

MASTER OF BUSINESS ADMIN (MBA)

Accounting (ACCT)

ACCT 6548 Accounting for Decision-Making

3 credit hours

Students consider key financial and management accounting topics from a user and decision-maker perspective. Topics include: analysis and interpretation of financial statements prepared under various regimes of accounting standards; use of internal management accounting information in various contexts; and behavioral incentives and cognitive biases that may distort decisions made using accounting information.

Note: Students cannot receive credit for this course if they have credit for ACCT5548.

ACCT 6626 Management Information Systems: Strategy and Practice

3 credit hours

This course addresses the rising need of managers to recognize the strategic importance of information systems and to be able to create new work environments which allow their organizations to leverage knowledge globally, organize for complexity, work electronically, and handle continuous and discontinuous change. The concept of information as a corporate resource which must be effectively planned, developed, managed and controlled is emphasized.

ACCT 6641 Financial Reporting and Statement Analysis

3 credit hours

This course examines financial statements from the perspective of both preparers and users of financial information. Commencing with analytical models of information production, the course focuses on various mechanisms of information extraction. Techniques such as ratio analysis, signal extraction, forecasting are used to establish functional relations between the accrual process and the economic position of a firm. Consequently, the course provides a framework for using accounting information to evaluate a firm.

ACCT 6650 Integrative Managerial Accounting I

3 credit hours

Beginning with organizational goals and objectives, and involving strategy, policy, and implementation issues, this course examines the development of management planning and control systems in the modern organization. The focus will be on techniques and processes that lead to improved management decision making. Some of the topics discussed may include activity-based management, target costing, value chains, life cycle costing, principal and agency relationships, and customer value analysis. Integrative problem solving and case-analysis will be emphasized both at a group and individual level.

ACCT 6652 Integrative Managerial Accounting II

3 credit hours

Prerequisite: ACCT 6650.

This is a continuation of Integrative Managerial Accounting I. Particular emphasis is placed on the study of change management processes and techniques, and performance analysis and evaluation. Some of the topics discussed may include economic value added, balanced scorecard, total quality management, corporate reengineering, and strategic brand valuation. Integrative problem solving and case-analyses will be emphasized both at a group and individual level.

ACCT 6653 Taxation

3 credit hours

Students will examine the effect of tax law on personal and managerial decision-making and be introduced to the concept and principles of commodity taxation.

ACCT 6654 Advanced Financial Accounting Theory

3 credit hours

Accounting theory involves conceptual, historical, and empirical developments. Exploration of these issues in light of recent developments will be made in this course. Included are theoretical issues surrounding advanced accounting topics such as not-for-profit organizations, foreign currency, business combinations, non-going concerns, partnerships, and resource industries.

ACCT 6656 Integrative Financial Accounting

3 credit hours

Theory and practice will be combined to investigate complex financial accounting issues and problems. Recent research and practice will be explored as part of this course.

ACCT 6657 International Accounting

3 credit hours

An introduction to accounting in the international environment and especially within multinational enterprise, which will involve in-depth examination of international accounting issues. Topics will include: international accounting standards; foreign exchange, foreign currency transactions, and translation of financial statements; inter-corporate investments; accounting for changing prices; transfer pricing; international aspects of taxation; culture and accounting; as well as accounting in developing countries.

ACCT 6658 Computer Based Auditing

3 credit hours

This course investigates internal controls and audit in computer and data communications environments. Topics include hardware and software control features, data security, control evaluation, computer assisted auditing, statistical sampling and working paper preparation and selected current topics. Microcomputer and networked systems will be emphasized.

ACCT 6660 Integrative Public Auditing

3 credit hours

Specialized public auditing areas such as forensic audits, environmental audits, and computer systems investigations will be combined with the study of recent audit questions of concern to both practitioners and researchers.

ACCT 6662 Integrative Internal Auditing

3 credit hours

This course covers value-for-money auditing and operational and management audits, investigations of computer systems and emerging issues in internal auditing. Modern management practices and approaches will constitute necessary background.

ACCT 6664 Advanced Taxation Legislation - Corporate and Sales

3 credit hours

Tax legislation is not only complex but subject to continual change. This course will explore the recent changes in both corporate and sales tax legislation and engage in an in-depth study of selected areas of the legislation relevant to business decisions.

