# MASTER OF BUSINESS ADMINISTRATION (MBA)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
<th>Offered</th>
<th>Prerequisites</th>
<th>Lecture + Lab + Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA F602</td>
<td>Accounting for Managers</td>
<td>3</td>
<td>Fall or Spring</td>
<td>Graduate standing; or approval of the MBA director.</td>
<td>3 + 0 + 0</td>
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<tr>
<td>MBA F605</td>
<td>Contemporary Topics in Accounting</td>
<td>3</td>
<td>As Demand Warrants</td>
<td>MBA F602; graduate standing; or permission of the MBA director.</td>
<td>3 + 0 + 0</td>
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<tr>
<td>MBA F607</td>
<td>Human Resources Management</td>
<td>3</td>
<td>Spring</td>
<td>Admission to the MBA program; or permission of the MBA director.</td>
<td>3 + 0 + 0</td>
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<tr>
<td>MBA F617</td>
<td>Organizational Theory for Managers</td>
<td>3</td>
<td>Fall and Spring</td>
<td>Admission to the MBA program; or permission of the MBA director.</td>
<td>3 + 0 + 0</td>
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<tr>
<td>MBA F620</td>
<td>Portfolio Theory and Asset Pricing</td>
<td>3</td>
<td>As Demand Warrants</td>
<td>Admission to the MBA program; MBA F680; or permission of the MBA Director.</td>
<td>3 + 0 + 0</td>
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<tr>
<td>MBA F624</td>
<td>Controllership</td>
<td>3</td>
<td>As Demand Warrants</td>
<td>MBA F602; Must be admitted to MBA program; or permission of MBA Director.</td>
<td>3 + 0 + 0</td>
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<tr>
<td>MBA F627</td>
<td>Business Law and Ethics</td>
<td>3</td>
<td>Fall</td>
<td>Admission to the MBA program.</td>
<td>3 + 0 + 0</td>
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<tr>
<td>MBA F630</td>
<td>Derivative Securities</td>
<td>3</td>
<td>As Demand Warrants</td>
<td>MBA F620; or permission of the MBA Director.</td>
<td>3 + 0 + 0</td>
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<tr>
<td>MBA F632</td>
<td>Project Management</td>
<td>3</td>
<td>Fall and Spring</td>
<td>Must be admitted to the MSDM or MBA program; or permission of MSDM or MBA program director.</td>
<td>3 + 0 + 0</td>
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</table>
MBA F642  Economics of Environmental and Business Sustainability
3 Credits
Offered As Demand Warrants
This course is designed to examine the emerging role of the business and corporate sector in responding to the economic challenges of achieving social and ecological sustainability. The microeconomic theory used to model business behavior motivated by profit maximization is expanded to an accounting framework, referred to as the triple bottom line (TBL). The TBL consists of profits, people and planet. The TBL motivates companies to measure financial, social and environmental outcomes associated with their business operations. The course investigates alternative measurements for evaluating the performance of the economy and the business and consumer sectors.
Prerequisites: Must be admitted to the MBA program.
Lecture + Lab + Other: 3 + 0 + 0

MBA F643  Marketing Management
3 Credits
Offered Fall, Spring and Summer
Provides managerial approach to examining processes for identifying prospective opportunities, as well as review of marketing mix elements relating to planning, developing and implementing marketing plans. Topics include market segmentation, buyer behavior, product policy and strategy, pricing, promotion and sales force management, distribution channel policy, competitive behavior, market research and marketing ethics.
Prerequisites: Admission to the MBA program, or permission of the MBA director.
Lecture + Lab + Other: 3 + 0 + 0

MBA F665  Strategic Collaboration
3 Credits
Offered Summer
This course is designed to explore the techniques of collaboration and communication and their strategic use in managing contemporary organizations. Students will identify their own communication style and how to deploy it in various managerial situations. Topics will include exploring individual personality type and the effect of type on collaboration style, identifying the purposes for types of communication, conflict and collaboration, the presentation of data and results. Emergency communication will also be explored. Students will work on improving practical skills such as listening, writing, and creating and delivering presentations.
Prerequisites: Must be admitted to the MSDM or MBA program; or permission of MSDM or MBA program manager. Cross-listed with HSEM F665.
Lecture + Lab + Other: 3 + 0 + 0

