



MBA Course Flier
AIS673 Technology Management



This course is one of General Management concentration electives. It is currently offered in Fall semesters. Pre-MBA students can also take it. The course aims to provide students with specified knowledge on technology and innovation management. Its contribution to MBA's learning goals & objectives is described below.

MBA Goals

1.
Professionalism

2.
Communications

3.
Problem Solving
(critical thinking)

4.
Business
Principles

MBA Objectives

1.1 Ethic

1.2 Corporate Governance

2.1 Document Producing

2.2 Oral Presentation

3.1 Think Critically

3.2 Quantity & Quality

3.3 Develop Solutions

4.1 Concept Understanding

4.2 Business Plan

4.3 Marketing Plan

Course Coverage

Ethics of technology

Role of CIO, R&D in the organization

Essay and course project report on innovation issues

Individual & group multimedia presentation

Recognize business opportunity & innovation barriers

Database software usage, patents & annual reports analysis, innovativeness measurement

Identify innovation trends and design innovative measures

Types, sources, pattern and dynamics of innovation. Context, toolkits and roadmap for managing innovation.

Formulate & integrate innovation strategy

Decode marketing plan; combine marketing and innovation efforts



MBA Course Flier
BA 680 Financial Market & Strategy



This course is one of MBA core courses. It is currently offered in Fall semesters. The course aims to provide students with special knowledge on capital markets, developments of the major financial theories and evaluation on financial instruments. Its contribution to MBA's learning goals & objectives is described below.

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MBA Objectives

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Course Coverage

Professional ethics are specified, discussed and emphasized in this course

The importance of Corporate Governance is discussed by case studies

Case project

Oral presentations

Develop independent thinking and critical thinking by analyzing open-solution cases and examples

Develop both intuitive sense of the finance theories/propositions and quantities and analytical skills of capital market valuation

Develop scenario analysis skills to solve finance problems with uncertainties

Learn advanced topics of capital budgeting, risk/return tradeoff



MBA Course Flier
BA643 Marketing Management



This course is one of MBA core courses. It is currently offered in Fall semesters. The course aims to provide students with knowledge on identifying prospective opportunities, reviewing marketing mix elements, and making & implementing marketing plan. Its contribution to MBA's learning goals & objectives is described below.

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Business
Principles

MBA Objectives

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4.1 Concept Understanding

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Course Coverage

Enhancing ethical awareness

Process of building a marketing plan

Marketing plan + essays

Presentation, group project

Major emphasis is on student ability to think strategically

Situation analysis in the marketing plan: identify a marketing problem and collect relevant information to solve the problem.

Enhance decision-making ability by selecting appropriate marketing mix

Student managerial understanding of marketing framework

Marketing plan - relevant to business plan.

Prepare a marketing plan as part of class project.



MBA Goals

1. Professionalism

2. Communications

3. Problem Solving (critical thinking)

4. Business Principles

MBA Course Flier BA620 Portfolio Theory/Asset Pricing

This course is one of Capital Market concentration electives. It is currently offered in Spring semesters. The course aims to provide students with specialized knowledge on modern normative portfolio theory and asset pricing. Its contribution to MBA's learning goals & objectives is described below.



MBA Objectives	Course Coverage
<p>1.1 Ethic</p> <p>1.2 Corporate Governance</p>	<p>Professional ethics are an integral of this course</p>
<p>2.1 Document Producing</p> <p>2.2 Oral Presentation</p>	<p>Mini-case analysis, written report</p> <p>Mini-case analysis presentation</p>
<p>3.1 Think Critically</p> <p>3.2 Quantity & Quality</p> <p>3.3 Develop Solutions</p>	<p>Analyze return to risk tradeoffs and strategy of portfolio construction</p> <p>Understand the intuitive part of the portfolio management. Also learn the analytical methods to develop portfolios</p> <p>Portfolio management is a continuous process, develop solutions in various scenarios</p>
<p>4.1 Concept Understanding</p> <p>4.2 Business Plan</p> <p>4.3 Marketing Plan</p>	<p>Understand Portfolio theory</p>



MBA Course Flier
BA630 Derivative Securities



This course is one of Capital Market concentration electives. It is currently offered in Spring semesters. The course aims to provide students with specialized knowledge on derivative securities. Its contribution to MBA's learning goals & objectives is described below.

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Principles

MBA Objectives

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Course Coverage

Understanding of the potential moral hazards in risk management

CEO compensation and risk management

mini-Case project

Mini-Case study presentation

Understanding of the arbitrage-proof pricing strategy

Know how to value derivative securities and apply them in hedging and speculating

Correctly pricing of derivative securities and arbitrage should there be miss-pricing

Understand Derivatives and synthetic securities in different setting

Strategy on arbitrage



MBA Course Flier
ACCT605 Contemporary Topics in Accounting



This course is one concentration elective for both General Management and Capital Markets. The course aims to provide students with specialized knowledge on various accounting issues such as taxes and management control system. Its contribution to MBA's learning goals & objectives is described below.

