

PART-TIME COURSE ABSTRACTS – FALL 2012 (TERM 2131)

For quick reference, click on any [subject area or individual course](#) to jump to a particular section within this document.

Contents

Accounting	3
BACC 2254: Advanced Financial Accounting (MAcc course)	3
BACC 2258: Strategic Cost Management (MAcc course)	3
BACC 2401: Financial Accounting	3
BACC 2466: Risk Management	4
BACC 2559: Individual Tax Accounting and Planning	4
BACC 2060: Independent Study in Accounting	4
Economics	5
BECN 2401: Economic Analysis for Managerial Decisions: Firms and Markets	5
BECN 2509: Global Macroeconomics 1	5
BECN 2510: Global Macroeconomics 2	5
BECN 2060: Independent Study in Economics	5
Finance	6
BFIN 2031: Creating Value through Restructuring	6
BFIN 2039: Investment Management/Capital Markets	6
BFIN 2043: International Financial Management.....	6
BFIN 2124: Investing Banking and Venture Capital	6
BFIN 2140: Real Estate Finance	7
BFIN 2409: Financial Management 1.....	7
BFIN 2410: Financial Management 2.....	7
BFIN 2060: Independent Study in Finance	8
Interdisciplinary	9
BIND 2024: Consulting Field Project.....	9
BIND 2400: India Today	9
BIND 2444: Management Simulation	9
BIND 2060: Independent Study in Business Administration	10
Management of Information Systems	11
BMIS 2034: Information Systems Planning	11
BMIS 2056: MIS Practicum 1	11
BMIS 2074: Strategic Information Technology in Global Supply Chains	12
BMIS 2409: Information Systems	12
BMIS 2588: Database Management.....	12

BMIS 2678: Electronic Commerce	13
BMIS 2060: Independent Study in Information Systems	13
Marketing.....	14
BMKT 2409: Marketing Management	14
BMKT 2509: Marketing Planning and Strategy.....	14
BMKT 2513: Consumer Behavior 1.....	14
BMKT 2514: Consumer Behavior 2.....	15
BMKT 2522: Sales Management.....	15
BMKT 2533: Business-to-Business Marketing	15
BMKT 2569: Brand Management	16
BMKT 2060: Independent Study in Marketing	16
Organizational Behavior and Human Resources Management.....	17
BHRM 2023: Human Resources Planning & Strategy 1	17
BHRM 2024: Human Resources Planning & Strategy 2	17
BOAH 2409: Organizational Behavior: Leadership & Group Effectiveness	17
BOAH 2421: Human Resources for Competitive Advantage.....	17
BOAH 2532: Negotiations, Teamwork, and Change 1	18
BHRM 2060: Independent Study in Human Resource Management	18
BORG 2060: Independent Study in Organizational Behavior	18
Operations Management	19
BQOM 2039: Six Sigma: Theory, Practice and Certification	19
BQOM 2401: Statistical Analysis: Uncertainty, Prediction, & Quality Improvement.....	19
BQOM 2421: Decision Technologies in Manufacturing and Operations Management	19
BQOM 2521: Decision Making in a Complex Environment	20
BQOM 2523: Process Engineering.....	20
BQOM 2524: Production Management and Process Improvement	20
BQOM 2533: Global Supply Chain Management	20
BQOM 2537: Forecasting.....	21
BQOM 2578: Data Mining	21
BQOM 2060: Independent Study in Quantitative Methods (Mgmt Sciences and Operations Mgmt)	21
Strategy, Environment, and Organizations.....	22
BSEO 2509: Business and Politics	22
BSEO 2401: Business Ethics and Social Performance	22
BSEO 2528: Legal Environment of Business 1	22
BSPP 2111: Commercializing New Technologies.....	23
BSPP 2409: Strategic Management	23
BSPP 2060: Independent Study in Strategic Planning	24
BSPP 2060: Independent Study in Strategic Planning and Policy.....	24
Business Language Courses	25
LANG: Various Language Courses.....	25

Accounting

BACC 2254: Advanced Financial Accounting (MAcc course)

Credits: 3.0

Prerequisite(s): Must have completed **BACC 2401 Financial Accounting** or comparable graduate course with a grade of B+ or better AND EITHER **BUSACC 1205 CBA Intermediate Financial Reporting** with a grade of B or better OR **BACC 2510 and BACC 2511 MBA Intermediate Financial Reporting and Analysis 1 and 2 (1.5 credits each)** with a grade of B or better.

Please note: this course will follow the official University academic calendar for fall term breaks.

Description: This course covers topics that are of particular interest to financial report preparers and auditors. Special emphasis is placed on accounting for business combinations and consolidated financial reporting. Other topics include international accounting, accounting for partnerships, and accounting by fiduciaries.

BACC 2258: Strategic Cost Management (MAcc course)

Credits: 3.0

Prerequisite(s): Must have completed BUSAC 0040 Managerial Accounting or comparable course with a grade of B or better, but CANNOT have taken BACC 2528 Managerial Accounting).

Description: The quality, timeliness and credibility of the cost information used in corporate decision-making can have a significant impact on value creation. This is because cost information is important not only in strategy formulation and in the development and implementation of action plans that link strategies to value creation, but also because such data serve as measures of financial performance for products, processes, organizational sub-units and managers. In particular, product and service cost estimates have a major influence on corporate strategic decisions such as pricing, resource allocation, product development, supply chain design and customer focused management. In addition, product costs are informative signals of operational efficiency. Therefore, they constitute financial measures of the success of management actions such as continuous improvement and business process reengineering. Over-aggregate or obsolete cost systems can have a significant adverse impact on cost reduction in particular and overall corporate strategy and competitiveness in general. The objective of this course is to develop an integrated approach to analyzing these issues. In particular, we will study (a) how product cost measurement affects strategy and resource allocation decisions; (b) how to be sophisticated users of cost feedback and how to understand the strategic distortions that are induced by flaws in cost system design; (c) the strategic role of value-driver information and the relationship between process improvement and cost reduction; (d) the use of budgetary control systems and financial measures in performance evaluation and management and (e) incentive conflicts in organizations and their mitigation through appropriate mechanisms.