ACCT 6666 Taxation and Financial Planning

3 credit hours

The tax implications for various complex business decisions such as mergers, capital structuring, investments, and business valuations will be investigated. Recent income tax legislation will also be considered as part of the investigation conducted.

ACCT 6668 Advanced Management Information Systems (MIS)

3 credit hours

This course analyzes advanced topics in computerized information systems from an accounting perspective. Systems analysis and design, database design, systems documentation and the role of expert systems and artificial intelligence will be explored.

ACCT 6680 Environmental Accounting

3 credit hours

This course is designed to help students understand how to monitor, control, measure, and report the environmental impact of business and public sector organizations. The course will include an overview of sustainable development from an accounting perspective, external reporting of environmental costs and obligations, internal planning, budgeting and control of costs, and an introduction to environmental auditing. The course is oriented toward integration of the concepts of sustainable resource management into the integral planning and external reporting of the organization, and will include case studies and projects which endeavour to integrate the field of accounting with others related to the interaction of the environment with the economy. To the extent possible, applications and cases, as well as the skills of professionals not members of the Department of Accounting, will be used to strengthen this integration.

ACCT 6690 Seminar in Accounting

3 credit hours

Specialized public auditing areas such as forensic audits, environmental audits, and computer systems investigations will be combined with the study of recent audit questions of concern to both practitioners and researchers.

ACCT 6692 Directed Study

3 credit hours

Intended to supplement or provide an alternative to the regular accounting courses in order to meet the special needs and interests of students, the course provides an opportunity to study a particular subject in detail and requires from the student some measure of independence and initiative.

Commercial Law (CMLW)

CMLW 6601 Commercial Law

3 credit hours

A survey of the legal aspects of business such as contracts, corporate law, competition, sale of goods and consumer protection, negotiable instruments, employment, real estate, insurance and creditor rights. The workings of the legal system will also be explored.

Computing and Information Systems (CISY)

CISY 6521 Information Systems & Success

3 credit hours

Students examine the role of information systems in successful, modern businesses from a managerial focus. Topics include business process and systems governance; business analytics; collaboration and wireless communication; and doing business in the electronic market space. Students will use computer tools for communication, decision support, and project management.

Note: Students cannot receive credit for this course if they have credit for CISY5521.

CISY 6624 Database Systems

3 credit hours

Students will examine the design, implementation and management issues associated with database systems. The problems which arise through incorrectly designed databases are identified and their resolutions discussed. Topics on transaction processing and databases on the WWW are also covered. Labs based on an RDBMS package are given to provide a vehicle for practical implementation.

CISY 6625 Electronic Commerce

3 credit hours

Students explore how an effective e-commerce strategy and execution can drive enterprise success. Topics include: e-business models, e-commerce technology infrastructures, security and payment systems, e-marketing, social and political issues, retail and services, media, social networks, supply chain management, and collaboration.

CISY 6626 Government and Platform-mediated Networks

3 credit hours

This course takes a systematic approach to examining governance issues during each stage of the IT-enabled platform life cycle in such industries as energy, finance, and technology. Students examine how industry regulations and platform service(s)/objectives affect business model design and platform mobilization. Students learn how IT platform provider(s) and sponsor(s) are able to influence government regulations, policy-setting, and/or applicable standards, identify risks for platforms due to management inattention to important factors, and identify envelopment opportunities and appropriate defenses.

CISY 6636 Decision Support Systems

3 credit hours

Students explore decision support systems (DSS), computer applications specifically designed to support and enhance user decision-making. Topics include: DSS examples (expert systems, BI systems, data mining, and others), architecture, design issues, and implementation using Visual Basic programming in MS Excel.

CISY 6690 Seminar in Computing and Information Systems

3 credit hours

This course deals with selected topics in computing and information systems. It is offered when in sufficient demand, and specific topics covered may vary depending on the interest of the students and instructor.

CISY 6692 Directed Study in Information Systems

3 credit hours

Intended to supplement or provide an alternative to the regular computing and information systems courses in order to meet the special needs and interests of students, the course provides an opportunity to study a particular subject in detail and requires from the student some measure of independence and initiative.

Economics (ECON)

ECON 5500 Microeconomics

3 credit hours

Theory of consumer behaviour and demand, theory of production and cost, behaviour of the firm, theory of price and output under different market structures, and the theory of factor markets.

