



## Management Essentials Online Course List:

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### **Fundamentals of Corporate Finance**

Andrew Washburn

Corporate Finance is the “common language” that allows all the disciplines of business (e.g., logistics, human resources, legal, marketing, manufacturing) to communicate about the value they deliver to the enterprise. Enrollees will see that capital providers (investors and lenders) entrust their capital to corporate managers, who in turn are charged with investing that capital in a way that measurably increases the value of the capital so that it can be returned, at a higher value, to those providers.

#### **Course Objectives**

In order to get a full picture of this sequence (provide capital, deploy capital, manage capital, return capital), you will:

- Understand the basics of a balance sheet and income statement
- Learn the meaning of discounting and net present value
- Assess whether capital spending and acquisitions are worthwhile
- Explore how companies can raise capital from and return capital to investors

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### **Using Information Technology to Transform Business**

Chris F. Kemerer, Ph.D.

Information Technology (IT) is a ubiquitous part of daily life, and business is no exception. However, most organizations, despite spending enormous sums on IT, often fail to receive any value from these investments.

#### **Course Description and Objectives**

Using Information Technology to Transform Business is designed to teach you the principles of successful organizational use of IT through the use of many examples of both best practices and cautionary tales of IT as a transformative tool.

At the end of the course, students will be able to:

- Explain why and how the pricing of information goods differ from normal goods
- Determine when it makes business sense to implement versioning and bundling of goods and services

- Understand how organizations create value with information even when their primary product or service is not an information good
- Avoid market downward pricing pressures by developing and utilizing standards and differential variety
- Learn how to customize products with information even when the organization lacks so-called 'Big Data'

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## Marketing Essentials

Yun-Oh Whang, Ph.D.

### What is Marketing?

The purpose of running a business used to be stated as '**generating profits**' in the old textbooks. It was a firm-oriented perspective of marketing that focused on what to do as a firm to maximize its bottom line. As business administration evolves as a well-established discipline, the official goal of business operation in the marketplace has changed to '**providing value to customers**'. In other words, the focus has been shifted from firms to customers who are on the receiving side of the goods and services exchanged in the transaction. Obviously the importance of marketing has considerably grown in business practice because of the function's direct relationship with customers.

### Course Description

Marketing has become one of the most important processes in modern life. Marketing affects many aspects of your life. Marketing will be a part of your life regardless of your major, or how you choose to live your life. As a consumer, marketing surrounds you. For these reasons, understanding marketing is an extremely important part of your education. The marketing course of Management Essentials Online (MEO) introduces students to the interactive business activities which are designed to plan, price, promote and distribute want/need-satisfying products and services to current and potential customers. The course incorporates current developments in marketing to acquaint students with the present-day challenges of marketing activities.

### Course Objectives

After taking this course, the students should be able to,

1. Conduct situational analysis.
2. Identify target market segment(s) and define the positioning of a product/service.
3. Formulate a marketing strategy regarding product, pricing, distribution, and promotion.
4. Evaluate the value of various market research tools.

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# Organizational Behavior

Debbie Good, Ph.D.

The Cleveland Browns are 10-21 under head coach Mike Pettine. Johnny Manziel, 2014 first round draft pick, signed an \$8.25 million contract with \$6.7 million guaranteed and a signing bonus of \$4.3 million, yet did not play regularly over his first two years in the league because of disciplinary and alcohol-related problems. If you were the team owner, what would you do? Going back to the basics of organizational behavior is a recommended first step. What are the keys to teamwork and leadership that allow a football team, or any organization to be successful? This course will provide answers to these questions for those who work in or lead organizations so that they and their firms may enjoy greater success.

## Course Description

Teamwork and leadership have always been critical for organizational success. This course is designed to look at the key elements that provide a solid foundation for sustained organizational effectiveness.

The Organizational Behavior MEO course will examine the topics of Management, Leadership and Team Effectiveness. The key elements of each topic will be defined with a melding of current and historical examples of corporate activities in a variety of industries. Hands-on activities including surveys and problems will provide for individual application of the various topics as students build their understanding of the areas which will lead to organizational effectiveness.

## Course Objectives

After completing this course, students will be able to:

- Recognize the vital roles teamwork and leadership offer for organizational success.
- Understand and evaluate classic and contemporary behavioral science theory as it applies to real world managerial situations and challenges.
- Diagnose situations and problems dealing with individual, interpersonal and group behavior at work and develop plans to address each.
- Describe and evaluate the decisions, structures and management practices that are required to effectively manage business in a competitive environment.

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# **Professional Ethics: A Proactive Approach Toward Managing Conflict and Civility**

Ray Jones, Ph.D.

One of the greatest ethical challenges in modern organizations is maintaining the delicate balance between the need to take a constructive approach toward conflict while still maintaining civility in the workplace. Professionals need to be comfortable with dealing with conflicts with their subordinates, peers and superiors in order to address pursue opportunities and address challenges. At the same time, a workplace can easily become toxic if people do not treat one another with respect, even in the face of adversity. An ethical approach to conflict takes a proactive approach that pays attention to the process of managing conflict and the important relational aspects of conflict.

## **Course Description**

Students will go through a set of material on conflict and civility that is designed to encourage a proactive approach toward specific conflicts that students face professionally with subordinates, peers and superiors. After identifying specific conflicts from their work, students will go through material on individual conflict management styles. This material encourages an individual approach to managing conflict by reflecting on the student's conflict management style in relation to the conflict management styles of the people they work with. Following this individualized consideration of conflict management, students will then consider how various structural factors (power, hierarchical status, resources) also influence conflicts. This balance between the individualized approaches to conflict and the structural dimensions of conflict provide students with a perspective that can be applied to take a proactive approach toward conflict.

## **Course Objectives**

After completing this course, students should be able to:

1. Recognize specific conflicts that they face at various levels of their professional roles with subordinates, peers and superiors.
2. Identify their preferred conflict management styles and evaluate how this style matches with the individual conflict management styles of others.
3. Apply the structural approach to conflict in order to assess how a particular conflict is influenced by aspects such as power differences, hierarchical differences and the presence or absence of money or resources.
4. Create a strategic approach to conflict that incorporates a consideration of individual conflict management styles along with a review of structural influences with the goal of approaching conflicts in a proactive manner.

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## **About Management Essentials Online**

This course is part of Management Essentials Online offered through the University of Pittsburgh Joseph M. Katz Graduate School of Business's Center for Executive Education. Management Essentials Online was created to give a broad overview of fundamental business courses. The online courses have been developed for those with little or no business background who are looking to expand their business knowledge base.

### **Technical Requirements**

This program is enhanced with the support of the Acatar Learning Environment (ALE). The ALE supports all major web browsers across the most recent operating systems for Apple and Windows. If you have any technical concerns, please do not hesitate to reach out to our support team at [support@acatar.com](mailto:support@acatar.com).