

Summer 2019 New & Interesting Courses to Consider

ENV 603 Employee Experience

Prerequisite(s): None

Notes: This course may be used in the Leadership Concentration in the MBA. It may also be used as an MBA unrestricted elective or an outside elective for certain MS degree programs. This is a six week online course which runs July 15-August 25 with synchronous meetings, Wednesday, July 17, 31, August 14 and 21, 7:30-9pm.

Organizations constantly are seeking to engage employees in a way that stimulates their willingness to work by rewarding (or punishing) them for their performance. While companies have traditionally focused on salary and benefits as a way of keeping this engagement, such an approach does not always work. In fact, focusing on financial benefits can have the opposite effect of reducing loyalty and engagement to the organization overall. This course will examine the concept of employee experience, and more generally experience design, as it relates to developing workplace practices and organizational cultures. We will explore the benefits of making employee experience a key part of organizational strategy, and linking it to other concepts like customer experience. Students will take away a range of approaches related to designing and implementing an employee experience philosophy and strategy, and the social science foundations of these approaches.

ETH 700 Ethical Issues in Corporate Life

Prerequisite(s): None

Notes: This course may be used in the Leadership Concentration in the MBA. It may also be used as an MBA unrestricted elective or an outside elective for certain MS degree programs. This is a six week online course which runs June 3-July 14 with synchronous meetings, Thursday, June 6 and 20, and July 11, 7:30-9pm.

This course introduces principles and logics of ethical thinking and applies these to individuals, teams, situations and models for personal and business decision-making. It explores and analyzes business ethics issues relating to the nature of the corporation, work in the corporation, the corporation and society, and the development of corporate culture. The course provides a conceptual and systematic study of ethics in an effort to develop consistent criteria for individual, leadership and business ethics decision-making.

GR 735 Corporate Immersion

Prerequisite(s): GR 523. Not open to students who took MK 735.

This course fulfills the requirement for Full-Time MBA and MSMBA students. It may be used as an unrestricted elective or an elective in the Marketing concentration in MBA programs and as a Marketing elective for MSMA students. This is a ten week hybrid course with no classroom. Classes meet Monday evenings and students participate remotely.

Corporate Immersion courses focus on solving current business problems with company management. Emphasizes the use of multidisciplinary skills to identify, define and solve complex issues within the firm. The course covers multiple topics, including finance, accounting, management, marketing, technology and the law. Helpful to understand technology and cultural idioms. Involves significant group work and the ability to meet tight deadlines. Deliverables may be sequential, but often unrelated and with frequent changes throughout the semester. Students need immense curiosity, ability to research, search capability, and experience investigating multiple industries. The course emphasizes the ability to use both written and oral skills in formal business presentations to top management. It requires the ability to defend analyses and recommendations under pressure and strict time constraints. The course mirrors working conditions and expectations of corporate partners' employees.

MG 647 Leading Effectively in Global Business Environments

Pre-requisite(s): None

Notes: This course may be used as a Management elective in the Management or Leadership Concentration in the MBA. It may also be used as an MBA unrestricted elective or an outside elective for certain MS degree programs. This intensive course is offered Tuesday, May 28- Saturday, June 1, 9am-5pm and has a pre-session Friday, May 17, 5:30-7:30pm.

This one-week intensive course uses a combination of expert-led classroom discussions and plant visits to examine the challenges and best practices of managing in today's global business environment. Company visits, case studies and dialogue with senior managers and scholars provides the setting for studying global organizational systems, processes and practices. The course stimulates critical thinking and insight into global management issues such as virtual team leadership, strategic alignment, open innovation, accelerating development, and integrating projects across multinational lines. As a partnership program of Bentley, University of São Paulo, and Fundação Instituto de Administração in Brazil the course is open to graduate students from the three universities. Bentley University and Brazilian students will conduct joint team projects. For more information please contact Professor Nader Asgary at nasgary@bentley.edu.