ECON 5501 Macroeconomics

3 credit hours

Measurement of macroeconomic variables; models of aggregate income and price determination; unemployment and inflation; macroeconomic policy debates.

ECON 6502 Global Economy

3 credit hours

Students examine issues related to the global economy, including national economic policies and economic growth. Students analyze how microeconomic entities interface with natural resources, economic development and international trade. They examine the phenomenon of globalization and develop an understanding of the ever increasing interdependence amongst the world's various economic agents.

Note: Students cannot receive credit for this course if they have credit for ECON 6601.

ECON 6600 Issues in Industrial Economics

3 credit hours

This course deals with such topics as competition policy, technological change in industry, behaviour under uncertainty, and the economics of regulation. It draws on theories of industry structure, conduct and performance, and emphasizes applications in the Canadian context.

ECON 6609 Business Forecasting

3 credit hours

Business decision making relies heavily on information, and forecasting is an important tool in the provision and analysis of information. Recent advances in forecasting methodology and computer technology have opened new and challenging avenues for modeling and forecasting in the business area. This course aims to provide students with a working knowledge of forecasting models and methods (with particular emphasis on newer developments) that they may usefully be applied in a real-world setting.

ECON 6611 Sustainable Resource Management

3 credit hours

This course examines the structure and dynamics of natural resource industries and their biological, economic, social, administrative and technological components. The course will cover such topics as: the role of natural resources in society; objectives of integrated natural resource development; the nature of sustainable development and environment-economy interactions in the resource sector; options for management of resources and resource industries; economics of sustainable resource use; methods for analyzing resource use choices; case studies. This will be an interdisciplinary course, drawing on elements of economics, management and management science. It will give the student a grounding in natural resource management, with emphasis on the theoretical and practical application of 'sustainable development' to the resource sector.

ECON 6620 Issues in Public Finance and Fiscal Policy

3 credit hours

This course deals with selected aspects of public policy. Issues related to public goods, externalities, fiscal federalism, tax incidence theory, direct taxation, indirect taxes, public debt and stabilization policy may be covered.

ECON 6622 Managerial Economics and Public Policy Issues

3 credit hours

This course deals with business and public policy issues. Topics may include the market mechanism, market structures, regulation of industry and competition policy, aggregate economic activity, business cycles, stabilization policy, public debt, and other issues of current interest.

ECON 6663 Economics of Environment Management

3 credit hours

This course focuses on the use of economic principles to understand the environmental impacts of business and household activity. The issues discussed include: causes of air and water pollution; endangered species; and the environmental impacts of human activity in fisheries, forestry and mining industries. Methods of environmental management, with special emphasis on the potential role of economic institutions and instruments, are discussed. Some discussion of current Canadian policy issues is also undertaken.

ECON 6665 International Economics

3 credit hours

An overview of the central themes in international trade and finance, with presentation of current policy issues and debates. Topics include: gains from trade; regional integration; multilateral trade liberalization; scale economies and trade; foreign exchange rate determination; exchange rate regimes; foreign exchange intervention and stabilization policy.

ECON 6690 Seminar in Economics

6 credit hours

This course deals with selected topics in economics. It is offered when in sufficient demand, and specific topics covered may vary depending on the interests of students and instructors. Classes and independent study. 1 semester.

ECON 6692 Directed Study

3 credit hours

This course supplements and provides an alternative to the regular economics courses in order to meet the special needs and interests of students. It also provides an opportunity to study a particular subject in detail and requires from the student some measure of independence and initiative.

Entrepreneurship (ENTR)

ENTR 6110 Venture Capital

3 credit hours

Venture Capital (VC) is designed to finance rapid-growth, scalable start-ups. Students explore risk-laden investments in entrepreneurial and innovative firms. Students investigate value propositions, financing options, and write investment memos for clean tech, life sciences, and ICT start-ups. Lectures are supplemented with visits by guest VCs, entrepreneurs, and local living cases.

ENTR 6220 Sustainable Student Venture Investment Fund

3 credit hours

Prerequisite: ENTR 6110 or approval of instructor

Students explore the risks associated with entrepreneurial firms by managing a venture fund and making investments in innovative start-ups with sustainable objectives. Students raise fund capital, conduct due diligence, and assess the innovative capacity of companies. A highly applied course, students are also mentored by venture capitalists in class.