BACC 2401: Financial Accounting

Credits: 3.0

Prerequisite(s): None

Description: This course enables students to understand the basic financial accounting model, as well as the structure and substance of a firm's financial reports from a user's point of view. This includes what is (and what is not) included in financial statements, how and when events affect the statements, and what users can infer from these reports. When they finish the course, students should be able to examine a set of financial statements and effectively analyze the firm's financial position, profitability and cash generating ability.

BACC 2466: Risk Management

Credits: 1.5

Prerequisite(s): None

Description: This course will be valuable to MBA and MAcc students interested in working for global businesses, regardless of their desired career paths. As business organizations continue to seek growth in markets outside the United States and Western Europe, they will face increasingly complex and difficult challenges, including compliance with U.S. and foreign criminal and civil laws in places that are corrupt. Compliance with the U.S. Foreign Corrupt Practices Act, which forbids businesses from providing certain benefits to government officials, is essential for global organizations, as penalties are severe. And to succeed in their careers, auditors will need to understand that businesses in certain geographic areas maintain multiple sets of books and hide bribery and tax fraud schemes. Strategic planners and supply-chain professionals will face cross-border risks, including demands by government customs and tax inspectors for bribe payments. Energy executives will confront violence, corruption and supply-chain problems in many oil and gas-producing areas. Sales professionals will confront demands for kickbacks. The course will cover these issues, and will provide students with the knowledge and compliance tools necessary to advance their professional careers in a global economy:

- why culture and geography matter in business;
- fraud and corruption issues in emerging economies;
- why the Foreign Corrupt Practices Act Matters;
- using Transparency International as a tool to assess risk;
- red flags for international organizations;
- fraud and corruption issues in mature economies;
- compliance strategies for global organizations – policies, procedures, training, due diligence, audit;
- why macro issues of politics and corruption matter to business executives;
- crisis management;
- security issues.

BACC 2559: Individual Tax Accounting and Planning

Credits: 3.0

Prerequisite(s): Must have completed **BACC 2401 Financial Accounting** or comparable graduate course with a grade of B+ or better. **Please note: this course will follow the official University academic calendar for fall term breaks.**

Description: This course focuses on individual tax return preparation and planning. Students will learn how to calculate the taxes associated with a variety of personal, investment, property, and sole-proprietorship transactions. Concepts will be reinforced through the preparation of actual tax returns that reflect different combinations of such transactions. Students will develop tax planning skills by considering how various transactions can be restructured to minimize the current or future tax liability.

BACC 2060: Independent Study in Accounting

Credits: Variable (1.0 credit minimum)

Prerequisite(s): Special permission/faculty sponsorship is required.

Description: An independent course of study in accounting may be arranged with a faculty member and a student advisor.

Economics

BECN 2401: Economic Analysis for Managerial Decisions: Firms and Markets

Credits: 3.0

Prerequisite(s): None

Description: This course develops an understanding of how a market-based economic system reconciles the separate needs of consumers and producers, and provides an economic framework for managerial decisions. Additionally, the course provides tools of analysis and concepts that are used in the MBA program's functional fields. Centering on the basic concept of the business firm, it integrates the analysis of market demand with that of production and costs in the context of a variety of domestic and global market structures. Topics include: pricing, output and quality decisions; the impact of productivity improvements on costs; quality-cost tradeoffs; transaction costs as a determinant of the boundaries of the firm; market imperfection and the role of regulation.

BECN 2509: Global Macroeconomics 1

Credits: 1.5

Prerequisite(s): None

Description: This course focuses on the forces which drive or determine overall national economic activity. A study of macroeconomics is crucial for an appreciation of the set of factors at the national and global level which impact upon the business firms' demand cost patterns--- factors which are beyond the firm's ability to control, but which must be taken into account as part of the decision making and strategic planning process. Movements in major macroeconomic variables, especially interest rates and exchange rates, also exert significant influence on the performance of national and global financial markets. The course is organized around the progressive development of an "open economy" macroeconomic model that is capable of handling a number of key policy and other variables. The model integrates the interactive roles of consumer, investment and public sector spending; net exports; international capital movements; and the money supply in determining overall national output, employment levels and interest rates. This first course focuses on the national economic model. A very practical approach is taken.

BECN 2510: Global Macroeconomics 2

Credits: 1.5

Prerequisite(s): **BECN 2509 Global Macroeconomics 1**

Description: This follow-up course continues the focus on the forces that determine overall global economic macroeconomic activity. It expands the national macroeconomic framework developed in BECN 2509 to a global framework. It considers the role of the foreign exchange rate regimes and capital movements on the effectiveness of monetary and fiscal policy and on the determination of output, interest rates, and the like. Again, a very practical approach is taken.

BECN 2060: Independent Study in Economics

Credits: Variable (1.0 credit minimum)

Prerequisite(s): Special permission/faculty sponsorship is required.

Description: An independent course of study in economics may be arranged with a faculty member and a student advisor.

Finance

BFIN 2031: Creating Value through Restructuring

Credits: 1.5

Prerequisite(s): **BFIN 2006 Financial Management** or **BFIN 2409 Financial Management 1** and **BFIN 2410 Financial Management 2** and **BFIN 2030 Valuation 1**

Description: Building on capital markets and valuation principles, this course examines how and why different types of corporate restructurings affect firm value. The topics include mergers and acquisitions, leveraged buyouts, leveraged recapitalizations, the use of EVA, divestitures, and bankruptcy as an option to restructure the balance sheet. The readings cover both the academic literature and company-based cases. Students will evaluate the value-creating potential of different financial approaches to corporate transformation from the practitioner's perspective; and will complete a final team project that incorporates key analytical skills and course concepts.

BFIN 2039: Investment Management/Capital Markets

Credits: 3.0

Prerequisite(s): **BFIN 2006 Financial Management** or **BFIN 2409 Financial Management 1** and **BFIN 2410 Financial Management 2**

Description: The objective of Investment Management/Capital Markets is to provide the student with a theoretical and practical background in the field of investments. The course will cover the major topics of financial markets, portfolio theory, security valuation, capital market equilibrium and risk-return trade-off, performance evaluation and international diversification. The course is intended for those students who want to become investment professionals or those who want to be wise individual investors. Real-world examples will be given to make connections with the theoretical framework.

