

ADMINISTRATION (ADMN)

ADMN 823 - Topics in Finance

Credits: 3

Prereq: ADMN 930.

ADMN 829 - Corporate Financial Strategy

Credits: 3

Analytical tools and practical skills for recognizing and solving complex problems of business finance. A complement to ADMN 930, this course covers the major decision-making areas of managerial finance and some selected topics in financial management such as real options, leasing, mergers and acquisitions, corporate re-organizations, financial planning, and working-capital management. Prereq: ADMN 930.

ADMN 830 - Investments

Credits: 3

Discusses principles for selecting and managing financial assets, including equities, fixed-income securities, and alternative investments. Topics include asset pricing, efficient market hypothesis, arbitrage pricing theory, portfolio theory, and risk management. Prereq: ADMN 930.

ADMN 832 - Exploration in Entrepreneurial Management

Credits: 3

Examination of the management of change and innovation especially the role of entrepreneur in managing new ventures. Uses case analysis, guest speakers, and business plan preparation to study the characteristic behavioral, organizational, financial, and market problems of entrepreneurs and new enterprises.

ADMN 834 - Private Equity/Venture Capital

Credits: 3

Covers the financial aspects of new venture creation. Early stage private equity market and mechanisms available for financing the entrepreneurial venture, from seed and startup financing to initial public offering. Includes financing stages from both entrepreneur's and the investor's perspective. Focus on U.S., Europe, and Asian markets. Prereq: ADMN 930; ADMN 834 can be taken concurrently with ADMN 930.

ADMN 835 - Financial Institutions

Credits: 3

Examination of financial institutions and markets. Emphasis on how institutions create, value, the regulatory environment under which they operate, and the role of risk management. Prereq: ADMN 930 or permission.

ADMN 840 - International Business

Credits: 3

Issues and problems confronting managers in the international economy. Emphasis on problems of working across national borders rather than on those encountered within the framework of different national economies, cultures, and institutions. for managers working in a multinational enterprise. Prereq: ADMN 970.

ADMN 841 - International Management

Credits: 3

Develops an understanding of international business from the point of view of management and leadership, human resource management, and organizational structure and change. Emphasis on cultural impact on management thinking and business practice and on skills for managing effectively in international and multicultural environments. Prereq: ADMN 912.

ADMN 845 - Supply Chain Management

Credits: 3

The purpose of this course is to learn how to design, plan, and operate supply chains for competitive advantage; to develop an understanding of how the key drivers of supply chain operations (inventory, transportation, information, and facilities) can be used to improve performance; and to develop knowledge of logistics and supply chain methodologies and the managerial context in which they are used. Prereq: ADMN 940; ADMN 845 can be taken concurrently with ADMN 940.

ADMN 846 - International Financial Management

Credits: 3

Financial management problems facing multinational firms. Focus is on identifying and managing foreign exchange rate exposures and making financial decisions in a global context. Prereq: ADMN 930.

ADMN 852 - Marketing Research

Credits: 3

Identification, collection, and analysis of data for the marketing process. Strengths, limitations, environment, and evaluation of research in the marketing process. Prereq: ADMN 960.

ADMN 857 - Integrated Marketing Communications

Credits: 3

Provides balanced coverage of all marketing communication tools, both traditional format and digital format: advertising, sales promotion, public relations, direct marketing, personal selling. Emphasizes the integration of these tools across formats so target audiences receive a consistent, persuasive message that promotes the organization's goals. Prereq: ADMN 960.

ADMN 859 - Managing Technological Innovations

Credits: 3

This course explores the formulation of technological innovation strategy by using case-based examples and technological frameworks to identify industry- and firm-level patterns of innovation and organizational characteristics that promote innovativeness. Prereq: Two core ADMN 900 level courses.

ADMN 860 - International Marketing

Credits: 3

This course examines marketing practices in a global environment. The course assumes familiarity with marketing management and utilizes this as a base to develop insights and understanding in an international context. Special emphasis is placed on how to develop global marketing strategies, adaptation of marketing execution (communications, products, pricing, channels), and multinational and global structuring of the marketing and sales organization. Pre- or Coreq: ADMN 960.

ADMN 863 - Marketing Analytics

Credits: 3

Marketing Analytics is the art and science of developing and utilizing quantitative marketing decision models to plan, implement, and analyze marketing strategies and tactics. The course is primarily designed for graduate students who have already acquired basic data analysis skills as well as principles of marketing. Using marketing cases and related exercises tied to Marketing Engineering for Excel (ME-EL), students will develop marketing plans in various decision contexts. Specifically, this course will introduce a wide variety of quantitative models to improve marketing decision making in such areas as market response, customer segmentation/targeting, product/brand positioning, new product development, and allocation of marketing mix expenditures. Prereq: ADMN 960.

ADMN 864 - New Product Development

Credits: 3

Provides a practical introduction to the process of designing and marketing new products. Covers the major phases of market-focused product development from idea to launch, including opportunity identification and market definition, customer research and product concept development, pre-marketing testing and launch marketing. Presents proven approaches and techniques used in new product development. Allows student teams to apply lessons to the development and testing of new product concepts. Prereq: ADMN 960.

ADMN 888 - Strategic Pricing

Credits: 3

The overall objective of this course is to provide students with the know-how and tools to make pricing decisions that align with the firm's strategy, drive profitability, and lead to sustainable competitive advantage. This course focuses on thoroughly understanding and articulating the monetary and psychological value drivers of the firm's value proposition, applying appropriate monetary equivalents, and successfully communicating these to the purchaser. Rather than seeking to "optimize" prices for the short run, this course takes a longer-term view of managing markets strategically. Prereq: ADMN 960.

