

D. THIRD SEMESTER SYLLABI

EMBA 3311: E-Commerce

EMBA 3312: Operations Management

EMBA 3313: Management Information Systems

EMBA 3314: International Business

Course Title: EMBA 3311: E-Commerce

Semester Credit Hours: 3 (3, 0)

I. Course Overview

The course focuses on how electronic commerce and the digital marketplace are impacting and will continue to impact businesses. The main emphasis is on the strategic role of electronic commerce and how businesses can use electronic commerce to create a competitive advantage. The course also covers business models and technology infrastructure in this environment.

II. PMU Competencies and Learning Outcomes

Students develop an understanding of strategy and technology and how they come together to support these developments. There are frequent opportunities to improve their business communication and computer skills.

III. Detailed Course Description

The course develops the student's understanding of electronic commerce and why it is important to organizations. The course begins with an overview of the basics of electronic commerce in today's business environment. The course also focuses on business models and business strategies for implementing and using electronic commerce to enhance the business. Various dimensions of measuring the impact of such strategies are discussed as is the convergence of several media to form a digital marketplace.

IV. Requirements Fulfilled

This course is required of all Executive MBA students. In a two-year program, it is taken during the first semester of the second year.

V. Required Prerequisites

Enrollment as a third semester student in a two-year PMU Executive MBA degree program (or equivalent in a two-and-one-half, three-, or four-year program).

VI. Learning Outcomes

- A. To understand how electronic commerce has evolved and how that evolution will likely influence the future trends.
- B. To understand how electronic commerce can be used in a strategic way for the organization to create competitive advantage.
- C. To understand the various technologies needed to effectively implement an e-commerce strategy.
- D. To study successes and failure in past e-commerce efforts and learn lessons for future implementations.

VII. Assessment Strategy

A. Examinations (65% of total grade)

Two examinations cover the fundamental concepts of the course.

B. Case Write-Ups (35% of total grade)

Students are assigned eight cases focusing on electronic commerce for analysis throughout the course. The cases are analyzed and the student's write-up is presented to the class for evaluation.

VIII. Course Format

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student will present comments and questions and be part of the discussion in each session.

Class Meetings: In the two-year degree plan, classes meet three weeks every month over a 15 week period. The two-and-one-half, three-, and four-year degree plans adjust class schedules accordingly.

IX. Topics to Be Covered

- A. Overview of electronic commerce
- B. Market opportunity and strategic implications
- C. Business models for e-commerce
- D. Customer relations
- E. Branding issues
- F. Implementation issues
- G. Measurements and valuation of the effectiveness of the implementation
- H. Overview of network technologies and architectures
- I. Overview of software

X. Laboratory Exercises

None.

XI. Technology Component

The students use the Internet to research and study the approaches of various companies for using electronic commerce. This provides the opportunity to increase competencies in the computer-based technologies.

XII. Special Projects / Activities

None.

XIII. Textbooks and Teaching Aids

A. Required Textbook

Rayport, J. F. and B. J. Jaworski. *E-Commerce*, McGraw-Hill, 2001.
ISBN: 0072465212

B. Alternative Textbooks

None.

C. Supplemental Print Materials

Eight cases from the Harvard Business School Publishing Case library
on electronic commerce.

D. Supplemental Online Materials

None.

Course Title: EMBA 3312: Operations Management

Semester Credit Hours: 3 (3, 0)

I. Course Overview

The course provides the general manager with the foundation for dealing with operations issues within an organization. Operations are viewed as a source of competitive advantage for the organization, and this course looks at ways of identifying and implementing operational improvements. The course examines the role of the supply chain and its management.

II. PMU Competencies and Learning Outcomes

The course improves the problem solving and creative thinking capabilities of students. Students have the opportunity to work in teams and to make individual and group presentations. Goal setting and shared leadership are discussed in a manner that prompts students to apply lessons learned to their own business practices and careers.

