



UNC's Regional Course Descriptions

Analytical Tools for Decision Making

- Objective: Understand how to think about uncertainty and learn how to use basic statistical tools and interpret results to solve practical managerial problems.
- Skills/knowledge learned: Data analysis, sampling and estimation, hypothesis testing, multiple regression and decision analysis.
- Teaching methods: Readings and problems prepare you for class discussions. You will apply what you learn through a Monte Carlo simulation using Microsoft Excel, including TreePlan and Crystal Ball add-ins.

General Management and Strategy

- Objective: Develop an understanding of the general management role, in terms of strategic thinking and effective performance.
- Skills/knowledge learned: Strategic management; integration of functional knowledge, behavioral concepts and analytical tools from other OneMBA courses; how to formulate and implement competitive strategies within organizations; competitive strategies; and individual and team analytical, communication and decision-making skills for addressing integrative, strategic issues.
- Teaching methods: Readings, lecture, in-class discussion and case analysis.

Financial Accounting

- Objective: Learn to gain insight into a company's economic health, profitability and viability by understanding, interpreting and analyzing the company's financial statements and disclosures. Develop understanding of how financial statements are impacted by financial events.
- Skills/knowledge learned: How to prepare, understand, and analyze financial statements and formulate decisions using financial information. Also, how to analyze economic transactions and infer their impact on the organization and its financial statements.
- Teaching methods: Readings, lecture, class discussion, in-class exercises, individual and group problem sets, and case analysis.

Managerial Accounting

- Objective: Build understanding of more difficult financial accounting topics, including bonds, leases, deferred taxes, mergers and acquisitions and foreign currency. In addition, explore how financial information can be accumulated, processed, reported and analyzed for managers inside an organization to create value.
- Skills/knowledge learned: Techniques for making effective decisions using a wide range of accounting information in different situations. Also activity-based

costing/activity-based management, transaction analysis, and the effect of foreign currency fluctuations and hedging on financial statements.

- Teaching methods: Lecture, discussion, problem sets, case analysis, and group work.

Information Technology for Global Business

- Objective: Study current trends and best practices for how information technology (IT) is used to manage, control, and contribute to the global firm.
- Skills/knowledge learned: How to manage the IT function of a global enterprise, as well as insights into how recent technology trends, such as social networking and the cloud, are impacting management practice.
- Teaching methods: Readings, lecture, case analysis and in-class discussion.

Business Ethics

- Objective: Examine ethical analysis and decision-making in global business to strengthen ethical awareness, judgment and action.
- Skills/knowledge learned: How to recognize business ethical dilemmas and resolve them in ways that are, hopefully, acceptable to you, your company, and its stakeholders. Also, how to develop “ethical agility” to address ethical issues in a global economic environment.
- Teaching methods: Readings, in-class discussion, ethical dilemma analysis, case study analysis, and reaction paper.

Macroeconomics

- Objective: Explore major economic factors and relationships most relevant to today’s business decisions, focusing on how the current economic environment impacts companies and individuals.
- Skills/knowledge learned: How economic factors, such as aggregate demand, employment, and labor productivity, affect foreign currency and lending markets.
- Teaching methods: Readings, lectures, individual and team assignments, and in-class discussions of current events in the global economy.

Strategic Microeconomics

- Objective: Learn fundamental microeconomic concepts and how to apply them in real business situations. Also learn systematic ways to evaluate many types of problems.
- Skills/knowledge learned: Factors that determine market demand and supply and how economists model markets; consumer choice and behavioral economic theories; production and cost analysis; underlying economics of market structures and pricing behavior, including competitive and not-so-competitive markets; government regulation and its economic impact; strategic firm behavior, including basic game theory, entry and deterrence, and collusion and cooperation.
- Teaching methods: Readings, lectures, class discussion, and individual and group problem sets.

Mergers and Acquisitions

- Objective: 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: Readings, cases, projects and lectures will integrate theory and practice from your finance, strategy, economics, statistics and accounting courses.

Negotiations

- Objective: Gain a broad understanding and practice the application of negotiation concepts, principles and theories that are supported by scientific research.
- Skills/knowledge learned: Learn and apply theoretical frameworks to various negotiations scenarios. Explore how negotiations can lead to more effective decision making and promote a professional image.
- Teaching methods: Readings, in class exercises and discussions, and a reflection journal to self-evaluate negotiation experiences both inside and outside of class.

Values-Driven Leadership

- Objective: Explore the skills needed to establish a vision, align an organizational team, and motivate/inspire a team to fulfill a vision.
- Skills/knowledge learned: Attributes of successful/unsuccessful leaders; leadership functions and motivation theories; keys to leadership success; how to use corporate values as a competitive advantage; transformational leadership; the difference between values and objectives; and building collaborative relationships.
- Teaching methods: Class discussion, case analysis, role-play exercises, and development of a personal implementation plan.

Management Communication (Writing and Presenting)

- Objective: Strengthen writing and presentation skills for more effective communication and personal branding.
- Skills/knowledge learned: Business writing organization, accessibility, conciseness, clarity, tone and page design. Presentation content selection, organization, visual aid design and presentation style.
- Teaching methods: Readings, individual revisions of business writing, and in-class presentations to an audience of your peers and a presentation coach who will provide feedback.

Team Effectiveness and Process

- Objectives: Explore issues related to providing and receiving feedback in a team environment. Also learn how to deliver higher-quality written performance reviews.

- Skills/knowledge learned: How to give and receive constructive feedback with local team members; strengthen emotional intelligence by reflecting on team effectiveness and feedback.
- Teaching methods: Readings, electronic discussion boards, and individual feedback from teammates and the professor.