ADMN 898 - Topics

Credits: 2-3

Special topics; may be repeated. Prereq: consent of adviser and instructor.

ADMN 901 - PAUL Assessment of Core Knowledge

Credits: 0

One of the learning objectives in the MBA Program is that all students will graduate with an understanding of these core knowledge assembled from various disciplines that contribute courses to the program. We assess the learning as part of our Assurance of Learning Program. This zero credit course provides an administrative mechanism for accomplishing this goal.

ADMN 902 - MBA Internship

Credits: 3

Provides students the opportunity to gain business experience in a professional setting, working for one company eight hours per week. Students explore the relationship between theory and practice and complete a research project. Students with less than two years work experience are required to take this course. Cr/F.

ADMN 905 - Corporate Consulting Project I

Credits: 3

Designed to enhance student's field and research experience. Students work with faculty and Corporate Roundtable members on projects that apply and integrate concepts learned in class.

ADMN 906 - Corporate Consulting Project II

Credits: 3

Designed to enhance student's field and research experience. Students work with faculty and Corporate Roundtable members on projects that apply and integrate concepts learned in class.

ADMN 912 - Organizational Behavior

Credits: 3

Develops an understanding of individual and work group dynamics in relation to personal and group effectiveness in diverse organizations. Includes: individual and group differences; work groups and teams; interpersonal communications; motivation and rewards; influence and empowerment; conflict resolution; management models; and leadership. Taught experientially.

ADMN 919 - Management Accounting

Credits: 3

An introduction to the preparation and interpretation of financial information, with emphasis on the use of accounting information for management decision-making. It highlights the guiding principles by which accounting reflects the underlying economic events. It also focuses on reporting and measurement issues that help managers make better decisions.

ADMN 926 - Information Systems and Enterprise Integration

Credits: 3

Provides students with the background to understand how information systems are developed and used to support the operations and decision making functions within an organization. The course begins with a framework for understanding how these systems are developed and used. It continues with an emphasis on "action learning" where students build enterprise systems using spreadsheets and relational database software. Students develop these systems in groups and make several presentations during the semester.

ADMN 930 - Financial Management

Credits: 3

Focuses on financial decision making to maximize shareholder value. Course concepts are integrated into the standard theories of risk and return, valuation of assets and market efficiency and risk management. Prereq: ADMN 919; ADMN 970; ADMN 930 can be taken concurrently with ADMN 970.

ADMN 940 - Technology and Operations Management

Credits: 3

Provides a foundation for dealing with managerial decisions about technology and operations issues. Based on the premise that technology and operations can be a significant source of competitive advantage for a firm. Prepares students to identify and implement operating improvements that directly affect firm performance. Prereq: ADMN 956; ADMN 940 can be taken concurrently with ADMN 956.

ADMN 952 - Organizations, Leadership, and Environments

Credits: 3

Examines both private and public institutions as open systems whose effectiveness depends on the design of internal structures and cultures to fit external demand, opportunities and threats. Develops students' analytic and diagnostic skills as designers of ethical and socially responsible organizations. Prereq: ADMN 912.

ADMN 953 - The Social Power of Leadership in the 21 Century

Credits: 3

The goal of this cross-disciplinary course is to develop students' deep understanding of the dynamic, mutually reinforcing power of leadership follower relations in modern organizations - including both toxic and beneficial processes and outcomes. Readings draw on the literatures from business, social sciences, and philosophy to illuminate the complexities of leading in 21st century corporations, public service organizations, institutions of higher learning, and government agencies. A diverse cross-section of students from doctoral and master level programs across all UNH schools, colleges, and departments participate in the course in order to most broadly examine how the leader-follower relationship can succeed or fail in its pursuit of organizational strategies and objectives.

ADMN 956 - Managerial Decision Making**Credits:** 3

The use of quantitative information as an aid in the decision making process. A thought process and an approach to the analysis of, and providing recommendations for, a complex decision making situation. The course is a combination of a lecture, class discussion, problem solving, project presentations and "unstructured" decision making problem approach. Prereq: ADMN 926; ADMN 956 can be taken concurrently with ADMN 926.

ADMN 960 - Marketing Management**Credits:** 3

An analytical approach to the study of marketing problems. Examines the influence of the marketplace and the marketing environment on marketing decision making: the determination of the organization's products, prices, channels and communication strategies; and the organization's system for planning and controlling its marketing effort.

ADMN 970 - Economics**Credits:** 3

A study of economic principles useful to business managers. Microeconomic topics include market behavior, economic costs, and economic decision-making. Macroeconomic topics include macroeconomic performance, financial markets, international trade and finance, and monetary and fiscal policy.

ADMN 982 - Strategic Management: Decision Making**Credits:** 3

A "capstone" course, focused on industries, companies, and other organizations in operation, and studied through the role of the strategic manager and case examples, with emphasis on integration of materials covered in prior courses. Prereq: All Core MBA ADMN 900 level courses; ADMN 952 can be taken concurrently with ADMN 982.

ADMN 992 - Special Projects and Independent Study**Credits:** 1-6

Projects, research, and reading programs in areas required for concentration. Sixty days advance approval of the student's plan of study by adviser and by proposed instructor required. Maximum of 6 credit, except by special permission. Variable credit.