III. Detailed Course Description

The course is based on the premise that operations are a source of competitive advantage for the organization. The student learns to identify and implement operating improvements that affect the organization's performance. The course will look at different types of processes including goods and services, as well as manufacturing. The course studies the firm's supply chain from the perspectives of managing the flows of materials, information, and finances. It looks at the supply chain from the perspective of suppliers, distributors, customers, and constituencies and concerns internal to the organization.

IV. Requirements Fulfilled

This course is required of all Executive MBA students. In a two-year program, it is taken during the first semester of the second year.

V. Required Prerequisites

Enrollment as a third semester student in a two-year PMU Executive MBA degree program (or equivalent in a two-and-one-half, three-, or four-year program).

VI. Learning Outcomes

- A. To understand the role of operations in the strategic direction of the company.
- B. To understand the role of operations as a source of competitive advantage.
- C. To be able to apply process analysis and design in an operating environment.
- D. To understand the role of the supply chain in organizations.
- E. To understand the tools and techniques that assist managers identify opportunities for improvement in operations.

VII. Assessment Strategy

A. Examinations (70% of total grade)

Two examinations assess the ability of the student to retain and use the content of the course.

B. Case Analysis and Write Up (30% of total grade)

Students are asked to analyze 10 cases over the course. The student presents the written analysis of each case for grading.

VIII. Course Format

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student will present comments and questions and be part of the discussion in each session.

Class Meetings: In the two-year degree plan, classes meet three weeks every month over a 15 week period. The two-and-one-half, three-, and four-year degree plans adjust class schedules accordingly.

IX. Topics to Be Covered

- A. Operations as a competitive weapon
- B. Operations strategy
- C. Process analysis
- D. Process performance and quality
- E. Process capacity
- F. Supply chain management
- G. Information technology and value chains
- H. Aggregate planning
- I. Inventory management
- J. Resource planning
- K. Scheduling
- L. Computer integrated manufacturing

X. Laboratory Exercises

None.

XI. Technology Component

The textbook for this course comes with a CD that contains extensive tools and activities. These include problem solving software, simulation software and exercises, and links to trial versions of other software such as project management applications. A companion Web site enhances the course over the Internet.

XII. Special Projects / Activities

None.

XIII. Textbooks and Teaching Aids

A. Required Textbook

Krajewski, L. J. and L. P. Ritzman. *Operations Management and Student CD*, 7th Edition, Prentice Hall, 2004.
ISBN: 0131073877

B. Alternative Textbooks

None.

C. Supplemental Print Materials

Ten cases from the Harvard Business School Publishing Case library on Operations Management issues.

D. Supplemental Online Materials

None

Course Title: EMBA 3313: Management Information Systems

Semester Credit Hours: 3 (3, 0)

I. Course Overview

This course provides the insights and knowledge that managers need in order to deal with information system decisions in the business environment. How to use technologies in new and innovative way in today's business organizations is a key part of this course. The understanding of the core concepts of management information systems is a goal of the course.

II. PMU Competencies and Learning Outcomes

The course provides students with an opportunity to work together in teams to evaluate technology and to discover the best ways to bring that technology to bear on business issues. The problem solving and creative thinking aspects of the manager are discussed and enhanced throughout this course. Students have the opportunity for written and oral presentations. They see the impact of organizational structure on information systems and the impact of the systems of various structures.

III. Detailed Course Description

This course provides managers with an understanding of the core concepts in managing information systems. The basics of managing information systems are covered along with the key areas of systems analysis and database management. The course focuses on project management and outsourcing issues as they relate particularly to information systems within organizations. Determination of functional requirements for a business system is discussed along with the implementation issues for such systems.

IV. Requirements Fulfilled

This course is required of all Executive MBA students. In a two-year program, it is taken during the first semester of the second year.

V. Required Prerequisites

Enrollment as a third semester student in a two-year PMU Executive MBA degree program (or equivalent in a two-and-one-half, three-, or four-year program).