BFIN 2043: International Financial Management

Credits: 3.0

Prerequisite(s): **BFIN 2006 Financial Management** or **BFIN 2409 Financial Management 1** and **BFIN 2410 Financial Management 2**

Description: This course will examine decision-making in international finance via a broad study of the opportunities and problems encountered when investments and business operations across national boundaries. Emphasis will be placed on how conventional financial models require modification in a global context, and on the use of international financial markets to enhance portfolio performance, control risks and maximize firm value. Specific topics include foreign exchange markets, international parity conditions and exchange rate forecasting, exchange rate exposure and hedging, global capital sourcing, multinational capital budgeting, and international portfolio diversification.

BFIN 2124: Investing Banking and Venture Capital

Credits: 1.5

Prerequisite(s): **BFIN 2006 Financial Management** or **BFIN 2409 Financial Management 1** and **BFIN 2410 Financial Management 2**

Description: This course examines the impact on capital and capital structure strategies of investment bankers and venture capitalists. We will assess the impacts of recent rapid changes in the global capital markets and the roles of these specialized intermediaries and investors. We will analyze the risk/reward paradigms of venture and private equity investors, and the power and influence of investment banks in shaping the size and direction of capital flows. We look at how VCs value and execute deals; and at how investment banks bring value through a variety of transactions and services. The changing role of financial intermediaries is a theme that carries through the Financial Institutions module.

BFIN 2140: Real Estate Finance

Credits: 1.5

Prerequisite(s): **BFIN 2006 Financial Management** or **BFIN 2409 Financial Management 1** and **BFIN 2410 Financial Management 2**

Description: Real estate represents the largest asset class in the world and is historically the asset most closely associated with wealth. Our objective is to understand the financial characteristics of income producing real estate by focusing on capital costs, cash flow characteristics, discount rates, exit values, and required rates of return. We will explore some of the unique characteristics that shape the economic performance of real estate assets. We will deploy a set of analytical tools to model potential economic outcomes of real estate investments; review the most common sources of capital deployed in income producing properties; and explore how securitization and secondary markets have revolutionized financing approaches, not always with positive results.

BFIN 2409: Financial Management 1

Credits: 1.5

Prerequisite(s): **BACC 2401 Financial Accounting** and **BQOM 2401 Statistical Analysis**. Participating in the **Financial Management I: Workshop on Time Value of Money** is required prior to enrolment. In the Fall 2012 semester, we are giving students the opportunity to fulfill this mandatory Time Value of Money workshop in one of two ways. Your options are:

1. Attend the Financial Management 1: Time Value of Money workshop that will be held on Saturday, August 25, 2012. The 6-hour workshop will be held between 9:00am-4:00pm (with a break for lunch). The workshop will be held in room 2400 Sennott Square.
2. Participate in a self-guided tutorial that will be posted on Course Web. More information about the self-guided tutorial will be given at a later date.

Description: The main objective of this course is to gain understanding of the theory and practice of financial decision making. This course develops the tools and framework necessary to address the central question in corporate finance: What investment projects should be undertaken to maximize shareholder wealth? To examine this question, we will learn how to value an uncertain stream of cash flows and apply the concept of the time value of money in valuing bonds and equity. The course covers a number of market-based investment criteria and develops an entity valuation model, based on discounted cash flows (DCF) used for standard capital budgeting decisions. We will conclude with a short introduction to the concept of risk and return, resulting in the cost of capital. We will cover a case discussion on capital budgeting to put our framework in a more realistic environment. Financial Management 1 is a prerequisite for taking Financial Management 2.

BFIN 2410: Financial Management 2

Credits: 1.5

Prerequisite(s): **BFIN 2409 Financial Management 1**

Description: This course builds on Financial Management 1 and develops an asset pricing framework used in corporate finance based on the trade-off between risk and return. We use modern portfolio theory to determine a suitable asset pricing model and arrive at determining the relevant discount rate to reflect the risk associated with the cash flow we focused on in Financial Management 1. Finally, we will address how financing and capital structure choices affect project and firm value using the above techniques and methods. The course will conclude with three valuation methods: WACC, APV, and FTE and an extensive case discussion. Financial Management 1 & Financial Management 2 are prerequisite courses for any other finance elective in the curriculum.

BFIN 2060: Independent Study in Finance

Credits: Variable (1.0 course credit minimum)

Prerequisite(s): Special permission/faculty sponsorship is required.

Description: An independent course of study in finance may be arranged with a faculty member and a student advisor.

Interdisciplinary

BIND 2024: Consulting Field Project

Credits: 3.0

Prerequisite(s): Students should have completed **BACC 2401 Financial Accounting**. Immediately following enrollment in the course, students must email their resume and a brief statement of career interest to Clinical Professor G.M. (Bud) Smith, budsmith@katz.pitt.edu. Based on this information and client needs, student teams are assembled prior to the beginning of term. This way, students begin working with their team and their client immediately.

Description: This course teaches management consulting as a problem-solving framework. In doing so, students are provided a unique opportunity to apply the analytical tools and concepts taught by Katz, and do so in a practical manner. Each project includes three to five students assembled as a team. Each project involves a single “client” organization, which may be a profit, non-profit, or governmental. Each client provides its assigned study team with a project of immediacy and an executive dedicated to working with the team. A faculty advisor is assigned to each team. Students schedule their own time, dovetailing with client schedules and that of their faculty advisor. Students are required to attend four scheduled Saturday morning workshops led by experienced consultants. An end-of-term competitive competition is also held, the winner being awarded the McKinsey Cup.

BIND 2400: India Today

Credits: 1.0

Prerequisite(s): None

Description: As global citizens, students need to have a working knowledge of other countries which are important in shaping the corporate, social, and political world. As a rising state in the world economy, India’s status in the business and in world affairs is shifting in a transformative way. After an overview of India, this course will provide an introduction to India in three dimensions: its diverse groups of people, the growth and development of the Indian economy, and institutions and the environmental issues and challenges in modern India. **Class times and location TBD.**

BIND 2444: Management Simulation

Credits: 3.0

Prerequisite(s): Students must have completed at least 24 credits. Contact your academic advisor; Nate Snizaski (nsnizaski@katz.pitt.edu) or Sam Paulinski (spaulinski@katz.pitt.edu).

