

SUMMER 2021 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. **We will begin taking requests for summer courses on Monday, April 12, 2021 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 Quarter courses is June 11, 2021.

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

INSTRUCTOR:	Lance Young
CLASS MEETS ON:	Tuesdays, June 22 - August 17
TIMES:	6:00 - 9:30pm
ROOM:	Remote Learning
PREREQUISITE:	BA 500 or FIN 502

Course Description:

This is an advanced finance course that seeks to provide students with an understanding of the issue financial issues facing entrepreneurs. Part I of Entrepreneurial Finance covers what might be called “small business survival skills,” including assessing financial performance, financial planning, identifying external financing needs and business valuation. Part II of the course will address the issues and challenges associated with one common source of financing for entrepreneurial enterprises: venture capital. In particular, we will analyze the terms and provisions of typical venture capital agreements, critically evaluate them, and examine how they can be used to address the underlying risks and opportunities facing entrepreneurs and venture capitalists. We will also examine the structure of venture capital organizations and the issues associated with initial public offerings.

For more details, see the [Autumn 2020 syllabus](#).

FIN 558 A/B – MERGERS & ACQUISITIONS (4 CREDITS)

INSTRUCTOR:	Lance Young
CLASS MEETS ON:	Thursdays, June 24 - August 19
TIMES:	6:00 - 9:30pm
ROOM:	Remote Learning
PREREQUISITE:	BA 500 or FIN 502

Course Description:

This is an advanced finance course that seeks to provide students with an understanding of the processes and issues involved with business combinations, commonly referred to as “mergers and acquisitions”. This course will cover all aspects of the merger and acquisition process from valuation, negotiation, structuring and closing the deal, to merger integration.

For more details, see the [Winter 2020 syllabus](#).

FIN/OPMGT 579 A/B – RISK: MANAGEMENT, MEASUREMENT, AND LEADERSHIP (2 CREDITS)

INSTRUCTOR:	Russell Walker
CLASS MEETS ON:	Mondays, July 26 - August 16
TIMES:	6:00 - 9:30pm
ROOM:	Remote Learning
PREREQUISITE:	BA 502 or OPMGT 502

Course Description:

This course will present management tools and frameworks to understand and identify risk in various enterprise settings. Emphasis will be placed on how to improve a firm's risk position, and how to adapt an organization to deal with risk, from suppliers, customers, operational disruptions, imposed and unexpected regulation, and from digital interference. Cases are used to highlight and exercise the key concepts and frameworks in the course.

For more details, see the [Summer 2020 syllabus](#).

MGMT 509 A/B – GLOBAL STRATEGY (2 CREDITS)

INSTRUCTOR:	Kevin Steensma
CLASS MEETS ON:	Wednesdays, June 23 - July 21
TIMES:	6:00 - 9:30pm
ROOM:	Remote Learning
PREREQUISITE:	None

Course Description:

This course is intended to help you develop a better understanding of the global environment in which businesses compete. In a global economy, managers need to develop a broad vision and an organization that can operate and compete effectively worldwide. This requires an appreciation of the various relationships that need to be managed including those with national governments and cross-border partners, as well as those between headquarters and international operations.

This course will give you a broad overview of many of the issues that managers face including globalization trends, government-multinational firm relations, country risk, entry modes, cross-border collaborative challenges, and various strategies and organizational structures. To accomplish our learning goals, we will combine multiple learning aids including simulations, case analyses, and discussions.

For more details, see the [Summer 2021 flyer](#).

MGMT 579 A/B – CORPORATE GROWTH STRATEGIES: BUILD, BORROW, BUY (2 CREDITS)

INSTRUCTOR:	David Sirmon
CLASS MEETS ON:	Wednesdays, July 28 - August 18
TIMES:	6:00 - 9:30pm
ROOM:	Remote Learning
PREREQUISITE:	BA 501 or MGMT 502

Course Description:

This course will focus on the three primary growth strategies summarized with the Build, Borrow, Buy idea. Here we dive deeply each based on case studies and academic research. We also spend time setting corporate strategy against business-level strategy as well as developing an appreciation for how critical stakeholders view each strategy.

For more details, see the [Summer 2021 flyer](#).

MKTG 579 A/B – CONSULTATIVE SELLING (2 CREDITS)

INSTRUCTOR:	Karl Uselman
CLASS MEETS ON:	Mondays, June 21 - July 19
TIMES:	6:00 - 9:30pm
ROOM:	Remote Learning
PREREQUISITE:	BA 500 or MKTG 501

Course Description:

This course is designed to introduce you to the field of consultative selling and business development. The goal of the course is to provide you with a practical understanding of the sales process, and practices and processes used by sales consultants. We will specifically focus on:

- Learn how to sell using a proven consultative selling framework
- Learn how to align with customer's needs, values, and objectives
- Learn how to qualify opportunities, and determine if you should invest your time and resources with a prospective client
- Learn how to solution and package a solution that fits the client's needs
- Learn techniques to improve your presentations and proposals
- Learn how to win more business
- Learn how to be more persuasive

For more details, see the [Summer 2020 syllabus](#).