VI. Learning Outcomes

- A. Describe the role of information technologies in an organization and how those technologies are and can be used.
- B. Determine the functional requirement of a system.
- C. Determine which systems an organization needs to improve its business processes.
- D. Evaluate the implementation strategy for systems.
- E. Manage an information technology project.
- F. Deal effectively with vendors.
- G. Be able to articulate a strategy for information technology to support an organization.

VII. Assessment Strategy

A. Examinations (70% of the total grade)

Two written examinations cover the student's understanding of the basic concepts of the course and the impact on organizations.

B. Case Write-ups and Discussion (30% of the total grade)

There are four cases assigned during the cores. Each student is to prepare a written analysis of each case and present it for evaluation prior to the discussion of the case in class.

VIII. Course Format

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student will present comments and questions and be part of the discussion in each session.

Class Meetings: In the two-year degree plan, classes meet three weeks every month over a 15 week period. The two-and-one-half, three-, and four-year degree plans adjust class schedules accordingly.

IX. Topics to Be Covered

- A. Strategic use of information resources
- B. Organizational impact of information systems
- C. Information technology and changing business processes
- D. Information system architecture and infrastructure
- E. Doing business on the Internet
- F. The MIS organization
- G. Funding information technology
- H. Project management
- I. Knowledge management
- J. Using information ethically

X. Laboratory Exercises

None.

XI. Technology Component

The technology component is both implicit and explicit in the course. The students are exposed to the management issues surrounding technology in organizations. The main focus will be strategic but the uses of the technology within an organization will always be in front of the class. In addition the students use technology to support their learning in the course through word processing and use of the Internet.

XII. Special Projects / Activities

None

XIII. Textbooks and Teaching Aids

A. Required Textbook

Pearlson, K. E. and C. S. Saunders. *Managing and Using Information Systems: A Strategic Approach*, 2nd Edition, Wiley, 2003.
ISBN: 0471346446

B. Alternative Textbooks

None.

C. Supplemental Print Materials

Four cases from the Harvard Business School Publishing case library on the management of information systems.

D. Supplemental Online Materials

None.

Course Title: EMBA 3314: International Business

Semester Credit Hours: 3 (3, 0)

I. Course Overview

This course examines doing business internationally and at the global economy. While doing business internationally generates additional opportunities, it also complicates the choices that organizations must make. The course focuses on the fundamental economic, financial, and political factors affecting firms in the global arena.

II. PMU Competencies and Learning Outcomes

Each student in the course learns lessons in organizational culture and global awareness. The study of business settings in the global economy introduces the student to a wide range of business scenarios. The student sees the business world from an international perspective and as such reinforces economic concepts and models. Students have the opportunity for written and oral communications.

III. Detailed Course Description

The course presents different frameworks or models for understanding the world and its various economic and political systems. The students have a number of ways for thinking about these fundamental concepts and how they affect an organization's ability to conduct business internationally. The course also encourages the student to develop a personal model by questioning traditional assumptions. The main focus of the course is how individuals, organizations, countries, and markets are connected to one another and how those connections affect business. The course also focuses on the constantly changing relationships among these entities.

IV. Requirements Fulfilled

This course is required of all Executive MBA students. In a two-year program, it is taken during the first semester of the second year.

V. Required Prerequisites

Enrollment as a third semester student in a two-year PMU Executive MBA degree program (or equivalent in a two-and-one-half, three-, or four-year program).

VI. Learning Outcomes

- A. To promote an understanding of the global economy and the ideas of geographical and political borders and markets.
- B. To promote an understanding of the fundamental forces that impact on international business.
- C. To generate an awareness of other cultures, histories, and values and how they impact on doing business across borders.
- D. To study a number of different environments a firm will face in an international business setting.
- E. To be better prepared to do business internationally and to deal with business representatives from other countries doing business here.

VII. Assessment Strategy

A. Examination (35% of the total grade)

A comprehensive final exam at the end of the course stresses the student's ability to integrate the concepts of the course.