Description: The Management Game is an applied strategic management and general management exercise where teams of students operate computer simulated companies for 3 years acting as the executive committee of a multi-national manufacturing company. Groups of students compete against each other as they try to add value to their companies. The class teaches competitive dynamics group management skills, cross-functional management, and presentation skills. The class is placed near the end of the curriculum and is intended to provide an illustration of how to apply the tools acquired in other classes in a complex international business environment. A main focus of the learning is the unstructured nature of the problem. We want to train managers to solve open-ended problems with talented people in creative ways. External boards of directors may be utilized during the class for feedback and to assess student progress. Each team is asked to engage in externally focused exercises. Some examples of these exercises include negotiating a labor agreement with real union representatives and presenting their marketing plans to practicing marketing executives. The external feedback and evaluation structure of the course makes the exercise sharply realistic. The highly unstructured nature of the class makes it invaluable for students preparing to enter the job market as leaders instead of followers. **Please note: enrollment is limited.**

This class will meet on Saturdays (with the exception of September 1, 29 and November 24) from 8:30am – 11:45am

BIND 2060: Independent Study in Business Administration

Credits: Variable (1.0 credit minimum)

Prerequisite(s): Special permission/faculty sponsorship is required.

Description: An independent course of study in general business administration may be arranged with a faculty member and a student advisor.

Management of Information Systems

BMIS 2034: Information Systems Planning

Credits: 3.0

Prerequisite(s): None

Description: Banking, retailing, transportation, manufacturing, healthcare – no matter what the industry, corporate success increasingly depends on an organization's ability to innovate, capture new value, and adapt. This means organizations must develop and communicate a vision for IS, then deploy and manage information systems to increase efficiency, improve performance, and support innovation. Whether you are in the IS function or not, your firm's success depends on you leading efforts that use technology to streamline introduction of new products, enable efficient management of supply-chain relationships, enhance business control and compliance requirements and maintain effective management of complex financial activities. However while billions of dollars are spent each year on technology, much of it is wasted because firms fail to account for the challenges associated with managing information systems. Managers purchase irrelevant or inadequate software because they cannot clearly specify their needs and lack the knowledge needed to evaluate and manage vendors. Multi-million dollar enterprise systems are underused because their capabilities are not understood or applied by the business users that they are designed to support. Functional managers miss opportunities to strategically use emerging technologies because they are unable to explain their priorities to technology professionals. Effectively using information systems requires that you bring together people, policies, processes, technology, and data in a timely but resilient fashion to optimize business investments, while avoiding the pitfalls and risks associated with implementing and maintaining complex systems.

In this course, we will examine issues associated with developing, managing, and maintaining firms' ability to use information technology to create business value by reducing costs, supporting growth, and enabling innovation. Through a combination of readings, discussion, presentations, and hands-on projects you will learn about:

- the critical roles that IS and IS management play in successful organizations;
- the challenges associated with developing and maintaining an organization's IT capabilities;
- the business practices (such as planning, budgeting, staffing, vendor management, standard setting, etc.) that are used to support effective use of IT;
- the approaches used by firms to evaluate, apply, and strategically manage their investments in information systems.

After this course, the student should be able to think like a CIO, both strategically and practically.

BMIS 2056: MIS Practicum 1

Credits: 3.0

Prerequisite(s): **MBA/MS-MIS and MIS students only.**

Note: MBA/MS-MIS and MIS students should register BMIS 2999 MS-MIS Practicum Lab during their **first** year of the program and register BMIS 2056 MIS Practicum 1 during their **second** year of the program.

Description: The purpose of the MIS practicum is to improve your understanding of what it takes to be an IS expert and facilitate your development as an expert in your area of specialization – and in doing so to accelerate your efforts to move toward your career goals. Through a variety of readings, assignments, and activities you will learn about the nature of expertise (in general and in IS). You will also develop the knowledge and abilities you need to be an IS expert within a given industry and specialization.

BMIS 2074: Strategic Information Technology in Global Supply Chains

Credits: 1.5

Prerequisite(s): None

Description: In today's business world, enterprise resource planning (ERP) software plays a critical role in providing the necessary tools for agile business decisions, customer management, & operations management. ERP systems provide a competitive advantage by allowing the company to manage its many different functions and processes in one large integrated information system. Using SAP as our learning platform, this course examines the advantages and complexities of the enterprise software, showing how ERP can improve processes and streamline operations. Additionally, we will expand the ERP concept outward into the supply chain, advancing ERP adoption and best practices with a focus on Supply Chain Management (SCM) systems. We will be taking an in-depth view into SAP's SCM components, discussing the various processes and functions that make up SAP/SCM solution and how firms today depend upon the continuous exchange of data when sourcing, manufacturing demand planning, sales forecasting, logistics planning and managing service commitments, within the supply chain. We will discuss and explore the SAP/SCM solution using text, lecture, group case studies, and simulated project experiences within the SAP system to provide the student with a working environment to validate key concepts covered in the course.

BMIS 2409: Information Systems

Credits: 1.5

Prerequisite(s): None

Description: How does information technology enable the business? How does it provide business value? This course provides an overview of information technology and its application in a business. By simultaneously examining business cases and the capabilities of relevant technologies, students will develop an understanding of how information technology supports and enables business strategies, innovation, and improved business capabilities and processes.

BMIS 2588: Database Management

Credits: 3.0

Prerequisite(s): None

Description: As information systems have become essential to business operations, the data generated by those systems is a critical and valuable corporate asset. This course develops students' knowledge of the technologies and techniques for collecting, disseminating, and managing data. The objective of the course is to develop immediately useful skills, such as SQL query construction and data modeling, while providing exposure to a range of data management technologies, strategies, and issues. Hands-on exercises with database management systems are provided to develop students' SQL and database design skills. Discussions, assignments, and projects focus on the challenges of developing and using database systems in dynamic organizations.

