GRADUATE MANAGEMENT (MGMT)

MGMT 5010 - Data Modeling (1.5 Credits)
Data Modeling is an exploration of approaches to quantitative decision making that allow for the integration of data from multiple sources and formats effectively creating a relational model with which to transparently display tabular data using pivot tables and charts. Leveraging Microsoft Excel and Microsoft Power BI as a business analytics tools, the course will focus on using applied cases requiring various financial and other models. Emphasis will be placed on design that enhances decision making to improve business outcomes using descriptive, predictive and prescriptive modeling.
Last Four Terms Offered: Fall 2024, Fall 2023, Fall 2022, Fall 2021
Schedule of Classes

MGMT 5020 - Managerial Reporting (1.5 Credits)
This course focuses on using internal organizational data to improve decision making. In this class, we discuss cost behavior, the use of cost information for internal decision making, behavioral impacts on management planning and control, budgeting, variance analysis, and the measurement and management of innovation and customer relationships. Instruction is a mixture of lecture and case discussion. Grading is based on exams, assignments, and class contribution.
Last Four Terms Offered: Spring 2025, Spring 2024, Spring 2023, Spring 2022
Schedule of Classes

MGMT 5060 - Financial Statement Analysis (1.5 Credits)
Schedule of Classes

MGMT 5080 - Operations Management (1.5 Credits)
Operations management concerns managing different processes and activities that produce value in the form of goods and services. Increased competition, expanding product variety and more demanding consumers require more efficient operations management. Effective operations management can enable companies to gain market share, reduce cost, and improve customer service. This course is designed to introduce students to the basic concepts of operations management and the methods useful for solving real-world operations management problems.
Course Fee: Course Fee, $10. Course fee.
Last Four Terms Offered: Spring 2025, Spring 2024, Spring 2023, Spring 2022
Schedule of Classes

MGMT 5090 - Strategy (1.5 Credits)
This course is about understanding why some firms are more successful than others. This course develops the knowledge and skills necessary to effectively analyze and formulate strategy, be it as a manager, a management consultant, or an investment banker. The ultimate objective of this analysis is to guide strategic decisions. Most case studies will involve firms facing important strategic decisions. The course provides a language, theories, and frameworks that help in making those decisions.
Last Four Terms Offered: Spring 2025, Spring 2024, Spring 2023, Spring 2022
Schedule of Classes

MGMT 5110 - Financial Modeling (1.5 Credits)
Financial modeling is the art and science of constructing spreadsheet models of firms' future financial statements. This class draws on and integrates students' knowledge of concepts learned in prior accounting classes by modeling the effect on the income statement, balance sheet, and statement of cash flows of financial transactions such as leveraged buyouts, mergers and acquisitions, and corporate reorganizations.
Last Four Terms Offered: Spring 2025, Spring 2024, Spring 2023, Spring 2022
Schedule of Classes

MGMT 5225 - Systems and Analytics (1.5 Credits)
An investigation of the systems and software that capture and store economic information, and of the tools and techniques that support a robust use of that data for the benefit of individual enterprises and greater society. Topics include Big Data, Data Visualization, Optimization Tools, and Support Systems and Databases. Modules on emergent systems, including Blockchain and AI are also engaged.
Last Four Terms Offered: Fall 2024, Fall 2023, Spring 2023, Spring 2022
Schedule of Classes

MGMT 5240 - Macroeconomic Theory (1.5 Credits)
The course introduces the basic tools of economic policies and the key issues of modern economies. The course provides the necessary knowledge to analyze the basic goals of macroeconomic policy, namely low unemployment, stable inflation, financial stability, and stable and strong economic growth. Topics covered include, among others, economic growth, expansions and recessions, monetary and fiscal policies, GDP, inflation, unemployment, the public debt, interest rates, the trade deficit, and global markets. Although focusing on the U.S.- the world's largest national economy-and paying special attention to its institutions and problems, the course will emphasize the global context in which it functions by periodically shifting attention to other economies around the world. Globalization-related issues such as international financial markets and global crises will be given special attention.
Last Four Terms Offered: Fall 2024, Fall 2023, Fall 2022, Fall 2021
Schedule of Classes

