

# MBA ELECTIVES – Spring/Summer 2020

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

Course	Units	Title	BLOCK 5 Schedule
MBA6156A00	1.5 units	Performance Management: Business Process Modelling	Intensive
MBA6220C00	1.5 units	Managing Customer Relations and the Sales Process	Regular
MBA6295B00	1.5 units	Seminar in Management: Corporate Compliance	Regular
MBA6296A00	1.5 units	Seminar in Management: Generating Market Insights	Intensive
MBA6296D00	1.5 units	Seminar in Management: Data Supply Chain	Regular
MBA6296i00	1.5 units	Seminar in Management: Competitive Intelligence	Intensive
MBA6298F00	1.5 units	Seminar in Management: International Project Finance	Regular
<b>Exam period: June 15-21</b>			

Course	Units	Title	BLOCK 5 & 6 Schedule
MBA6101B00	3 units	Financial Modelling	Regular
<b>Exam period: June 15-21 (Block 5)      Exam period: August 4–10 (Block 6) (To be confirmed)</b>			

Course	Units	Title	BLOCK 6 Schedule
ADM6261F00	1.5 units	Project Management 2	Regular
MBA6295C00	1.5 units	Seminar in Management: HR in Public Sector	Regular
MBA6297D00	1.5 units	Seminar in Management: Business Law	Regular
MBA6298D00	1.5 units	Seminar in Management: Equity Valuation	Regular
<b>Exam period: August 4–10 (To be confirmed)</b>			

## **Block 5 Intensive courses**

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

**(Sat/Sun: May 30-June 13)**

This course will build on the functional knowledge students have gained in the program thus far to explore the use of business intelligence at strategic levels in the organization. Core concepts will include strategy mapping, business modelling, firm-level analytics and decision models as well as the contribution of key business processes to organizational performance across a variety of different industries.

### **MBA 6296A00 Seminar: Generating Market Insights (1.5 units)**

**(Tues/Wed/Thurs: April 14-23)**

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 Seminar: Competitive Intelligence (1.5 units)**

**(Tues/Wed/Thurs/Sat: April 28-May 2)**

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.

**Block 5 Regular course schedule (May 04 – June 13)**

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

**(Wed: May 6–June 10)**

The structure, processes and terminology of customer relationship management and the sales process. Practical applications of professional sales management and consumer behavior theory. 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 Seminar in Management : Corporate Compliance and Enterprise Risk Management for Integrity (1.5 units)**

**(Tues: May 5-June 9)**

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

**MBA 6296D00 Seminar: Data Supply Chain (1.5 units)**

**(Mon/Fri: May 4–June 8)**

This course reviews common data sources and the processes involved in extracting and preparing data for analysis. It will cover Cognos Analytics with Datawatch, Qlik with Data market and will also address social media sources of data. The course will blend theory and practice so that students build practical experience preparing data sets for analysis working with all of the afore-mentioned tools.

**MBA 6298F00 Seminar: International Project Finance (1.5 units)**

**(Wed: May 6–June 10)**

Comprehensive overview of the risks associated with financing greenfield/brownfield projects. Allocation of risk between the main project participants: construction, operation, market, financial and legal/documentation risk. Extensive use of case studies and exercises from the following sectors: (i) Public Private Partnerships (PPP) (hospital), (ii) Infrastructure (transport), (ii) Power, including renewable energy, (iv) Natural resources (oil and gas, and mining).

**Block 5&6 Regular course schedule (May 04 – July 31)**

**MBA 6101B00 Financial Modeling (3 units)**

**(Mon/Fri: May 4–July 27)**

Applications in MS Excel in corporate finance and investments. Using spreadsheets and functions, problem-solving in MS excel; Time value of money, NPV analysis, Valuation, Cost of capital, Corporate Financial Planning, Risk and Return, CAPM, Optimization, Option pricing.

## **Block 6 Regular course schedule (June 22 – July 31)**

### **ADM 6261F00 Project Management 2 (1.5 units)**

**(Thurs: June 25–July 30)**

Focus on projects that have incomplete and/or unstable requirements such as IT projects or software development projects. Topics covered include: portfolio management; risk management; determining requirements and solutions; quality management; communication management; design methods (Quality Function deployment, Value Analysis); iterative and adaptive project management; fast tracking and concurrent methods of project management.

### **MBA 6295C00 Seminar in Management : HR in Public Sector (1.5 units)**

**(Mon: June 22–July 27)**

Overview of the HR management systems and practices in the federal public service. Review of key legislation and regulations. Exploration of specific HR planning, staffing, labour relations, talent management and leadership development approaches.

### **MBA 6297D00 Seminar: Business and the Law (1.5 units)**

**(Tues: June 23–July 28)**

This course is about business law. Legal knowledge is highly regarded as a business asset that builds competitive advantage for the individuals and the organization alike. This course will demonstrate how the law can protect persons and their property as well as resolve and avoid disputes. The course will also show that the law facilitates personal and commercial interactions. Finally, we will study the legal considerations inherent in the emergence of new technologies (knowledge economy), internationalization and globalization of the economy and businesses.

### **MBA 6298D00 Seminar: Equity Valuation (1.5 units)**

**(Wed/Fri: June 24–July 29)**

The course will provide an overview of valuation principles and a review of applicable finance theory because both the cash flows and the discount rate depend on the firm's capital structure and expected growth. The course will proceed from the theoretical to the application of theory in practical, focusing on a detailed examination of the inputs to the valuation calculation. Theory is presented at a relatively non-technical level, but there is still a need to use formal models with algebraic expressions. Besides theory, there are heuristic approaches to dealing with the practical aspects of valuing more complicated situations. The final segment of the course will focus on applications of the principles of valuation to situations that include valuation of private companies and mergers and acquisitions.

Prerequisite: MBA 5350 Corporate Finance