BMIS 2678: Electronic Commerce

Credits: 3.0

Prerequisite(s): None

Description: E-Commerce is totally mainstream, and there are now important aspects of this electronic 21st century business environment that differ markedly from the prior century. Business models are often quite different from the e-commerce models of the 20th century dot-com boom. The technologies that enable e-commerce have become enormously complex. The sophistication, complexity and diversity of business models that enable businesses to leverage e-commerce have advanced as much -- if not more -- than the technologies that support them.

Electronic commerce is at the forefront of modern operations, marketing and strategy while accounting for billions of dollars in transactions. Competition and cooperation between firms of all sizes have been changed forever. There are new media outlets like iTunes and YouTube, huge online communities like Facebook and LinkedIn, and collaboration capabilities like Wikis and Blogs. All of these are also going mobile. They are reshaping industries and creating new opportunities.

This course is designed to familiarize students with the most important aspects of electronic commerce and how the business world is changing as a result. Topics to be covered include: 21st century business models, strategic drivers of e-commerce success, sources of competitive advantage, and current and emerging technologies.

BMIS 2060: Independent Study in Information Systems

Credits: Variable (1.0 credit minimum)

Prerequisite(s): Special permission/faculty sponsorship is required.

Description: An independent course of study in information systems may be arranged with a faculty member and a student advisor.

Marketing

BMKT 2409: Marketing Management

Credits: 1.5

Prerequisite(s): None

Description: This course examines the role of marketing in creating value for the firm. It helps students answer the central question of marketing strategy—what value to provide and to whom—using the tools of segmentation, targeting, and positioning (STP) of brands. The course shows how central aspects of marketing mix programs—product, place, pricing, and promotion—all follow from an effective STP program, and how marketing support functions such as marketing research, advertising, and new product development can support effective marketing decisions. Emerging trends in digital marketing, competition and globalization are examined. The course emphasizes experience-based learning to develop the necessary marketing knowledge and skills among students.

BMKT 2509: Marketing Planning and Strategy

Credits: 1.5

Prerequisite(s): **BMKT 2411/BMKT 2409 Marketing Management**

Description: This course is designed to be a capstone experience in marketing analysis, decision making and planning. The course uses a marketing strategy simulation game to illustrate key aspects of marketing strategy formulation and the construction and design of marketing plan. Course objectives:

- Applying marketing principles and concepts learned in Marketing Management, i.e.:
 - Design marketing strategies based on SWOT analyses,
 - Develop marketing programs for managing the 4P's that reflect those strategic decisions,
 - Learn to adjust those strategies and programs based on changes in the competitive and macro- environments and on performance.
- Developing and practicing skills in marketing analysis and decision making, integrating information on financial performance. Specifically, purchase packaged market research studies; design new products and reformulate existing products using R&D; forecast demand; manage inventory levels; develop proforma marketing budgets; and manage marketing decision variables.
- Developing comprehensive marketing plans. These plans will be focused and based on sound analysis of past performance and future opportunities.
- Developing skills in running business meeting, making persuasive arguments and thinking on your feet.

BMKT 2513: Consumer Behavior 1

Credits: 1.5

Prerequisite(s): **BMKT 2411/BMKT 2409 Marketing Management**

Description: Understanding our consumers—or ourselves, as consumers—is no easy task. Perhaps its difficulty is best reflected in the number of new product introductions that fail each year. This course is intended to introduce graduate students to critical theoretical ideas and techniques of investigation into consumer behavior phenomena. Basic methodologies for research in consumer behavior are developed and applied. The emphasis will be on developing applications of behavioral concepts and methods for marketing actions. Topics and objectives:

- Analyzing how targeted consumer needs, wants, and desires change as marketplace marketing variables are adjusted according to cultural and structural lifestyle constraints.
- Evaluating cultural and lifestyle influences on consumer behavior, and designing targeted messages to create awareness, interest and purchase.
- Examine motivation, personality and emotion and how these factors directly influence consumer behavior.

BMKT 2514: Consumer Behavior 2

Credits: 1.5

Prerequisite(s): **BMKT 2513 Consumer Behavior 1**

Description:

Understanding our consumers—or ourselves, as consumers—is no easy task. Perhaps its difficulty is best reflected in the number of new product introductions that fail each year. This course is intended to introduce graduate students to critical theoretical ideas and techniques of investigations into consumer behavior phenomena. Basic methodologies for research in consumer behavior are developed and applied. The emphasis will be on developing applications of behavioral concepts and methods for marketing actions. Topics and objectives:

- Evaluate the consumer decision process to determine how problems are identified, evaluated and products/services selected to resolve the problem state.
- Analyze post purchase processes, consumer satisfaction and metrics to evaluate customer loyalty.
- Evaluate business to business buying behavior and segment these organizational behaviors into actionable groups with appropriate performance metrics.

BMKT 2522: Sales Management

Credits: 1.5

Prerequisite(s): **BMKT 2411 Marketing Management** or **BMKT 2409 Marketing Management as a co-requisite**

Description: The management of today's sales force requires a unique application of management principles. Typical situations confronting the sales manager involving hiring, training, directing, motivating and analyzing the sales force will be reviewed through real-world case studies and classroom involvement. This course is somewhat unique in that it stresses hiring characteristics that should be sought by the sales manager and various recruiting techniques that have proven effective. The student can use this information to effectively search for positions in the future as well as be effective in their own hiring efforts in future management positions. The entire course will provide assistance to the student in sales positions following graduation and will form the basis for sales management decisions in future years.

BMKT 2533: Business-to-Business Marketing

Credits: 1.5

Prerequisite(s): **BMKT 2411/BMKT 2409 Marketing Management**

Description: Most MBA graduates will join organizations that market their products and/or services to other businesses, institutions or government agencies. Such marketing is referred to as business-to-business (B2B) marketing. In this class we will look at those management activities that enable a supplier firm to understand, create and deliver value to other businesses, governments and/or institutional customers. Marketing of products and services will be covered, with an emphasis on the value concept and business processes. Students should learn critical analytical and problem-solving abilities with respect to business market management. Classes will be conducted in an interactive format with heavy reliance on student interaction, management case analysis and group presentations with potential guest speakers.

