

MBA 6004 Finance for Managerial Decision Making

Workflow Curriculum Modification - Course Change

Please verify your answers to the previous questions before clicking **Submit Request at the bottom of the page.**

1. Proposed course prefix and number:

MBA 6004

2. Proposed credit hours:

3

3. Proposed course title:

Finance for Managerial Decision Making

4. Proposed course prerequisites:

Prior finance undergraduate junior level equivalent course or MBA entry basic course similar to WMU FIN 6020.

5. Proposed course corequisites:

None

6. Proposed course prerequisites that may be taken concurrently (before or at the same time):

None

7. Minimum grade for prerequisites (default grades are D for Undergrad and C for Grad):

None

8. Major and/or minor restrictions:

Include

9. List all the four-digit major and/or minor codes (from Banner) that are to be included or excluded:

ACTM, MBAM, MBBM, MBFM, MBGM, MBHM, MBIM, MBKM, MBSM

10. Classification restrictions:

Not Applicable

11. List all the classifications (freshman, sophomore, junior, senior) that are to be included or excluded:

none

12. Level restriction:

Include

13. List the level (undergraduate, graduate) that is to be included or excluded.

GR

14. Do prerequisites and corequisites for 5000-level courses apply to undergraduates, graduates, or both?

Not Applicable

15. Is this a multi-topic course?

No

16. Proposed course title to be entered in Banner:

FIN for MGR Decision Making

17. Is this course repeatable for credit?

No

18. Is this course mandatory credit/no credit?

No

19. Select class type:

Lecture/Lab/Discussion

20. How many contact hours per week for this course?

3

A. Please choose Yes or No to indicate if this class is a Teacher Education class:

No

B. Please choose the applicable class level:

Graduate

C. Please respond Yes if this is a current general education course and/or a course being submitted for the new WMU Essential Studies program. Please respond No if it is neither.

No

D. Explain briefly and clearly the proposed improvement.

Re-engineer the MBA curriculum at Western Michigan University to provide entry and middle level managers skills and knowledge that advance their careers through (1) credit for life experiences, (2) skill-based curricula, i.e. every course provides skills that can be immediately applied in professional life, and (3) hybrid/hyflex/online courses that maintain benefits of live relationships and interaction, but reduce the time required to be on-campus.

E. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.).

Popularity of the traditional MBA is shrinking. Between 2014 and 2018, the number of accredited full-time M.B.A. programs in the U.S. shrank 9% to 1,189, with schools reporting 119 fewer two-year degrees in the most recent survey by the Association to Advance Collegiate Schools of Business. For the second consecutive year, even the highest ranked business schools in the U.S. are beginning to report significant declines in M.B.A. applications and the worse is yet to come, with many M.B.A. programs experiencing double-digit declines. About 10% to 20% of the top 100 M.B.A. programs in the U.S. will likely close in the next few years, with even greater fallout among second- and third-tier schools. On-line and specialized skills (credentials) are increasing. Shorter and more-flexible graduate business degrees have proliferated. Specialized subjects like data analytics are growing at 16%, on-line MBA programs have doubled in the last six years. Enrollment in the MBA program at WMU overall has declined 31% from its peak in fall 2010 to fall 2018. Main campus enrollment was down 30.9% and enrollment at regional sites was down 42.1%.

F. List the student learning outcomes for the proposed course or the revised or proposed major, minor, or concentration. These are the outcomes that the department will use for future assessments of the course or program.

MBA 6004 is a course designed to present finance theory and tools usage by business organizations. The topics promote how a business creates value through decision making thought and practices. Correct usage of the decision making theory and practices help the firm achieve corporate goals and sustainability. Upon successful completion of MBA 6004 the student, individually or as a team member, will be able to:

- 1) Apply financial theory and concepts to cases and problems in corporate financial management
- 2) Use appropriate quantitative analytical techniques including Excel spreadsheets
- 3) Conduct basic corporate risk analysis
- 4) Make decisions regarding working capital management and funds management
- 5) Plan capital budgeting for the corporation
- 6) Apply and assess appropriate valuation theories
- 7) Apply all financial tools above develop a coherent analysis of a business problem

G. Describe how this curriculum change is a response to student learning assessment outcomes that are part of a departmental or college assessment plan or informal assessment activities.

This curriculum change is a result of research into market trends and the needs of business professionals and hiring organizations. Specific Learning Goals that will be assessed in the new program includes: 1. Students will be knowledgeable about and be able to put into practice

effective Leadership Skills 2. Students will be knowledgeable about and be able to put into practice effective Communication Skills 3. Students will gain knowledge and be proficient in Strategic Decision Making by gaining an understanding of data analysis, functional business areas and the ability to develop strategic plans for business.

H. Effect on other colleges, departments or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution. Demonstrate that the program you propose is not a duplication of an existing one.

N/A

I. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.

This course allows students to meet the requirements of the new MBA core.

J. Effects on enrolled students: are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students' time. If a required course will be offered during summer only, provide a rationale.

There will be no effect on students meeting the graduation requirements.

K. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students?

Our anticipated audience are our current Haworth College of Business graduate students as well as other graduate students at WMU. In the short-term, we do not anticipate any significant change in demand for this course.

L. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? How often will course(s) be offered? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.)

There is no expected change in departmental or university resources.

