

**MBA Program  
Curriculum Map for the Academic Year 2013-2014**

**Key** I = Introduced with minimal coverage  
M = Moderate Coverage  
C = Comprehensive Coverage

Program Goals/Outcomes	6011	6012	6013	6014	6015	6016	6018	6019	6102		
1. Display mastery of the fundamental language and skills of core business areas.											
a. Accounting	C							I			
b. Finance	I							C	I		
c. Marketing			M			C					
d. Quantitative/Spreadsheet							C				
e. Economics			I					I	C		
f. Leadership/OB			I	C							
g. Legal & Ethical		C									
h. Global Strategy Design and Execution			C								
2. Apply theory to solve practical problems.	I	I	C	M	M	M	M	M	M		
3. Measure, analyze and interpret all aspects of the business environment.											
a. Qualitative	M	M	M	C	C	M	M	M	M		
b. Quantitative	C		I		I	M	C	C	C		
4. Integrate legal, ethical and social concerns into business	I	C	I	C	C	M	I	I	I		
5. Possess effective leadership and communication skills & strategies	I	I	M	C	M	M	I	I	I		
6. Formulate and Execute strategic plans.	I	I	C	I	M	C	I	I	I		

## Appendix A:

### MBA Core Courses involved in the 2013-2014 AoL Process

*Unless otherwise noted, all courses below are offered as 4-unit, 15-week classes.*

#### Course Descriptions

##### MBA 6011 - Financial and Managerial Accounting (4 units)

This course focuses equally on financial and managerial accounting. Financial accounting introduces principles and procedures involved in preparation and use of corporate financial statements. Income determination, asset and liability measurement, and disclosure requirements are covered. Emphasis is on how external parties can use published financial statements in making investment related decisions. Managerial accounting focuses on how accounting information can be used for internal decision making to improve operating efficiency. Cost concepts and classifications for different types of business decisions and use of managerial accounting information for planning, evaluation, and control aspects of business management are covered.

##### MBA 6012 - Ethics and Social Responsibility in Business (4 units)

This course provides a toolkit for identifying, understanding and analyzing the social and ethical problems that managers encounter at both the individual and organizational levels. It focuses upon the knowledge and application of ethical frameworks for managerial decision-making, including teleological and deontological principles, virtue theory, and alternative standards of distributive justice. Additional topics include managerial misconduct and criminal liability, alternative measures of economic performance and well-being, international and cross-cultural issues embodied in the Foreign Corrupt Practices Act and Treaties of Friendship, Commerce and Navigation, the origins and purposes of corporations, corporate governance, the nature and purpose of work, and management education in a Jesuit context.

##### MBA 6014 - Leadership, Teams and Organizations (4 units)

Blends the theory and practice of effective leadership in the spirit of the Jesuit Tradition of principled service to others. Through the use of experiential exercises, simulations, cases, dialogue, and reflection, students enhance their authentic leadership skills at the individual, team and organizational levels. Topics explored include: the leadership-management relationship, motivational models, team dynamics, decision making, power, and organizational culture.

##### MBA 6013 - Strategic Management in the Global Environment (4 units)

This course will focus on strategic management principles and cases within an international context. Students will examine the dynamics between macro environment factors, industry structure, and the behavior of firms. Students will explore the sources of sustainable competitive advantages and analyze strategies employed in global business competition. Students will also apply guiding principles for formulating and executing strategies, and for adapting to uncertain competitive environments.

#### MBA 6015 - Sustainable Supply Chain Management: Strategies and Operations (4 units)

The course covers activities involved in resource extraction and physically moving raw materials, inventory, and finished goods from point of origin to point of use or consumption. Planning, organizing and controlling the organization's supply chain is examined in the context of an enterprise's triple bottom line – financial profitability, social sustainability, and environmental impact. The course examines the role of supply chain processes in creating sustainable competitive advantage with respect to quality, flexibility, lead time, and investigates the total cost analyses, as well as product and process life cycles in the supply chain. Topics include: sourcing, operations, distribution, customer service and communication, green supply chains, fair labor and safety monitoring, outsourcing, and international logistics. The course will also focus on process measurements and the impact on organizational performance in the context of footprints (e.g., carbon, labor, water, pollution), and existing and emerging software systems that enable sustainable supply chains.

#### MBA 6016 - Marketing (4 units)

This course examines the role of marketing in today's organizations and society by attending to concepts and tools that are fundamental to good marketing practice. Topics include market analytics, competitive analysis, behavioral economics and pricing decisions, market entry strategies, brand and product management, social media, integrated marketing communications, global channel management, and contemporary marketing models. Readings and cases emphasize the utility of the marketing mix as applied to products and services, profit and non-profit organizations, and consumer and industrial sectors.

#### MBA 6018 - Spreadsheets and Business Analytics (4 units)

This course will enable students to integrate data, judgment and managerial knowledge to build spreadsheet models to quantify the financial and operational implications of managerial choices, to make sense of large datasets, and to communicate actionable managerial insights. Students will be able to explain techniques for managing business analysis to achieve high productivity, high accuracy, and to build spreadsheet models that will serve as long-term organizational assets. Students will understand the principles of descriptive, predictive, and prescriptive analytics and will be able to execute the primary techniques in a spreadsheet and other commercial software. Students will be aware of the ethical issues that can arise in business analytic work.

#### MBA 6019 - Managerial Finance (4 units)

The primary focus of the course is the role of the financial manager in creating economic value for the firm. We will cover financial concepts that will enable the manager to make better business decisions. The course provides a description of some specialized topics in finance and an introduction to recent developments in financial theory. Topical coverage is provided via class discussion, lecture, and case methods.

#### MBA 6102 - Macroeconomic Business Conditions (2 units)

This course introduces skills and perspectives necessary to understand domestic and international macroeconomic events. Economic theory will be applied to the analysis of ongoing issues and government policies affecting current global business conditions. Specific topics include real-time study of national output, unemployment, interest rates, inflation, and foreign exchange fluctuation.