ENTR 6600 Entrepreneurship: Theory and Concepts

3 credit hours

Students explore the nature of entrepreneurship, theories of entrepreneurship, characteristics and behaviors of entrepreneurs, the entrepreneur as catalyst for economic activity, application of the concepts of entrepreneurship to public and non-profit enterprises, both large and small, and entrepreneurship in developing and developed economies.

ENTR 6677 Social and Sustainable Entrepreneurship

3 credit hours

Students use up-to-date theoretical and practical know-how on social and sustainable entrepreneurship, and work with local, regional, or international social entrepreneurs and community players. Students have the opportunity to gain a strong knowledge of social and sustainable entrepreneurship, including the ability to develop entrepreneurial solutions to wicked problems.

ENTR 6687 New Venture Opportunities

3 credit hours

Students are led through the development of the major elements required for a business plan for a new venture, as well as developing an appreciation for new venture growth in the economy. As a planning and financing tool, the business plan outlines in detail and specifically finance, management and the overall feasibility of a possible new venture. Attention is given to customizing the plan to specific requirements of different financing (e.g., venture capital, bank finance, angel investors).

ENTR 6695 Small Business Performance Improvement

3 credit hours

Students work with a small business owner/manager to identify a small business problem, to develop a workable solution to the problem, and to implement that solution.

ENTR 6697 Family Business

3 credit hours

Students explore the dynamics of family-owned businesses which have problems peculiar to its family orientation. This course would cover issues such as: income vs. inheritance, management and promotion, bringing non-family resources to the firm, harvest and sell-out strategies, succession, deciding to join the family firm, establishing credibility as a daughter or son, stages of family business growth, and strategic planning.

Finance (FINA)

FINA 6561 Business Finance

3 credit hours

Students consider fundamental theories and apply those theories to the business world. Topics include financial statement analysis, valuation of financial assets, investment and financing decisions, costs of capital, portfolio management, and long-term financial policies of firms such as capital structure and dividend policies.

Note: Students cannot receive credit for this course if they have credit for FINA5561.

FINA 6571 IMPACT Program 1: Applied Financial Analysis

3 credit hours

Prerequisite: Permission of instructor

This is the first of two courses that support the investment management of the Sobey School of Business's IMPACT Fund. Students who are admitted to this program will undertake a comprehensive economic analysis of the Canadian economy and use this to generate top-down portfolio allocation decision. In addition, students learn how to generate advanced financial research reports using state-of-the-art financial tools. Emphasis is on generating, interpreting and applying company comparable analysis reports.

FINA 6572 IMPACT Program 2: Applied Portfolio Analysis

3 credit hours

Prerequisite: Permission of instructor and FINA 6571

This is an advanced course in applied portfolio management. The course is the second of two courses that support the investment management of the Sobey School of Business's IMPACT Fund. Students who are admitted to this program are responsible for making portfolio allocation decisions for the fund. Students use company comparable analysis in conjunction with more advanced financial models, such as cash flow and real options models, in making bottom-up active portfolio management decisions. Advanced financial statement analysis is also covered.

FINA 6662 Seminar in Real Estate Investment

3 credit hours

FINA 6663 Financial Management

3 credit hours

Managerial in emphasis, this course examines financial planning and analysis, working capital management, capital budgeting techniques, and theories of cost of capital and valuation of the firm.

FINA 6664 Corporate Finance

3 credit hours

Prerequisite: FINA 6663.

This course is also managerial in emphasis and covers material related to financing both the short and long term assets of the firm: bank borrowings, bonds, preferred stock, common stock, as well as mergers and consolidation.

FINA 6665 Mergers and Restructuring

3 credit hours

The course examines financial and economic aspects of corporate mergers, acquisitions, joint ventures, restructuring and other corporate control transactions. Relations between corporate control transactions and performance are explored. This course will expose students to key corporate finance literature.

FINA 6666 Capital Markets

3 credit hours

The purpose of this course is to discuss the management of investments. Although a strong theoretical treatment is adopted, the course is developed in the context of Canadian financial markets and available empirical work will be reviewed. Recent advances in option and bond markets will be developed and computer applications stressed. In addition, the asset-liability management of financial institutions - banks, mutual funds, insurance companies and public funds - will be reviewed.

FINA 6667 Options, Futures and Swap Markets

3 credit hours

Prerequisite: FINA 6668.

