



Academic Programs Committee of Council

University Course Challenge

Additional posting: July 4, 2011

Contents:

College of Graduate Studies & Research: MBA program, Edwards School of Business
Program revisions and new courses

Approval:

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COLLEGE OF GRADUATE STUDIES & RESEARCH **Edwards School of Business**

Minor Graduate Program Modifications and New Graduate Courses

42 Credit Unit Core

The existing program includes a total of 42 credit units. 34 cu are offered in core courses and 8 cu in electives. We propose to eliminate the 8cu elective courses and transfer the credit units into core courses. Our total overall credit units would remain at 42.

The change would allow us to focus on programming that is core in nature and reflects the current trends in business education.

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Approval: Graduate Programs Committee, June 29, 2011

<u>Current Course Offerings</u>	<u>Proposed Course Offerings</u>
Core (34 CU) MBA 803.3 Business and Society MBA 825.3 Financial Management MBA 828.3 Tactical Strategy: Implementation, Evaluation and Control MBA 880.0 International Study Tour MBA 992.3 Management Consulting Project	Core (42 CU) MBA 803.3 Business and Society MBA 825.3 Financial Management MBA 828.3 Tactical Strategy: Implementation, Evaluation and Control MBA 879.0 Business Residency Program MBA 880.0 International Study Tour MBA 992.3 Management Consulting Project

<p>To be deleted: MBA 805.2 Managing Organizations — Value Through People MBA 807.2 Financial Statement Analysis MBA 833.2 Marketing for Organizational Decision-Making MBA 834.2 Accounting for Planning & Decision-Making MBA 835.2 Operations Management MBA 836.2 Leadership MBA 837.2 Marketing Research for Decision-Making MBA 838.2 Leveraging Information Technology in Business MBA 839.2 Global Environment of Business MBA 841.2 Entrepreneurship & Business Planning MBA 844.2 Integrative Modules MBA 850.0 Professional Development Program</p> <p>Electives(8 CUs - Select 4) MBA 879.0 Business Residency Program</p> <p>To be deleted: MBA 851.2 International Finance MBA 853.2 Investments, Security Analysis & Portfolio Mgt MBA 855.2 Mergers & Acquisitions MBA 858.2 Corporate Finance MBA 868.2 Strategic Mgt of Technology and Innovation MBA 869.2 Commercialization and Valuation of Technology MBA 871.2 Organizational Dynamics MBA 873.2 International Markets & Business Systems MBA 874.2 Sales & Key Account Mgt MBA 875.2 Compensation Strategy for Effective Organizations MBA 876.2 Negotiating Skills MBA 869.2 Commercialization and Valuation of Technology (Technology Entrepreneurship II: Entrepreneurship Process and Value Creation)</p>	<p>New courses: MBA 813.3 Strategic Human Resource Management MBA 819.3 Marketing For Organizational Decision Making MBA 829.3 Financial Statement Analysis MBA 846.3 Entrepreneurship & Business Planning MBA 865.3 Accounting for Planning, Decision-Making and Operations MBA 870.3 Corporate Finance MBA 877.3 Leadership & Organizational Dynamics MBA 878.3 International Business and Global Marketing MBA 881.3 Mergers, Acquisitions and Negotiating for Business MBA 889.3 Integrative Modules</p>
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Rationale:

The Master of Business Administration Program is in its third year of operation in the current format. This has allowed us an opportunity to observe student performance in the program and to evaluate outcomes. Through extensive consultation with faculty, staff and students we are now in a position to recommend improvements in the course offerings which will allow more flexibility in the allocation of faculty resources. These improvements are structural in nature and are designed to simplify the program in order to continue to attract high quality entrants. There are two main changes. Eliminate the elective courses and move to a cohort based program with all core classes and bring all current 2cu courses up to 3cu. It is important to note that the core content of the program will remain unchanged. All topical areas will continue to be covered. It is the structure only that will be modified.