B. Course Paper (35% of total grade)

Each student prepares a paper that applies the concepts of the course to a particular country or market. The paper analyzes the opportunities for business in that environment and looks at the various cultural and business conditions there that may help or hinder such an effort. The paper can be envisioned as a guide book for an organization looking to do business internationally. The exercise draws upon all aspects of the course.

C. Case Analysis (30% of total grade)

There are 10 case write-ups due for this course. They are graded and contribute to the final grade in the course.

VIII. Course Format

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student will present comments and questions and be part of the discussion in each session.

Class Meetings: In the two-year degree plan, classes meet three weeks every month over a 15 week period. The two-and-one-half, three-, and four-year degree plans adjust class schedules accordingly.

IX. Topics to Be Covered

- A. Globalization
- B. National differences in political economy
- C. Differences in culture
- D. International trade theory
- E. Foreign direct investment
- F. Regional economic integration
- G. The foreign exchange market
- H. The strategy of international business
- I. Entry strategy and strategic alliances
- J. Exporting, importing and counter trade
- K. Global manufacturing and materials management
- L. Global marketing
- M. Financial management

X. Laboratory Exercises

None.

XI. Technology Component

Students enhance their computer skills through the use of supplemental materials associated with the text. The use of the Internet to gather information about the global economy plays a key role in the course. The students have the opportunity to use technology to enhance the required oral and written presentations.

XII. Special Projects / Activities

Each student researches and writes a paper dealing with the aspects of doing business in an international country or market. The student takes the materials and concepts from the course and applies them to the chosen target. This is a comprehensive project that investigates all of the aspects of international business and brings them together in the form of a document that can provide the basic information necessary for an international venture. The paper is about 25 pages long and is developed over the entire course. It is not to be viewed as an assignment that is done only at the end of the program. Students are encouraged to bring their previous experiences to bear on this project.

XIII. Textbooks and Teaching Aids

A. Required Textbook

C. W. L. Hill. *Competing in the Global Marketplace*, 5th Edition,
McGraw-Hill, 2005.
ISBN: 0072949392

B. Alternative Textbooks

None.

C. Supplemental Print Materials

The text comes with a student resource CD and a pass code card which provides access to a range of supplemental materials. The cases assigned for student preparation are part of the text and the supplemental materials.

D. Supplemental Online Materials

None.

E. FOURTH SEMESTER SYLLABI

EMBA 4311: Legal Environment of Business

EMBA 4312: Strategic Management

EMBA 4313: Project

EMBA 4314: Investment and Portfolio Management

Course Title: EMBA 4311: Legal Environment of Business

Semester Credit Hours: 3 (3, 0)

I. Course Overview

This course provides a managerial focus to the key legal concepts that affect the operations of today's businesses. The legal concepts are discussed and presented as they apply to the various functional areas of business. Particular attention is given to international business issues and the regulatory environment.

II. PMU Competencies and Learning Outcomes

Students improve their professional competencies through the course's focus on the legal issues within the functional areas of a business. They draw upon creative thinking and problem solving skills. The course also enhances skills relating to the interpersonal relationships through course discussions.

III. Detailed Course Description

This course provides a comprehensive overview of the legal issues facing today's organizations. The approach takes a managerial focus and puts the legal issues into the context of the functional areas of business. The course begins with an overview of the legal and regulatory environment. Emphasis also is placed on the international business issues, ethical considerations, and the regulatory environment. Human resource issues are covered as are aspects of securities and financial transactions. Extensive use is made of cases as a mechanism to discuss actual situations and to promote interactive learning among the students.

IV. Requirements Fulfilled

This course is required of all Executive MBA students. In a two-year program, it is taken during the second semester of the second year.

V. Required Prerequisites

Enrollment as a fourth semester student in a two-year PMU Executive MBA degree program (or equivalent in a two-and-one-half, three-, or four-year program).

