

MBA ELECTIVES – Spring/Summer 2022

N.B. Course offering and schedules subject to change

Course	Units	Title	BLOCK 5 Schedule
ADM6660B00	1.5 units	Gestion de projet 1	Irregular
MBA6156B00	1.5 units	Performance Management: Business Process Modelling	Irregular
MBA6220C00	1.5 units	Managing Customer Relations and the Sales Process	Regular
MBA6295B00	1.5 units	Corporate Compliance and Enterprise Risk Management for Integrity	Regular
MBA6295G00	1.5 units	Design Thinking	Regular
MBA6296A00	1.5 units	Generating Market Insights	Intensive
MBA6296I00	1.5 units	Competitive Intelligence	Intensive
MBA6666B00	1.5 units	Principes de négociation pour les gestionnaires d'entreprises internationales	Regular
Exam period: June 13-19			

Course	Units	Title	BLOCK 5 & 6 Schedule
MBA6101B00	3 units	Financial Modelling	Regular
Exam period: June 13-19 (Block 5) Exam period: August 2–12 (Block 6) (To be confirmed)			

Course	Units	Title	BLOCK 6 Schedule
ADM6261F00	1.5 units	Project Management 2	Regular
MBA6295F00	1.5 unit	Seminar in Management: Crisis Management, Organizational Continuity & Resilience	Irregular
MBA6298D00	1.5 units	Equity Valuation	Regular
MBA6697B00	1.5 units	Big data et intelligence d'affaires	Irregular
Exam period: August 2–12 (To be confirmed)			

Block 5 Intensive courses

MBA 6296A00 Generating Market Insights (1.5 units)

(Mon/Tues/Wed: April 11-27)

This seminar takes a hands-on approach to developing research skills that generate new insights into consumer decision making that can be applied to real business problems. Workshops will emphasize creativity, collaboration, and experimentation with new tools. Heeding the wisdom “Quality questions beget quality answers”, the emphasis will be on framing questions effectively and choosing the data and methods that yield the best insights for managers. The aim of the course is to enable students to apply techniques and thinking from the social sciences in order to become more creative, distinctive, and competitive marketers.

MBA 6296I00 Competitive Intelligence (1.5 units)

(Fri/Sat/Sun: April 29-May 1)

This course is a basic program designed to provide you with a comprehensive foundation to help you better understand and use competitive intelligence. The seminar introduces participants to all elements of the Competitive Intelligence process and provides an understanding of the basic requirements of competitive intelligence. The program is focused more on the practical side of competitive intelligence with readings written from competitive intelligence practitioners.

Block 5 Regular/Irregular course schedule (May 02 – June 12)

ADM 6660B00 Gestion de projet 1 (1.5 units)

(Sat/Sun: May 7-June 12)

Méthodes de gestion de projet basées sur les standards, y inclut le référentiel de connaissances en gestion de projet Guide to Project Management Body of Knowledge (PMBOK®), du Project Management Institute (PMI)®. Succès d'un projet et parties prenantes. Charte de projet et plan de projet. Gestion d'un projet à travers son cycle de vie : identification, conception, planification, réalisation et terminaison. Un apprentissage pratique sera assuré par l'utilisation du logiciel MS Project.

MBA 6156A00 Performance Management: Business Process Modelling (1.5 units)

(Thurs: May 5-June 9)

Acquire a high-level understanding of the principles underlying the Lean Management philosophy, and develop basic, practical skills in applying technical Lean concepts, tools and methods, with an emphasis on applying Lean in the context of office/service organizations. Core concepts will include value stream mapping and analysis, visual management, and problem-solving techniques (DMAIC, PDCA, A3, etc.). Upon the successful completion of this course, the student will have met all requirements for the Lean Agility Lean Six Sigma (LSS) Yellow Belt and will be issued a Yellow Belt certificate.

MBA 6220C00 Managing Customer Relations and the Sales Process (1.5 units)

(Wed: May 4-June 8)

This course will cover the structure, processes and terminology of customer relationship management and the sales process. Practical applications of professional sales management and consumer behaviour theory will also be discussed. It will provide an integrated view of the three critical stages of the customer relationship management: acquisition (the sales process); maintenance (the relationship strategy) and management (the design and leadership of a professional sales force).

