

# MBA ELECTIVES – Fall and Winter 2023-2024

**N.B. Course offering and schedules subject to change.**

## FALL 2023 (Block 1: Sept. 5 – Oct. 15) (Block 2: Oct. 23 – Dec. 3)

Course	Units	Title	BLOCK 1 & 2 Schedule
MBA6262C00	1.5 unit	Entrepreneurial Thinking in Practice <b>Intensive + WP YR2 + WP YR 1</b>	Intensive – In person (Block 2)
MBA6295CC00	1.5 unit	MBA Case Competition Part 1 <b>Intensive + WP YR2 + WP YR 1</b>	Regular – In person (Block 1)
MBA6296CC00	1.5 unit	MBA Case Competition Part 2 <b>Intensive + WP YR2 + WP YR 1</b>	Regular – In person (Block 2)
<b>Exam period: October 16 – 22 (Block 1) and December 4 – 15 (Block 2)</b>			

## WINTER 2024 (Block 3: Jan. 6 – Feb. 16) (Block 4: Feb. 26 – Apr. 9)

Course	Units	Title	BLOCK 3 & 4 Schedule
ADM6394Q00	3 units	Advising Family Businesses <b>Intensive + WP YR2 + WP YR 1</b>	Regular – In person (Block 3 & 4)
ADM6420C00	1.5 unit	Digital Marketing <b>Intensive + WP YR2 + WP YR 1</b>	Regular - Online (Block 3)
MBA6101BV00	3 units	Financial Modeling <b>WP YR2</b>	Regular - Online (Block 3 & 4)
MBA6201BV00	1.5 unit	Prescriptive Analytics <b>WP YR2</b>	Regular - Online (Block 3)
MBA6240BV00	1.5 unit	Strategic Sustainable Development <b>Intensive + WP YR2 + WP YR 1</b>	Regular - Online (Block 4)
MBA6251BV00	1.5 unit	Corporate Finance <b>WP YR2</b>	Regular - Online (Block 3)
MBA6252BV00	1.5 unit	Portfolio Management <b>WP YR2</b>	Regular - Online (Block 3)
MBA6265BV00	1.5 unit	Managing the Professional Services Firm – Introduction <b>WP YR2</b>	Regular - Online (Block 4)
MBA6297R00	1.5 unit	Mobilizing Seminar in Management I: Financing New Ventures B (Practical) <b>Intensive + WP YR2 + WP YR 1</b>	Regular - Online (Block 3)
MBA6362BV00	3 units	Project Management <b>Intensive + WP YR2 + WP YR 1</b>	Regular - Online (Block 3 & 4)
MBA6362E00	3 units	Project Management <b>EMP</b>	Regular – In person (Block 3 & 4)
<b>Exam period: February 19 - 25 (Block 3) and April 10 – 19 (Block 4) (To be confirmed)</b>			

## FALL 2023

### **MBA 6262C00 Entrepreneurial Thinking in Practice (1.5 unit)**

**(Sat: Nov. 4-Nov. 25)**

Provides students with an opportunity to learn about, and experience first-hand, the entrepreneurial thinking process in an applied team project. Students will work towards conceiving, validating and creating a viable business model for a new venture, project or initiative. Equally applicable to traditional for-profit ventures, social enterprises, not-for-profit organizations or internal initiatives.

### **MBA 6295CC00 Seminar in Management I – MBA Case Competition Part 1 (1.5 unit)**

**(Thurs: Sept. 7-Oct. 12)**

This course develops the strategic perspective and contributes to the understanding and integration of business activities by introducing new analytical tools and enabling the development of presentation/communication skills through a case study approach. The case study topics combine the various business issues of small and large enterprises (e.g. strategic direction, growth, human resources, financial issues, international business, entrepreneurship). Through an interactive methodology, this course prepares participants to operate in high performance organizations by simulating executive level boardroom presentations.

**Part I focuses on presentation skills.**

### **MBA 6296CC00 Seminar in Management II – MBA Case Competition Part 2 (1.5 unit)**

**(Thurs: Oct. 26-Nov. 30)**

This course develops the strategic perspective and contributes to the understanding and integration of business activities by introducing new analytical tools and enabling the development of presentation/communication skills through a case study approach. The case study topics combine the various business issues of small and large enterprises (e.g. strategic direction, growth, human resources, financial issues, international business, entrepreneurship). Through an interactive methodology, this course prepares participants to operate in high performance organizations by simulating executive level boardroom presentations. This course also prepares participants for participation in the several national and international MBA Case Competitions that Telfer competes in.

