

SUMMER 2023 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 10, 2023 at 8:00 am.** 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 9, 2023.

FIN 551 A/B – PROBLEMS IN BUSINESS FINANCE (4 CREDITS)

INSTRUCTOR:	Lance Young
CLASS MEETS ON:	Wednesdays, June 21 – August 16
TIMES:	6:00 - 9:30pm
ROOM:	PCAR 391
PREREQUISITE:	BA 500 or FIN 502

Course Description:

This is an advanced finance course that deals with select problems in finance. In particular, we will cover:

- Advanced valuation techniques
- Capital Structure: Debt versus Equity choices
- Initial Public Offerings
- Corporate Restructuring
- Business Combinations
- Leveraged Buyouts
- Payout Policy
- Market for Corporate Control

To do so, we will make extensive use of a specialized set of diagrams called the Firm Schematic to visualize how financial decisions impact and are impacted by the risks the firm faces along with its assets, value chain, employees, suppliers, rivals, customers, and threats of industry entry.

For more details, see the [Summer 2022 syllabus](#).

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

INSTRUCTOR:	Lance Young
CLASS MEETS ON:	Tuesdays, June 20 - August 15
TIMES:	6:00 - 9:30pm
ROOM:	PCAR 391
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 [Spring 2023 syllabus](#).

IBUS 579 A/B / MKTG 579 C/D – THE SUSTAINABLE COMPANY (2 CREDITS)

INSTRUCTOR:	Elizabeth Stearns
CLASS MEETS ON:	Thursdays, June 22 – July 13
TIMES:	6:00 – 9:30 pm
ROOM:	PCAR 291
PREREQUISITE:	BA 500 or MKTG 501

Course Description:

Consider this question from Paul Polman, former CEO of Unilever, “Is the world better off because your business is in it?” Consider, also, companies who say they want to be 50% carbon free by 2030- but that also means that 50% is not carbon free. Climate change affects all aspects of a company. Managers’ lives are upside down trying to link profits to progress and CO2 reduction. Science based targets must go hand in hand with Shareholder targets. Many managers have the desire and even requirement to make a difference in their business but are unsure how.

Using the model from Chris Laszlo’s book, The Sustainable Company, students are given a process to apply to their own company journey. This course will also leave participants with methods and approaches which are critical to analysis and understanding, regardless of the discipline or category. We will cover a shift from Shareholder focus to Stakeholder focus, UNSDG’s, Trade off models looking at externalities, ESG & others.

This 2-credit course in Sustainability begins with Foundation/Framework, covers the Circular Economy, and will help students curate skills in examining critical goal setting and measurement to include Sustainability in the firm. We do this through the lens of an interactive case, readings, & experts. The class is intended to be discussion based with a participatory environment.

This class will also be useful for Case Analysis as part of any MBA class.

For more information, see the [flyer](#).

MGMT 579 - POWER AND STATUS DYNAMICS IN THE WORKPLACE (4 CREDITS)

INSTRUCTOR:	Elijah Wee
CLASS MEETS ON:	Mondays & Wednesdays, June 21 – July 19
TIMES:	6:00 – 9:30 pm
ROOM:	PCAR 293
PREREQUISITE:	None

Course Description:

Unfortunately, talented leaders who do not fully appreciate power and status dynamics in their organization often face rejection, regardless of the quality of their initiatives and ideas. Organizations are political environments that can hinder as well as help you. This elective is for those of you who are interested to make things happen for yourself and others in the workplace, despite the obstacles of being powerless or less respected that stand in your way. You will learn concepts useful for understanding power and status in organizations and develop your own personal pathway to these two important social currencies.

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

INSTRUCTOR:	Karl Uselman
CLASS MEETS ON:	Thursdays, July 20 – August 17
TIMES:	6:00 - 9:30pm
ROOM:	PCAR 291
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 2022 syllabus](#).