BU.001 (GRADUATE BUSINESS)

BU.001.450. Quantitative Basics.
Now more than ever, being successful in business means having a solid foundation of quantitative skills, leading to better understanding of data and ways of modeling behavior or business interactions. This course covers basic concepts in mathematics that are crucial for students studying business at the graduate level, including algebra, calculus, statistics and matrix algebra. It is not intended to develop a mastery of these subjects, but simply to familiarize students with or refresh these quantitative skills to prepare for success in Carey's business programs.

BU.001.510. Career and Life Design for Experienced Professionals.
Career and Life Design for Experienced Professionals provides you with an opportunity to learn and develop the necessary skills to engage in career and life design. From exploring opportunities to switch or advance within your career and strategically updating your resume, to interviewing and job search strategies, this mixed synchronous/asynchronous eight-week course will help you understand, tell, and live your career story.

BU.001.520. Professional Development for Career Success.
Professional Development for Career Success provides you with an opportunity to learn and develop the necessary skills to engage in career planning. From clarifying your values and interests, exploring opportunities, and learning about professional branding, to interviewing and job search strategies, this hands-on and exploratory eight-week course will help you understand, tell, and live your career story.

BU.001.700. Independent Graduate Project. 1 Credit.
An independent study provides an opportunity for students to study a particular topic of interest in depth. Students who demonstrated competency in a certain area may elect to pursue an independent study project under the supervision of a faculty sponsor with expertise in the selected area.

BU.003.893. Leadership Development Expedition. 2 Credits.
This course is a leadership-intensive seminar and expedition focused on helping students develop their own leadership capacity, while also emphasizing a conceptual understanding of leadership in diverse settings. The course utilizes the unique opportunity for leadership development embedded in outdoor experiential education, providing students the challenge of serving as a leader. The course combines a thorough academic introduction to leadership development and opportunity for self-assessment with repeated reflection and feedback to help students develop their own path as leaders. This is a physically demanding course. Students should be in moderate physical condition. However, no technical outdoor skill or experience required. Expedition destination, activities, physical demands, fees, and eligibility requirements vary.

BU.003.903. Global Immersion: Finance in Europe. 2 Credits.
This course is offered to Carey Business School students interested in learning more about European financial markets. The course takes place in Frankfurt, Germany, and London, England. It aims to develop in-depth knowledge of the European financial system through a partnership with the Frankfurt School of Finance and Management (FSFM). Both Carey Business School faculty and FSFM professors will provide classes on the history and current status of the financial system in Europe and compare those systems to the US financial landscape. Corporate and government organization visits will complement lectures and case studies.

BU.141.710. Effective Teaming. 2 Credits.
In today's businesses, teams are a basic organizational building block. Teaming is perennially listed as one of the top skills that recruiters look for in graduating MBAs. This course conveys knowledge and practical tools that help students become more productive team members and leaders. Topics include the characteristics of high performing teams, leadership strategies for creating performing teams, strategies for avoiding dysfunctional team dynamics, and best practices for managing diverse and virtual teams.

BU.142.720. Managing in a Diverse & Global World. 2 Credits.
Business organizations and other critical organizations operate in both a market and nonmarket environment. A major focus of the course is examining contextually global diversity, inclusion, and multicultural issues through the lens of multiple dimensions. Successful, globally minded managers align the firm's capabilities with the demands of both its market and nonmarket environment. This course examines political, regulatory and societal factors of influence. Students learn to analyze the motives for focused intervention to better judge when and how political developments may affect business or organization interest. It explores the rise of "private politics" (activists, civil society networks, and NGOs), which are increasingly complementing conventional "public politics." This new pluralism also opens exciting new nonmarket strategic opportunities for profit and socially driven business, providing it with new potential allies. This course stresses collective moral agency and the ethical dimensions of business and management in such a global political economy. Students explore cross-cultural perspectives on economics and business culture, and how to analyze and proactively manage the nonmarket environment through integrated market and nonmarket strategies. Cumulatively through class interaction and team activities students develop strategies for managing aspects of global diversity and inclusion within the context of a real organization opportunity.

BU.150.710. Discovery to Market I. 2 Credits.
This course teaches the process of bringing scientific discoveries to market. Students learn about innovation and invention processes, how to identify opportunities and assess when ideas are inventions, the steps required to bring the product to market, including intellectual property protection and regulatory processes, and strategies to license early stage inventions to third parties for further development. Students work in small teams on early-stage invention projects that are patented or patented pending sourced by the instructor from university and government technology transfer offices. Students will analyze the feasibility of commercializing the invention so that it can be licensed to a third party that can pursue entrepreneurial funding and development. Students must complete at least one semester at Carey Business School prior to enrolling in this course.
BU.150.715. Discovery to Market II. 2 Credits.
This course is the second part of a two part course. This course teaches the process of bringing scientific discoveries to market. Students learn about innovation and invention processes, how to identify opportunities and assess when ideas are inventions, the steps required to bring the product to market, including intellectual property protection and regulatory processes, and strategies to license early stage inventions to third parties for further development. Students work in small teams on early-stage invention projects that are patented or patent pending sourced by the instructor from university and government technology transfer offices. Students will analyze the feasibility of commercializing the invention so that it can be licensed to a third party that can pursue entrepreneurial funding and development. Students must complete at least one semester at Carey Business School prior to enrolling in this course.
Prerequisite(s): BU.150.710

