

Central Michigan University – College of Business Administration  
**Professional Master of Business Administration – 2<sup>nd</sup> Cohort**  
**Course Sequence: March 2008 – July 2009**  
**(Four-Week 2-Credit Courses and Five-Week 3-Credit Courses)**

<b>Segment</b>	<b>Dates</b>	<b>Courses</b>	<b>Content</b>
<b>Orientation</b> (1 night)	March 13, <b>2008</b>	<b>Orientation</b>	Introduction to the PMBA program
<b>Core 1</b> (4 nights)	March 20, 27, Apr 3, 10	<b>MBA 609 (2)</b> Information Systems Management (TBD)	Issues involved in managing and deploying information systems in organizations; emphasis on technologies and human factors that support competitive strategies.
<b>VDO 1</b> (5 nights)	April 17, 24, May 1, 8, 15,	<b>MBA 697EE (3) The Value-Driven Organization 1</b> (Bill Thomas/Holt Wilson)	Voice of the Customer
<b>Break</b>	May 22		
<b>Core 3</b> (4 nights)	May 29, June 5, 12, 19	<b>MBA 629 (2)</b> Managing Behavioral Change (Love, summer)	Organizational culture and behavior; emphasis on importance of and need for influencing individuals and small group behavior in organizational settings.
<b>Break</b>	June 26, July 3		
<b>VDO 2</b> (5 nights)	July 10, 17, 24, 31, Aug 7	<b>MBA 697FF The Value-Driven Organization 2 (3)</b> (Andrew Paquet)	Process Improvement
<b>Core 4</b> (4 nights)	Aug 14, 21, 28, Sept 4	<b>MBA 659 (2)</b> Managing in a Global Economy (Mike Pisani)	Globalization of product- and factor-markets, managing subsidiaries, and influencing affiliates in diverse industrialized and emerging economies.
<b>Project Share</b> (2 nights)	Sept 11, 18		MBA 699 Project proposal submitted and presented  (Needs room will register in Summer 09)
<b>Core 5</b> (4 nights)	Sept. 25, Oct 2, 9, 16	<b>MBA 649 (2)</b> Marketing Management (Gray)	Dynamic nature and managerial aspects of marketing; formulation of analytical decisions concerning marketing strategy.
<b>Core 2</b> (4 nights)	Oct 23, 30, Nov 6, 13	<b>MBA 619 (2)</b> Accounting Information for Managers (Cron)	Central role of accounting systems in managerial evaluation, control, and planning
<b>Core 6</b> (4 nights)	Nov 20, Dec 4, 11, 18	<b>MBA 639 (2)</b> Quantitative Applications for Managers (Chakraborty)	Application of quantitative methods to managerial decisions; optimization, modeling, simulation; focus on tools to support decision making.
<b>Break</b>	Xmas		
<b>Core 7</b> (4 nights)	2009, Jan 8, 15, 22, 29	<b>MBA 669 (2)</b> Financial Decision Making (Brian Tarrant)	Framework for analysis of investment and financing decisions of the firm; applications of financial theory to practice.
<b>Project share</b> (1 nights)	Feb 5		Sharing of the progress of MBA 699 projects (Needs room will register in Summer 09)
<b>VDO 3</b> (5 nights)	<b>2009</b> Feb 12, 19, 26, Mar 12, 19	<b>MBA 697GG The Value-Driven Organization 2 (3)</b> (Bromley)	Sustainable Development (Compliance, ethics, social responsibility)
<b>Break</b>	Mar 26		
<b>Core 8</b> (4 nights)	Apr 2, 9, 16, 23	<b>MBA 679 (2)</b> Economic Analysis for Managers (Wilson)	Applications of economics and statistics to business decisions; development of business regression models.
<b>Break</b>	April 30		
<b>Core 9</b> (4 nights)	May 7, 14, 21, 28	<b>MBA 689 (2)</b> Strategic Management (TBD)	Developing competitive business strategies through analysis of environments, establishing and

			implementing strategies, and evaluating results.
<b>Project Share</b> (2 nights)	June 4, 11	<b>MBA 699 (4)</b> The MBA Project (Holmes)	<i>MBA Project Presentations.</i>
<b>Graduation reception</b>	July 2009		<b>To be determined by ProfEd and CBA</b>

All courses will meet on Thursday nights, 6:00 to 10:00 P.M.

8/22/2007

ProfEd has a June 6<sup>th</sup> graduation ceremony at Macomb Performing Arts Building.

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