The Edwards School of Business is also in the initial stages of a comprehensive review of operations in order to successfully challenge the accreditation process for the Association to Advance Collegiate Schools of Business (AACSB). The proposed format will put us in a better position to ensure we are able to meet the challenges of accreditation.

New Graduate Courses**MBA 813.3 – Strategic Human Resource Management****Prerequisites/Restrictions:**

MBA 803.3

Calendar Description:

Management is most effective when human resource systems are internally consistent and aligned with organizational strategic objectives. Students can learn fundamental concepts in managing people, with an emphasis on identifying the appropriate practices to apply to different organizational contexts and management situations.

Rationale:

Program Modifications

MBA 819.3 – Marketing for Organizational Decision-Making**Prerequisites/Restrictions:**

MBA 803.3

Calendar Description:

Focuses on the role that marketing plays within an organization and how it integrates into organization decision-making. It introduces an organizations revenue-generating activities for profit-oriented companies and communication activities for not-for-profit organizations and the management and strategic processes whereby products and services are developed, priced, promoted, and distributed.

Rationale:

Program Modifications

MBA 829.3 – Financial Statement Analysis**Prerequisites/Restrictions:**

MBA 803.3

Calendar Description:

The financial statement analysis course is designed to prepare future managers to effectively analyze, interpret and evaluate an entity's financial statements and related information. The entities subject to analysis will be both private and public and will be drawn from a wide variety of different industries.

Rationale:

Program Modifications

MBA 846.3 – Entrepreneurship and Business Planning**Prerequisites/Restrictions:**

MBA 803.3

Calendar Description:

Provides concepts and tools to successfully develop and manage all components of a strategic business plan. Students will assess business plans from the viewpoint of entrepreneurial proponents as well as venture capital investors.

Rationale:

Program Modifications

MBA 865.3 – Accounting for Planning, Decision-Making and Operations**Prerequisites/Restrictions:**

MBA 803.3

Calendar Description:

Introduces students to the vital role that management accounting information plays in running a successful organization in today's economy. Information used by managers for planning and decision-making is often different from the information used by creditors, investors and others outside the organization. Provides tools and techniques used by operations decision makers.

Rationale:

Program Modifications

MBA 870.3 – Corporate Finance**Prerequisites/Restrictions:**

MBA 803.3

Calendar Description:

Focuses on developing skills of the financial manager at an executive level through deeper understanding of finance concepts, theories and methodologies. Students will gain a deeper understanding of how to value investment opportunities, measure risk and return, negotiate and structure deals, raise capital in private and public markets and management risk.

Rationale:

Program Modifications

MBA 877.3 – Leadership and Organizational Dynamics**Prerequisites/Restrictions:**

MBA 803.3

Calendar Description:

The role of a manager requires organizing, controlling, planning and motivating others to perform the work of the organization. This course examines articles, cases, novels, illustrations, and discussion to appreciate the totality of leadership. Students develop and hone their personal leadership philosophies.

Rationale:

Program Modifications

MBA 878.3 – International Business and Global Marketing**Prerequisites/Restrictions:**

MBA 803.3

Calendar Description:

Intended to provide an opportunity to understand the complexity of the global environment of business and make an attempt to systematically examine the broad dynamics of the international environmental factors that would potentially influence business activities of the firm. This would include marketing, demographic trends, economic development, natural resource concerns, political landscape and cultural diversity.

Rationale:

Program Modifications

MBA 881.3 – Mergers, Acquisitions and Negotiating for Business**Prerequisites/Restrictions:**

MBA 803.3

Calendar Description:

Examines the financial and economic aspects of corporate mergers, including valuation and shareholder wealth effects, the motivation and anti-takeover devices and their effect on corporate governance. Students will also develop negotiation skills in a business context.

Rationale:

Program Modifications

MBA 889.3 – Integrative Modules**Prerequisites/Restrictions:**

MBA 803.3

Calendar Description:

Will provide students with an opportunity to integrate the knowledge gained in the individual functional areas. This will be a case based approach including case instruction, discussion, analysis, presentation and writing.

Rationale:

Program Modifications