

Spring 2012
New Courses and Special Topics to Consider

FI 623 Investments

Prerequisite(s): GR525 or FI625 (pre or co-requisite)

Not open to students who took FI635 or FI640.

Note: This course may be used as an Economics and Financial Markets (EOFM), Economics of Financial Markets (EFM) or Finance (FI) concentration elective in the MBA.

This course provides fundamental knowledge in key areas of investments. In particular, the course will focus on portfolio theory, asset pricing, equity valuation, fixed income valuation and risk, and option pricing and strategies

IPM 755: Governing Complex Enterprises: Organization Design, Information Technology, and Control

Prerequisite(s): AC750 or GR610A or GS602 or Instructor Permission

Note: This course may be used as an Information and Process Management (IPM) or Information Systems and Technology (IST) Concentration elective in the MBA. This course may also be used to serve as an MBA unrestricted elective or an outside elective for certain MS degree programs.

In March 2011, HSBC had to scale back its international expansion plans because the company's enterprise architecture (organizational design, control framework, and information systems) would not support them: "Due to the bank's decentralized model, there are management overlaps and technology differences among HSBC's 6,000-plus retail branches world-wide." [Wall Street Journal 5/12/11]. How did this happen? And what could HSBC have done more effectively? Questions like these do not only apply to large business enterprises, but also to large government agencies like the Social Security Administration, non-government organizations (NGOs) like the World Bank, and virtual creative communities such as particle physicists or online game designers. This interdisciplinary course explores the issues involved in designing and governing complex organizations, focusing on 1) organizational structure (e.g., hierarchical authority), 2) governance processes (e.g., horizontal coordination), 3) external relations (e.g., outsourcing or alliances), and 4) IT-enablement (e.g., enterprise systems or e-government).

MK 799: Enhancing Creativity

Prerequisite(s): None.

Note: This course may be used as an MSMA elective and a Marketing (MKT) Concentration elective in the MBA. This course may also be used to serve as an MBA unrestricted elective or an outside elective for certain MS degree programs.

This class will focus on the nature of creativity and the creative process. Creativity is a skill that everyone has the potential to develop, but it takes practice and commitment to do so. It is also a skill that transcends traditional disciplinary boundaries. So, while this is a marketing class and many examples, activities and exercises will be drawn from the marketing domain, we will also go beyond marketing and discuss creativity in other topic areas, both within and outside the business world. We will discuss several definitions and theories of creativity, and apply these theories to enhance your own creativity. Several techniques will help you to recognize and remove barriers to creative thinking. We will apply these techniques to develop creative approaches to business and marketing cases and your own business and academic problems. The focus of this class is *individual* creativity. However, we will also discuss the pros and cons of team creativity, apply techniques to enhance team creativity and discuss how individual creativity relates to team and organizational creativity.

One-Credit Internships

Note: Students are limited to a single 1-credit internship. A 1-credit internship experience cannot be used to extend a 3-credit internship; students completing both must clearly distinguish the two in terms of work responsibility and supervision. All 1-credit internships are 500 level courses; students should consult programs guide for degree requirements.

AC 590 Internship in Accounting Practice (1 Credit)

Prerequisite(s): Nine hours of accountancy courses at the 600 level or higher

A 1-credit field-based educational experience for Bentley students with the opportunity to (1) observe management practices in the accounting area, (2) apply hands-on accounting practices and procedures learned in classes, (3) develop professional skills, (4) test

aptitude and personal preferences for various career directions, and (5) establish a basis for future professional employment. This *Internship* option is available to Bentley graduate students. Students must work a minimum of 15 hours per week for a minimum of ten weeks at an organization and position suitable for the individual student's field learning experience and complete specific requirements during their Internship. A student is limited to doing one such 1-credit internship before degree completion.

FI 590 Internship in Finance (1 Credit)

Prerequisite: Completion of four finance courses at the 600-level or higher and GPA of 3.25 overall and in required finance courses.

A 1-credit field-based educational experience for Bentley students with the opportunity to (1) observe finance practices, (2) apply and test hands-on the organizational concepts and methods learned in classes, (3) develop leadership skills, (4) test aptitude and personal preferences for various career directions, and (5) establish a basis for future professional employment. This *Internship* option is available to Bentley MSF students. Students must work a minimum of 240 hours at an organization suitable for the individual student's field learning experience, and complete specific requirements during their Internship in order to receive academic credit. A student is limited to doing one such 1-credit internship before degree completion.

FP 590 Internship in Financial Planning Practice (1 Credit)

Prerequisite(s): Six hours of financial planning (FP) courses at the 600 level or higher

A 1-credit field-based educational experience for Financial Planning students with the opportunity to (1) observe professional practices in financial planning, (2) apply hands-on financial planning knowledge learned in classes, (3) develop professional skills, (4) test aptitude and personal preferences for various career directions, and (5) establish a basis for future professional employment. This *Internship* option is available to Bentley Financial Planning graduate students. Students must work a minimum of 15 hours per week for a minimum of ten weeks at an organization and position suitable for the individual student's field learning experience and complete specific requirements during their Internship. A student is limited to doing one such 1-credit internship before degree completion.

HF 590 Internship in HFID (1 Credit)

Prerequisite: HF 700 and HF750, a 3.0 cumulative grade point average and Program Director approval.

A 1-credit field-based educational experience for HFID students with the opportunity to (1) observe human factors and user experience practices, (2) apply knowledge of human factors and user experience research methods (3) develop project management skills, (4) and explore development cultures. This *Internship* option is available to HFID graduate students. Students must work a minimum of 120 hours at an approved organization, complete reflection paper, and coordinate their performance appraisal with specified site supervisor. A student is limited to doing one such 1-credit internship before degree completion.

MG 590 Internship in Management (1 Credit)

A 1-credit field-based educational experience for Bentley students with the opportunity to (1) observe management practices, (2) apply and test hands-on the organizational concepts and methods learned in classes, (3) develop leadership skills, (4) test aptitude and personal preferences for various career directions, and (5) establish a basis for future professional employment. This *Internship* option is available to Bentley graduate students. Students must work a minimum of 200 hours at an organization suitable for the individual student's field learning experience, and complete specific requirements during their Internship, demonstrating the ability to apply and integrate business/management knowledge, in order to receive academic credit. A student is limited to doing one such 1-credit internship before degree completion.

TX 590 Internship in Tax Practice (1 Credit)

Prerequisite(s): Six hours of tax (TX) courses at the 600 level or higher

A 1-credit field-based educational experience for Bentley students with the opportunity to (1) observe professional practices in taxation, (2) apply hands-on taxation knowledge learned in classes, (3) develop professional skills, (4) test aptitude and personal preferences for various career directions, and (5) establish a basis for future professional employment. This *Internship* option is available to Bentley graduate students. Students must work a minimum of 15 hours per week for a minimum of ten weeks at an organization and position suitable for the individual student's field learning experience and complete specific requirements during their Internship. A student is limited to doing one such 1-credit internship before degree completion.