MBA Curriculum – Concentration Descriptions

Updated September 2014

Note: Concentration courses can be added or deleted pending department offerings

Dual concentrations: Students are eligible to concentrate in more than one area. For dual concentrations, the program will be longer than 48 credit hours. A student must take at least two electives specific to that concentration area that does not count in another concentration area.

Accounting Concentration

Faculty Contact: Dr.Ian Redpath, Chair Accounting Department
888-4868, redpathi@canisius.edu

Accounting is the lifeblood of any business, industry, government, not-for-profit or financial services entity. Accounting information is essential in making rational decisions on every aspect of an enterprise from costing of products or services to investments and compensation. The financial information prepared by accountants is used to report to the various stakeholders from the owners to the government, including the preparation of taxes. The MBA concentration is designed to provide additional accounting education for those who need a better understanding but will not be desirous of becoming CPAs (Certified Public Accountants). This concentration WILL NOT qualify you to take the CPA examination and is not registered as a CPA program. If you need a more in-depth understanding of accounting or plan to take the CPA exam you must enroll in the MBAPA program, which is registered as a CPA program with New York State.

Complete MBA 610 in the core area and

MBA 711	3.0	Intermediate Financial Reporting I	
MBA 715	3.0	Basic Taxation	
and one of the following			
MBA 707	3.0	Accounting Information Systems	Prerequisite: MBA 505
MBA 712	3.0	Intermediate Financial Reporting II	Prerequisite: MBA 711
MBA 716	3.0	Advanced Taxation	Prerequisite: MBA 715
MBA 729	3.0	Not-for-Profit Accounting	Prerequisite: MBA 505

Note that this concentration does not qualify a student to sit for the CPA exam. If a student is interested in doing so, he/she should consider the MBA in Professional Accounting program. If a student is unsure, he/she should complete MBA 702 rather than MBA 610. The former would also satisfy the accounting core in the MBA program.

Financial Services Concentration

Faculty Contact: Dr. Mark Zaporowski, Professor Economics Finance
888-2679 or zaporowm@canisius.edu

The financial services industry has undergone a significant transformation in the sophistication of its product offerings and how it manages those products with regard to customer/investor requirements. All this while maintaining profitability and stability of the companies in the industry. The days of basic banking and insurance products have given way to portfolio management, financial analysis, hedging with derivatives, and fundamentals of risk management. The course selections of the concentration are devised to address the specific developments in the field

Foundation Prerequisites (9)

MBA 503	3.0	Statistics
MBA 504	3.0	Economics for Managers (or equivalent)
MBA 508	3.0	Corporate Finance (or equivalent)

Finance Core Area Choose one of the following:

MBA 620	3.0	Investment Management	Prerequisite: MBA 508
MBA 621	3.0	Money, Banking, and the Economy	Prerequisite: MBA 504
MBA 622	3.0	Financial Institutions and Markets	Prerequisite: MBA 508
MBA 625	3.0	Advanced Corporate Finance	Prerequisite: MBA 508

Financial Services Concentration (select 9 credits in addition to the Core Area course)

Regular Offerings (i.e., generally once per year)

MBA 620	3.0	Investment Management	Prerequisite: MBA 508
MBA 621	3.0	Money, Banking, and the Economy	Prerequisite: MBA 504
MBA 622	3.0	Financial Institutions and Markets	Prerequisite: MBA 508
MBA 625	3.0	Advanced Corporate Finance	Prerequisite: MBA 508
MBA 616	3.0	Mergers and Valuation	Prerequisite: MBA 508
MBA 617	3.0	Portfolio Analysis	Prerequisite: MBA 508
MBA 628	3.0	Derivative Securities (Options)	Prerequisite: MBA 508
MBA 626	3.0	International Finance	Prerequisite: MBA 508
MBA 812	3.0	Analyzing Financial Information	Prerequisite: MBA 508
MBA 624	3.0	Golden Griffin Fund I	Prereq: consent of instructor
MBA 629	3.0	Golden Griffin Fund II	Prereq: consent of instructor
MBA 619	3.0	Financial Modeling	Prerequisite: MBA 508
MBA 623	3.0	Fixed Income Securities	Prerequisite: MBA 508

Global Supply Chain Management Concentration

Faculty Contact: Dr. Lynn Fish, Professor Management Marketing
888-2642 or e-mail fishl@canisius.edu

Supply Chain Management addresses the integrated management of the set of value-added activities from product development, through material procurement from vendors, through manufacturing and distribution of the good to the final customer. In today's environment, competition is no longer one company versus another, but rather, one supply chain versus another. Global Logistics is one of the sectors designated by the State of New York as critical to the economic development of Western New York. Potential jobs in the area for our graduates include plant logistics manager, customer broker agent, logistics planner, international transportation, freight forwarders, purchasing director, transportation manager, distribution executive, public transit manager, materials analyst, Director of Supplier Relations, inventory manager, new product procurement planner, and logistics executive. Through the Global Supply Chain Management concentration, students learn the theoretical, integration and conceptual skills to manage this competition.

Complete both required courses:

MBA 633	3.0	Global Logistics	Prerequisites: MBA 506, 507
MBA 642	3.0	Global Supply Chain Management	Prerequisites: MBA 507
and three credit hours from the following			
MBA 526	3.0	Regression Analysis & Forecasting	Prerequisites: MBA 503, 504
MBA 626	3.0	International Finance	Prerequisites: MBA 504, 508
MBA 634	3.0	Consumer Behavior	Prerequisites: MBA 506
MBA 636	3.0	International Marketing	Prerequisite: MBA 506
MBA 638	3.0	Internet Marketing	Prerequisite: MBA 506
MBA 639	3.0	New Product Strategy	Prerequisite: MBA 630
MBA 660	3.0	Internship in Supply Chain Mgt	Prereq.: MBA 642, permission
MBA 662	3.0	Special Topics in Supply Chain Mgt	Prerequisite: MBA 642
MBA 680	3.0	International Business Seminar	Prerequisites: MBA 506, 507

Note that if MBA 642 is selected for the core area, only six additional credit hours are required for the concentration, leaving three credit hours of free elective.