This course is intended to help students understand activities of the financial institutions in the market place and the types of financial innovations taking place in the market place. Topics covered include contemporary issues in the options and futures markets and applications: stock options, stock index options, foreign currency options, curb options, commodity futures, foreign exchange futures, interest rate futures, stock index futures and interest rate swaps. Applications to hedging strategies are also emphasized.

FINA 6668 Investments and Portfolio Management

3 credit hours

This course presents an overview of the Canadian investment environment focusing on various securities that trade in the money, bonds, and equity markets. Both qualitative and quantitative treatments of risks and returns associated with investments in these markets are discussed. Applications to managed (active) and unmanaged (naive) portfolios, performance evaluation and interest rate risk management from the perspective of financial institutions. Topics covered include market transactions, portfolio theory and analysis, asset pricing models and market efficiency, security analysis, equity and fixed-income portfolio management and performance appraisal.

FINA 6670 Fixed Income Securities

3 credit hours

Prerequisite: FINA 6668

This course provides a detailed analysis of the bond market and the instruments available therein. Although the emphasis is on North American securities, global portfolios are also examined. Bond valuation and bond portfolio strategies are covered in depth. Treasury securities, corporate bonds, municipal bonds, mortgage backed securities, CMO's and interest rate options are addressed.

FINA 6671 Financial Institutions

3 credit hours

Prerequisite: FINA 6668

This course provides a detailed analysis of the bond market and the instruments available therein. Although the emphasis is on North American securities, global portfolios are also examined. Bond valuation and bond portfolio strategies are covered in depth. Treasury securities, corporate bonds, municipal bonds, mortgage backed securities, CMO's and interest rate options are addressed.

FINA 6676 International Business Finance and Banking

3 credit hours

This course is organized around two themes - (i) the concept of the multinational firm and the financial management decisions it takes in a multi-currency world - and (ii) the challenges faced in the international banking system of asset/liability management, offshore financial centres, external debt and rescheduling and increased regulatory and supervisory measures.

FINA 6690 Seminar in Finance

3 credit hours

This course deals with selected topics in finance. It is offered when in sufficient demand, and specific topics covered may vary depending on the interests of students and instructor. In the past these have included real estate, investment and portfolio management, and international banking.

FINA 6692 Directed Study

3 credit hours

Intended to supplement or provide an alternative to the regular finance courses in order to meet the special needs and interests of students, the course provides an opportunity to study a particular subject in detail and requires from the student some measure of independence and initiative. Prior to undertaking registration for this course, students must have a detailed course proposal approved by the appropriate instructor. Proof of this approval must be submitted at the time of registration for the course. Students are encouraged to obtain this approval prior to leaving campus in the spring.

Management (MGMT)

MGMT 6585 People in Organizations

3 credit hours

Students study theories and concepts in strategic human resource management, employee relations, and industrial relations. The course is designed to build on the fundamentals of organizational behavior concepts and processes, and labour relations frameworks and knowledge to a systematic and strategic approach to managing people and processes in organizational settings.

Note: Students cannot receive credit for this course if they have credit for MGMT 5585.

MGMT 6590 Responsible Leadership I

3 credit hours

In today's complex and global business environment, leaders must be skilled at managing conflicting expectations of multiple stakeholders, and creating organizational contexts and cultures for responsible decision making. Students examine contemporary leadership and ethical dilemmas, and acquire the theoretical knowledge and analytical skills necessary to navigate these dilemmas.

Note: Students cannot receive credit for this course if they have credit for MGMT5586 OR MGMT6694 OR MGMT 6595

MGMT 6591 Responsible Leadership II

3 credit hours

Prerequisite: MGMT 6590 Responsible Leadership I

Students deepen their understanding of how responsible leaders operate in the context of stakeholder management, corporate social responsibility, and sustainable development. Students participate in a variety of experiential learning activities, including a community-based service-learning project, to synthesize learning, and create innovative and sustainable solutions to organizational challenges and opportunities.

Note: Students cannot receive credit for this course if they have credit for MGMT 5586 or MGMT 6694 OR MGMT 6595

MGMT 6601 Essentials of Management Consulting

3 credit hours

Students are introduced to an overview of the management consulting profession and the integrative skills required to undertake a consulting assignment, including preparing proposals, diagnosing client problems, identifying and implementing solutions, and concluding assignments. Topics include, client communications, teamwork, change management and the profession's code of conduct.