VI. Learning Outcomes

- A. To develop an understanding of the legal and regulatory environment in business.
- B. To develop a strategic and managerial view of the legal aspects of today's businesses.
- C. To gain an understanding of the impact of the legal and regulatory environment of business.
- E. To develop the ability to analyze the critical legal considerations which managers face.

VII. Assessment Strategy

A. Examinations (60% of total grade)

Two examinations, one at mid-term and one at the end of the course, cover the major concepts of the course and test the student's understanding of those concepts.

D. Case Write-ups (40% of total grade)

Eight cases are assigned from the text for analysis. These analyses are submitted to the instructor for evaluation.

VIII. Course Format

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student will present comments and questions and be part of the discussion in each session.

Class Meetings: In the two-year degree plan, classes meet three weeks every month over a 15 week period. The two-and-one-half, three-, and four-year degree plans adjust class schedules accordingly.

IX. Topics to Be Covered

- A. Foundations of the legal and regulatory environment
- B. Economic, historical and political perspectives
- C. Ethics and the law
- D. The legal environment of today's businesses
- E. Legal aspects of international business
- F. Human resource function and legal issues
- G. The regulatory environment
 - 1. Criminal
 - 2. Environmental
 - 3. Antitrust
 - 4. Consumer
- H. Ownership and control of organizations
- I. Financial transactions

X. Laboratory Exercises

None.

XI. Technology Component

None.

XII. Special Projects / Activities

None.

XIII. Textbooks and Teaching Aids

A. Required Textbook

Bagley, C. E. *Managers and the Legal Environment: Strategies for the 21st Century*. 4th Edition. South-Western Publishing, 2002.
ISBN: 0324061870

B. Alternative Textbooks

None.

C. Supplemental Print Materials

None.

D. Supplemental Online Materials

None.

Course Title: EMBA 4312: Strategic Management

Semester Credit Hours: 3 (3, 0)

I. Course Overview

This course presents a perspective of management and decision making for the entire organization. It focuses on the strategic perspective of organizations and the decisions that are critical to the future performance of the organization.

II. PMU Competencies and Learning Outcomes

The course enhances the problem solving, critical thinking, and creative thinking skills of students. It addresses shared leadership and goal setting in the context of the organization and its long term goals. The students have the opportunity for business communications skills improvement through written and oral presentation assignments.

III. Detailed Course Description

The course addresses the issues facing an organization from the perspective of the strategy of the organization. It examines the core competencies and competitive advantages for an organization and ways in which the organization can use those to improve its functions. The course is interdisciplinary in that it draws from all functional areas as it takes a strategic view. A number of models of strategy and strategic thinking are presented and used to analyze the performance of organizations.

IV. Requirements Fulfilled

This course is required of all Executive MBA students. In a two-year program, it is taken during the second semester of the second year.

V. Required Prerequisites

Enrollment as a fourth semester student in a two-year PMU Executive MBA degree program (or equivalent in a two-and-one-half, three-, or four-year program).

VI. Learning Outcomes

- A. To understand how to analyze the internal and external forces impacting on a firm.
- B. To recognize the integration necessary among the functional areas of a firm.
- C. To understand competitive advantage and how a firm can create and use it.
- D. To understand the nature of global competition and how it affects the strategy of a firm.

- E. To recognize the need for and significance of strategic leadership.
- F. To develop the ability to think in terms of corporate strategy as well as business unit strategy.
- G. To understand the various models for strategy within a firm and how those models are used.

VII. Assessment Strategy

A. Examinations (65% of total grade)

There are two exams – a midterm and a final. The exams draw from the reading materials and the class discussions and test the student's comprehension of key facts.

B. Case Analysis (35% of total grade)

Students analyze a series of cases throughout the course. This analysis tests the student's ability to apply the concepts of the course to business settings. The write-ups for these cases are more demanding than those in previous courses due to the nature of the topic and their integrative aspects.

VIII. Course Format

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student will present comments and questions and be part of the discussion in each session.

