Goodman School of Business

Graduate Programs Office

Brock University

MBA (International Student Program)
Course Descriptions

CORE COURSES:

MBAB 5P01 Accounting for Decision-Making I
The functional basics of accounting for management and business decisions. Data collection, classification, processing and interpretation.

MBAB 5P02 Quantitative Analysis
Statistical and quantitative approaches to business decision making, analysis of business problems including descriptive statistics, regression and forecasting techniques, linear programming and decision tree analysis.

MBAB 5P03 Economic Environment of Business
Macro and micro economic concepts related to business decision making including sales taxes and subsidies, consumer and production theory and various market structures such as discriminating monopoly, oligopoly and dominant firms. The determinants of levels of national income, employment, interest rates, inflation and prices in the Canadian economy. Government monetary, fiscal and international economic policies.

MBAB 5P04 Organizational Behaviour and Design
Individual, group and organizational processes in organizations. Micro level topics include motivation, leadership, individual perception and attitudes, group dynamics and conflict management. Organization theory (macro) topics include organization design; environment, technology and structure, power and politics in organizations and organizational culture.

MBAB 5P05 Marketing Management
Demonstrating the role of marketing in the firm, exploring the relationship of marketing to other functions, and helping students to learn how to make marketing decisions in the context of general management.

MBAB 5P06 Accounting for Decision-Making II
An examination of financial reporting issues and managerial accounting techniques in the context of problem solving and decision making in business.

MBAB 5P07 Operations Management
Managerial issues relating to the operations function of organizations, concepts and techniques of operations-production management, product and service design, process selection, facility location and layout, quality management, planning, inventory and supply-chain management, project management and management of new technologies.

MBAB 5P08 Financial Management

Concepts, instruments and techniques used for financial decision making. Emphasis is on the maximization of shareholders' wealth and on the role of the financial manager in choosing the appropriate techniques for typical problem solving.

MBAB 5P09 Management Information Systems

Information systems and their application in business organizations. Key management issues with respect to the use of computer and information technology in modern business environments. The various tools of information systems and the interrelationships of computer systems and telecommunications as management challenges in the technology age.

MBAB 5P20 Applied Business Research

The basic tools of business research to gather, record, and analyze data for aid in making business decisions. Survey design, scales, multivariate analysis and non-parametric measures.

MBAB 5P21 Business Strategy

The development of plans and activities that integrate the various operating and support functions of an organization to effect strategies of competitive positioning. The tasks of governance and leadership related to the dynamic nature of corporate strategy. The accountability of the firm to internal and external stakeholders.

MBAB 5P22 Global Business

Exposes students to numerous challenges a firm faces as it attempts to internationalize its operations. At the end of the course the student is expected to have a better understanding of the micro factors which make management of international businesses distinct from domestic businesses. The topics to be covered include the international aspects of business functions, entry strategies, site selection, world trade developments and ethics in international business.

MBAB 5P23 Entrepreneurship

Theories of entrepreneurship and entrepreneurship, entrepreneurial attributes, new venture creation processes, web based business operations, and business plan preparation.

MBAB 5P24 Business Law

The legal environment of business and basic legal considerations for business organizations including forms of organization, liability of owners, shareholders, directors and managers.

MBAB 5P25 Business Ethics

Ethical theory and cases pertaining to business individuals, business organizations, and political-economic systems. Topics may include basic concepts of philosophical ethics; the rights and responsibilities of shareholders and other stakeholders; corporate governance; moral issues in international business; moral obligations to consumers; workplace issues; the natural environment; the relation of ethics and law; capitalism and its critics; future directions for the relationship of business to the rest of society.

ACCOUNTING STREAM COURSES

MBAB 5P31 Managerial Accounting I

Internal recording systems devised to implement and guide management planning and control with particular emphasis on cost finding, product costing, cost behaviour and cost allocations as well as analysis and communication of relevant information to users in a professional manner.

MBAB 5P32 Financial Accounting I

The theory and practice of financial statement preparation including the measurement, reporting, and disclosure of assets, liabilities, equity, revenue and expenses with specific reference to generally accepted accounting principles and interpretation of related reports.

