

Management (M.I.M)

About The Program:

Developed for recent college graduates with business and non-business degrees, the Master in Management (MiM) delivers a comprehensive introduction to the world of business and equips students to become managers, leaders, and problem solvers at globally focused firms. This program, taught by industry experts, is designed for students looking to supplement their undergraduate degree with the knowledge that today's employers demand in an effort to increase their career marketability.

- apply effective communication techniques to business situations;
- understand the ethical and social responsibilities of individuals and organizations;
- use data to analyze business situations; and
- utilize financial and accounting principles to aid managerial decision-making.

Career Options: Graduates of the Master in Management are prepared for careers in numerous industries and professional areas. This includes business development manager, entrepreneur, management consultant, and project manager.

Prerequisites for Admission: The equivalent of a four-year U.S. baccalaureate degree from an accredited university or college is required. For three-year degrees, mark sheets must be evaluated by WES or another NACES organization.

Affiliation(s): Research interests of Fox faculty are supported by numerous centers and institutes throughout the Fox School and Temple University.

Requirements of Programs:

- **Total Credit Hours:** 30
- **Culminating Events:** Successful completion of coursework is required to earn the MiM degree.

Core Courses:

Business Fundamentals I – A two-week, intensive course prepares new students for the Fall semester by giving an overview of critical business practices - namely ethical behavior and influential communication - as well as addressing current business issues with industry professionals. In addition to laying a foundation for the coursework in the program, this course will explore fundamental issues that permeate all course content, such as ethics and legal compliance, persuasive organizational communication, and current events impacting the domestic and global economy.

Financial and Managerial Accounting in Decision Making – This course introduces students to the fundamentals of financial accounting and managerial accounting in the context of decision making. Financial accounting provides an organization's investors and creditor's information they need to make decisions. Financial accounting information is produced, in accordance with generally accepted accounting principles (GAAP). Managerial accounting information is produced in response to specific management needs. Managerial accounting reports the results of operations of an entity consistent with the needs of internal users (managers, supervisors, etc.). The first part of this course focuses on the financial information reported

in the financial statements, and basic financial statement analysis. The second part of the course focuses on decision making based on accounting data, and learning basic accounting tools.

Business Fundamentals II – This course is an overview of industry, allowing students to develop a business vocabulary conducive to discussion of critical issues facing businesses in today's global economy. Business is explored by examining its place within a national and global system, and the typical structures that influence commerce. Students will be exposed to current issues associated with the central management functions of marketing, strategy, finance, accounting, human resources, information systems, and operations. In addition, students will discuss ethical and social issues with regards to their impact on businesses. Underpinning these discussions will be an understanding of basic macro and micro economic concepts.

Managing People – This course focuses on understanding the behavior of individuals and teams in relation to helping organizations and its members thrive. The concepts are linked to core managerial competencies and focus on leadership development and how effective leaders develop, motivate, and inspire organizational members to drive organizational success. Other subjects covered include the development of management thought, the role of the supervisor as a decision maker and the processes of planning, organizing, leading and controlling organizational activities. Ultimately, students will learn how to better create a vision of success, relate to others, and lead groups in which people engage and perform at their best.

Business Intelligence and Data Visualization – The first part of this course will focus upon the strategic role of information technology from the perspective of a non-technical manager. Key topics include IT strategy, systems thinking, disruptive innovations and digital transformation, digital business models, cybersecurity, cloud computing, IT governance and ethics. The second part of this course follows completion of an Excel module, and will explore the principles of data literacy and analysis through tools that enable turning data into insight through analysis and visualization. Students will also learn to evaluate visualizations by applying key principles of presenting data effectively.

Financial Management – This course provides an overview of the financial challenges associated with the life cycle of an organization. Topics include: financial analysis and planning, capital budgeting, cost of capital, financial statements, and the sources and uses of business funds. While the emphasis is on decision making within a corporate environment, the tools taught in this course are just as relevant to other forms of business organization and to personal financial management.

Marketing Management – This course is designed to provide the student with the principles of marketing from the perspective of both buyers and sellers at both the macro (societal) and micro (firm) levels of analysis. Initially, we will address the evolution of market systems (macro level) and the role that marketing plays in bridging the gap between the production and consumption sectors of the economy. Subsequently, we will explore how firms (micro level) develop, price, promote and deliver goods and services to buyers and develop an understanding of how buyers acquire, consume and dispose of these goods and services. Everything that relates to a customer is part of the marketing domain, and the growing demands of stakeholders, news media and data analytics are changing the entire marketing landscape. The key to success for any organization (profit or non-profit) is to optimize how they create and deliver value. Marketing management extends far beyond promotion alone. Promotion is only one aspect of what marketing entails. In short, marketing is about enhancing perceived value of the organization and its products and services to increased willingness to pay vs. competitive offerings. Successful marketing management influences a company's desire and ability to enhance value generation, and thus increase perceived value.

Organizational Strategy – To achieve business success, managers must develop the resources and capabilities needed to gain and sustain advantage in competitive markets. The way in which organizations attempt to develop such competitive advantage constitutes the essence of their strategy. This course introduces the concept of strategic management and considers the basic direction and goals of an organization, the external environment, industry and market structure, and organizational strengths and weaknesses. The emphasis of the course is on the development of gestalt thinking regarding organizational challenges, as well as the tools and methods required to address those challenges.

Capstone Experience: Internship – The MiM internship is a practical work experience that will typically lead to full-time employment. The experience comes at the end of the program, such that the student has the opportunity to apply classroom learning in a workplace setting related to their desired career field. Students use models of critical and reflective thinking to merge classroom theory with their practical experience. This course will provide you with opportunities important to your future. Over the course of the semester, you will gain firsthand, real-world experience that will help you enhance your skills and knowledge, build your professional network, and explore potential career paths.

Capstone Project – The MiM project course may be chosen as a substitute for Internship (BA 5486). The course integrates all previous MiM classwork and applies that integrated knowledge to solving a strategic problem in an evidence-based and theoretically informed way. The primary focus of the course is to enable practical application of all previously learned MiM concepts through student teams engaging with actual clients or industry experts to solve real world challenges. This course is designed to help you develop your ability to recognize and assess strategic opportunities; conduct top-notch market, industry and competitive analysis; foresee strategic implementation issues; and lead change by generating support for your recommendations. This course is also designed to produce useful results for coping with both very real strategic problems and noteworthy uncertainties.

Courses:

Click [HERE](#) for more information on the courses below.

- Business Fundamentals I
- Financial and Managerial Accounting in Decision Making
- Business Fundamentals II
- Managing People
- Business Intelligence and Data Visualization
- Financial Management
- Marketing Management
- Organizational Strategy
- Capstone Experience: Internship
- Capstone Project