

## **MBA Elective Course Descriptions Summer 2013**

### **ACCT 521 – Fraud Examination**

Introduction to fraud examination. Course will focus on developing and understanding of how and why occupational fraud is committed; identifying how fraudulent conduct may be deterred; and determining how allegations of fraud should be investigated and resolved.

*Prereq: Admission to the MAcc program*

*Concentration: Accounting*

### **ACCT 570 – Financial Statement Analysis**

Analysis of corporate financial reports from a decision-maker's perspective. This course is case-and-applications-oriented and will emphasize the fundamental techniques of financial statement analysis. Building upon a review of accounting and investment concepts, we will cover the analysis (including ratio analysis) and interpretation of financial accounting information including the balance sheet, income statement and statement of cash flows. Additionally, we will examine the use of accounting information in investment and credit decisions, including valuation and debt ratings.

*Prereqs: ACCT 519 and FINC 521 or admission to the MAcc*

*Concentration: Accounting and finance*

### **BUSA 597 – Topics in Business Planning/Entrepreneurship: New Product Development**

This course will be a project-oriented course, focusing on strategic and marketing issues in new businesses. The instructor, Mr. Devon Laney, is chief operating officer of the Innovation Depot, the largest technology incubator in the southeastern U.S. The projects will involve consulting for Innovation Depot resident companies; thus, most classes will be held at the Innovation Depot.

*Concentration: Entrepreneurship*

### **ENTR 531 – Entrepreneurship: Concepts and Consulting**

Study of critical concepts in new ventures and small businesses. Key topics will include management, marketing, and financial issues related to successfully starting a new business or operating a small or family business.

*Concentration: Entrepreneurship*

### **ENTR 555 – New Venture Processes**

This course will be a project-oriented course, focusing on developing a first-cut business plan. The skills developed in this class are applicable to researching and writing a plan to start a new company (entrepreneurship) or to investigate new market entry/product launch for an established company (corporate entrepreneurship).

*Prereq: BUSA 505*

*Concentration: Entrepreneurship and marketing*

**FINC 524 – Investments**

We focus on the great ideas that have helped to shape modern investment thought and practice. Particular emphasis is placed upon an enquiry into a central theorem of investing: is the market efficient? Throughout the course, practical aspects of individual and institutional investing will also be discussed. The course structure will be a seminar format. Contemporary topics and events will be discussed each week.

*Prereq: FINC 521*

*Concentration: Finance*

**FINC 528 – Financial Markets and Institutions**

Study of the various types of financial institutions – banks, insurance companies, and mutual funds – and the regulatory and competitive environment in which they exist. Specific areas addressed include: the role of government in financial markets, the changing competitive boundaries of financial services firms, the markets for various financial instruments including money markets, bonds, stocks, futures, options, swaps, foreign exchange, and the measurement and management of risk among financial institutions.

*Prereq: FINC 521*

*Concentration: Finance*

**MARK 592 – Topics in Marketing: Consumer Behavior**

The course will examine basic concepts and research evidence useful in the analysis and understanding of consumer behavior, particularly that of final consumers. Although valuable for a variety of personal and societal purposes, the main application of the material will be toward marketing decision making. Understanding buyers is a cornerstone of the marketing orientation. Effective marketing strategy development must incorporate a thorough knowledge of consumers.

*Concentration: Marketing*