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MBA Objectives

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2.2 Oral Presentation

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Course Coverage

Ethics is studied in cases related to some of the best run U.S. companies.

Ethics is studied in cases related to some of the best run U.S. companies.

A major research paper is written and presented.

Research paper and cases are presented to the class.

Case problems are analyzed and written in a problem-solving format.

Apply concepts learned about accounting on management control systems

An eight-step management problem-solving model is used to come to conclusions.

Learn about financial statements, and accounting concepts and principles, especially management control concepts.

Business plans are discussed with articles and cases.

Marketing plans are discussed as part of cases.



MBA Course Flier
**BA607 Human Resources
 Management**



This course is one of General Management concentration electives. It is currently offered in Spring semesters. Pre-MBA students can also take it. The course aims to provide students with knowledge on effective management of human resources in organizations. Its contribution to MBA's learning goals & objectives is described bellow.

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Communications

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**Business
 Principles**

MBA Objectives

1.1 Ethic

**1.2 Corporate
 Governance**

**2.1 Document
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Course Coverage

We look at ethical aspects of managing HR systems

Students understand the legal, ethical and practical implications of the HR function.

Design HR systems for hiring, compensation, training, and performance appraisals.

Students present their analytical work.

Students evaluate their work based on benchmarked practices

HR Research is an important aspect of the HR function, data that must be analyzed thematically, and the results interpreted

Students deal with case study problems to develop appropriate solutions

Students understand that not only are they going to be HR professionals, they are going to be human resources, and to understand HR management from both sides of the desk

HR planning is fundamental to an organization's strategic plan. HR helps top management look at the cost of human resources



MBA Course Flier
**BA681 Fixed Income Securities
 and Markets**



This course is one of Capital Markets concentration electives. It is currently offered in Fall semesters. The course aims to provide students with specialized knowledge on fixed income securities and markets. Its contribution to MBA's learning goals & objectives is described below.

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Professionalism

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Communications

3.
**Problem Solving
 (critical thinking)**

4.
**Business
 Principles**

MBA Objectives

1.1 Ethic

**1.2 Corporate
 Governance**

**2.1 Document
 Producing**

2.2 Oral Presentation

3.1 Think Critically

3.2 Quantity & Quality

3.3 Develop Solutions

**4.1 Concept
 Understanding**

4.2 Business Plan

4.3 Marketing Plan

Course Coverage

Understanding of conflict of interests and moral hazard in the world of 'fixed income securities

Implication of debt vs. equity issuing

Case project

In-Class discussion of case project

Analyze investment strategies for fixed income securities

Know how to value fixed income securities and understand implications of different assumptions in modeling

To derive the results and develop trading strategy accordingly

Risks associated with investing in fixed income assets, arbitrage free approach in pricing

Develop arbitrage strategy to explore market inefficiency



MBA Goals

1. Professionalism

2. Communications

3. Problem Solving (critical thinking)

4. Business Principles

MBA Course Flier BA683 Advanced Topics in Marketing: Brand Management

This course is one of General Management concentration electives. It is currently offered in Spring semesters. The course aims to provide students with specialized knowledge on various issues in marketing management. Its contribution to MBA's learning goals & objectives is described below.



MBA Objectives	Course Coverage
<p>1.1 Ethic</p> <p>1.2 Corporate Governance</p>	<p>Ethics in branding</p> <p>Role of brand manager in an organization</p>
<p>2.1 Document Producing</p> <p>2.2 Oral Presentation</p>	<p>Group: Writing a 10-15 page paper + individual research paper, approx. 10 pages</p> <p>Group oral presentation</p>
<p>3.1 Think Critically</p> <p>3.2 Quantity & Quality</p> <p>3.3 Develop Solutions</p>	<p>Brand auditing assignments</p> <p>Brand auditing assignments</p> <p>Report from brand auditing</p>
<p>4.1 Concept Understanding</p> <p>4.2 Business Plan</p> <p>4.3 Marketing Plan</p>	<p>Study issues related to brand management</p> <p>Branding is relevant to any business in today's world</p> <p>Branding can be view as part of a product which is an important part of marketing mix/plan</p>



MBA Course Flier

BA682 Financial Statement Analysis



This course is one of Capital Markets concentration electives. It is currently offered in Fall semesters. The course aims to provide students with Knowledge on interpret and analyze financial statements. Its contribution to MBA's learning goals & objectives is described below.

