

Graduate Council Report
March 5th, 2015

New Course Request:

ACCT 705. Accounting for Business Results. (2-0). Credit 2. Interpretation of annual reports; financial statement creation; assessment of company financial health; identification of factors that impact company earnings quality; valuation model implementation. Prerequisite(s): For Master of Science in Business students only.

ACCT 710. Accounting for Managerial Decision Making. (2-0). Credit 2. Use of accounting information for managerial decision making; cost behavior and control; budgeting; performance measurement; application of accounting data in managing organizational production activities and operation processes. Prerequisite(s): For Master of Science in Business students only.

BIOL 653. Digital Biology. (4-0). Credit 4. Digital Biology teaches students how to obtain, organize, process, and analyze genome and genome-related data. Students learn how to ask and answer biologically relevant questions by designing and performing experiments using computers. Prerequisite(s): Graduate classification or approval form instructor.

BUAD 700. Value Creation. (2-0). Credit 2. Value creation process in business sectors; relationships among the partners in the value chain; theory and frameworks underlying successful business strategies. Prerequisite(s): For Master of Science in Business students only.

BUAD 701. Business Collaboration. (1-0). Credit 1. Project management collaboration tools and practices, business communication tools and practices, and other commonly used business software and applications. Prerequisite(s): For Master of Science in Business students only.

BUAD 702. Career Management. (1-0). Credit 1. Career management tools, self-assessment, goal development, career planning development, and skill building for ongoing career management. Prerequisite(s): For Master of Science in Business students only.

BUAD 705. Business Communications and Professional Presence. (4-0). Credit 4. Communication theory; written and oral communication skills practice; professional presence; corporation communication; and professional development. Prerequisite(s): For Master of Science in Business students only.

BUAD 710. Ethical Decision Making and Conduct. (2-0). Credit 2. Role of ethical reasoning, objectivity, independence and other core values to the development of a leader; critical analysis of ethical dilemmas; assimilation of ethical thinking and behavior into personal and professional life. Prerequisite(s): For Master of Science in Business students only.

BUAD 715. International Business Environment. (2-0). Credit 2. Issues, problems, challenges, and opportunities facing organizations competing in a global economy; environment of international business; international finance and accounting; international strategies; forms of organization design used by multinational firms; human resources in an international context; cultural and control issues facing the international leader. Prerequisite(s): For Master of Science in Business students only.

BUAD 720. Integrated Business Experience. (4-0). Credit 4. Practical application of value creation process; business model development; financial projections; market validation; evaluation of business opportunities and entrepreneurial ventures. Prerequisite(s): For Master of Science in Business students only.

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EDCI 710. The Hispanic Learner in Urban Settings. (3-0). Credit 3. Overview of demographic, social, psychological, cultural, political, and historical issues that impact the school achievement of Hispanics in urban settings in the US.; analyzes methodological approaches of current research that guides common perceptions about Hispanics in education. Prerequisite(s): Graduate classification.

ENTO 631. Principles of Integrated Pest Management. (2-3). Credit 3. IPM history, conceptual foundations and basic principles. Currently, several human practices are aimed to reduce human carbon and chemical footprints in our planet. IPM constitutes a series of pest control efforts towards a more sustainable agriculture. Prerequisite(s): Graduate classification or approval of instructor.

FINC 705. Corporate Finance. (2-0). Credit 2. Investment and financing decisions in corporations; principles, techniques, and applications in corporation finance; time value of money; risk and return; capital budgeting; role of debt and equity; discounted cash flow valuation, capital structure, and payout policy. Prerequisite(s): For Master of Science in Business students only.

FINC 710. Entrepreneurial Finance. (2-0). Credit 2. Financing small and medium sized business from the perspective of the entrepreneur and investors; estimation of cash flow needs; sources of financing for new ventures, including angels and various types of private equity; models for structuring venture capital contracts. Prerequisite(s): For Master of Science in Business students only.

ISYS 705. Information Management for Decision Making. (2-0). Credit 2. Policies, practices, and procedures for management corporation information; relational database theory and relationship database management systems; data modeling; structured and unstructured data management; structured query language; secure data practices; information management for managerial decision making. Prerequisite(s): For Master of Science in Business students only.

MGMT 705. Strategic Human Capital. (2-0). Credit 2. Human resource management (HRM); staffing, performance management, work and job design; training; compensation and labor relations; employee engagement; applying human capital strategies to accomplish business objectives. Prerequisite(s): For Master of Science in Business students only.

MGMT 710. Crafting Business Strategy. (2-0). Credit 2. Analysis, decisions, and actions taken by companies to create sustainable competitive advantages; environment, competitor, and stakeholder analysis; strategy formulation; strategy implementation and control; corporate governance; diversification; mergers and acquisitions; innovation and market share; nature of strategy and its relationship with performance. Prerequisite(s): For Master of Science in Business students only.

MKTG 705. Market and Customer Insights. (2-0). Credit 2. Strategic challenges in understanding customers, both in consumer and business markets: customer decision-making, buyer behavior, market segmentation, marketing environment, and marketing research. Prerequisite(s): For Master of Science in Business students only.

MKTG 710. Strategic Marketing Decisions. (2-0). Credit 2. Key decisions made by marketing managers: development and management of goods and services, product position, pricing of offerings, managing brand portfolios and communication strategies, structuring and managing channels of distribution. Prerequisite(s): For Master of Science in Business students only.

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POLS 673. Seminar in Gender and Politics in Comparative Perspective. (3-0). Credit 3. Seminar in political science theories of gender and politics as developed and tested in comparative politics; worldwide topics with an emphasis on representation of women in democratic regimes. Prerequisite(s): Graduate classification.

SCMT 705. Global Operations. (2-0). Credit 2. Concepts, techniques and tools to design, analyze, and improve core operational capabilities, production control; inventory management; quality management; process design; forecasting, product design; facility layout; capacity planning. Prerequisite(s): For Master of Science in Business students only.

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Course Change Request:

**MKTG 670: Marketing Leadership
CHANGE IN CREDITS**

From: (1-0) Credit 1.

To: (3-0) Credit 3.

Curriculum Change Requests:

Master of Science in Marketing:

Brief description of change: Changing the degree requirements from 38 to 36 hours. Changing MKTG 670 Marketing Leadership from a 1 hr. course to a variable credit course of 1 to 3 hrs.

Rationale for change: The reduction in required hours is the result of eliminated one elective in the program. The change in MKTG 670 to a variable credit course will allow for additional leadership-related content that will vary between fall and spring semesters.

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Special Consideration Items:

Department of Public Service and Administration
Executive Master of Public Service and Administration
Proposal for new Master's Program

Mays Business School
Master of Science in Business
Proposal for new Master's Program