MGMT 5245 - Managerial Economics (1.5 Credits)
The course introduces the basic tools for optimal pricing decisions by firms and the key issues of modern industries. It covers the pricing behavior of firms operating under perfect competition, monopoly, monopolistic competition, and oligopoly, and examines the challenges faced at the industry level as well as at the individual firm level. The goal is to understand the way firms set their production plans while operating in a global economic environment challenged by complicated phenomena.
Last Four Terms Offered: Fall 2024, Fall 2023, Fall 2022, Fall 2021
Schedule of Classes

MGMT 5260 - Advanced Corporate Finance (1.5 Credits)
This class is designed to provide you with the financial tools to (a) value potential corporate investment opportunities, and (b) understand which securities should be used to finance corporate investment (capital structure decision). These basic skills are essential for students interested in commercial banking, investment banking, mergers and acquisitions, private equity, venture capital, corporate financial management, consulting and asset management. The class is divided into two sections, which correspond to the two main goals of the course. The first part of the course covers methods used to value investment projects. Particular attention will be given to calculating free cash flows, discount rates, valuing incremental investments, the effects of financing on value, the methods of weighted-average cost of capital (WACC) and adjusted present value (APV). The second part of the course will focus on understanding which securities should be used to finance investment. This section starts with an analysis of tax and bankruptcy implications of debt financing, and moves on to consider information and agency problems. We will discuss information problems associated with equity financing, the incentive effects of debt financing, and the conflicts between equity and debt stakeholders.
Course Fee: Materials Fee, $5.00. Course fee to purchase licenses for reading materials.
Last Four Terms Offered: Spring 2025, Spring 2024, Spring 2023, Spring 2022
Schedule of Classes

MGMT 5390 - Profiles in Leadership (1.5 Credits)
Last Four Terms Offered: Spring 2022
Schedule of Classes

MGMT 5640 - Entrepreneurship (1.5 Credits)
The course provides a hand-on experience for learning the key philosophies and tactics of entrepreneurial activity and the entrepreneurial mindset. This includes the development of a viable business concept, meaningful customer discovery, the evaluation and planning of the start-up businesses, marketplace analysis, financing, and operations. The course utilizes lectures and the directed readings. The goal is a meaningful understanding of how to start a new business venture, achieved by building and communicating the framework for a viable business.
Last Four Terms Offered: Fall 2024, Spring 2024, Spring 2023, Spring 2022
Schedule of Classes

MGMT 5680 - Management Communication (1.5 Credits)
This course is designed to improve your communication skills in the context of practical business applications-both business writing and oral presentations. We start with a strategic perspective on business communications before digging down into the elements that make your communications clear, concise, efficient, and effective. You will receive comprehensive feedback to improve the engagement, clarity, flow, and content of your business communications. You will also develop confidence in your ability to communicate.
Last Four Terms Offered: Fall 2024, Fall 2023, Fall 2022, Fall 2021
Schedule of Classes

MGMT 5700 - Leadership (1.5 Credits)
The theme of the course is to explore some the key principles of effective leadership in today's world. This will be done through 1.) Exploring historical and contemporary theories and models of leadership 2.) Developing self-awareness of leadership strengths and weaknesses through the use of behavioral instruments and group exercises and 3.) Developing decision-making and change management skills.
Course Fee: Course Fee, $100. For self-assessments that are required for the course.
Last Four Terms Offered: Fall 2024, Fall 2023, Fall 2022, Fall 2021
Schedule of Classes

MGMT 5830 - Investments (1.5 Credits)
A broad overview of various aspects of the Investment Industry. Topics, amongst others, will include: Overview of investment management industry, portfolio theory & practice, capital markets, fixed income, equities and security analysis, options, futures & other derivatives, and applied portfolio management. The instructor is the CEO of a Rochester-based company and Managing Partner at a local venture capital firm, and former Chief Investment Officer of the Cornell University endowment. As such, the course will focus on real world applications. Course Goal: (1) to provide you with an understanding of how modern capital markets operate from a practical, real-life perspective (2) to help you think critically about issues effecting the investment management industry, and (3) to have fun and instill a passion in some of you for future study and/or work in the investment management industry. Prerequisites: No specific courses required. Curiosity and a genuine interest in investment management a plus. A basic understanding of business statistics will be helpful but not required. Required Readings: (1) Investments (12th Edition) by Bodie Kane & Marcus; (2) Articles posted to Canvas; (3) Students will be asked to read the Wall Street Journal (daily reading is a good habit to get into), but at a minimum the day before and day of each class.
Last Four Terms Offered: Spring 2025, Spring 2024, Fall 2022, Spring 2022
Schedule of Classes

