### Graduate Management Programs Schedule Preview

**Summer 2023, Fall 2023, Winter 2023, Spring 2024**

#### Summer 2023: 8 weeks  
**May 15 - July 7, 2023**

- MBA:8150 Marketing Management
- MBA:8155 Management of People
- MBA:8160 Corporate Financial Reporting

#### Fall 1 2023: 8 weeks  
**Aug 21 - Oct 13, 2023**

- MBA:8170 Financial, Managerial Economics
- MBA:8180 Managerial Finance
- MBA:8190 Operations and Supply Chain Management
- MBA:8200 Foundations in Strategy

#### Winter 2023: 3-4 weeks  
**Dec 18 - Jan 12, 2024**

- MBA:8150 Business Integration

#### Spring 1 2024: 8 weeks  
**Jan 16 - March 8, 2024**

- MBA:8160 Managerial Economics
- MBA:8180 Managerial Finance
- MBA:8190 Operations and Supply Chain Management
- MBA:8200 Foundations in Strategy

#### Spring 2 2024: 8 weeks  
**March 18 - May 10, 2024**

- MBA:8160 Managerial Economics
- MBA:8180 Managerial Finance
- MBA:8190 Operations and Supply Chain Management
- MBA:8200 Foundations in Strategy

#### Fall 2 2023: 8 weeks  
**Oct 16 - Dec 15, 2023**

- MBA:8150 Marketing Management
- MBA:8155 Management of People
- MBA:8160 Corporate Financial Reporting

#### Winter 2023 + Spring 2024  
**Nov 6, 2023**

- MBA:8150 Data and Decisions
- MBA:8160 Managerial Economics
- MBA:8180 Managerial Finance
- MBA:8190 Operations and Supply Chain Management
- MBA:8200 Foundations in Strategy

**MBA Core**

- MBA:8150 Marketing Management
- MBA:8155 Management of People
- MBA:8160 Corporate Financial Reporting
- MBA:8170 Financial, Managerial Economics
- MBA:8180 Managerial Finance
- MBA:8190 Operations and Supply Chain Management
- MBA:8200 Foundations in Strategy

**MBA Electives**

- MBA:8150 is the same course as BAIS:9100, which is available in 11 week format (see listing below)

- MBA:8160 Managerial Economics
- MBA:8180 Managerial Finance
- MBA:8190 Operations and Supply Chain Management
- MBA:8200 Foundations in Strategy

- MBA:8150 Business Integration

**For additional Business Analytics electives, please see listings below for MBA 11-week courses.**

<table>
<thead>
<tr>
<th>Course</th>
<th>Summer 2023</th>
<th>Fall 1 2023</th>
<th>Fall 2 2023</th>
<th>Winter 2023</th>
<th>Spring 1 2024</th>
<th>Spring 2 2024</th>
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<tr>
<td>MBA:8150 Marketing Management</td>
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<td>MBA:8170 Financial, Managerial Economics</td>
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<tr>
<td>MBA:8180 Managerial Finance</td>
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<tr>
<td>MBA:8190 Operations and Supply Chain Management</td>
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<tr>
<td>MBA:8200 Foundations in Strategy</td>
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<td>MBA:8150 Business Integration</td>
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**Note:**

- MBA:8150 and MBA:8190 are offered in 11 week format.

**New courses:**

- ENTR:9300 Design Thinking  
  - This course introduces the concepts of design thinking, a human-centered approach to developing products, services, and experiences. Students will learn the methods and mindset of design thinking, including identifying the problem, gathering customer insights, ideating a solution, developing a prototype, experimenting, and iterating based on customer feedback. This allows students to creatively develop solutions that are desirable, feasible, and viable.

- FIN:9140 Enterprise Risk Management (formerly Corporate Financial Risk Management)  
  - This course introduces new concepts of risk management and the risk management process; how insurance can be used as a risk management tool, including a discussion of the standard commercial property and liability insurance contracts and their applications; fundamentals of insurance company operations, their distribution channels, rate making, underwriting and claim settlements.

- ENTR:9310 Corporate Risk Management and Insurance  
  - This course prepares students to adapt machine-generated content for human audiences and will focus on three key areas: 1) considering the needs of a variety of audiences (e.g., internal/external, up to supervisors/out to colleagues/down to direct reports, low-tech/high-tech), 2) identifying a given program’s communication weaknesses based on its output, and 3) storytelling through the use of best practices for optimizing machine-generated written and visual communication. In addition to working with AI to produce business content, students will engage with a variety of AI-supported programs to develop their own writing, presentation, and visual communication skills. Students will complete this class with the skills and strategies necessary to harness the promise of new communication technologies regardless of the program or tool they use.

- MBA:8430 Communication with AI and Business Technology  
  - New course: Effective business communication is increasingly reliant on successfully engaging with emerging technologies. This course will prepare students to adapt machine-generated content for human audiences and will focus on three key areas: 1) considering the needs of a variety of audiences (e.g., internal/external, up to supervisors/out to colleagues/down to direct reports, low-tech/high-tech), 2) identifying a given program’s communication weaknesses based on its output, and 3) storytelling through the use of best practices for optimizing machine-generated written and visual communication. In addition to working with AI to produce business content, students will engage with a variety of AI-supported programs to develop their own writing, presentation, and visual communication skills. Students will complete this class with the skills and strategies necessary to harness the promise of new communication technologies regardless of the program or tool they use.

