

MANAGEMENT MASTERS (MMGB)

MMGB 6111. ACCT&CSR REPORTING PRINCIPLES. (3 Credits)

The course objectives of include traditional critical concepts of accounting principles while integrating new reporting practices for environmental, social and governance known as ESG.

Mutually Exclusive: ACGB 6111.

MMGB 6411. FINANCE IN SUSTAINABLE ORG. (3 Credits)

Good financial management is critical for the survival of any organization since it must have enough accessible cash to operate and pay its bills (liquidity) and enough money be able to weather bad times (solvency, resilience). However, some organizations, supported by current finance theory, focus solely on profit and financial value creation, often at the expense of other human needs. In this course we look at finance through the lens of sustainability. After learning key finance concepts we consider how organizations can go beyond current finance theory and use financial tools, techniques, and insights not only to create monetary wealth, but also to support the organization to contribute to a robust, healthy environment and to social justice and inclusion.

Mutually Exclusive: FNGB 6411.

MMGB 6610. INTRO TO MODERN MANAGEMENT. (1 Credit)

This course introduces students to the current challenges managers are facing. It provides frameworks of competing theories on human nature and explores their consequences for managing organizations.

Mutually Exclusive: MGGB 6610.

MMGB 6613. LEADING ORG IN 21ST CENTURY. (3 Credits)

Leaders and managers of today's organizations are facing a multitude of challenges and need to be able to collaborate to find suitable solutions. This class will explore the various approaches how organizations can be led more successfully in the 21st century.

Mutually Exclusive: MGGB 6613.

MMGB 6620. GLOBAL INITIATIVES MGT. (2 Credits)

In this course we build on the insights gained in Introduction to Modern Management. Students explore various global initiatives that are ongoing in terms of addressing global challenges including climate change, social inequity, poverty. Students will do a research project and prepare a case study.

MMGB 6627. MOD OPER & SUPPLY CHAIN MGT. (3 Credits)

In our current business world, most organizations are acting in a web of interdependence with other organizations to provide products and services adequately. In this class students will explore how the multitude of modern global challenges can be managed within a global supply chain.

Mutually Exclusive: MGGB 6627.

MMGB 6630. SUSTAINABLE BUS MASTER CLASS. (3 Credits)

This three-credit intensive will help prepare students to be leaders in the rapidly emerging world of sustainable business. The world today is in crisis: 65 million refugees on the move, fleeing climate change and failed states; the climate crisis has thrown millions into collapse, and will get far worse; we are living in the sixth great extinction, with millions of species going extinct; inequality is so bad that 8 men have as much wealth as the bottom 3.5 billion people on earth.... These and related crises are threatening economies across the planet, and business everywhere.

MMGB 6631. SOCIAL INNOV MASTER CLASS. (3 Credits)

This class is a special offering for students deeply interested in understanding and experiencing the promise of social innovation. In partnership with leading global organizations like the Schwab Foundation, Ashoka, and the World Economic Forum students will learn from global leaders in the field how social innovation can shape business strategy for the 21st century.

MMGB 6632. APPLIED INNOV CONSULTING. (3 Credits)

This course is a real-life consulting engagement for students with a leading Fair trade company (Fairtrasa). Its CEO, Patrick Struebi will present real-life challenges his company is facing and selected student teams will work on developing innovative solutions guided by peers and faculty. This course is a capstone for the management consulting concentration, the social innovation concentration, as well as the sustainable business minor.

MMGB 6633. LEADERSHIP IN 21ST CENTURY. (3 Credits)

The challenges of leading organizations, especially businesses, in the current era are vast. Globalization requires competitive strategies and cultural sensitivity, the worsening environmental crisis calls for sustainable practices, and increasing social problems and inequalities increase pressure for social responsibility beyond traditional profit making. Many current management paradigms have to be rethought and remodeled to deal with these challenges effectively. In this course we look at challenges to organizations on the systemic level (environmental and social pressures), the organizational level (employee commitment and stakeholder trust), and the individual level (happiness) and examine ways of dealing with them proactively.

MMGB 6710. PURPOSE-DRIVEN MARKETING. (3 Credits)

This learning-by-doing course introduces students to purpose-driven marketing: the innovative use of marketing frameworks to enhance individual and societal well-being. Participants will learn how to develop stakeholder-oriented marketing strategies (using segmentation, targeting, differentiation, positioning), adapt the 4Ps of the marketing mix (product, price, placement, promotion), and balance the triple bottom line (people, planet, profit). Class discussions and course projects will address the full spectrum of marketing activities from conducting market research to creating, delivering, and communicating new services.

Mutually Exclusive: MKGB 6710.

MMGB 6820. MANAGERIAL STATISTICS. (3 Credits)

This class prepares future managers by exploring basic statistical methods and critical thinking to guide better decision making and judgement.

Mutually Exclusive: DGGB 6820.

MMGB 7660. BUS STRAT FOR MODERN WORLD. (3 Credits)

Business organizations that survive and thrive in the current global environment are adaptive and anticipate global challenges including climate change, environmental risks, social inequities etc. This class will explore strategic approaches that can help future business leaders to identify approaches suitable for a modern world.

Mutually Exclusive: MGGB 7660.

MMGB 8999. INDEPENDENT STUDY. (1 to 3 Credits)