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3.
**Problem Solving
(critical thinking)**

4.
**Business
Principles**

MBA Objectives

1.1 Ethic

**1.2 Corporate
Governance**

**2.1 Document
Producing**

2.2 Oral Presentation

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**4.1 Concept
Understanding**

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Course Coverage

Ethical understanding and perspective. Professional standards based upon CFA code of ethics

Corporate governance, Corporate fillings (SEC)

Company report

Presentation company report

Interpret and analyze financial statements

Evaluate financial statements

Conduct tasks related to valuation, credit decisions, competitor assessment, and bankruptcy predictions.

Analysis of credit quality, operating performance, valuations issues, corp. gov, employee option pricing, off balance sheet liabilities



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MBA Course Flier BA617 Organizational Theory

This course is one of MBA core courses. It is currently offered in Spring semesters. The course aims to provide students with knowledge on the history, concepts, literature and applications in organizational theory. Its contribution to MBA's learning goals & objectives is described below.



MBA Objectives	Course Coverage
<p>1.1 Ethic</p> <p>1.2 Corporate Governance</p>	<p>Managing turnover, Paying for performance</p>
<p>2.1 Document Producing</p> <p>2.2 Oral Presentation</p>	<p>Personal case development and analysis. Analysis notes for case studies. Final group paper</p> <p>Group project, make a formal presentation</p>
<p>3.1 Think Critically</p> <p>3.2 Quantity & Quality</p> <p>3.3 Develop Solutions</p>	<p>Develop problem solving and critical thinking skills by using...</p> <p>Conduct a literature review develop conceptual framework, identify hypotheses and research questions.</p> <p>Develop effective practices for managing change in those organizations</p>
<p>4.1 Concept Understanding</p> <p>4.2 Business Plan</p> <p>4.3 Marketing Plan</p>	<p>Compare and contrast literature-derived view with the practices of real-life organizations</p> <p>Job design for management</p>



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1. Professionalism

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MBA Course Flier BA675 Quantitative Methods

This course is one of MBA core courses. It is currently offered in Fall semesters. The course aims to provide students with specialized knowledge on an in-depth treatment of quantitative research methods in an applied context. Its contribution to MBA’s learning goals & objectives is described below.



MBA Objectives	Course Coverage
<p>1.1 Ethic</p> <p>1.2 Corporate Governance</p>	
<p>2.1 Document Producing</p> <p>2.2 Oral Presentation</p>	<p>Produce and justify recommendations</p>
<p>3.1 Think Critically</p> <p>3.2 Quantity & Quality</p> <p>3.3 Develop Solutions</p>	<p>Identify business problems</p> <p>Course covers important quantitative management tools and their application to practical business decision making</p> <p>Interpret statistical results, and produce and justify recommendations</p>
<p>4.1 Concept Understanding</p> <p>4.2 Business Plan</p> <p>4.3 Marketing Plan</p>	



MBA Course Flier
BA690 Corporate Strategy



This course is one of MBA core courses. It is currently offered in Spring semesters. The course aims to provide students with knowledge on an integrative approach to strategy formation and implementation to achieve organization goals. Its contribution to MBA's learning goals & objectives is described below.

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MBA Objectives

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4.3 Marketing Plan

Course Coverage

Written memoranda

Oral presentations

Identifying important issues, analyzing them , evaluate them

Developing alternative courses of action

Understand different strategy paradigms



MBA Course Flier
**BA691 Advanced Topics in Business:
 Business Ethics**



This course is one elective for both General Management and Capital Markets concentrations. The course aims to provide students with knowledge on ethical theory and examination of ethical dilemmas. Its contribution to MBA's learning goals & objectives is described below



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Business
Principles

MBA Objectives

1.1 Ethic

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Governance**

**2.1 Document
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Course Coverage

Identify and analyze an ethical dilemma, select and defend the best alternative, and assess how the decision maximizes the benefits and minimize risk

Understand the current thought on corporate governance

Written case analysis

Oral case discussions

Analyze complex ethical situations

Demonstrate appropriate problem solving skills, supported by appropriate analytical and quantitative techniques

Business ethics, ethical dilemma, ethical responsibility



MBA Course Flier
BA693 Leadership Fairbanks



This course is one of MBA electives . The course aims to provide students with knowledge on managing at a given context. Its contribution to MBA’s learning goals & objectives is described below



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Principles

MBA Objectives

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Governance**

**2.1 Document
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3.2 Quantity & Quality

3.3 Develop Solutions

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Course Coverage

Monthly journals and final reflection paper

Develop problem solving and critical thinking skills by using appropriate techniques, tools

Develop diagnostic skills for identifying, predicting, explaining and managing behavior in organizations