



MBA Accelerated Foundations Course Descriptions:

GEB 5898 Business Analytics1-3 s.h.

This module reviews some basic analytical skills that MBA students will need in future courses. The review topics include basic algebra, statistics, and calculus. The course is designed for students who have been exposed to these general topics in the past (at the undergraduate or high school level) but still need a quick refresher course before starting their MBA coursework. An introduction to time value of money calculations used in financial decision making is also presented. The module is designed for use by non-financial managers in all business disciplines.

GEB 5871 Managerial Economics. 1.5 s.h.

Upon completing this module, students will have an understanding of basic economics. Special emphasis will be placed on the determinants of supply and demand and the desirable properties of a competitive equilibrium; followed by the undesirable properties of markets with a monopoly and with externalities. Some basic macroeconomic concepts will also be introduced.

GEB 5872 Understanding Financial Statements 1.5 s.h.

Understanding Financial Statements introduces participants to the accounting process of analyzing, measuring, and reporting business activity. The module begins by exploring the precise language, assumptions, concepts, principles, and logic patterns inherent in the analysis and measurement of business activity. Next, this module describes the form and content of major financial statements. After the participant has independently explored these topics prior to attending class, the weekend class time will be devoted to briefly introducing the recording and reporting process used by accounting systems and to a thorough examination of basic financial reporting issues associated with each of five business activity cycles



Accelerated Foundations Course Descriptions:

GEB 5873 Assessing Financial Performance & Capital Investment 1.5 s.h.

Assessing Financial Performance and Capital Investment presents an integrated introduction to the business relationships that exist between the generation and use of financial information. The module is built around six separate topical areas. The first topical area provides a discussion of the role of accounting in measuring financial performance. Next, an overview of financial management is presented. The keys to understanding financial information are then discussed via financial ratio analysis. The general overview of financial ratio analysis is expanded with a discussion of the effective use of financial analysis. Time value of money is then discussed. The module ends with an overview of economic value added (EVA).

GEB 5874 Financial Decisions, Bu. Val & Creating Shareholder Value . . 1.5 s.h.

This module introduces financial valuation and decision making tools that are used by managers and owner/managers of business organizations. The three foundation concepts covered are the Time Value of Money, the Risk-Return Relationship, and the use of Incremental After-Tax Cash Flows. This module explores each of these concepts providing both a theoretical understanding of the concepts and the related tools and methodologies that are used to incorporate these concepts into the process of financial decision making. The module is designed for use by non-financial managers in all business disciplines and includes introductory discussions of all major financial topics.

There are content prerequisites, however, that it is assumed students have already mastered. These topics include:

- basic statistical measures, normal probability distributions, and hypothesis testing
- fundamental economics concepts such as supply and demand relationships, the equation of exchange and arbitrage
- basic accounting processes and an understanding of financial statements
- basic algebra and calculus skills
- computer skills including e-mail and internet access

If students are deficient in these prerequisites it is their responsibility to overcome these shortcomings. At the first sign of trouble, the student should contact Dr. Constand by e-mail and discuss remedies.



Accelerated Foundations Course Descriptions:

GEB 5875 Management Skills & Applications 1.5 s.h.

The field of management covers the historical evolution of management, organizational design, motivation, team building, leadership, change management, culture, strategic planning, and critical implementation/control elements critical to successful management and strategy. Social responsibility, ethics, globalization, and futures are also stressed.

GEB 5876 Marketing Management 1.5 s.h.

The Marketing Management module is designed to give you an intensive exposure to the basic knowledge about marketing that you will need to master before you take Marketing Management (MAR 6815), a required course in your MBA curriculum.

We view the content of this module as the philosophical and conceptual underpinning that you will need in order to successfully delve into more focused learning experiences (such as case analysis and research papers) in MAR 6815.

GEB 5878 Process Integration /5930 Process Integration 1.5 s.h./ each

This module combines the introduction of several key practical skills with discipline specific concepts learned in previous foundation courses into a defining integrating experience at the end of the accelerated MBA foundation sequence. In addition, the course serves as an initial integrating experience from which to launch students into the core MBA study.

GEB 5877 Applied Managerial Statistics. 1.5 s.h.

The course will cover basic statistics concepts including: descriptive statistics, measures of location, measures of dispersion, basic probability theory, the normal distribution, inferential statistics, basic notions of hypothesis testing, and introduction to correlation analysis. In addition, this course intends to teach students the basics of data analysis, and access to information by providing them with the latest sources of information at the firm level, State level, or Federal level, from key sites in the Internet.



Accelerated Foundations Course Descriptions:

GEB 5870 E-Business Systems (Management Information Systems). . . . 1.5 s.h.

This mini-course emphasizes that any organization will "do better" in serving its customers if it effectively applies the principles of e-business systems planning, development, and implementation. The overall course objective is to provide a common foundation composed of the fundamental concepts required for the use and application of systems and technologies found in the e-Business environment.

This is **NOT** a programming course, nor is it a course in the use of microcomputers or software. This course will cover the important fundamentals of e-Business systems that are found in an increasingly Internet worked world and how these fundamentals support improved e-Business decision-making and processes.

Although not a programming course, that does not mean that the course is non-technical. The entire scope of the course deals with the technology that exists in today's dynamic, rapidly changing business technology environment. That is a lot of technology to master. Included is a whole **vocabulary of terminology and definitions** that, at first, may seem overwhelming. However, this is the nature of today's technology-enabled business environment.