



**Williams College of Business  
MBA Program**

3800 Victory Parkway  
Cincinnati, Ohio 45207-3221

## **Course Descriptions for Off-site MBA**

[MGMT 610 - Leadership](#) Exploration of leadership and the issues associated with it.

1.000 Credit Hours

[BUAD 600 - Business Law & Ethics](#) Examines the relationship between business, law and ethics by investigating core values of leadership, honesty, integrity, governance, diversity, loyalty and piracy. Prerequisites: Admission to the MBA program.

3.000 Credit Hours

[STAT 500 - Business Statistics](#) Descriptive statistics, statistical inference, linear regression, auto correlation analysis and forecasting models.

3.000 Credit Hours

[BUAD 500 - International Business](#) This course will examine the world of international business focusing on globalization and national identities & their impact on business, along with the impacts of political-economics systems, cost differences, trade policy, currency differences, international capital markets, global finance, management, marketing and negotiations.

2.000 Credit Hours

[ECON 500 - Microeconomic Analysis](#) Introduction to the economic way of thinking: scarcity, choice, opportunity cost, comparative advantage, and supply and demand analysis. Economic decision-making of individuals and firms in market economies. Impact of market structure on performance and behavior of firms. Concepts of economic efficiency and market failure.

2.000 Credit Hours

[ECON 501 - Macroeconomics Analysis](#) Economic activity of the economy as a whole. The determination of an open economy's aggregate output, employment, and price level. The role of public policy in relation to issues of full employment, price stability, economic growth, government finance, and international trade.

2.000 Credit Hours

[MGMT 500 - Managerial Behavior & Skills](#) This course seeks to improve the interpersonal skills that are required to be an effective colleague/manager/leader. Topics include key interpersonal, team, and diversity management skills, observation and identification of behaviors, strengths and



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areas for improvement with respect to interpersonal, team, and diversity management skills, as well as self-understanding of individual and areas for improvement, and demonstration of competency with respect to managerial skills.

2.000 Credit Hours

[MGMT 600 - Managing Systems Design and Change](#) This course will provide a conceptual framework for understanding and managing the interplay among complex forces that influence the effectiveness of contemporary organizations. Topics include systems thinking and its application to organizational phenomena, the impact of multifaceted and dynamic external influences, the successful application of the framework provides managers with a basis to make informed and ethical decisions concerning the design, change, and long-term sustainability of their organizations. Pre-Requisite: MGMT 500

3.000 Credit Hours

[ACCT 503 - Financial Reporting & Analysis](#) This course provides an introduction to the concepts of the collection, processing, reporting and analysis of accounting data. Students will be able to read, comprehend and use published financial statements in a variety of decision-making contexts. (This course is only offered in the MBA on-site programs.)

3.000 Credit Hours

[FINC 500 - Corporate Finance](#) The course introduces the basic principles, concepts and analytical tools of financial management with special emphasis on the corporation. Topics include The Value of Money, Risk and Return, Stock and Bond valuation and yield, Financial statements, cash flows, and ratios, Basic capital budgeting techniques (NPV, payback, IRR, MIRR), Basic cash flow estimation (expansion projects, Firm-level WACC, Introduction to finance/financial environment/financial markets/rates, Efficient Markets Hypothesis, Capital structure theory (no tax; corporate tax; corporate tax and bankruptcy) Raising capital.

3.000 Credit Hours

[MKTG 500 - Marketing Concepts](#) Marketing involves changes. The activities involved in marketing products, services, and ideas are examined within a framework of customer management are explored. Topics include global marketing environment, market analysis and segmentation, consumer behavior, product development and management, pricing, promotion, and distribution. Marketing is examined from its role as a central function of business and non-



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profit organizations, and from its dominant role in a market economy.

2.000 Credit Hours

[MGMT 611 - Managerial Communications](#) Essentials of communicating effectively in business with accent on career communication skills.

1.000 Credit Hours

[FINC 600 - Managerial Finance](#) In-depth study of finance. Topics include option pricing, advanced capital budgeting, capital structure, financial analysis, decision trees, agency conflicts, capital structure theory, dividend policy, working capital, asset pricing models, risk management & derivatives, and related corporate theory. Pre-requisites: ACCT 500 & FINC 500

3.000 Credit Hours

[MKTG 600 - Marketing Strategy](#) The strategic planning process as it applies to marketing management, current literature and techniques. Pre-requisite: All business skills and required foundations skills courses.

3.000 Credit Hours

[ECON 600 - Managerial Economics](#) Economic analysis as applied to practical business operations. Topics include demand analysis, forecasting, cost analysis, and pricing techniques. Pre-requisite: ECON 500, ECON 501.

3.000 Credit Hours

[ACCT 603 - Managerial Accounting for Strategic Measurement & Control](#) This course provides an introduction to product and service costing and the use of accounting information to enhance value across a supply chain. In addition, the role of accounting information in support of management decision making and the evaluation of business units are considered. (This course is only offered in the MBA on-site programs.)

4.000 Credit Hours

[INFO 600 - Information Technology Management](#) The study of the issues, methods, information, and technology involved in the creation and use of information systems in a corporate environment. The focus is on the manager's influence on the design, operation, control, and communication ability. Current organizational systems and technology are evaluated. Case studies are used extensively as the content for individual and team activities. The course explores



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the implications created by technology as we continue to move into an information-based economy. Pre-requisite: All business skills and foundation courses at 500 level.

3.000 Credit Hours

[MGMT 601 - Operational Analysis](#) This course will provide thorough introduction to the concepts and skills needed to understand the role of operations in the success of an organization, to lead efforts and make appropriate decisions in the operations functions of their organizations, and to analyze and improve various business processes. This course specifically aims at improving analytical working skills. Pre-Requisite: STAT 500 recommended

3.000 Credit Hours