Class Meetings: In the two-year degree plan, classes meet three weeks every month over a 15 week period. The two-and-one-half, three-, and four-year degree plans adjust class schedules accordingly.

IX. Topics to Be Covered

- A. Strategic management
- B. Strategic leadership
- C. External environment
- D. Internal environment
- E. Business unit strategy
- F. Competitive dynamics
- G. Corporate level strategy
- H. Mergers and acquisitions
- I. International strategy
- J. Cooperative strategy
- K. Corporate governance

X. Laboratory Exercises

None.

XI. Technology Component

Students use computer systems to prepare case write-ups and presentations. The Internet provides a valuable resource of data needed to research the various case companies.

XII. Special Projects / Activities

None.

XIII. Textbooks and Teaching Aids

A. Required Textbook

Hoskisson, R. E., M. A. Hitt, and R.D. Ireland. *Competing for Advantage*, South-Western Publishing, 2003.
ISBN: 0324271581

B. Alternative Textbooks

None.

C. Supplemental Print Materials

Eight cases from the Harvard case library on strategy and strategic management.

D. Supplemental Online Materials

None.

Course Title: EMBA 4313: Project

Semester Credit Hours: 3 (3, 0)

I. Course Overview

The project gives students in the Executive MBA program the opportunity to apply the key concepts of the curriculum to an issue or a problem facing their organization. The student identifies an issue or an opportunity and proposes an approach or solution to that issue that makes use of the content of the program. The culmination is a written report and an oral presentation.

II. PMU Competencies and Learning Outcomes

The project brings together all of the content and competencies of the program. The students use critical thinking, creative thinking, and problem solving capabilities in the definition, approach, and recommendations to the situation.

III. Detailed Course Description

Each student identifies an issue, problem or opportunity he or she is faced with in their organization. The project should start as early as the end of the first semester of the first year and be completed and submitted for evaluation in the last semester of the program. At the end of the first semester of the program each student prepares a description of the topic and receives approval from the management of the organization. The student then prepares a proposal outlining the major tasks and approaches to the issue and submits the proposal to the director or directors of the Executive MBA program. This submission is made by the end of the first year of the program. The students should spend the summer and the fall of the second year working on the project. The content of the report and presentation must clearly show the approach taken and how the content of the Executive MBA program impacted the issue. The culmination of the project is a written report submitted to the program and to the company management for evaluation. The final report, a written document of 20 to 30 pages, is due at the mid-point of the fourth semester. The report includes an oral presentation of the results.

IV. Requirements Fulfilled

This course is required of all Executive MBA students. In a two-year program, it is taken during the second semester of the second year.

V. Required Prerequisites

Enrollment as a fourth semester student in a two-year PMU Executive MBA degree program (or equivalent in a two-and-one-half, three-, or four-year program).

VI. Learning Outcomes

- A. To be able to identify an issue of major importance to the organization.
- B. To develop a creative approach to the structuring and approach to the issue.
- C. To integrate all of the major areas of the curriculum.
- D. To write a persuasive document presenting the conclusions of the work.
- E. To apply problem solving skills to a real problem facing the student.
- F. To translate the theory of the curriculum into practical application.
- G. To present the analysis in a compelling way and to keep the readers attention.

VII. Assessment Strategy

A. Written Report (85% of total grade)

The written report, limited to 30 pages, is graded for the definition of the problem, the approach to the problem, the analysis, and the recommended solutions. This grading focuses on the content of the report. The style and readability issues are evaluated in the business communication course.

B. Oral Presentation (15% of total grade)

The focus of the evaluation of the oral presentation is on the content of the presentation not on the style. The style issues are evaluated in the business communication course. The clarity of the presentation in terms of the problem definition, approaches and recommended solutions are the main evaluation points.

VIII. Course Format

The course does not meet as a regularly scheduled course. Rather it draws its inputs from the content of the core courses and the work experiences of the students. The student is expected to be working on the project for three of the semesters in the program and doing significant work during the summer between the semesters.