BMKT 2569: Brand Management

Credits: 1.5

Prerequisite(s): **BMKT 2411/BMKT 2409 Marketing Management**

Description: Evaluates the strategic management of marketing intangible assets, including Brands, Brand Valuation and Company Reputation. This course focuses on the learning needs of students who are currently or aspire to become Brand Managers or Product Managers. Students who aspire to work as Financial Analysts will find marketing evaluation tools to analyze intangible assets. The course employs a case-based practical approach to examine the role played by Brands in influencing consumer choices, and investigates how to effectively manage these important assets. Course objectives:

- Establish relationships between consumers and brands;
- Practice the art of brand building using case studies
- Evaluate brand building, brand extension, brand maintenance, and brand repositioning;
- Assess valuation of intangible marketing assets including Brands;
- Investigate global brands;
- Assess the role brands play in retail, including control brands and private label brands; and
- Evaluate the appropriate roles to be played by individual brands in a company's portfolio of brands.

BMKT 2060: Independent Study in Marketing

Credits: Variable (1.0 credit minimum)

Prerequisite(s): Special permission/faculty sponsorship is required.

Description: An independent course of study in marketing may be arranged with a faculty member and a student advisor.

Organizational Behavior and Human Resources Management

BHRM 2023: Human Resources Planning & Strategy 1

Credits: 1.5

Prerequisite(s): None

Description: The organizational human resource system is examined as a key factor in the development and implementation of the organizational competitive strategy. The human resources function is viewed as a key business partner. The role of human resources in creating a sustainable competitive advantage is covered in detail. Topics often include: organizational factors (e.g., culture, values) that impact on HR planning and strategy, HR environmental analysis and competitor analysis, internal analysis of the HR system for competitive initiatives, HR contributions to business strategy formulation, and the nature and use of HR strategy.

BHRM 2024: Human Resources Planning & Strategy 2

Credits: 1.5

Prerequisite(s): **BHRM 2023 Human Resources Planning & Strategy 1**

Description: As a continuation of BHRM 2023, this course focuses on implementation of HR strategy and managing key HR issues that affect the organizational business strategy. Typically, the topics include such subjects as : human resources forecasting and planning, HR strategy implementation, succession planning, facilitating organizational change, downsizing and restructuring the organization, and HR aspects of mergers and acquisitions.

BOAH 2409: Organizational Behavior: Leadership & Group Effectiveness

Credits: 1.5

Prerequisite(s): None

Description: The effective management of people is a critical component of organizational competitiveness. This course addresses problems and issues concerning leadership, interpersonal effectiveness, and challenges for managers in the 21st century. The student is prepared to manage himself or herself and others in a rapidly-changing global environment. Topics covered include leadership, teamwork, power, politics, and influence.

BOAH 2421: Human Resources for Competitive Advantage

Credits: 1.5

Prerequisite(s): **BOAH 2401/BOAH 2409 Organizational Behavior**

Description: The effective management of human resources is critical to sustained competitive advantage in an increasingly deregulated, global, and knowledge driven corporate environment. This course identifies the key role of human resources management in the organization's effort to create value and explores its link with competitive strategy. Environmental and legal factors that affect decision-making and utilization of human resources are examined. Special emphasis is placed on effective organizational staffing, strategically directed performance management, and compensation and incentive systems that focus employees' efforts on organizational success. We will also examine programs and policies that encourage employee learning and development, facilitate the use of distributed know-how, and leverage the associated skill and knowledge for organizational advantage. The course will frame the issues and student learning around the needs of general middle and senior managers.

BOAH 2532: Negotiations, Teamwork, and Change 1

Credits: 1.5

Prerequisite(s): **BOAH 2401/BOAH 2409 Organizational Behavior.** See academic advisor for enrollment.

Description: This course will introduce you to effective techniques for negotiating and collaborative decision making in dyads, as well as in groups. It will further cover the methods for negotiating, facilitating, and leading change in organizational contexts. This is an experiential course and you will be involved directly in negotiating, leveraging team dynamics, and facilitating change in a range of contexts. These experiences will involve a host of tangible and not-so-tangible outcomes, ranging from monetary terms and conditions to matters of goodwill, trust, and information-sharing. Because this is an experiential course involving collaborative exercises, class attendance is critical and students must commit to attend all parts of the course to obtain course credit. Please note: **enrollment is limited.**

BHRM 2060: Independent Study in Human Resource Management

Credits: Variable (1.0 credit minimum)

Prerequisite(s): Special permission/faculty sponsorship is required.

Description: An independent course of study in human resource management may be arranged with a faculty member and a student advisor.

BORG 2060: Independent Study in Organizational Behavior

Credits: Variable (1.0 credit minimum)

Prerequisite(s): Special permission/faculty sponsorship is required.

Description: An independent course of study in organizational behavior may be arranged with a faculty member and a student advisor.

Operations Management

BQOM 2039: Six Sigma: Theory, Practice and Certification

Credits: 3.0

Prerequisite(s): This course is by special permission only. Please submit your resume and a one paragraph summation of why this course is vital to your program of study to Bill Valenta at wvalenta@katz.pitt.edu.

Description: The purpose of this course is to provide the students with in-depth knowledge behind Six Sigma and Lean Thinking. The students will transform their classroom gained knowledge of industry recognized methodologies & materials used for Six Sigma Green Belt Certification, towards solving real industry problems with partner companies. The course emphasis is on the DMAIC approach to problem solving: Define, Measure, Analyze, Improve, and Control. Additionally, based on the performance of the students (via projects and written final exam), a Six Sigma Green Belt course certification from the Katz Graduate School of Business and the project sponsor company may be obtained. Please note: **enrollment is limited**. It is **strongly recommended** to contact Bill Valenta with your intent to enroll into this course by the end of the current spring term.

BQOM 2401: Statistical Analysis: Uncertainty, Prediction, & Quality Improvement

Credits: 3.0

Prerequisite(s): None

Description: This course will provide students with a set of integrated statistical tools and methodologies useful in a managerial environment. The emphasis is on the use of real data for modeling and solving problems in the areas of marketing, finance, human resources and operations management. Topics covered include: data analysis and modeling, estimation, confidence intervals, hypothesis testing, simple and multiple regression, analysis and design of experiments and statistical quality control.