**Part II focuses on preparing students for participation in the several national and international MBA Case Competitions that Telfer competes in.**

## **WINTER 2024**

### **ADM 6394Q00 Seminar: Advising Family Businesses (3 units)**

**(Wed: Jan. 10-Apr. 3)**

In this MBA-BCOM cross-listed course, students will examine some of the most salient issues facing family businesses from the perspective of a professional advisor. Case studies and will be used to demonstrate how to address fundamental challenges facing family businesses (e.g. communication, governance and succession issues, family conflicts) with best practices. Moreover, guest speakers who are family business advisors or family business members will share their unique experiences relative to working with, or in, family businesses. The course will be highly interactive and student teams consisting of MBA and B.COM students will be encouraged to discuss how to best address the weaknesses of family firms while simultaneously building their strengths.

### **ADM 6420C00 Digital Marketing (1.5 unit)**

**(Thurs: Jan. 11-Feb.15)**

Fundamentals of using the Internet for marketing tasks. Strategic implications of the Internet for Marketing. Marketing models for Electronic Commerce. Customer retention, customization, value-based pricing, branding, advertising in the context of Electronic Commerce. WWW and the pricing, promotion and distribution of goods.

### **MBA 6101BV00 Financial Modelling (3 units)**

**(Mon: Jan. 8-Apr. 8)**

Applications in MS Excel in corporate finance and investments. Problem-solving using spreadsheets and functions; time value of money, NPV analysis, valuation, cost of capital, corporate financial planning, risk and return, CAPM, optimization, option pricing.

### **MBA 6201BV00 Prescriptive Analytics (1.5 unit)**

**(Fri: Jan. 12-Feb. 16)**

Prescriptive analytics techniques such as linear programming, decision analysis, simulation, queuing, integer programming and nonlinear programming. Throughout the course, these techniques will be applied to business problems.

**MBA 6240BV00 Strategic Sustainable Development (1.5 unit)****(Wed: Feb. 28-Apr. 3)**

Introductory seminar on frameworks for Strategic Sustainable Development, applicable to today's business environment. Concepts covered: Gap analysis tools through a sustainability lens, strategy tools for sustainable futures, system conditions, back casting, sustainability planning, strategic prioritization within complex systems, sustainability as strategy, energy transformation, circular economy, and mobilizing capital.

**MBA 6251BV00 Corporate Finance (1.5 unit)****(Mon: Jan. 8-Feb. 12)**

Corporate investment strategies. Capital budgeting under uncertainty. Financing decisions and the cost of capital. Agency theory. Dividend policy. Applications of derivatives to corporate risk management. Credit management, and short-term financial decisions.

**MBA 6252BV00 Portfolio Management (1.5 unit)****(Mon: Jan. 10-Feb. 14)**

Introduction to the modern portfolio theory, the capital asset pricing model, the arbitrage pricing theory, portfolio selection, efficient markets, active portfolio management and performance measurement.

**MBA 6265BV00 Managing the Professional Services Firm – Introduction (1.5 unit)****(Thurs: Feb. 29-Apr. 4)**

Defining the services business model. Understanding how the consulting process enables client relationship management. Models of service quality and client satisfaction. Ethics in consulting for responsible management. Approaches to developing trust and client loyalty. Managing client projects. Best practices in the professional services industry.

**MBA 6297R00 Mobilizing Seminar in Management I: Financing New Ventures B (Practical) (1.5 unit)****(Tues. Jan. 9-Feb. 13)**

This course provides students with a practical understanding of available funding options for new ventures. Through use of live case examples, students will learn, and apply, start-up financing knowledge gained from course lectures and guest presentations. The course will culminate in group presentations pertaining to their case and plan as well as recommendations to case clients on funding options and next steps.

**MBA 6362BV00 Project Management (3 units)****(Tues: Jan. 9-Apr. 2)**

Introduction to project management. Project life cycle management overview (initiation, planning, execution, monitoring and control, and closure). Basic project management concepts, approaches, methods, tools and techniques. Topics covered include: identifying project needs and objectives; aligning projects with organizational strategy; managing stakeholder expectations; writing the project charter and the project plan; delivering projects; monitoring and control; understanding and measuring project success, delivering long-term and sustainable impacts.

**MBA 6362E00 Project Management (3 units)****(Mon: Jan. 8-Apr. 8)**

Introduction to project management. Project life cycle management overview (initiation, planning, execution, monitoring and control, and closure). Basic project management concepts, approaches, methods, tools and techniques. Topics covered include: identifying project needs and objectives; aligning projects with organizational strategy; managing stakeholder expectations; writing the project charter and the project plan; delivering projects; monitoring and control; understanding and measuring project success, delivering long-term and sustainable impacts.