**Note that this course will count as a business elective for analytics students.**

**Additional courses:**

- MBA:8130 Business Communication  
  - New course: Introduction to corporate risk management and the risk management process; how insurance can be used as a risk management tool, includes a discussion of the standard commercial property and liability insurance contracts and their applications; fundamentals of insurance company operations, their distribution channels, rate making, underwriting and claim settlements.

- MBA:8140 Corporate Financial Reporting  
  - New course: Effective business communication is increasingly reliant on successfully engaging with emerging technologies. This course will prepare students to adapt machine-generated content for human audiences and will focus on three key areas: 1) considering the needs of a variety of audiences (e.g., internal/external, up to supervisors/out to colleagues/down to direct reports, low-tech/high-tech), 2) identifying a given program’s communication weaknesses based on its output, and 3) storytelling through the use of best practices for optimizing machine-generated written and visual communication. In addition to working with AI to produce business content, students will engage with a variety of AI-supported programs to develop their own writing, presentation, and visual communication skills. Students will complete this class with the skills and strategies necessary to harness the promise of new communication technologies regardless of the program or tool they use.

- MBA:8150 and MBA:8190 are offered in 11 week format.

- MBA:8150 is the same course as BAIS:9100, which is available in 11 week format (see listing below).
Leadership Communication and Story

Communication is a top leadership skill. Communicate effectively and teams move mountains. Communicate less effectively and employees are not only confused—they’re less productive. This course will help leaders and aspiring leaders deal with some of the more common communication challenges facing organizational leadership today including running meetings, providing feedback, difficult conversations, crisis communication, organizational storytelling, and more. In the end, students will be more effective as leaders by being engaging and compelling communicators.

New course: Communication is a top leadership skill. Communicate effectively and teams move mountains. Communicate less effectively and employees are not only confused—they’re less productive. This course will help leaders and aspiring leaders deal with some of the more common communication challenges facing organizational leadership today including running meetings, providing feedback, difficult conversations, crisis communication, organizational storytelling, and more. In the end, students will be more effective as leaders by being engaging and compelling communicators.

Seminar in International Business (GLO)

TRAVEL (Kenya)

January GLO will take place during Winter session; May GLO has class time and travel during Spring 2. No additional enrollments during session with GLO travel is allowed.

Iowa City Destination

More information on the Iowa City destination course and an early application will be available in mid-spring.

Leadership & Personal Development

One online section in Fall 1 will be focused on students with 10+ years of experience.

One online section in Spring 1 will have a healthcare focus.

Managing & Preventing Conflict

Asynchronous through Winter 2023. Beginning Spring 2024, this course will be offered with required live class sessions.

Managing Employee Performance

Product and Pricing Management is being redeveloped and will be Product Management beginning Fall 2023. If you have previously taken MKTG:9330, do not enroll again.

Product and Portfolio Strategy

Asynchronous

Marketing Communication & Promotions

Asynchronous

Business Analytics Core

For additional Business electives, please see MBA 8-week listings. MSBA students may take up to 6 s.h. of business electives.

All courses require attendance at live sessions on a specific night of the week unless otherwise noted:

<table>
<thead>
<tr>
<th>Summer</th>
<th>Fall</th>
<th>Spring</th>
<th>Additional notes</th>
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<tbody>
<tr>
<td>May 15 - July 28, 2023</td>
<td>Aug 21-Nov 6, 2023</td>
<td>Jan 16-April 8, 2024</td>
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<thead>
<tr>
<th>Business Analytics Core</th>
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<tbody>
<tr>
<td>SAS:9000 Data and Decisions</td>
<td>O</td>
<td>O</td>
<td>11-week version is recommended, but MBA:8150 is</td>
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<tr>
<td>SAS:6050 Data Management &amp; Visual Analytics</td>
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<td>SAS:6040 Data Programming in Python</td>
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<tr>
<td>SAS:9110 Advanced Analytics</td>
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<tr>
<td>SAS:6070 Data Science</td>
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<tr>
<td>SAS:6120 Analytics Experience</td>
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<td>Only open to MSBA students.</td>
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<thead>
<tr>
<th>Business Analytics Electives</th>
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<tbody>
<tr>
<td>SAS:9000 Data Programming in R</td>
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<tr>
<td>SAS:6050 Text Analytics</td>
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<td>SAS:6105 Social Analytics</td>
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<tr>
<td>SAS:6110 Big Data Management and Analytics</td>
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<td>SAS:6140 Information Visualization</td>
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<tr>
<td>SAS:6130 Healthcare Analytics</td>
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<tr>
<td>SAS:6120 Data Leadership and Management</td>
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<tr>
<td>SAS:6230 People Analytics</td>
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<td>SAS:6280 Cybersecurity</td>
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<tr>
<td>SAS:6140 Agile Project Management</td>
<td>see above</td>
<td>see above</td>
<td>See listing under MBA as course is offered in 8-week</td>
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6/28/23