MBA 6295B00 Corporate Compliance and Enterprise Risk Management for Integrity (1.5 units)

(Tues: May 3-June 7)

This applied business ethics course will show MBA students how to implement and improve a corporate compliance and ethics program. Corporate compliance and enterprise risk management are the foundations of business ethics in an organization. It serves as policy and procedure management in defining, communicating, training and attesting to corporate governance and ethics policies and procedures for an organization.

MBA 6295G00 Design Thinking (1.5 units)

(Mon/Fri: May 2-June 6)

Design thinking (DT) is a collaborative, creative process for problem solving and designing human-centered solutions. This course will cover the following topics: DT for driving business innovation, new product development, and customer experience. It will also cover best practices for design inspiration, ideation and implementation, essential design research skills for empathy, listening, collaboration, observation, critical analysis, and experimentation. The students will explore DT tools and techniques including visualization, mapping, storytelling, rapid prototyping, and testing.

MBA 666B00 Principes de négociation pour les gestionnaires d'entreprises internationales (1.5 units)

(Thurs: May 5–June 9)

Nature de la négociation. Négociation catégorielle et raisonnée. Questions éthiques. Planification et préparation. Différences interculturelles. Style de négociation et personnalité. Rôle du pouvoir, stratégie et tactiques. Comportement de coalition. Communication, persuasion et résolution de conflits. Négociation multipartite

Block 5&6 Regular course schedule (May 02 – July 29)

MBA 6101B00 Financial Modeling (3 units)

(Mon/Fri: May 2–July 25)

This course introduces students to advanced functions in MS excel applied to corporate finance and investment decisions. Problems are solved on topics such as: the time value of money, NPV analysis, valuation, cost of capital, corporate financial planning, M&A, risk and return, CAPM, optimization, option pricing.

Block 6 Regular/Irregular course schedule (June 20 – July 29)

ADM 6261F00 Project Management 2 (1.5 units)

(Thurs: June 23–July 28)

The course provides students with an introduction to project initiation and covers the basic concepts, approaches, methods, tools and techniques used to successfully initiate projects. Students will learn how to initiate a project and how to create a project charter, a logical framework and a benefits map. The course will help students learn good practices to successfully initiate and deliver projects.

Note: ADM6260 is not a prerequisite.

MBA 6295F00 Crisis Management, Organizational Continuity and Resilience (1.5 unit)

(Mon: June. 20-July 18)

This course will explore how and why public, private and non-profit organizations prepare for, and respond to a broad range of crisis situations. A crisis is, by definition, an unusual event. But, they are not rare. They can take many forms: a natural disaster, an act of terrorism, a public health incident, an IT failure or data breach, even a major political or social event such as Brexit.

How organizations respond to these unfolding crises will set the stage for how, ultimately, the public responds. To understand crisis response takes more than skills in communication or incident command; it takes an understanding of the complex political, regulatory, social and economic factors that influence the crisis and the skills to manage these different and sometimes conflicting concerns.

Organizations must deal rapidly, correctly, comprehensively, and objectively with a crisis. Yet many organizations are so preoccupied with day-to-day operations that they fail to allocate the appropriate time and resources to crisis planning and continuity of operations. The field of crisis management has evolved greatly in the past decade and this course will examine that evolution and the key issues and challenges facing managers. In addition to the examination of the similarities and differences across the various sectors, we will analyze contemporary trends and common challenges to include risk management, crisis communication, and crisis leadership.

MBA 6298D00 Equity Valuation (1.5 units)

(Thurs: June 23-July 28)

The objective of this course is to learn how to do valuations and to appreciate better the complexities of applying finance theory. The course will use lectures, readings, and analyses of case studies to deal with

realistic examples of businesses where valuation is an issue. In particular, the course will make extensive use of case studies as a means of bringing theory together with application. The course will open with an overview of valuation principles and a review of applicable finance theory. The second portion of the course will focus on the consideration of real-world examples and a more detailed examination of the inputs to the valuation calculation. **Prerequisite: MBA5350 Corporate Finance**

MBA 6697B00 Big data et intelligence d'affaires (1.5 units)

(Tues/Thurs: July 12-July 28)

Concept d'intelligence d'affaires, aperçu des principaux outils et méthodologies. Enjeux et impacts stratégiques des mégadonnées (Big Data) et de l'intelligence d'affaires sur l'atteinte des résultats d'affaires. Choix et analyse des données pertinentes soutenant la stratégie de l'entreprise et tenant compte de son environnement. Applications et technologies : base de données, entrepôts de données et plateformes d'intégration de mégadonnées.