MBAB 5P33 Taxation for Business Decisions

The principles of individual and corporate taxation emphasizing the effects of federal and sub-federal income taxes on decision making in business.

MBAB 5P34 Managerial Accounting II

Performance evaluation, divisional performance measurement, transfer pricing, behavioural implications of accounting information and current issues as well as analysis and communication of relevant information to users in a professional manner.

MBAB 5P35 Financial Accounting II

The theory and practice of financial statement preparation in accordance with generally accepted accounting principles. Complex issues including accounting for leases, pensions, future income taxes, inter corporate investments and cash flow reporting.

MBAB 5P36 Financial Accounting III

The theory and practice of financial statement preparation in accordance with generally accepted accounting principles with emphasis on accounting for complex business organizations and not-for-profit organizations.

FINANCE STREAM COURSES

MBAB 5P41 Financial Statement Analysis

Analysis of financial accounting procedures and the rules that govern disclosure. Emphasis in on basic financial statements and how alternative accounting methods affect those statements and the analysis of financial statement relationships.

MBAB 5P42 Equity Investments, Markets, and Instruments

Selecting an investment in a global market and the organization, structures, and functioning of securities markets. Discussion of the security market indicator series and the efficient capital markets. An introduction to security valuation, stock market analysis, industry analysis, company analysis, stock selection and technical analysis, with discounted cash flow implications.

MBAB 5P43 Debt Investments

Features and valuation of fixed income securities. Risk and returns associated with investing in bonds. Analysis of debt instruments with unique features.

MBAB 5P44 Derivative Instruments

Introduction to options, futures and swap markets. Pricing principles and theory of these derivative securities as they apply to various trading and hedging strategies.

MBAB 5P45 International Finance

Overview of the international financial environment, the theoretical and practical aspects of the various international financial markets, and the impact of the international environment on the financial decision making of the individual and the firm.

MBAB 5P46 Portfolio Management and Alternative Investments

Portfolio management policies for individual and institutional investors, asset allocation, general portfolio construction and revision, equity and fixed-income portfolio management strategies, real estate portfolio management, and hedging strategies. Performance measurement, performance attribution analysis, and AIMR performance presentation standards*TM* are presented. Analysis of real estate and currency or foreign exchange investments and investment companies.

HUMAN RESOURCE MANAGEMENT STREAM COURSES

MBAB 5P51 Introduction to Industrial Relations

This introductory course emphasizes the practical application of basic skills required to manage in workplaces which are either unionized or might become unionized. Lectures, readings, simulations, case analyses, and other assignments will acquaint students with the structure and functioning of the Canadian industrial relations system, basic employment law concepts, the union certification process, negotiation and administration of collective agreements, strikes and dispute resolution in an international context.

MBAB 5P52 Introduction to Human Resource Management

This course provides a basic overview of key aspects of managing Human Resources in domestic and global markets, emphasizing the link between HR policies, practices, organizational strategy and legislative requirements. Topics will include recruitment and selection, job analysis, training and development, performance management, benefits, health and safety, industrial relations and collective bargaining.

MBAB 5P53 Training and Development

A systematic examination of training and development in organizations. Topics include: training and development as a process and an investment; the organizational context of effective training and development; adult education theory; equity in training; and organizational learning. Primary emphasis will be placed on the theoretical and applied aspects of instructional systems design including: needs analysis, program design, development and implementation and program evaluation and follow-up.

MBAB 5P54 Compensation Management

This course deals with strategic compensation formulation and planning, as well as the management of the compensation system. Topics include: the process for developing compensation objectives, economic and behavioural theories of compensation, pay and benefits determination, job and market evaluation, skill or knowledge-based pay, and pay equity. The course explores the use of individual, group, and organizational incentives to support compensation objectives. The course also examines the process and procedures involved in implementing, managing, and evaluating the compensation system.

