University of Arizona, Eller OMBA Core Courses

**ACCT 540: Introduction to Financial Accounting (2 units)**
Principles and procedures underlying the financial accounting process and their application in the preparation and analysis of financial statements.

**ACCT 545: Introduction to Managerial Accounting (2 units)**
This course presents an overview of managerial accounting concepts, focusing on providing and evaluating accounting information for decision making, planning and control of operations and organizations, and strategic management.

**ECON 550: Economics for Managers (2 units)**
Firm decision making to sustain competitive advantage in the context of different market structures and regulatory environments.

**ECON 551: Business Strategy (2 units)**
This course is concerned with the long-term strategy of a business organization, identifying and analyzing past and current strategies and discusses formulating and implementing new ones.

**FIN 510A: Financial Management (2 units)**
Provides students with a rapidly paced but substantive view of the basic skills, concepts and analytical techniques employed in the Finance discipline, specifically as applied to modern corporations. Discussions and techniques will be of benefit to the Financial Manager and non-Financial Manager alike. Specific topics include Financial Analysis, Time Value of Money, Risk, Stock and Bond Issuance and Valuations and an introduction to Derivatives.

**FIN 510B: Financial Management (2 units)**
The continuation of Finance 510A. Substantive views of Capital Budgeting, Working Capital Management, Financial Forecasting, Leases, Mergers and Real Options are presented as well as applications via problem solving and case preparation of the knowledge and skills from both this and the preceding course. Extensive use of Excel spreadsheets will be featured in this course.

**MGMT 501 Leadership in Organizations (2 units)**
During the course, we will be examining and evaluating several theories and techniques for leading individuals, as well as exploring the concept of corporate social responsibility. At the end of this course, participants should be able to translate theories into more specific competencies that will improve their ability to lead and manage in today's corporate and non-profit environment.

**MGMT 510E: Communication for Managers (2 units)**
This course will provide students with communication strategies and skills to manage and lead in the complex and rapidly changing global business environment. Initial introduction to functional and industry opportunities; mentoring and networking; consideration of experiential learning opportunities. This course also provides additional opportunities to strengthen and measure core professional communication competencies.

**MGMT 520 Legal and Ethical Values in Business (2 units)**
Increasing attention to the impact of business on society has made ethics more important to organizational success than at any time in recent history. Corporate governance processes are under constant scrutiny and the importance of legal and ethical analysis in business decision-making is now central. This course explores how law and stakeholder interests impact corporate social responsibility,
giving participants a solid understanding of the role of ethics in management and experience managing tradeoffs in ethical decision-making.

**MGMT 562: Applied Business Statistics (2 units)**
Conceptual understanding of advanced, applied, inferential statistics with emphasis on their use as a managerial decision-making tool.

**MIS 560: Operations Management (2 units)**
This course takes a process-oriented approach, covering four segments: operations strategy, management of process flows, variability, and operations improvement.

**MIS 585: Strategic Management of Information Systems (2 units)**
The objective of this course is to define how a business manager can work with an IS professional to articulate the value of an IT solution (project).

**MKTG 510: Market-Based Management (2 units)**
Exploration of the environment, scope and nature of marketing management with focus on market analysis for product, price, promotion, distribution and service.

**MKTG 559E: Marketing of Innovations (2 units)**
This course provides a market-based view of innovation and entrepreneurial activities. The focus is on how to apply an effective process to identify new product and entrepreneurial opportunities, and to develop an appropriate plan to bring the product to market. We will cover topics such as the emergence of innovative ideas, new product development within and beyond organizational boundaries, innovation in an entrepreneurial environment, and marketing strategies for innovations.

*In addition to the 14 core courses students must complete 17 units/credit hours of Electives.*

**University of Arizona, Eller OMBA Proposed Electives:**

**ACCT 551: Analysis of Financial Statements (2 units)**
The purpose of this course is to build skills related to understanding accounting disclosures and using the information contained in financial statements. Course topics include profitability measurement, credit analysis, footnote analysis, forecasting and valuation. Cases and examples are used extensively to enhance understanding of key issues and concepts.

