



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.

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.

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.

Global 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.

Management Communication

- 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 based on faculty and peer review, and in-class presentation to an audience of your peers and a presentation coach who will provide feedback.

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.

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.