

MBA Concentration ORGANIZATIONAL LEADERSHIP: GENERAL MANAGEMENT

Coordinator	Professor Kurt Dirks			
Description	<p>This Concentration will help to develop a student for a career focused on the management of people. Students most likely to benefit from this track are those interested careers culminating in traditional management roles (e.g., general management, small or family business leadership, etc.). This concentration, by its very nature, is quite different from the other concentration areas. As the title General Management would suggest – this sequence covers a series of suggested essential courses in a wide variety of the requisite functional fields of management. As such it suggests a significantly longer set of Primary electives – but at the same time it is significantly broader as well.</p> <p>Courses in this concentration build upon the Organization Behavior required foundation courses of <i>OB 5620 Foundations for Leadership Effectiveness</i> and <i>OB 5621 Leadership Development Workshop</i>. We believe that maximum value can be derived from this concentration by pursuing the Primary Recommended Electives and then supplementing those with additional Suggested Electives.</p>			
Course	Units	Primary or Suggested Elective	Suggested Semester (note: schedules are subject to change)	Prerequisites (in addition to appropriate core courses)/ Notes
FIN 534 Adv Corp Fin I - Valuation	1.5	Primary	Spring year 1	
MKT 555A Data Analysis for Brand Management	1.5	Primary	Spring year 1 Spring year 2	
MKT 500H Creating and Building Brand Equity	1.5	Primary	Spring year 1	
MKT 500I Measuring and Managing Brand Equity	1.5	Primary	Spring year 1	
MEC 592 Competitive Industry Analysis	3.0	Primary	Spring year 1 or Spring year 2	
MGT 534 Corporate Strategy	1.5	Primary	Fall year 2	
MGT 502 Ethical Issues in Managerial Decision Making	1.5	Primary	Spring year 2	Course generally offered through PMBA program only
ACCT 501B Financial Accounting B	1.5	Primary	Spring year 1	
OMM 576 Foundations of Supply Chain Management	1.5	Primary	Fall year 2	
OB 565 Leading Change	1.5	Primary	Spring year 2	
OB 523 Managing Power and Politics in Organizations	3.0	Primary	Fall year 2	
OB 561 Negotiation and Conflict Management	1.5	Primary	Fall year 2	
ACCT 502 Managerial Control Systems	1.5	Primary	Spring year 1	
MKT 577 Marketing Strategy	3.0	Primary	Fall year 2	
ACCT 503 Business Analysis Using Financial Statements	1.5	Suggested	Fall year 2	
ACCT 506 Advances in Planning and Control Systems	1.5	Suggested	Spring year 2	ACCT 502
MEC 538 Economics of the Organization	1.5	Suggested	Spring year 1 or Spring year 2	
MEC 538B Compensation, Incentives, and Organizations	1.5	Suggested	Spring year 1 or Spring year 2	MEC 538
MGT 550F Critical Thinking Processes & Modeling for Effective Decision Making	3.0	Suggested	Spring year 1	
MGT 533 Effective Managerial Communication	1.5	Suggested	Spring year 1 or Fall year 2	
MGT 535 Strategic and Crisis Communication	1.5	Suggested	Fall year 2 or Spring year 2	
OB 561C International Negotiations	1.5	Suggested	Spring year 1 or Spring year 2	OB 561;
Additional Information:				
Club/Organization: General Management Association (GMA); CEL Programs: The Hatchery, Global Management Studies (GMS), Practicum				