

M.B.A. Course Descriptions

GBUS 815 Business Policy and Strategy (3) The general management function. Special emphasis is placed on the identification, evaluation and formulation of organizational strategy. Lectures and discussion of concepts will be augmented by student analysis and discussion of comprehensive case studies of various kinds of organizations and/or management games. **Prerequisite:** Completion of 15 credit hours in 800-level Business Administration courses or permission of the Dean of Business Administration

GBUS 816 Production and Operations Management (3) Introduction to the basic concepts, processes and problems associated with the Production and Operations Management (POM) function which is primarily concerned with productivity, and techniques for solving those problems.

GBUS 817 Human Behaviour in Organizations (3) The individual's interaction within work groups and an organization. Relevant concepts from the behavioural sciences: intrapersonal, interpersonal, group and organizational processes. The focus of study will be the existence of these phenomena in the work place and increasing the student's ability to carry out administrative activities.

GBUS 830 Social Issues in Business (3) Examination of one or more selected problems in business management relative to the interests of instructor and students. A multidisciplinary application of knowledge, concepts and analytical tools to contemporary issues challenging business executives.

GBUS 832 Accounting for Managers (3) The course is designed to facilitate the understanding of accounting information with an emphasis on making decisions. Students will be provided an opportunity to enhance their communication, teamwork and decision making skills.

GBUS 833 Financial Management (3) Comprehensive study of the financial decisions in today's business enterprises. Major emphasis is placed on the dividend, investment and financial structure policies of a firm. Justification and use of present value, internal rate of return and selection criteria for projects.

Note: Enrolment in this course is limited to M.B.A., M.C.B.F., and M.C.I.B. students only.

GBUS 835 International Business (3) This course focuses upon opportunities and problems that arise when business operations cross national boundaries. The international business environment is examined, and the tasks of management are integrated into this multinational framework. Students will gain familiarity with various international institutions and practices that impact upon business firms, and students will learn and apply specific models and techniques to aid decision-making in a multinational context.

GBUS 836 Innovation and Entrepreneurship (3)

The course explores the concept and practice of entrepreneurship and its relationship to progress. It analyses the determinants of innovation and develops the skills change managers need to stimulate more entrepreneurship, innovation, enterprise, and initiative from their employees.

GBUS 838 Research Methods in Management (3) This course is designed to assist the student in conducting research projects in the areas of marketing and management. It introduces the student to a variety of research designs, including survey and experimental designs, and qualitative methods. The latter part of the course is concerned with data analysis and interpretation. Several multivariate techniques commonly used in management will be covered.

GBUS 840 Strategic Marketing (3) To assist the student in developing skills in the creative and systematic use of marketing concepts and strategies in the design and evaluation of strategic plans at all levels of the organization. The strategic role of marketing within an organization and its integration with other functional units will be studied. Students are expected to develop a working knowledge of a family of strategic marketing planning processes, concepts, methods, and strategies.

GBUS 841 International Marketing (3) The course will introduce the student to environmental factors affecting international marketing and the similarities and differences versus domestic marketing; the

knowledge and skills in administering the international marketing function; and evaluation of the impact of recent environmental changes on international marketing.

GBUS 843 Strategic Human Resource Management (3) (Equivalent to GSPP 815) Human resources functions in public and private organizations from a strategic and institutional perspective. The topics include human resource planning, recruitment and selection, performance measurement and assessment, training and development, and the design of reward systems.

GBUS 844 Labour Relations and Collective Bargaining (3) (Equivalent to GSPP 812) History of union development in Canada and business reaction to this development. Current structures in the labour movement are assessed, as well as the impact of legislation on the nature of collective bargaining, character and procedures of arbitration, fact-finding, mediation and conciliation.

GBUS 845AA-ZZ Selected Topics in Business Administration (3) Examination of one or more selected problems in business administration relative to the interests of the faculty member and the students. A multidisciplinary application of knowledge, concepts, and analytical tools to contemporary issues challenging administrators.

GBUS 860 Managing Change (3) (Equivalent to GSPP 813) This course seeks to bring about an awareness and understanding of how organizations are managing change. The course will provide perspectives of the change strategists, the change implementors, and the change recipients. The objective of the course is to develop sensitive and effective change-agent skills in management ranks.

GBUS 865 Project Management (3) This course will introduce students to the many phases of a project's life cycle and how to address them through knowledge and understanding of Project Management principles and how to manage them effectively using Project Management techniques by monitoring and maintaining control of scope, time, and costs within a project.

GBUS 866 Managing Information Systems (3) This course provides an in-depth examination of management and organizational issues surrounding the IS/IT function in organizations. Topics include the evolution of the IS/IT functions, acquiring and managing IS/IT resources, strategy, current trends, and ethical issues surrounding IS/IT.

GBUS 891 International Financial Management (3) This course provides the student with an understanding of the special issues and problems involved in international financial management. The first set of topics includes the international monetary system, balance of payments, foreign exchange markets and international parity conditions. The second part focuses on financial management in this international environment. The topics include: management of exchange rate risk, sourcing funds, capital budgeting, working capital management, trade financing, international banking and portfolio diversification.

Note: Enrolment in this course is limited to M.B.A. and M.C.I.B. students only.

GBUS 900 Research Project in Business Administration (6)

Under the guidance of a supervisory committee, a student analyzes a significant organizational problem with a view to recommending a feasible solution. Problems may be either specific or general, requiring either a particular disciplinary background or a multidisciplinary approach. Students are required to register in a minimum of 6 credit hours of project research. The course will be graded on a credit/no credit (C/N) basis.