MGMT 6000 - Practicum-Career Planning (1.5 Credits)
The Career Practicum consists primarily of a series of career preparation events during the Fall academic term. Each event is focused on a different aspect of career readiness. Attendance at each event, subsequent reflection pieces, and other career related deliverables are all elements of the practicum.
Enrollment Information: Enrollment limited to: Johnson MPS students.
Last Four Terms Offered: Fall 2024, Fall 2023, Fall 2022, Fall 2021
Schedule of Classes

MGMT 6001 - Industry Practicum I (1.5 Credits)
The purpose of this course is to explore consulting as a career option. The course will introduce students to an analytical framework used by consultants, consulting cases, and strategic tools. In addition, several consultants and former consultants will speak in class about their careers and answer questions.
Enrollment Information: Enrollment limited to: Johnson MPS students.
Last Four Terms Offered: Fall 2021, Fall 2020, Fall 2019, Fall 2018
Schedule of Classes

MGMT 6030 - Strategies for Sustainability (1.5 Credits)
Corporations are under increasing pressure from shareholders, employees, communities, and activists to account for the environmental and social effects that their activities create. Increasingly, firms are taking strategic approach to addressing these issues, developing programs that fit their capabilities, resources, and cultures. Through a combination of cases, readings, lectures, and videos, class sessions will ensure students develop an understanding of sustainability in the context of business as well as strategic business decision-making in the context of sustainability.
Last Four Terms Offered: Spring 2025, Fall 2023
Schedule of Classes

MGMT 6220 - Marketing Strategy (1.5 Credits)
This course will help you build and defend a great business. A strong business leader has to make smart, strategic marketing decisions, create and present a plan to get people on board, and then execute. You will learn about all of these steps in the course, as we review a range of topics including marketing fundamentals, new business strategy, established business strategy, brand portfolio strategy, and more. In doing so, we will build on the core marketing course and other marketing classes, in addition to introducing new concepts. The material for this course will help you analyze and understand businesses, develop and gain support for your marketing strategies and ultimately deliver strong results. Upon successful completion of this course, students will have the knowledge and skills to apply working knowledge of marketing concepts to make marketing decisions to solve case-based and simulated problems, assess business situations and diagnose the effectiveness of marketing decisions (made by you, classmates and business leaders) using analytical frameworks, understand the problems that are encountered/managed by the marketing function. Make recommendations as to how the situations could be managed more effectively, and communicate marketing insights and engage in group decision making.
Last Four Terms Offered: Fall 2024, Fall 2023, Fall 2021, Fall 2020
Schedule of Classes

MGMT 6820 - Negotiations (1.5 Credits)
We negotiate every day with prospective employers, teammates, roommates, landlords, service providers, and many others. What prices we want to pay, how much we want to be paid, how assignments will be divided and credit allocated? all of these are negotiations. Yet while we negotiate routinely, many of us know very little about the strategy and psychology of effective negotiations. Why do we sometimes get our way while other times we walk away feeling frustrated by our inability to achieve the agreement we desire? Negotiation is the art and science of securing an agreement between two or more interdependent parties. A person without a developed understanding of the social psychology and economics of effective negotiations cannot be an effective leader. We will discuss theories and principles to guide our negotiations (the science), and students will develop and sharpen their bargaining skills by actually negotiating with other students in experiential exercises (the art). Further, given that negotiations occur in so many aspects of life, your experience in this course should not only develop your professional skills but also facilitate your effectiveness in other life domains. The learning method is experiential. The course introduces a real-world toolkit for a strategic approach from pre-negotiation planning to post-negotiation evaluation. In this course, you have the opportunity to develop your negotiating skills experientially and to gain insight into what works, what does not, and why.
Course Fee: Course Fee, $21. Course fee.
Last Four Terms Offered: Fall 2024, Fall 2023, Fall 2022, Fall 2021
Schedule of Classes