for dealing with conflict, facilitating groups, and the different types of meetings used in projects. This class will use case studies as well as hands-on methods.
Prerequisites: PMGT 409
Can be taken Concurrently: PMGT 409

PMGT 419 Adaptive and Agile Project Management 1 Credit
In this class we will explore the new methods used for more extreme projects – those with more complexity, market acceptance, time pressure, and advanced technology. Students will examine the factors affecting complex projects with cross-functional and dispersed teams as well as principles for Agile project approaches. This class will use case studies as well as hands-on methods.
Prerequisites: PMGT 409 and PMGT 410 and PMGT 411 and PMGT 414

PMGT 420 Managing Projects for Innovation 1 Credit
Traditional project management tries to instill discipline in a seemingly chaotic process, but for innovation to thrive we must couple discipline with creativity. In this class students will explore the paradoxes innovations create, and look at ways to remove blocks and spark imagination while producing value for the organization. Case studies and hands-on techniques will be utilized in this course.
Prerequisites: PMGT 409 and PMGT 410 and PMGT 411 and PMGT 413

PMGT 421 Project Management Capstone 1-3 Credits
This class is conducted as an independent study and involves applying the principles and practices of the previous project management classes to a real-life project or approved case study. You will develop a set of project documents and provide a critical analysis of the project to demonstrate your mastery of the project management skills prescribed for a predictive (plan-based) project.
Prerequisites: PMGT 409 and PMGT 410 and PMGT 411 and PMGT 413 and PMGT 416

Supply Chain Management Courses
SCM 423 Supply Chain Operations Management 2 Credits
This course provides an essential understanding of managing global supply chains and operations within the context of an integrated value chain. Topics addressed include the fundamentals of supply chain management; supply chain risk management; quality management; demand and supply chain planning, including forecasting, capacity planning, aggregate planning, and scheduling; the components of a lean supply chain; inventory and working capital management; distribution and transportation management; and performance measurement. Special emphasis is given to managing supply chains from a financial perspective.