M. With the change from General Education to WMU Essential Studies, this question is no longer used.

For courses requesting approval as a WMU Essential Studies course, a syllabus identifying the student learning outcomes and an action plan for assessing the student learning outcomes must be attached in the Banner Workflow system.

Not Applicable

N. (Undergraduate proposals only) Describe, in detail, how this curriculum change affects transfer articulation for Michigan community colleges. For course changes, include detail

on necessary changes to transfer articulation from Michigan community college courses. For new majors or minors, describe transfer guidelines to be developed with Michigan community colleges. For revisions to majors or minors, describe necessary revisions to Michigan community college guidelines. Department chairs should seek assistance from college advising directors or from the admissions office in completing this section.

Not applicable

O. Current catalog copy:

N/A - this is a new course.

P. Proposed catalog copy:

MBA 6004 Finance for Managerial Decision Making

This course will focus on a contemporary study of issues and problems in Financial Management that enhances the skills of managers to develop understand and apply analytical tools for decision making. Managers should be able to apply tools and techniques in short-term financial management, cash and funds budgeting, capital budgeting, pricing of capital, capital structure and international finance. Application of financial programs and Excel on problems and case studies will be utilized.

Prerequisite:

Prior finance undergraduate junior level equivalent course or MBA entry basic course similar WMU FIN 6020.

Credits: 3 hours Restrictions Enrollment in HCOB graduate business courses requires admission to the MBA or MSA program or the approval of the Director of Graduate Business Programs.

Notes: Open to Graduate students only.

When Offered: Fall, Spring, Summer 1, Summer 2

Western Michigan University
Haworth College of Business
Department of Finance and Commercial Law

MBA 6004 Finance for Managerial Decision Making
Master Syllabus

MBA Program Goal

The Master of Business Administration (MBA) is a flexible program designed to provide upwardly mobile business professionals and qualified international students with the skills and knowledge to advance in their careers through experiential learning in various delivery formats. The program seeks highly motivated college graduates who will bring their personal values, experiences, and interests to the classroom.

The MBA Program design is to meet its overall objective and specific learning goals.

Overall Objective:

To provide entry and middle level managers the skills and knowledge to advance in their careers through experiential learning in a hybrid format.

Specific Learning Goals:

- 1) Students will be knowledgeable about and be able to put into practice effective Leadership Skills
- 2) Students will be knowledgeable about and be able to put into practice effective Communication Skills
- 3) Students will gain knowledge and be proficient in Strategic Decision Making

Course Description

This course will focus on a contemporary study of issues and problems in Financial Management that enhances the skills of managers to develop understand and apply analytical tools for decision making. Managers should be able to apply tools and techniques in short-term financial management, cash and funds budgeting, capital budgeting, pricing of capital, capital structure and international finance. Application of financial programs and Excel on problems and case studies will be utilized.

Prerequisite:

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Possible Texts:

Corporate Finance 12th Edition, by Ross, Westerfield and Jaffe, McGrawHill Publishing, 2019.

Financial Management: Theory & Practice, 15th Edition by Eugene F. Brigham and Michael C. Ehrhardt, Cengage Publishing 2017.

Corporate Finance: Linking Theory to What Companies Do 3rd edition, by John Graham, Scott Smart and William Megginson, Thompson One.

Supplements:

- a. Case study materials
- b. Wall Street Journal (financial and business news)
- c. Connect / Learn Smart
- d. Excel (and Financial calculator)

COURSE GOALS:

Upon successful completion of MBA 6004, the student will be able to:

- 1) apply financial theory and concepts to cases and problems in corporate financial management
- 2) use appropriate quantitative analytical techniques including Excel spreadsheets
- 3) conduct basic corporate risk analysis
- 2) make decisions regarding working capital management and funds management
- 3) plan capital budgeting for the corporation
- 4) apply and assess appropriate valuation theories
- 6) apply all financial tools above develop a coherent analysis of a business problem

Grading Policy

Each instructor will specify the grading policy based on the course coverage.

Assignments

Each instructor will specify the number of type of cases and other assignments (homework, readings, Excel spreadsheets, etc.) required for completion. Each section of the course should have at least two cases to demonstrate effect use of managerial decision making in a finance context.

Attendance Policy: Specified by each instructor.

Incomplete Grade Policy: University policy to be listed or linked.

Academic Honesty: University policy to be listed or linked.

Sample Course Coverage: Case usage in addition to sample items below.

Session 1	Ch. XX	Financial Markets, efficiency and implications Financial Cash flow Analysis - modelling cash flows
Session 2	Ch.XX	Working Capital Analysis
Session 3 Analysis	Ch. XX	Working Capital Analysis /Funds Analysis – Cash forecasting, Loan
Session 4	Ch. XX	Security Types and Issuance – Raising Capital
Session 5	Ch. XX	Valuation Methods and Models
Session 6	Ch. XX	Capital Investment Rules; NPV, IRR and Others

Session 7		Mid-Term examination
Session 8	Ch. XX	Capital Investment Rules; NPV, IRR and Others /Capital budgeting cash flows – apply Excel spreadsheet tools
Session 9	Ch. XX	Capital budgeting cash flows – apply Excel spreadsheet tools
Session 10	Ch. XX	Cost of Capital
Session 11	Ch. XX	Cost of Capital /Capital Structure
Session 12	Ch. XX	Capital Structure
Session 13	FINAL EXAMINATION	