Note: This course is offered under agreement with CMC-Canada and is applicable towards the professional designation, Certified Management Consultant; and it has a mandatory additional fee towards a student membership in CMC-Canada.

MGMT 6681 International Business Management

3 credit hours

The course focuses on the nature and environment of international business management, including the study of multinational corporations and joint ventures and their impact on the host country, inter-cultural differences and their effects on management style, policy, and execution.

MGMT 6682 Performance Management

3 credit hours

Managing human capital is an essential skill: every manager in every organization is responsible for PM. Students are exposed to the theory and practical applications of the performance management process. Students are introduced to proper design and implementation of a PM system to increase employee motivation and engagement.

MGMT 6685 Strategic Human Resource Management

3 credit hours

An investigation of the role of the personnel manager and the changes in the nature of responsibilities brought about by changes in the legal and technological environments of organizations. The course deals mainly with human resource planning, selection, and compensation and the development of the human resources of the organization.

MGMT 6686 Industrial Relations

3 credit hours

This course reviews the development, structure, and operations of labour unions. It introduces the student to the legislation that governs labour-management relations in the unionized context. Included here are laws governing union picketing and other key issues. This course also deals with negotiation of collective agreements and various means of conflict resolution, such as conciliation, mediation, and arbitration.

MGMT 6692 Directed Study

3 credit hours

Intended to supplement or provide an alternative to the regular management courses in order to meet the special needs and interests of students, the course provides an opportunity to study a particular subject in detail and requires from the student some measure of independence and initiative.

MGMT 6696 The Negotiating Process

3 credit hours

Students focus on the negotiating process with special emphasis on contract negotiation between management and union. Students examine the nature of negotiation, planning and preparation for negotiation, negotiating theories, strategies and tactics. Students examine such key elements in negotiation as communication, persuasion, power and ethics.

MGMT 6789 Strategic Management

3 credit hours

Prerequisite: MKTG 6571; ACCT 6548; MGSC 6506; MGSC 6515; CISY 6521; MGMT 6585; ECON 6502; FINA 6561

Students in this capstone course focus attention on the role of senior management in developing and implementing strategy in a variety of contexts. Students gain insights into the problems and responsibilities faced by senior management, and develop the skills needed to provide overall direction for organizations.

Note: Students cannot receive credit for this course if they have credit for MGMT6689.

MGMT 6800-6825 Special Topics in Management

3 credit hours

Students explore selected topics in the management area. Topics vary depending on the interests of the students and instructors.

Management Science (MGSC)

MGSC 6506 Business Statistics

3 credit hours

Students build on their existing analytical foundation to develop an in-depth understanding of statistical techniques used in business. The focus is on statistical analysis of real business problems in their full complexity. Topics include descriptive and inferential statistics including nonparametric techniques, ANOVA, multiple regression, practical significance, and various statistical software packages.

Note: Students cannot receive credit for this course if they have credit for MGSC5506.

MGSC 6515 Strategic Operations Management

3 credit hours

Students consider the critical role of operations in both service and production environments, and build capacity for managing operations activities using the necessary tools to leverage the strategic value of operations. Topics may include: project, quality, supply chain management; forecasting; design; and environmental sustainability.

Note: Students cannot receive credit for this course if they have credit for MGSC5515.

MGSC 6603 Statistical Applications in Management Science

3 credit hours

This course brings together many of the theories and skills which the student has learned and uses them in designing, conducting, analyzing, and reporting the results of research designs. Statistical techniques used are: chi-square, analysis of variance, and multiple regression. Extensive use is made of computer-oriented statistical packages.

MGSC 6604 Statistical Applications in Management Science II

3 credit hours

MGSC 6615 Strategic Design and Improvement of Operations

3 credit hours

This course is aimed at the student who wants to deepen their understanding of the strategic role of operations and the design of operations to facilitate competitive advantage in both service and production environments. The strategic design and improvement of operations will be examined in the context of key performance priorities such as: cost, quality, flexibility, delivery, and time. Topics include: process design and improvement, implementation of operations improvement strategies, and integration of information technology and operations systems. The course will make significant use of cases and group work.

MGSC 6616 Project Management

3 credit hours

This course introduces students to fundamental issues in managing projects: project definition and scope, networks, risk management, scheduling, monitoring, organizational structure and leadership, and professional requirements. Students are exposed to project management software.

