

## The University of Iowa International EMBA Program

### 2<sup>nd</sup> Intake Course Descriptions

#### Corporate Financial Reporting

Interpretation and analysis of financial information. Framework for understanding contemporary financial reporting practices, the forces that shape those practices, and how those practices influence the usefulness of financial information in applied decision settings. Topics are organized around three modules: (1) measurement rules and bookkeeping procedures for production of corporate financial statements and use of the information for credit decisions; (2) strengths and weaknesses of alternative accounting methods and financial disclosures; and (3) analysis for valuation purposes.

#### International Economic Environment of the Firm

Basic determinants of aggregate output, employment, wages, unemployment, consumption, investment, international trade flows, interest rates, exchange rates, prices, and inflation in open economies; sources and nature of economic growth; effects of domestic and foreign monetary and fiscal policies; effects of trade and exchange rate policies.

#### Data and Decisions

Introduction to techniques of quantitative modeling, and statistical analysis for management decision-making. A unifying element of the course is the use of Excel to perform various kinds of analysis in a spreadsheet environment. Major topics include decision analysis, statistical inference, regression, and linear programming. The course also develops required background material in probability.

#### Introduction to Information Systems

Effective ways for business firms to harness the power of information technology for strategic purposes conventional and emerging architectures of information systems; integrated perspective on structural relationships among IT components; emphasis on case studies.

#### Entrepreneurship and New Business Formation

Introduction to the entrepreneurial process from conception to birth of a new venture; the attributes of successful entrepreneurs, innovation and creativity, opportunity recognition, venture screening, identification of resources, and feasibility analysis.

#### Investment Management

Hands-on approach to investing in marketable securities in domestic and global markets; market efficiency, risk-return relationships, asset pricing models, security valuation, options and futures valuation, portfolio strategies and management.

#### Human Resource Management

Current issues in human resource management; changing nature of the American workforce, the legal environment of HRM, selection of employees, training and development, performance appraisal, and compensation systems.

#### Management in Organizations

How to explain, predict and influence behavior in organizations; decision making, leadership, communication, group skills in management positions; motivation, teams, organizational culture, organizational design, individual differences, organizational change.

### Managerial Accounting

Introduction to cost accumulation, reporting, cost management systems; managerial and divisional performance evaluation; appropriate use of cost data for short- and long-run decisions; product costing in manufacturing and service industries.

### Operations Management

Planning and decision-making activities associated with the management of an organization's operations. Operations management, planning and decision-making activities, insights into the basic trade-offs associated with operations management decisions, tools and techniques to help operations managers implement their decisions and reach their goals. Topics include: production and service delivery strategy, capacity planning, product and process design, total quality management, demand management, production and service planning, scheduling, materials control, emerging production and service technologies.

### Managerial Economics

Models of consumer and firm behavior with applications; market equilibrium and structure; pricing decisions and strategy

### Strategic Management and Business Policy

The capstone strategy course for the MBA program. Discussion of strategic business frameworks as applied to a comprehensive computer-based business simulation. In the simulation, students apply concepts and tools from earlier courses to manage their virtual company. These companies in turn compete in a common marketplace. Students learn to think, act and communicate strategically.

### Managerial Finance

Provides an overview of the basic concepts and principles of financial management and insight into the decision making process of financial managers. Topics include: the time value of money, the tradeoff between risk and return valuation techniques, capital budgeting, capital structure, and the role of financial markets. Emphasizes the mathematical tools of financial decision making and reasoning and concepts in appropriately applying these tools.

### Web Business Strategy

Introduction to World Wide Web business and marketing; concepts, methods, and applications associated with doing business on the web; web page construction and design; case studies and/or entrepreneurial projects.

### Marketing Management

Concepts, principles and models of marketing. The relationship between marketing and other functional areas of business. Emphasis on how the marketing manager can achieve desired outcomes with the target market. Includes analyzing marketing opportunities; researching and selecting target markets; developing marketing strategies; planning marketing programs; and organizing, implementing and controlling the marketing effort.