ACCT 528-21  Business Valuation [Hybrid]:  CRN 30011
6/12/17- 8/3/17; Wednesdays:  5:20 PM – 7:50 PM; School of Business Room 128
3.00 Credits hours
Dr. Lohrey

Prerequisite(s): Undergraduate degree with concentration in Accounting; MBA or MS in Accounting degree students only. Special fee.

This course provides an in-depth discussion and analysis of the financial statements of companies in order to determine the fair market value of a firm. The fair market value of the companies studied will be estimated by students as they learn to de-code information contained in financial statements. The course focuses on the ability to critically evaluate the key drivers affecting a company's value utilizing accounting information. In addition, the business valuation techniques introduced provide the opportunity for empirical testing of the valuation procedures using accounting data.

FINC 571-21 Currency Fundamentals and Currency Hedging:  CRN 30020 (cross-listed with INBS)
5/22/17-6/29/17; Thursdays: 06:30 pm-09:40 pm; School of Business 211
1.5 Credit Hours
Dr. Nicholson

Prerequisite(s): FINC 561; MBA degree students only.

This course will focus on corporate decision making in an international context. The implications of the existence of multiple currencies, varying rates of inflation, interest rates and political environments for the multinational will be studied. After an introduction to currency fundamentals and currency derivative products, the topic will center on currency hedging decisions of the multinational firm. 1.5 hours lecture.

FINC 577-21 Selected topics: Real Estate Investment: Primary Markets:  CRN 30277
7/5/2017-8/10/2017; Mondays: 6:30 pm – 10:15 pm
1.5 Credit Hours
Dr. Nicholson

Prerequisite(s): MBA degree students only.

This course consists of topics pertaining primary mortgage and lending markets in real estate investment. With respect to primary markets this course covers how banks, insurance companies, pension funds and individual investors assess risk, value, and invest in mortgages. It also covers the commercial and residential lending process as well as answering questions such as “Which loan do I choose from take out?” and “When do I refinance?”

INFO 577-21 Selected Topics: Agile Systems Management:  CRN 30496
05/22/2017-06/29/2017; Tuesdays, 06:30 pm-09:40 pm; School of Business 315
1.5 Credit Hours
Dr. Jain

Prerequisite(s): MBA or Certificate Students Only.

Reducing cycle-time to bring products to the market in a shorter time has been the driving challenge for product development teams. Increasing economic pressures due to globalization, shrinking markets, commoditization, and competition, has made this challenge a reality and not an option any more. Managing this reality without compromising the product quality and performance requires an agile
systems development and management approach. Agility includes flexibility, adaptability, and nimbleness in business processes, systems design and development, manufacturing, and strategy. This course is designed to provide the students an ability to understand the methods, processes, and tools for managing agile systems design and development projects.

**MGMT 582-21 Contemporary Topics in Project Management: CRN 30426**
*05/22/2017-06/29/2017; Mondays: 6:30 pm – 10:15 pm; School of Business 220*  
1.5 Credit Hours  
Dr. Wu

Prerequisite(s): MGMT 565. (Will be waived the upcoming Summer 2017 session.)

To many, one of the biggest challenges in organizations today is the ability to effectively change, and project management has proven to be the best most valuable vehicle of delivering that promises of change. In MGMT582, Contemporary Topics in Project Management, we will examine the broader discipline of organizational project management (OPM) and how organizations can effectively achieve tangible results and business value through project-, program-, portfolio-, risk-, and agile- management and PMO (project management office).

This course compliments MGMT565 Introduction to Project Management. While MGMT565 focuses mainly on the details of project management, MGMT582 paints a broad picture of how organization implements major change initiatives. As these courses are currently complimentary, we will waive the pre-requisite requirement of MGMT565 for the upcoming Summer 2017 session. If you have any questions, please contact Prof. Te Wu at pm@montclair.edu.

**MGMT 584-21 Talent Management: CRN 30840**
*7/5/2017-8/10/2017; Tuesdays: 6:30 pm – 10:15 pm; School of Business 310*  
1.5 Credit Hours  
Prof. Finch

Prerequisite(s): MBA or Certificate students only.

Talent Management course focuses on designing, developing and implementing talent management strategies for organizational effectiveness in the highly competitive and global business environment. The course will have a global perspective in talent management and topics covered in this course include talent analysis, talent acquisition strategies, onboarding, talent development, succession planning, talent retention, talent engagement and the use of data analytics for talent management.

**MKTG 574-21 Sports Marketing Management: CRN 30832**
*7/5/2017-8/10/2017; Mondays: 06:30 pm-09:40 pm; School of Business Room 314*  
1.5 Credit Hours  
Prof. Jensen

Prerequisite(s): MKTG 531 or MKTG 501; MBA degree students only.

The sports industry (including team sports, spectator sports, participatory sports, and personal fitness and wellness) will be examined from a marketing perspective. Students will be given extensive instruction about how marketing theory can be applied to sports. An interdisciplinary approach will be used to teach students how to deal with real-world sports marketing issues. Some of the topics that will be covered include: the scope of the sports marketing industry; why corporations want to sponsor sports; why sports teams and organizations need corporate sponsors; how sports organizations engage
in cause-related marketing; understanding sport consumers; how to target specific groups of fans; how to brand your sports organization; how to create and implement and evaluate sports marketing campaigns; and how to use a marketing perspective to develop and manage a sports venue. The course provides a foundation for entry into middle level marketing and management positions in sports-related industries.

MKTG 582-21 Integrated Digital Advertising: CRN 31001
5/22/17-6/29/17; Wednesdays: 06:30 pm-09:40 pm; School of Business Room 220
1.5 Credit Hours
Dr. Mann

Prerequisite(s): MKTG 561 and MKTG 562.

Consumers crave uninterrupted connectivity and accessibility across devices and mediums. It offers marketers a unique opportunity to utilize the synergistic capabilities of devices to target audiences across media and provide rich and unified experiences of connectivity and accessibility to meet advertiser integrated marketing communication goals. This course is designed to provide fundamental knowledge, tools, and entities underlying the mechanics of digital advertising including optimizing on demand ad formats – display, video, text across digital devices, digital ad placement, programmatic buying systems (DSP, DRM) and tools and strategies for ad retargeting. It provides an introduction to the various tools, technology, and entities in digital advertising.