Class Meetings: This course is an independent study project. There are no regular class meetings..

IX. Topics to Be Covered

- A. Project topic
- B. Project proposal
- C. Written project report
- D. Oral presentation of the project

X. Laboratory Exercises

None.

XI. Technology Component

The use of technology for the preparation of the written and oral presentations. The use of the Internet to research the issues.

XII. Special Projects / Activities

None.

XIII. Textbooks and Teaching Aids

A. Required Textbook

None.

B. Alternative Textbooks

None.

C. Supplemental Print Materials

None.

D. Supplemental Online Materials

None.

Course Title: EMBA 4314: Investment and Portfolio Management

Semester Credit Hours: 3 (3, 0)

I. Course Overview

The course presents the principles and techniques of investment analysis for the evaluation of securities. It covers financial markets and how securities are traded. Risk, return and fundamental economic principles are explored in the context of investments and investor behavior.

II. PMU Competencies and Learning Outcomes

Students use computers and computer software extensively in this course. Spreadsheets are used to perform most of the required calculations. The Internet is a source of current information on investments and portfolios.

III. Detailed Course Description

The course begins with an overview of the fundamental economic principles of investments and investment behavior. That is followed by an overview of portfolio theory with particular emphasis on handling of risk. With this as a basis, various types of financial markets and securities are presented, discussed and evaluated. The course is a balance between mathematical theory and common techniques for managing investments, risks, and portfolios. The students are expected to read the *Wall Street Journal* regularly to stay abreast of current conditions in financial markets.

IV. Requirements Fulfilled

This course is required of all Executive MBA students. In a two-year program, it is taken during the second semester of the second year.

V. Required Prerequisites

Enrollment as a fourth semester student in a two-year PMU Executive MBA degree program (or equivalent in a two-and-one-half, three-, or four-year program).

VI. Learning Outcomes

- A. To understand the fundamental economic principles of investments and investor behavior.
- B. To understand and utilize the terminology of the investment industry.
- C. To understand the various financial markets and how securities are traded.
- D. To understand risk and return and how they affect investments and portfolios.
- E. To understand the Capital Assets Pricing Model and the valuation of common stocks.
- F. To be able to evaluate investment approaches.
- G. To understand Markowitz portfolio theory and its applications.

VII. Assessment Strategy

A. Examinations (65% of total grade)

There are two exams – a mid-term and a final. The exams draw from the reading materials and the class discussions and test the student's comprehension of key facts.

B. Case Analysis (35% of total grade)

Students analyze a series of cases throughout the course. This analysis tests the student's ability to apply the concepts of the course to business settings. These analyses are presented in writing to the instructor for grading.

VIII. Course Format

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student will present comments and questions and be part of the discussion in each session.

Class Meetings: In the two-year degree plan, classes meet three weeks every month over a 15 week period. The two-and-one-half, three-, and four-year degree plans adjust class schedules accordingly.

IX. Topics to Be Covered

- A. Investments
- B. Financial instruments
- C. Trading securities
- D. Portfolio theory
- E. Risk and return
- F. The Capital Assets Pricing Model
- G. Market efficiency
- H. Bonds and bond portfolios
- I. Equity valuation models
- J. Financial statement analysis
- K. Options, futures and other derivatives
- L. Portfolio management
- M. International diversification

X. Laboratory Exercises

None.

XI. Technology Component

The students use computer technology for analysis and as a source of information. The computer use involves spreadsheets and the Internet.

XII. Special Projects / Activities

None.

XIII. Textbooks and Teaching Aids

A. Required Textbook

Bodie, Z., Kane, A., Marcus, A.J. *Investments*, 6th Edition, McGraw-Hill, 2004
ISBN: 007293414X

B. Alternative Textbooks

None.

C. Supplemental Print Materials

Wall Street Journal

D. Supplemental Online Materials

None.