BQOM 2421: Decision Technologies in Manufacturing and Operations Management

Credits: 1.5

Prerequisite(s): **BQOM 2401 Statistical Analysis**

Description: This course provides a foundation in the use of decision technologies for solving complex management problems in a variety of functional areas. Over the past decade, the use of computers and the availability of spread sheet-based software have changed the way businesses analyze and evaluate decision alternatives. This course is a combination of management-science/operations research (MS/OR) and operations management (OM) techniques.

The objective of this course is to introduce two major MS/OR methodologies, namely, Linear Programming and Simulation, with emphasis on applications. Other topics covered include: Network models including CPM/PERT, Inventory Models, Queueing Systems and Decision Analysis using decision trees.

BQOM 2521: Decision Making in a Complex Environment

Credits: 1.5

Prerequisite(s): None

Description: Learn how to make high-impact decisions that are reasoned, defensible, and will lead to having greater success in both making these decisions and in justifying them by individuals and organizations. Most complex decisions involve many interested parties with conflicting interest and objectives and many factors, especially intangible ones like social, environmental and political influences alongside economic ones. All these factors need to be prioritized and integrated under common goals. Such complex decisions have benefits, opportunities, costs and risks that need to be addressed. How to put this together to make the most effective decision is the object of this class on the Analytic Hierarchy Process (AHP) and its generalization to dependence and feedback, the Analytic Network Process (ANP). The subject provides a new way of thinking about decision problems. Students will be exposed to a variety of applications and will get hands-on practice with the very usable Super Decisions Software that facilitates this way of decision-making. You are urged to bring your own laptop computer to this course and you will receive a copy of the software.

BQOM 2523: Process Engineering

Credits: 1.5

Prerequisite(s): **BQOM 2401 Statistical Analysis** and **BQOM 2421 Decision Technologies**. Note: This course and BQOM 2421 Decision Technologies may be taken concurrently.

Description: This course studies the design and engineering of the business processes - the way businesses organize “work” in service as well as manufacturing operations. The interrelationships among design parameters, market/demand variability, and performance measures will be studied. The principles learnt here are critical in engineering and/or reengineering of the business processes in supply chains.

BQOM 2524: Production Management and Process Improvement

Credits: 1.5

Prerequisite(s): **BQOM 2523 Process Engineering**

Description: This course is concerned with the continuous improvement principles involved in the production of goods and services. We provide procedures for an efficient management of the flow of materials within an organization characterized by multiple products and uncertain demand conditions. The examples discussed relate to manufacturing as well as to service supply chains.

BQOM 2533: Global Supply Chain Management

Credits: 3.0

Prerequisite(s): **BQOM 2401 Statistical Analysis** and **BQOM 2421 Decision Technologies**. Note: This course and BQOM 2421 Decision Technologies may be taken concurrently.

Description: This course will consider multi-facility supply and demand network management from all three perspectives: operational, tactical and strategic. We will emphasize the creation and maintenance of value in the supply network, an activity critical to the survival of all organizations. Value creation can be accomplished by increasing revenue (e.g., by making the delivery system more flexible and responsive to the customer) and/or by decreasing cost (e.g., by eliminating unnecessary activities, and efficiently managing the others, from the distribution channel). Topics covered will include those in the shorter version of the course but in more detail. In addition, network design in uncertain situations, inter-organizational partnerships for effective inventory control, and revenue management will be covered. Using real-life case studies and software packages, we will examine these intricacies of supply and demand network management, learning about the underlying tools, methodologies and decision support systems. **A laptop is required for this course.**

BQOM 2537: Forecasting

Credits: 1.5

Prerequisite(s): **BQOM 2401 Statistical Analysis**

Description: This is a short course in forecasting methodologies and their applications in business. This course will cover traditional forecasting methodologies along with an overview of the state-of-the-art of forecasting with methodologies ranging from judgmental to statistical knowledge sources. Forecasting should not be confused with planning. The former is about what the future will be, while the latter deals with what the future should be. Most statistical packages (e.g., Statgraphics, SPSS, SAS) have some modules to do forecasting, but the user needs to know the principles of the models to use them. Dedicated forecasting packages provide some advice to the user about the forecasting method they should use (e.g., ForecastX, Forecast Pro). This course will focus on forecasting methodologies using statistical knowledge. By the end of the course students should know how to collect data and analyze them with a suitable computer program, and ultimately generate forecasts by selecting and fitting an appropriate model. We will also discuss some of the managerial issues surrounding the use of forecasting models in business. The student will select an area of interest (e.g., finance, marketing, operations, accounting, and general planning) within which he/she would like to apply and some of the forecasting methodologies we study, and develop a forecasting model.

BQOM 2578: Data Mining

Credits: 3.0

Prerequisite(s): **BQOM 2401 Statistical Analysis**

Description: Data mining is the process of extracting useful information and knowledge from a set of data. Mining is typically done on data sets too large to be analyzed by hand, but the same techniques are applicable to small, complex data. This course is an introduction to the most popular methods used in managerial data mining, and provides you with experience in using commercial software to explore real data sets. Models considered include those from statistics, machine learning, and artificial intelligence, such as discriminate analysis, logistic regression, clustering, neural nets, tree/rule induction, and association rule modeling. This course is methods oriented, as opposed to being methodology oriented, so you'll learn about when and how to use techniques and how to interpret their output rather than the details about how those techniques work. A laptop computer is required.

BQOM 2060: Independent Study in Quantitative Methods (Mgmt Sciences and Operations Mgmt)

Credits: Variable (1.0 credit minimum)

Prerequisite(s): Special permission/faculty sponsorship is required.

Description: An independent course of study in management sciences and operations management may be arranged with a faculty member and a student advisor.

Strategy, Environment, and Organizations

BSEO 2509: Business and Politics

Credits: 1.5

Prerequisite(s): None

Description: The financial crisis, international negotiations toward a climate change agreement, and crises in such industries as pharmaceuticals and even toy manufacturing have highlighted the increasing interdependence of business and government, as well as the means by which business gains strategic benefits from government regulation. This course will examine methods and patterns of business influence on government, policy-making on issues affecting business, the performance of regulatory agencies, and the behaviors of groups and trade associations in politics. The course begins with an extended case study that asks, what caused the current financial crisis that some call "the great recession"? The crisis had multiple, often interacting causes, and involved both public sector and private sector failures. Besides examining the bases of the crisis, we will ask what institutional reforms, and what critical decisions, might have ameliorated the crisis, and might prevent a future crisis.