MBAB 5P55 HR Planning and Strategy

This course explores various aspects of the Human Resources Planning process at the micro and macro level and their relationship to organizational strategy. Topics will include forecasting human resource requirements, environmental scanning, examining supply and demand, and recommendations on how to deal with surpluses and shortages of staff.

MBAB 5P56 Recruitment and Selection

This course provides an in-depth review of current recruitment and selection practices in the Canadian environment, as well in global markets. Topics include job analysis, preparation and evaluation of job descriptions, human rights legislation, employment standards and pay equity considerations in addition to understanding the different interviewing methods available to managers.

MBAB 5P57 Managing Health and Safety

Provides a basic knowledge of health and safety. Topics include legislation, psychosocial hazards, hazard recognition and assessment, hazard control, accident investigation, and other topics of interest.

MBAB 5P58 Negotiating in Organizations

Understanding, analyzing, and using the key processes and sub-processes of negotiating in a broad range of business situations to optimize participants' negotiating effectiveness.

MARKETING STREAM COURSES

MBAB 5P61 Marketing Strategy

The development and the execution of marketing strategies. Topics include market orientation, customer retention strategies, industry, customer and competitive analysis, sources of competitive advantage and advanced marketing mix strategies. Computer simulation.

MBAB 5P62 Marketing Research

The role of marketing research as a marketing decision making tool. Topics include questionnaire design, experimentation, sampling, data collection and analysis and statistical methods for marketing research.

MBAB 5P63 International Marketing

Globalization is now a top priority for large and small companies, and marketing is the key function allowing firms to expand worldwide. This course uses a practical, managerial approach to explore global decisions. Topics covered include market selection and entry, alliances, competitive analysis, global consumers and brands, cross-cultural management, global communications and organization. Extensive class discussions and oral presentations by students cover cases and articles on international markets.

MBAB 5P64 Consumer Behaviour

The application of behavioural science concepts to marketing; the interactions of consumers, sellers, public policy makers and researchers.

MBAB 5P65 Business-to-Business Marketing

This course develops the managerial skills and insights required to apply marketing principles to effectively and efficiently market business products and services to other companies, government bodies and institutions. The course will examine the unique aspects of business-to-business marketing such as shifting channel power relationships, the nature of e-commerce, organizational buying behaviour.

MBAB 5P66 Services Marketing

Students taking this course will become more aware of the nature and characteristics of services, more knowledgeable about the ways services need to be marketed due to their intangible core, and more knowledgeable about service quality, the foundation of services marketing. Students completing the course will understand the success factors in services marketing.

MBAB 5P67 Sales Management

Management of the sales force and the role of the sales function in marketing strategy. This course covers the inter-related sales force management processes of developing and implementing the company's strategic sales program, and reviewing and evaluating sales performance. Specific topics include planning and organizing the selling function; estimating market potential and forecasting sales; account management strategies and managing customer interactions; recruiting, selecting, training, compensating, and motivating salespeople; and evaluating the sales force and individual salespeople.

MBAB 5P68 New Product Development

Major issues, problems, and challenges faced by new product development managers and their teams. Topics include: (1) the key stages of product development: opportunity identification, idea generation; product design; product testing; launch issues; and life-cycle management; (2) new analytical methods to reduce risk and improve innovativeness at both new product team-level and firm-level, and (3) a variety of new product development strategies (i.e., incremental versus radical innovativeness; technological discontinuities and dominant designs; new product diffusion and adoption; and exploration versus exploitation) from the perspective of large companies and start-ups.

MBAB 5P69 Integrated Marketing Communications

Current topics in marketing communications. Topics include: (1) coordinating and synchronizing the various promotional mix elements to develop effective communications programs; (2) examining the roles of advertising, sales promotion, direct marketing, and the use of social media within communications programs; and, (3) managerial decision-making in marketing communications from both theoretical and practical perspectives.

OTHER ELECTIVE COURSES

MBAB 5P81 Corporate Entrepreneurship and Innovation

Creating and maintaining entrepreneurship in midsized and large organizations. Leadership and management issues in entrepreneurship, innovation and technology. Challenges and opportunities for successful corporate entrepreneurship.