MGSC 6618 Total Quality Management

3 credit hours

This course introduces the student to the concepts of total quality management, quality improvement, and statistical quality control as key ingredients of a quality strategy. The role of a quality strategy in improving the competitiveness of the firm in both local and international markets is emphasized. Using a case-oriented approach, students will be introduced to the philosophies of Deming, Juran and Crosby, the dimensions of product and service quality, modern statistical improvement tools, and the relationship between quality strategy and the functional areas of the firm.

MGSC 6619 Design and Management of Supply Chains

3 credit hours

This course provides students with the fundamental tools to understand, analyze, and design the supply chain. The supply chain is a strategic driver that has enabled many well-known companies to gain and sustain competitive markets. Heightened customer expectations around product and service quality, speed of delivery, operating costs, and innovation require the careful design and management of a firm's supply chain processes. The course also emphasizes the supply chain as a strategic asset that must be aligned with the firm's corporate strategy.

MGSC 6690 Seminar in Management Science

3 credit hours

This course deals with selected topics in management science. It is offered when in sufficient demand, and specific topics covered may vary depending on the interests of students and instructor.

MGSC 6692 Directed Study

3 credit hours

Intended to supplement or provide an alternative to the regular management science courses in order to meet the special needs and interests of students, the course provides an opportunity to study a particular subject in detail and requires from the student some measure of independence and initiative.

Marketing (MKTG)

MKTG 5571 Marketing Management: An Overview

3 credit hours

A course providing managerial introduction to the fundamentals of marketing with primary focus on the planning, organizing, and controlling of product, price, distribution, promotion, and public policy strategies, in both domestic and international markets.

MKTG 6571 Marketing Management

3 credit hours

Working from a managerial perspective, students explore the fundamentals of marketing with primary focus on the planning, organizing, and controlling of product, price, distribution, promotion, and public policy strategies, in both domestic and international markets.

Note: Students cannot receive credit for this course if they have credit for MKTG5571.

MKTG 6670 Ethical and Social Analysis in Marketing Decisions

3 credit hours

This course studies the application and integration of ethical and social analysis in marketing decisions. It also considers whether, when, and how to recognize and reconcile the interests of diverse groups of marketing stakeholders when making marketing decisions. The groups include customers and clients, channel members, suppliers, governments at all levels, as well as public-interest groups and society at large.

MKTG 6671 Services Marketing

3 credit hours

An examination of the marketing management process as applicable to service organizations. Students will develop a marketing framework relevant to services marketing. With emphasis on current literature, service-quality management, managing the customer and marketing mix, designing and managing a marketing-oriented service organization, globalization of services, strategy formulation for profit and non-profit services will be addressed.

MKTG 6672 Marketing Communications: Planning and Strategy

3 credit hours

A study of communications theory as it applies to the role of interpersonal and mass communication media in marketing. Emphasis is placed on the formulation, coordination and evaluation of the effectiveness of advertising, personal selling, sales promotional, and public relations strategies.

MKTG 6673 Marketing Distribution: Planning and Strategy

3 credit hours

A systematic analysis of the decision-making factors underlying the development of effective distribution policies and strategies. The course focuses on the institutions and functions of the marketing channel with emphasis placed on distribution regulation, direct selling, retail, wholesale and physical distribution functions.

MKTG 6674 Marketing on the Internet

3 credit hours

This course will provide students with an understanding of the Internet as a marketplace. Technical as well as managerial issues involved in electronic commerce will be addressed. Using online readings, cases, and assignments, students will develop an understanding of the rapidly developing and changing Web-based market, and the associated consumer behaviour and marketing strategy issues.

MKTG 6675 Multinational Marketing

3 credit hours

A comprehensive survey of the nature and environment of multinational marketing. This course focuses on the marketing management aspects of multinational business. Emphasis is placed on developing analytical decision-oriented abilities in the area of multinational pricing, product, policy, distribution, promotion, research and development, and market segmentation.

MKTG 6676 Consumer Behaviour: Decision-Making Applications

3 credit hours

An examination of the buying behaviour of individuals as it is affected by psychological and sociological influences. Emphasis is placed on the understanding of how such behavioral-science concepts as social class, reference group, perception, attitude, motivation, personality and learning can contribute to the improvement of marketing decision-making.

MKTG 6677 Brand Management

3 credit hours

This course is intended to provide students frameworks, concepts and skills required to launch and manage brands successfully. Students explore consumer-brand relations, and cultural, societal and organizational factors that affect brands. Managerial aspects of brand management such as brand equity, brand extensions and brand portfolio management are a major focus in the course.