The course will examine both regulatory failure patterns and the means by which firms gain strategic, competitive advantage through shaping government decisions and programs. In examining techniques of lobbying, the course will focus on the US setting and identify both effective and ineffective methods of lobbying. By the end of the course, students should have obtained a good working knowledge of the US regulatory system, the major instruments of regulation, and the typical interactive patterns of regulators and regulated parties.

BSEO 2401: Business Ethics and Social Performance

Credits: 1.5

Prerequisite(s): None

Description: This course examines concepts, issues, and tools related to the management of ethics and social responsibility in business. Students learn how to recognize and respond to ethical problems, to understand their personal responsibilities as business managers, to evaluate various ethical frameworks, to apply a process of moral decision making to ethical problems, to grasp relationships between ethical behavior and organizational structure and processes, and to manage the ethical and social problems and opportunities arising from organizational, institutional, societal, and global dimensions of the business environment.

BSEO 2528: Legal Environment of Business 1

Credits: 1.5

Prerequisite(s): None

Note: One cannot enroll into this course if he/she has previously taken BSEO 2315 Business Law.

Description: This course is designed to provide students with the pervasive dimensions of commercial securities, corporate, and fiduciary law in society. Through the pragmatic vehicle of the Uniform Commercial Code and others, the course will examine the operations and interactions of the judicial, legislative, administrative and executive processes as reactions to commercial society and as causative factors in commercial society. Heavy emphasis will be placed on preventive law through business planning in the context of commercial, fiduciary and corporate law.

BSEO 2531: Entrepreneurship and New Venture Initiation

Credits: 3.0

Prerequisite(s): **BACC 2401 Financial Accounting, BFIN 2006/BFIN 2409 Financial Management, and BMKT 2409 Marketing Management**

Description: This course describes the entrepreneurial process, from developing a framework for analyzing prospective new ventures, to examining typical problems encountered in the early life of new ventures, as well as exploring some potential areas for future entrepreneurial activity.

BSPP 2111: Commercializing New Technologies

Credits: 3.0

Prerequisite(s): **BSEO 2407/BSPP 2409 Strategic Management** is recommended and preferred but not required.

Description: This course covers theory, conceptual frameworks, and tools used to formulate strategies for commercializing new technologies. The analytical frameworks cover elements of commercialization strategy (such as how to select an initial market and whether to take new technology to the market via licensing, partnership, or start-up, aligning IP strategy with business model, understanding barriers to adoption and diffusion). These issues are equally critical to start-ups and to corporate technology ventures, although the two kinds of companies face different resource constraints and organizational barriers, which we'll discuss. The primary deliverable in the course is a professional quality project which evaluates the commercialization alternatives for an emerging technology. Your project team will be paired with a local inventor, unless you prefer to evaluate a technology of special interest to your team. Specialists in the fields of financing new ventures, intellectual property protection, and several entrepreneurs will also address the class.

BSPP 2409: Strategic Management

Credits: 1.5

Prerequisite(s): **BACC 2401 Financial Accounting** and **BECE 2401 Economic Analysis**. In addition, all students must have completed either **BMKT 2409/2411 Marketing Management** or **BFIN 2006/2409 Financial Management** before they register for BSPP 2409, and it is strongly recommended that students take the other course (i.e., BMKT 2409/2411 or BFIN 2006/2409, whichever they have not completed earlier) concurrently with BSPP 2409. It is also desirable that **BOAH 2401/2409 Organizational Behavior** be completed prior to BSPP 2409.

Description: "Strategy," in the context of management, focuses on creating a harmonious relationship between separate units within an organization, and between a firm and its environment. The core Strategic Management course explores this classic concept of strategy and how it can be adapted to today's changing and turbulent environments. While the course adopts the perspective of a general manager (e.g. head of a strategic business unit), it provides critical insight to functional managers who must align their departments' activities with the firm's overall objectives and approach to creating and capturing value (i.e. its competitive strategy).

The Strategic Management course employs a multi-method pedagogy. Students learn a set of perspectives, conceptual frameworks, and tools - drawn from industrial organization economics and the behavioral sciences and sociology, with which to understand the opportunities and challenges involved in developing world-class capabilities for competing effectively in globally-linked economies. Through case studies, we explore how a firm's competitive strategy shapes the way it engages customers, suppliers, competitors, and others comprising its value net. Through project assignments, we investigate how competitive advantage can be quantified using publicly available data. Together, the multiple modes of inquiry will provide insight into why competitive advantage is fundamental to a firm's long-term success; how the various activities in a firm's value chain can contribute to competitive advantage; and why, although industries support many competitive strategies, each firm tends to employ only one at a time.

This 1.5-credit course is designed to provide a solid foundation in Strategic Management for all Katz MBAs, while also serving as an introduction to the discipline for those who will take advanced Strategy courses as part of relevant Certificates.

BSPP 2060: Independent Study in Strategic Planning

Credits: Variable (1.0 credit minimum)

Prerequisite(s): Special permission/faculty sponsorship is required.

Description: An independent course of study in strategic planning and policy may be arranged with a faculty member and a student advisor.

BSPP 2060: Independent Study in Strategic Planning and Policy

Credits: Variable (1.0 credit minimum)

Prerequisite(s): Special permission/faculty sponsorship is required.

Description: An independent course of study in strategic planning and policy may be arranged with a faculty member and a student advisor.

Business Language Courses

LANG: Various Language Courses

Credits: 1.5

Prerequisite(s): None

Description: The International Business Center (IBC) offers foreign language instruction to any small group of at least five (5) MBA students. We can offer Chinese, German, Japanese, Spanish, Portuguese, or any other language of interest. The course is worth 1.5 credits, which can be applied to your total requirements for the MBA (maximum of three language credits total). Classes are offered for three hours per week over the entire semester. If you would like to study a language, find four (4) other classmates who would like to take the same language for credit at approximately the same level. Please then promptly contact the Associate Director of the IBC, Jacqueline Saslawski, at jsaslawski@katz.pitt.edu, 412-648-1559, 382 Mervis Hall.