BU.152.740. Strategy Consulting Practicum. 2 Credits.
This course is concerned with the formulation and analysis and practical application of business strategy. Business strategy is the set of objectives and policies that collectively determine how a business creates value for stakeholders. Strategy is concerned with answering two central questions: "What businesses should we participate in?" and "How should we compete?" Students will learn analytical techniques for diagnosing the competitive position of a business, evaluate strategies, and identify and analyze strategic options. Students integrate and apply previous course work to strategic challenges addressed by organizational leaders. Analytic, integrative, and decision-making skills are also developed as student teams confront these strategic challenges. Creativity and innovation are critical to achieve success; as to follow often-traveled strategic paths is unlikely to result in superior performance. Students are challenged to use both critical and creative thinking as they perform analyses and provide strategic recommendations to their clients.

BU.150.710. Entrepreneurial Ventures. 2 Credits.
This course focuses on the knowledge, skills, and attitudes that enable entrepreneurs to pursue opportunities in business development. Students form teams to experience each step of the entrepreneurial process. The end result is an opportunity assessment of a business idea. Emphasis is placed on a hands-on approach with learning supplemented by cases appropriate to each phase of the course. Students are exposed to real entrepreneurial operations and businesses, via final project and presentations. Before registering, please note that this course is graded on a team-based term project involving field work. You should be prepared to spend 15 hours per week, in addition to the time for readings, quizzes and case studies. If you anticipate heavy travel, work or family commitments, please consider registering at a future semester.
Prerequisite(s): ( BU.210.620 OR BU.910.610 OR BU.920.602 ) AND ( BU.410.620 OR BU.911.610 OR BU.920.605 )
BU.450.630. Designing Experiments. 2 Credits.
Did a new compensation scheme motivate employees to work harder or stay with the organization longer? Do larger subsidies for health insurance lead to improved employee health and productivity? Did a new website format increase user activity on the site? Did a charitable organization’s program to train community leaders lead to positive changes in the community? Cause and effect questions like these are crucial to developing evidence-based practice in business, nonprofits and governments. Yet answering these questions is difficult when new ideas are not implemented with the explicit intent of measuring their impacts. In other words, developing evidence requires a scientific approach to business and policy. This class aims to teach students to develop empirical evidence about the best ways to achieve their aims, whether these aims are to increase profits or to address social problems. The use of randomized controlled trials to test program impacts is becoming increasingly popular in businesses and government. An employee estimated that the average Facebook user is a participant in about 10 randomized controlled trials at any point in time. The U.S. government recently created a “Nudge Squad” that works with federal agencies to test new ideas through randomized controlled field trials. Experiments are an integral part of the ‘big data’ revolution going on in business, nonprofits and government. Importantly, they do not require advanced statistics or powerful computers to implement and interpret.

The course will blend lectures, group discussions, readings, homework, a group project, and guest speakers from private industry, nonprofits and government agencies. I am a firm believer that the most fundamental principles can be stated in plain English. Thus the course stresses intuition (in English) over math and mechanics. Nevertheless, there will be math and mechanics in the course.

Prerequisite(s): BU.510.601 OR BU.914.610

This course affords students the opportunity to confirm proficiency in Statistical Analysis. Students who successfully complete the waiver exam will be granted a waiver with replacement for BU.510.601. Please note: Waiver exams may only be taken once per student, in the first or second semester of registration in a new program. The exam will be completed online in Blackboard within the timeframe stipulated listed within this course description. Students will be required to use Remote Proctor for the actual completion of the exam.

BU.520.710. Big Data Machine Learning. 2 Credits.
This course provides students with a firm understanding of the mathematical and statistical theories that underlie the foundations of big data and machine learning. Students will be engaged in solving real-world problems by directly applying their data science skills through the implementation of code and rigorous analysis of financial data sets. In particular, this course will highlighted some of the challenges and limitations of applying such machine learning algorithms. Focus will be on understanding the subtle differences in each technique. This course will be hands-on with weekly homework assignments and a final presentation geared towards fully immersing students in the data science process. Students will program in Python (e.g. Pandas, NumPy, Scikit-Learn, Matplotlib, pattern, NLTK, etc). Topics that will be covered include: Principle Components Analysis, Multinomial Logistic Regression, Naïve Bayes, Perceptron, Support Vector Machines, Random Forest, Neural Networks, model evaluation ROC/AUC, k-fold cross-validation, etc.