



UNC's Regional Course Descriptions

Analyzing Environments

Analytical Tools for Decision Making

- Objective: To use basic statistical tools and interpret results to solve practical managerial problems.
- Skills/knowledge learned: Data analysis, estimation, hypothesis testing, multiple regression, time series, decision analysis, and Monte Carlo simulation using Microsoft Excel, including TreePlan and Crystal Ball add-ins.
- Teaching methods: Readings and problems prepare you for class discussions.

Financial and Managerial Accounting

- Objective: To gain insight into a company's economic health, profitability and viability by understanding, interpreting, and analyzing the company's financial statements and disclosures. Also, to understand how effective managers use financial reports in decision-making, planning, controlling and evaluating.
- Skills/knowledge learned: Accounting processes for translating economic events and transactions into basic financial statements: balance sheet, income statement and cash flow statement. Also, techniques for making effective decisions using a wide range of accounting information in different situations.
- Teaching methods: Business case studies prepare you for class discussions.

Strategic Microeconomics

- Objective: To grasp microeconomic concepts affecting corporate strategy, such as demand and supply analysis, production and cost optimization, game theory, entry and exit strategy, hold-up problems, and auctions.
- Skills/knowledge learned: Microeconomic tools and concepts used to analyze business problems, such as how much of a product (or service) to make, what to charge, which production inputs should be used, and where to locate.
- Teaching methods: Lectures and in-class discussions of Harvard cases, including Airborne Express, Ethyl Corporation, Film Production, and EBay.

Macroeconomics: The Global External Environment

- Objective: To understand basic macroeconomic concepts that affect business decisions, such as interest rates and exchange rates.
- Skills/knowledge learned: Analysis and interpretation of the business impact of domestic and international events, issues, and government policies.
- Teaching methods: Lectures and in-class discussions of current economic issues reported in publications such as *The Economist* and *The Wall Street Journal*.

Building Strategies

General Management and Strategy

- Objective: To make fast and good business strategy decisions.
- Skills/knowledge learned: Analysis, integration, decision making and communication.
- Teaching methods: Dialogue, discussion and case analysis.

Technology in Business Innovation

- Objective: To gain a strategic perspective of information technology management, including current trends and best practices, and to understand how technology can be used in competitive positioning.
- Skills/knowledge learned: Processes for innovation and R&D spending, recent trends in technology and potential impact, and new business models: value nets, customer relationship management, third- and fourth-party outsourcing.
- Teaching methods: Combination of theory-lecture and case-based discussion.

Mergers and Acquisitions

- Objective: To gain insight into the financial and strategic challenges related to mergers, acquisitions and other types of restructuring.
- Skills/knowledge learned: Overview of entire merger and acquisition process, integration and reinforcement of strategy and finance concepts, multiple valuation approaches with Excel models, applied regression analysis, corporate governance, international deals, and post-merger integration.
- Teaching methods: Lecture, case discussions tied closely with 3-4 real time, applied M&A group projects and several guest speakers from acquisitive companies and investment banks.

Shaping Leaders

Ethical Aspects of Management

- Objective: To examine ethical issues and dilemmas that confront managers.
- Skills/knowledge learned: Decision-making and leadership skills to resolve ethical issues involved in business management.
- Teaching methods: Lecture, in-class discussion, and projects incorporating analyzing business cases and writing recommendation briefs.

Negotiations

- Objective: To learn basic skills and approaches that can significantly improve your chances of success in a negotiation.
- Skills/knowledge learned: Analyzing your negotiation style and modifying it; dealing with strong emotions; understanding the other side's perspective; maximizing your bargaining power; employing principled bargaining techniques; choosing tactics; and evaluating negotiations.
- Teaching methods: Lecture with practice at work and home. You will evaluate your progress in a journal that you will share, in strict confidence, with your instructor.

Values-Driven Leadership

- Objective: To understand the basic leadership skills needed for a lifetime of leadership excellence.
- Skills/knowledge learned: Basic leadership skills of creating a vision, aligning the organizational team, and motivating the team to fulfill the vision.
- Teaching methods: While leadership theory will be discussed, the focus will be on the actions, philosophies and values of real leaders like Herb Kelleher (Southwest Airlines) and Jack Welch (General Electric).