MBA F673  Innovation Management
3 Credits
Offered Fall
Overview of the skills a manager needs to administer an innovation systems and toolkit for dealing with various innovation issues in a broad business setting. Topics include creation innovation diversity; innovation dynamics, intellectual properties, technology/innovation commercialization, and innovation strategies.
Prerequisites: Graduate standing or approval of the MBA director.
Lecture + Lab + Other: 3 + 0 + 0

MBA F674  New Venture Development
3 Credits
Offered Spring
This course will provide students with a venue for commercializing their own or selected innovative ideas through focused study in several key areas of entrepreneurship. The hands-on approach and experience will teach specific methods to assess and understand the industry, customers and competitors for a new venture. Students will then learn to translate those insights into a winning venture idea, a business model and a set of distinctive new products and services. With this venture strategy in hand, students will then learn how to best raise venture financing, how to write a power business plan and create a compelling pitch for investors. Topics in this course include the meaning of entrepreneurship, concept to new venture, opportunity and feasibility study, intellectual property protection, strategic management, marketing strategies, new venture financing and human capital management.
Prerequisites: Must be admitted to the MBA program.
Lecture + Lab + Other: 3 + 0 + 0

MBA F675  Quantitative Methods for Managers
3 Credits
Offered Fall and Spring
An in-depth treatment of quantitative research methods in an applied context. The usefulness of those techniques to the managerial decision-making process. Research skills are presented as a set of tools that enable managers to make better decisions.
Prerequisites: STAT F200X; admission to the MBA program; or permission of MBA director.
Lecture + Lab + Other: 3 + 0 + 0

MBA F680  Financial Markets and Strategy
3 Credits
Offered Fall and Spring
Description of capital markets, development of the major financial theories that explain how to value financial instruments, and examination of how these theories can be used by corporations to evaluate real investments. How firms choose among the various instruments available to them for financing operations and how these instruments help firms manage risks. These corporate financial decisions are viewed as part of the overall corporate strategy of firms, affecting investment and operating strategies, product market strategies, and the ways in which executives are compensated.
Prerequisites: Admission to the MBA program; MBA F675; or permission of MBA director.
Lecture + Lab + Other: 3 + 0 + 0

MBA F681  Fixed Income Securities and Markets
3 Credits
Offered As Demand Warrants
Fixed income securities and markets including treasury, agency, mortgage-backed and corporate securities, municipal bonds and derivatives. Introduces technical issues relating to duration, convexity and bond-portfolio management.
Prerequisites: Admission to the MBA program; MBA F630; or permission of MBA director.
Lecture + Lab + Other: 3 + 0 + 0
MBA F682  Financial Statement Analysis  
3 Credits 
Offered Fall 
How to comprehend and critically evaluate financial statements. Building on topics introduced in a first-year course in financial accounting, analyze additional disclosures typically included in financial statements. These activities will be useful in tasks related to valuation, credit decisions, competitor assessment and bankruptcy predictions.  
Prerequisites: Admission to the MBA program; or permission of MBA director. 
Lecture + Lab + Other: 3 + 0 + 0

MBA F683  Advanced Topics in Marketing  
3 Credits 
Offered As Demand Warrants 
Current topics and issues in marketing management, such as political and services marketing, marketing communications, marketing in Alaska or other relevant subjects. 
Prerequisites: Admission to the MBA program; MBA F643; or permission of MBA director. 
Special Notes: May be taken twice for credit when topic changes. 
Lecture + Lab + Other: 3 + 0 + 0

MBA F690  Corporate Strategy  
3 Credits 
Offered Fall and Spring 
An integrative approach to strategy formation and implementation (decision-making) to achieve organization goals. Students will be introduced to theoretical perspectives and associated methodologies directed toward resolving the unstructured problems and opportunities which confront general managers at the highest levels of an organization. 
Prerequisites: Admission to the MBA program; MBA F617; MBA F675; MBA F680; or permission of MBA director. 
Special Notes: MBA F690 is an advanced seminar taken during the student’s last spring semester. 
Lecture + Lab + Other: 3 + 0 + 0

MBA F691  Advanced Topics in Business  
3 Credits 
Offered As Demand Warrants 
Developing managers’ ability to excel in specialized areas of business such as entrepreneurship and risk management. 
Prerequisites: Admission to the MBA program; or permission of MBA director. 
Special Notes: May be taken twice for credit when topic changes. 
Lecture + Lab + Other: 3 + 0 + 0