MKTG 6678 Marketing Research

3 credit hours

A study of the decision-making application of marketing research techniques and procedures. Emphasis is placed on research design, sampling, data collection, analysis and presentation.

MKTG 6679 Strategic Marketing

3 credit hours

In this course, students will develop understanding and analytical skills to make strategic choices for achieving sustainable competitive advantage in global market environments. Method of instruction may include seminar discussions, case analysis, simulations, secondary research and field research projects.

MKTG 6690 Seminar in Marketing

3 credit hours

An in-depth study of selected topics. Selections for discussion are at the discretion of the instructor, with approval of the Department. Issues to be discussed may include such topics as marketing productivity, marketing auditing, marketing models, social issues in marketing. Topics will vary from year to year. The course may be repeated for credit hours when topics vary.

MKTG 6692 Directed Study

3 credit hours

Intended to supplement or provide an alternative to the regular marketing courses in order to meet the special needs and interests of students, the course provides an opportunity to study a particular subject in detail and requires from the student some measure of independence and initiative.

MBA (SMBA)**SMBA 6010 Professional Development**

0 credit hours

Through a series of workshops led by internal and external experts, students work through a detailed process to create a customized professional development plan. Supported with personal coaching and engagement with business professionals, students work to enhance targeted competencies and learn to create their own professional development plan to achieve future goals. NOTE: Successful completion of this course will result in an "S" (satisfactory) grade on the student's transcript; and this will not be counted into grade point averages.

SMBA 6020 Immersive Learning

0 credit hours

In this required non-credit course, students engage in hands-on learning opportunities, applying concepts learned in the first year of the MBA Program. These immersive learning experiences focus on case competitions, service learning, entrepreneurship, and innovation. NOTE: Successful completion of this course will result in an "S" (satisfactory) grade on the student's transcript; and this will not be counted into grade point averages.

SMBA 6500 International Learning Experience

3 credit hours

The International Learning Experience provides an opportunity for MBA students to experience first-hand the business operating environment of an international destination. Students will participate in classroom activities and tour sites of financial, political, social and cultural importance in order to better appreciate the opportunities and risks associated with conducting business internationally.

SMBA 6697 Major Research Project MRP

6 credit hours

Each student is required to complete a project involving the practical application of the research concepts and techniques used in their subject area, under the direct supervision of a faculty member. Interdisciplinary projects are acceptable.

SMBA 6698 MBA Consulting Project (MCP)

3 credit hours

Prerequisite: MGMT 6601

This course will provide students with an opportunity to apply concepts and theories learned in the program in a practical setting. Students will be assigned individually or in teams to a business or non-profit organization. Students will work with the client organization, under the supervision of a faculty member, to develop a detailed consulting report.

SMBA 6699 MBA Internship

3 credit hours

The MBA Internship provides students an experiential learning opportunity through work experience in an organization. Students will be able to apply the concepts learned in the program and will also be able to bring back real life experience into the classroom. Students will be required to submit reports during and at the end of the work term. An employer assessment of student performance will be conducted.

Note: Only one internship can be taken during the program.

SMBA 6790 Project Management

3 credit hours

Successful project managers strategically utilize technical and sociocultural skills essential for effective management of a project through its life cycle. Students gain a sound foundation in project management methodologies, tools and disciplines used by professional project managers to achieve organizational objectives and effect change.

Note: This course is recognized by CMC-Canada towards the professional designation, Certified Management Consultant.

SMBA 6791 Business Intelligence

3 credit hours

Students use tools and techniques for customer and product profiling using classification and clustering, analysis of demographic information for business decision making, and supply and demand management using predictive models. Professional business intelligence software is used with real-world data sets to effectively analyze statistical patterns for strategic decision making.

SMBA 6792 Sustainability Management

3 credit hours

Students explore how environmental and social sustainability concerns arise as constraints or opportunities in businesses and other organizations, and how these concerns can be best addressed through the strategic and operational decisions made by these organizations.

SMBA 6890-6899 Special Topics

3 credit hours

This course will offer an in-depth examination of current or emerging and innovative topics in management. The topics may be of a cross-functional or multidisciplinary nature. The course will provide a balance between theory and application. The course may be repeated for credit when topics vary.