Information Technology Concentration

Faculty Contact: Dr. Ed Garrity , Chair Information Systems
888-2267 or e-mail garrity@canisius.edu

Complete the technology core and nine credit hours from the following:

Technology Core, MBA Evening Program

MBA 658, System Dynamics
MBA 609, Competitive IT & Project Management
MBA 526, Regression Analysis & Forecasting
MBA 626, Information Systems Security
MBA 602, Computer Forensics

International Business Concentration

Faculty Contact: Dr. Coral Snodgrass, Professor Management Marketing
888-2607 or e-mail snodgras@canisius.edu

The concentration in international Business consists of a rotating series of courses from which students would be able to choose any combination equaling 9 credit hours. This allows students to participate in a number of possible activities, including study abroad and short international seminars.

Complete MBA 642, Global Supply Chain Management in the core area **and** MIB 606, Fundamentals of International Business

Plus two others:

MIB 616	3.0	Comparative Management	
MIB 640	3.0	Multiculturalism Leadership	Prerequisites: MIB 606 or MIB 686
MBA 626	3.0	International Finance	Prerequisites: MBA 504, 508
MBA 633	3.0	Global Logistics and Transportation	Prerequisites: MBA 506, 507
MIB 686	3.0	Doing Business in the European Union	
MIB 636	3.0	International Marketing	
MBA 627	3.0	Multinational Banking	Prerequisites: MBA 508
MBA 626	3.0	International Finance	Prerequisites: MBA 504, 508
MIB 616	3.0	Comparative Management	

Leadership and Change Concentration

Faculty Contact Dr. Gordon Meyer, Chair Management/Marketing
888-2634 or meyerg@canisius.edu

The concentration will allow students to benefit from studying business leadership from a historical perspective—a valuable "take" on business and leadership that is rare in North American business schools. Within the same curriculum, students will have opportunities to develop their leadership and management skills via experiential learning.

Complete MBA 641, Human Resource Management in the core area.

Three courses (9 credit hours)

MBA 647, Organizational Leadership and Change
MBA 649, Labor Relations
MBA 644, Organizational Theory and Design
MBA 658, System Dynamics
MBA 640, Management and Skills Development

Two of the three electives can be from the MS in Communication and Leadership:

COM 602 Organizational Communication
COM 604 Persuasion and Social Influence
COM 610 Organizational Leadership
COM 620 Conflict, Facilitation, and Communication
COM 630 Interpersonal Communication

Marketing Concentration

Faculty Contact: Dr. Paul Sauer, Associate Professor/Management Marketing
888-2631 or e-mail sauer@canisius.edu

Marketing managers succeed by leveraging knowledge, information, and technology to drive business results. Marketing managers need an understanding of how to successfully manage products, services, supply chain systems, marketing communications, customers and the sales process. Design of effective marketing strategies requires the proper use of appropriate analytical, financial and statistical techniques. This concentration is designed to provide a set of courses that help marketing managers make decisions and manage operations so as to increase revenue and reduce costs. Students have flexibility within the concentration to develop expertise in those areas of marketing that they feel will be most applicable to their careers. Graduates of this concentration who are or become marketing managers will have insights as to how best to achieve a higher return on their marketing investments.

Complete MBA 630, Marketing Strategy, in the core area and three of the following:

MBA 631	3.0	Marketing Research	Prerequisite: MBA 506
MBA 633	3.0	Global Logistics and Transportation	Prereq.: MBA 506, 507
MBA 634	3.0	Consumer Behavior	Prerequisite: MBA 506
MBA 635	3.0	Sales Management	Prerequisite: MBA 506
MBA 636	3.0	International Marketing	Prerequisite: MBA 506
MBA 637	3.0	Professional Sales	Prerequisite: MBA 506
MBA 638	3.0	Internet Marketing	Prerequisite: MBA 506
MBA 639	3.0	New Product Strategy	Prerequisite: MBA 630
MBA 654	3.0	Customer Relationship Management	Prerequisite: MBA 506

Securities Analysis Concentration

Faculty Contact: Steven Gattuso, Director Golden Griffin Fund
888-2788 gatussos@canisius.edu

The field and profession of securities analysis has seen tremendous growth as the investment industry deals with a rapidly expanding demand for investment vehicles. Driven by changing

demographics, the skill-set required for all types of security analysis continues to be in great demand.

The Securities Analysis concentration:

- Provides students with solid foundation in analytical techniques and assists in the development of the skills necessary to consider a career in securities analysis.
- Requires students to participate as a student manager in the Golden Griffin Fund (GGF), the college's student-managed equity fund.

Requirements (

- Securities analysis concentration is open to all undergraduate majors
- MBA candidates must apply for and be accepted into the GGF program in the fall of their first year.

Courses:

MBA 624	GGF I (Fall- day course)
MBA 629	GGF II (Spring-day course)
MBA 812	Equity Analysis
MBA 622	Financial Institutions & Markets
MBA 620	Investments or MBA 617, Portfolio Analysis
MBA 628	Derivative Securities

*Program can be completed on a part-time or full-time basis. The full-time program is 2 years.

http://www.canisius.edu/business/ggf.asp