GMBA (GMBA)

GMBA 401A. Language of Management I. 3 Units.
Students must understand the way business communicates through financial and management accounts. This theme explores the fundamentals of accounting and finance and includes mastery of concepts in finance relating to valuation and risk management. Prereq: Must be enrolled in the Global MBA program.

GMBA 401B. Language of Management II. 3 Units.
Students must understand the way business communicates through financial and management accounts. This theme explores the fundamentals of valuing stocks and bonds, capital markets and risk management and includes mastery of concepts in finance relating to capital budgeting. Prereq: Must be enrolled in the Global MBA program.

GMBA 401C-1. Language of Management III. 1.5 Unit.
Students will enhance prior knowledge by learning and applying concepts of shareholder value. Proper budgeting methods to enhance success of an entity will also be examined. The course will culminate in discussions related to creating a sustainable enterprise and corporate social responsibility (CSR). Prereq: Must be enrolled in the Global MBA program.

GMBA 401C-2. Language of Management III. 1.5 Unit.
In this class you will learn basic macroeconomic concepts with an emphasis on the international linkages between countries via exchange rates and the balance of payments. You will also learn how traditional economic stabilization policies are affected when countries operate in global markets. Mastering these concepts will enable you to understand such current topics as sustainability of the U.S. current-account, China's undervalued exchange rate, and the volatility of investment flows into developing economies. Prereq: Must be enrolled in the Global MBA program.

GMBA 402A. Management of Analytics I. 3 Units.
Modern Managers use analytical skills across various functional disciplines to solve issues of Project management, appraisal, market analysis, and strategy. These analytical skills include basic statistical analysis, econometric modeling and forecasting. The theme also includes operations management techniques like linear programming simulation and behavioral analysis including change management Prereq: Must be enrolled in the Global MBA program.

GMBA 402B. Management of Analytics II. 3 Units.
In this course student gain knowledge on Microeconomics Analysis; Game Theory; Econometrics and Systems Thinking. Prereq: Must be enrolled in the Global MBA program.

GMBA 402C-1. Management Analytics III. 1.5 Unit.
The objective of this course is to provide you with the ability to use - and to communicate with those who use - certain quantitative approaches to help make informed decisions for your organizations. A secondary objective is to provide you with the quantitative knowledge and skills that are needed in other MBA courses. In this course you will learn how to build, solve, and analyze mathematical models for a variety of business decision problems. Applications are drawn from manufacturing, transportation and distribution, marketing and finance. Because decision problems are usually complex, the mathematical models used to represent them are typically analyzed and solved using computer software (spreadsheet add-ons or dedicated programs). At the end of this course you will be able to: 1) Develop quantitative models for a wide class of business decision problems. 2) Use computer software to obtain solutions to these models. 3) Analyze the computer output and interpret the results in the context of the original problem. Prereq: Must be enrolled in the Global MBA program.

GMBA 402C-2. Management Analytics III. 1.5 Unit.
This course is designed to take a step in training the next generation of marketing managers who are (1) well versed in data analysis and (2) are thoroughly familiar with metrics that measure marketing performance and are able to calculate as well as convey them to other managers, especially upper management, who are often interested in the financial results and metrics. In this class, you should expect to gain the following set of knowledge and skills: *Ability to fully understand, calculate and convey a small number of important metrics that measure marketing performance in various contexts. *Ability to conduct advanced sensitivity analysis in Excel models that improve the insights in conveying (especially) the financial marketing metrics to others. *Ability to analyze survey and experimental data often used in marketing context using the most common statistical techniques in SPSS. *Working knowledge of some advanced techniques in marketing data analysis. Prereq: Must be enrolled in the Global MBA program.

GMBA 403A. Strategic Thinking I. 3 Units.
Students will develop critical and strategic thinking skills and master core conceptual material relating to markets, competitive positioning and strategy. They will explore sustainable value, entrepreneurship, and business planning and associated managerial challenges. Functional disciplines such as economics, marketing and psychology as well as core strategic management approaches are also covered in this thematic area. Prereq: Must be enrolled in the Global MBA program.

GMBA 403B. Strategic Thinking II. 3 Units.
Students will learn about resource and capability analysis and also develop skills in the areas of marketing like Promotion, Social media and B2B Marketing. Prereq: Must be enrolled in the Global MBA program.

GMBA 403C. Strategic Thinking III. 3 Units.
Strategic Thinking III will build on students’ prior work on strategy and general management. It will equip them with expanded analytical tools for competing effectively in global environments while broadening their awareness of global strategic issues in the post-financial crisis, post-industrial, globally connected world of today. Overall, they will expand their understanding of business in diverse geographic settings and how to adapt their strategy, structure, and management styles to the varied imperatives of these diverse contexts. Prereq: Must be enrolled in the Global MBA program.
GMBA 404A. Managing Teams and Leadership I. 3 Units.
Students will learn about the management of high performing, internationally diverse teams. They will strengthen their capacity for effective leadership, entrepreneurship, and change management and learn about international human resource management issues. Prereq: Must be enrolled in the Global MBA program.

GMBA 404B. Managing Teams and Leadership II. 3 Units.
Students will learn about rewards and motivation, innovation & entrepreneurship and Change Management as internationally diverse teams. They will strengthen their capacity for effective leadership, entrepreneurship, and change management and learn about international human resource management issues. Prereq: Must be enrolled in the Global MBA program.

GMBA 404C. Managing Teams and Leadership III. 3 Units.
Students will learn about the management of high performing, 360 degree reviews and internationally diverse teams. They will strengthen their capacity for effective leadership, and learn about international human resource management issues. Prereq: Must be enrolled in the Global MBA program.

GMBA 405A. Global Environment I. 3 Units.
This theme provides a thorough exposure to the social legal and economic environment of the three partner schools. Through interaction and dialogue with executives students will learn of the challenges facing today's global firms and discover the importance of integrated thinking to address these challenges. Project work immerses student teams in corporate sites, and students learn by doing as they address significant business problems. Prereq: Must be enrolled in the Global MBA program.

GMBA 405B. Global Environment II. 3 Units.
The course provides a thorough exposure to the social legal and economic environment of three partner schools through interaction and dialogue with executive students will learn of the challenges facing today's global firms and discover the importance of integrated thinking to address these challenges. Project work immerses student teams in corporate sites and students learn by doing as they address significant business problems. Prereq: Must be enrolled in the Global MBA program.

GMBA 405C. Global Environment III. 3 Units.
This is an experiential course built around a live project in a local organization in the Cleveland area. The project is focused on solving a business problem or pursuing a business opportunity which involves some aspect of helping the company or organization engage in international markets. The project could include expanding international sales opportunities, raising capital from international markets or sourcing products and/or services from overseas. You will work in a team to analyze the current situation and identify related problems/opportunities, conduct research, creatively envision alternatives, and recommend an appropriate course of action and next steps. Prereq: Must be enrolled in the Global MBA program.