

# SUMMER 2017 COURSE OFFERINGS

Please see the descriptions below for the Foster MBA Summer Quarter elective course offerings. To request a space in a class, please email [mbaregis@uw.edu](mailto:mbaregis@uw.edu). We will begin taking requests for summer courses on Monday, April 3, 2017 at 8:00am. Class requests will be processed on a first-come, first-served basis. Early requests are discarded.

**NOTE: The Deadline to request summer courses is June 9, 2016.**

## ENTRE/FIN 557 A/B – ENTREPRENEURIAL FINANCE (4 CREDITS)

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|------------------------|-------------------------------|
| <b>INSTRUCTOR:</b>     | Lance Young                   |
| <b>CLASS MEETS ON:</b> | Tuesdays, June 20 – August 15 |
| <b>TIMES:</b>          | 6:00 – 9:30 pm                |
| <b>ROOM:</b>           | PACCAR Hall, Room 394         |
| <b>PREREQUISITE:</b>   | BA 500 or FIN 502             |

### Course Description:

Analyzes the unique financial issues facing entrepreneurial firms. Topics include assessing financial performance, financial forecasting and planning, financial management of rapidly growing businesses, start-up ventures, valuation, sources of financing, venture capital, initial public offerings, and the decision to harvest.

For more detail, see the [Summer 2016 syllabus](#).

## MKTG 511 A/B – BUSINESS-TO-BUSINESS MARKETING (4 CREDITS)

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|------------------------|--------------------------------|
| <b>INSTRUCTOR:</b>     | Rob Pollack                    |
| <b>CLASS MEETS ON:</b> | Thursdays, June 22 - August 17 |
| <b>TIMES:</b>          | 6:00 – 9:30 pm                 |
| <b>ROOM:</b>           | PACCAR Hall, Room 394          |
| <b>PREREQUISITE:</b>   | BA 500 or MKTG 501             |

### Course Description:

In this course, you will learn:

- A market driven approach to B2B | It's about the customer
- How to create value for enterprise customers
- Product line management | Pricing | Channel strategy
- Marketing communications | Customer experience
- Content marketing and social media in B2B...YES in B2B
- Customer satisfaction to customer retention to loyalty

For more detail, see the [Summer 2016 syllabus](#).

## ACCTG 579 B/C – EXAMINING CORPORATE FRAUD (2 CREDITS)

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|------------------------|--------------------------------------|
| <b>INSTRUCTOR:</b>     | <b>Nancy Pasternack</b>              |
| <b>CLASS MEETS ON:</b> | <b>Wednesdays, June 21 - July 19</b> |
| <b>TIMES:</b>          | <b>6:00 – 9:30 pm</b>                |
| <b>ROOM:</b>           | <b>PACCAR Hall, Room 394</b>         |
| <b>PREREQUISITE:</b>   | <b>BA 502 or ACCTG 500</b>           |

### Course Description:

Learn how successful managers can prevent and respond to fraud schemes in the workplace to protect their companies, employees, shareholders and certainly their own career. This class covers the following:

- Regulations and expected compliance with which managers should be familiar.
- Hear real life stories from an investigations practitioner that will shock and surprise you, but most importantly, educate you on how to best protect your concerns.
- Cover frauds often committed by employees, customers and vendors as well as manipulation of financial statements by management.
- Look at many corruption schemes that you may encounter, particularly for those working at global companies.
- Learn about industry specific issues such as those found in banking, health care and construction so that this class can support you for years to come no matter where you work.

For more detail, see the [Spring 2016 syllabus](#).

## MGMT 579 A/B – LEADING ACROSS CULTURES (2 CREDITS)

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|------------------------|--|
| <b>INSTRUCTOR:</b>     | <b>Michael Johnson</b>                 |
| <b>CLASS MEETS ON:</b> | <b>Wednesdays, July 26 - August 16</b> |
| <b>TIMES:</b>          | <b>6:00 – 9:30 pm</b>                  |
| <b>ROOM:</b>           | <b>PACCAR Hall, Room 394</b>           |
| <b>PREREQUISITE:</b>   | <b>None</b>                            |

### Course Description:

In the not-so- distant past, only a small percentage of managers in organizations needed the knowledge and skills to lead employees from cultures other than their own. Today, however, virtually every manager will need these skills at some point, and some will make their careers on them. With a burgeoning global market, increased expatriate assignments, and technologies that allow people to work together virtually, it is vital that managers learn how to lead across cultures. This course approaches the subject from an organizational behavior perspective, focusing on the psychology of cross-cultural relationships. Topics covered include cultural differences, cross-cultural collaboration, negotiating across cultures, and global leadership.

For more detail, see the [Summer 2017 syllabus](#).