**ECON 555: Macroeconomics for Managers (2 units)**
Analysis of economic growth, incomes, inflation, and unemployment and the influence of economic policy.

**ECON 556: Business and the Economy from a Historical Perspective (2 units)**
The current business and economic environment is strongly influenced by past events. This course offers the historical background to understand many of today's economic and business issues.

**FIN 520: Investment Analysis and Management (2 units)**
The selection of appropriate assets to meet specific investment goals and objectives. Course topics include an overview of securities and their markets, analysis of investor needs, establishment of investment policy, modern portfolio theory, the asset allocation decision, and the assessment of portfolio performance.
MGMT 524E: Leadership and Teams (2 units)
This course is designed to provide students with the knowledge and skill needed to maximize performance in today’s team-based work environments. The course will progress according to the classic forming, storming, norming, performing, and disbanning model of team development. Students will, for example, learn how to identify the best team members, motivate the team to achieve organizational objectives, resolve conflict within the team, and improve outcomes such as team decision-making and group creativity.

MGMT 586E: Executive Decision Making (2 units)
Thoughtful decision making makes severe cognitive demands on unaided individuals. As a result we often resort to shortcuts or fall into decision traps and errors. This course is designed to help, first by helping us identify the commonest and most damaging decision traps, and second by presenting the basic skills of decision analysis, a collection of tools designed to help decision makers. The focus is not on the analytical and mathematical skills of advanced decision analysis, but on the simple but rigorous tools that can help us improve our thinking about practical decision problems.

MGMT 564E: Negotiations (2 unit)
Successful leaders and managers understand that negotiation skills greatly aid them to achieve their own and their organization’s goals. This course introduces student’s to the basic elements of negotiations, including preparing for negotiations and selecting the best negotiation strategy.

MGMT 535E: Special Topics in International Management (2 units)
This course will examine a single emerging economy such as Brazil, Russia, India, China, and/or South Africa (BRICS). Special attention will be placed on the effects of globalization on an emerging economy; unique cultural considerations of doing business in country; various strategies for entry and ownership structures; assessing risks, human resource considerations; applications of corporate social responsibility.

MIS 515E: Information Security in Public and Private Sectors (2 units)
This course exposes students to a broad range of cyber and information security topics focused on awareness of confidentiality, integrity, and availability. Course is approved by NSA/Committee on National Security Systems and accepted as a model curriculum course for the Information Systems Audit and Control Association (ISACA).

MIS 516E: Information Security Risk Management (2 units)
This course focuses on the continual process of identifying, measuring, and mitigating information security risks. Course is approved by NSA/Committee on National Security Systems and accepted as a model curriculum course for the Information Systems Audit and Control Association (ISACA).

MIS 529E: Detection of Deception and Intent (1 unit)
Deception is pervasive in business and society. This course focuses on deception in human communication. Topics include a) what is deception, b) current and novel deception detection techniques, and c) detecting deception in real-world scenarios.

MIS 578E: Project Management (2 units)
This course focuses on the application of knowledge, analytical skills, tools and techniques related to project management activities in order to meet project requirements.

MKTG 555E: Special Topics in Marketing - Marketing Strategy (2 units)
The business and social world is increasingly networked and global in nature and that has significantly enhanced both the opportunities and problems related to developing successful marketing strategies.
This course offers students an opportunity to broaden their understanding of strategic marketing management and will primarily focus on developing skills in designing, formulating, and implementing marketing strategies in both Business-to-Business and Business-to-Consumer domains. This experience will be of value not only to students seeking careers in marketing but also to those interested in careers in management consulting, technology management, entrepreneurship, and corporate strategy.

**MKTG 531E: Social Media Marketing (2 units)**
This course is designed to introduce students to the complexities of social media marketing through revealing foundational theories and associated concepts of collective behavior, social influence, and social media marketing. This is essentially a marketing strategy course. The primary focus of this course will be on understanding: consumers’ social interactions, the impact technology has on marketplace relationships, the various social media channels available to marketers, how to build social media marketing strategies, and how to track their effectiveness.