

# Module Descriptions

## **LEADERSHIP & TEAM DEVELOPMENT**

Offers an introduction to and an overview of the concepts of leadership and team development. This module will provide a framework and rationale for the team/cohort learning model in an organizational context. Emphasis is placed on the application of concepts to real managerial problems and issues. This module will use a combination of conceptual and practical approaches, lectures, discussions, case studies and group exercises.

## **COMMUNICATION**

This module blends research, theory and practice in the art of effective team communication, presentation and facilitation skills, team dynamics, and written skills to create a dynamic contribution to the overall effectiveness of any organization. Each student comes to this course with expertise and experience; this module will reinforce individual strengths, identify areas of growth and set goals for development in the cohort as well as the workplace.

## **PROFESSIONAL BUSINESS WRITING**

This course focuses on effective writing techniques for professionals. Assignments include a business proposal, an employment letter, a memo, a performance evaluation and interoffice correspondence. Since writing is a cumulative skill, an emphasis is placed on the revision process through online postings and in-class peer feedback. Students learn to communicate professionally and succinctly using a variety of business formats.

## **HUMAN BEHAVIOR IN ORGANIZATIONS**

This is an introductory course on human behavior in the organizational setting. The focus of this module will encompass three levels of organizational behavior analysis: the individual, the group and various modern organizational systems. There are two major goals: to provide students with a basic grounding in the most important principles of managing human assets in organizations and to work to develop job-relevant knowledge skills. The material covered will be applicable to a wide range of organizations, and students should also find topics that are relevant to daily life.

## **MANAGING ORGANIZATIONS**

This module is designed to expand on the concepts presented and to understand why management is vital to the success of the organization. Students will better understand the functions and systems associated with sound management. Effectiveness and efficiency will be stressed, providing the venue for improving decision-making skills and critical analysis. Students in this module will be required to choose an organization and, along with this organization, plan, organize, lead and control a project that produces "real" results. This course will force students to have a complete understanding of managerial theory and apply this material in a practical and effective method.

## **MANAGERIAL ECONOMICS**

Basic principles of economics at both the macro and micro levels will be explored. Topics of supply and demand, national income accounting, monetary and fiscal policies, business cycles, money and banking, interest rate determination, market structure, elasticity, international trade policy and budget deficit are among the long list of topics discussed in this module. A high level of student interaction will be expected. The course is taught using practical materials that provide a better understanding and use of secondary data to make interpretations regarding future business environmental forecasts.

## **STATISTICAL DECISION MAKING**

A basic understanding of statistics and its application to business situations will be the objective of this module. Topics such as descriptive statistics, estimation, hypothesis testing and regression analysis will be explored in depth in order to provide a useful understanding of how these topics affect today's business environment and decision-making. Microsoft Excel will be used throughout the course.

## **ACCOUNTING FOR MANAGERS**

This module is designed to help students use accounting information in the workplace. The course will not focus on rules of debits and credits nor the official preparation of accounting records like journals and ledgers; instead it will focus on understanding and use of financial information for planning business strategy. Decision-making, evaluation of process improvements and performance, interpretation of corporate and annual reports and recognition of internal control systems will be the materials presented in this module.

### **FUNDAMENTALS OF MARKETING**

This module will provide students with a solid foundation of marketing principles. Real-world examples will abound, and students will be required to draw from their own experiences to further develop effective and efficient methods for improved marketing opportunities. The core essentials of product, place, promotion and price will reach higher levels when theory and experience are combined to produce new and innovative methods and procedures. Creativity and logic will be demonstrated as a winning combination to achieve profitability and knowledge attainment.

### **CONSUMER BEHAVIOR ANALYSIS**

The object of this course is to study the behavioral processes involved in market exchanges between buyers and sellers. This module will enable students to understand the perceptual, cognitive and emotional processes of consumers. Topics include decision processes, social and cultural influences, information processing, and social and cultural issues in consumer behavior and marketing. The course will show how consumers make decisions and how motivation and emotion play a key role in the decision-making process.

### **INTERNATIONAL MARKETING**

International Marketing is a comprehensive and dynamic course designed to provide students with a deep understanding of the concepts, strategies, and challenges involved in marketing products and services across international borders. In today's globalized business environment, companies must possess the knowledge and skills to navigate diverse cultures, economic systems, and market conditions. This course equips students with the necessary tools to develop effective international marketing strategies, enabling them to succeed in the competitive global marketplace.

### **ADVERTISING & PROMOTION**

This dynamic and comprehensive course in advertising and promotion strategies is designed to equip students with the knowledge and skills necessary to excel in the ever-evolving field of marketing communication. Participants will delve into the core principles and practices that drive successful advertising campaigns and promotional initiatives across various media channels. This course blends theoretical concepts with practical applications, providing students with hands-on experience and insights into the strategies that drive successful advertising and promotion campaigns.

### **RESEARCH METHODS IN MARKETING**

This course will provide you the skills needed to design market research studies, collect, and analyze data that is useful to managers in making decisions. Students will learn basic market research skills and are provided an opportunity to practice these skills. Topics of the course include: defining and clarifying the problem, identifying and using information sources, designing a questionnaire, collecting and analyzing the data, interpreting and presenting the data, and developing marketing strategies based on the findings.

### **MARKETING STRATEGY**

This course introduces important concepts in strategy formulation and implementation. Students will learn to develop marketing decisions while considering consumer behavior/buying patterns, marketing variables, and global marketing issues. Topics include: discussions of customer, competitor, and environmental analysis; market segmentation and targeting; competitive positioning; and implementation. The course also explores how marketing interacts with other levels of strategy and with other departments within the organization.

### **CORPORATE STRATEGY**

Because of day-to-day crises and pressures, organizations often struggle to set aside time to create a common future and plan to attain it. This module provides an overview of the strategic visioning process as it applies to organizations. Included in this module will be working definitions of mission, vision, core values, philosophy, objectives and strategic plans. There will be a discussion of the integration of planning and implementation so that the student will walk away with critical thinking and planning skills.

### **MULTIDISCIPLINARY PROJECT (CAPSTONE)**

Utilizing their knowledge from the previous modules, students will create a case study from a selected organization. This case must uncover one main problem for the organization and provide viable and supported solutions to help create a better situation for the organization. The main part of this capstone is that each team presents a rich enough case that the reader will, with a fair amount of certainty, be provided with enough information to allow them the opportunity to solve the case using methods and techniques gained from business knowledge and experience.