



Plymouth State UNIVERSITY

COLLEGE OF GRADUATE STUDIES

Fall 2008 Graduate Course Schedule

Please note that courses are subject to change. REGISTER EARLY to reserve your space!
Please visit plymouth.edu/graduate/directions for directions to courses held off campus

Business

BU - Business

BU5110.01 **CRN: 10117** **MANAGING ORGANIZATIONAL BEHAVIOR**
Plymouth – Hyde Hall 127 Bonnie Bechard bbechard@plymouth.edu
3 Credits
Thursday 6PM – 9:30PM 9/18, 9/25, 10/2, 10/9, 10/16, 10/23, 10/30, 11/6, 11/13, 11/20

A review of theory and research findings in the field of organizational behavior, with emphasis on applications by practicing managers. Topics to be covered include perception, motivation, leadership, communication, group dynamics, conflict management and organization theory. Pedagogical techniques include case analysis, presentations, role plays and other experiential activities. Prerequisite: Behavioral Science competency.

BU5120.OL **CRN: 10116** **FINANCIAL ANALYSIS & DECISION MAKING**
CLOSED. Waitlist available. Online Course David Talbot dtalbot@plymouth.edu
Please fax registration. 3 Credits [Syllabus](#) Christina Bradbury cjbradbury@plymouth.edu
This is an online course using Blackboard (WebCT). Online sessions begin 9/15/08 and end 11/23/08.

Use of financial tools to examine various alternatives and make relevant decisions. The case study approach is used and the students are encouraged to relate to their own applications where possible. Prerequisite: BU 5190 or permission of the instructor.

BU5190.COP **CRN: 10112** **ACCOUNTING FOR MANAGERS**
CLOSED. Waitlist available. Concord (2 Pillsbury Street) – Off Campus Location Yvette Lazdowski yjlazdowski@plymouth.edu
Please fax registration. 3 Credits [Syllabus](#)
Wednesday 6PM – 9:30PM 9/17, 9/24, 10/1, 10/8, 10/15, 10/22, 10/29, 11/5, 11/12, 11/19

Budgetary accounting and cost accounting including profit planning and control systems, budget process, cost systems and their managerial applications. Prerequisite: demonstration of competency in Financial Accounting.

BU5210.OL **CRN: 10115** **STRATEGIES FOR CROSS-FUNCTIONAL ANALYSIS**
CLOSED. Waitlist available. Online Course Soo Jang sjang@plymouth.edu
Please fax registration. 3 Credits [Syllabus](#)
This is an online course using Blackboard (WebCT). Online sessions begin 9/15/08 and end 11/23/08.

Today's business climate demands managers who can make decisions involving the best use of an organization's scarce resources under conditions that change rapidly. This course demonstrates the power of problem-solving insights and uses a cross-functional approach. Topics to be covered include: strategic pricing using game theory, forecasting techniques and demand estimation, cost analysis, linear programming and optimization under various market structures. Prerequisites: Macroeconomics, Microeconomics and Statistics competencies or permission of the instructor.

BU5220.01 **CRN: 10114** **THE LEGAL ENVIRONMENT OF BUSINESS**
Plymouth – Hyde Hall 127 Richard Gerken rgerken@plymouth.edu
3 Credits [Syllabus](#)
Tuesday 6PM – 9:30PM 9/9, 9/16, 9/23, 9/30, 10/7, 10/14, 10/21, 10/28, 11/4, 11/18

A basic understanding of legal problems is expanded, analytical ability is developed and an awareness of the presence of legal problems that surround the businessperson is explored. Freedom of choice, taxation, stockholder status, acquisitions and divisions, antitrust, employment, administrative law and bankruptcy are covered as time allows.

BU5420.OL **CRN: 10113** **HEALTH CARE LAW AND ETHICS**
Online Course Constance Morrison camorrison@plymouth.edu
3 Credits
This is an online course using Blackboard (WebCT). Online sessions begin 9/15/08 and end 11/23/08.

This course is specifically designed for graduate students enrolled in the proposed Healthcare Administration Certificate Program and/or an MBA with a health administration specialty. This course will focus on: The principles and theories of law as it relates to health care delivery; healthcare management and administration; examination of the applications of laws in relation to healthcare liability prevention and risks facing administrators, managers and practitioners.

BU5500.MVS **CRN: 10130** **SMALL BUSINESS PROBLEMS & STRATEGY: SBI PART I**
Meredith Village Savings Bank, Plymouth – Off Campus Location Craig Zamzow czamzow@plymouth.edu
3 Credits [Syllabus](#)
Monday 6PM – 9:30PM 10/6

Student teams examine, research and present case findings and recommendations orally and in writing. Constant attention is given to those problems unique to small businesses. Students will go out into the field with the instructor as a team. Students will act as business consultants to a business in the area under the Small Business Institute Program at Plymouth State University.

BU5501.MVS **CRN: 10131** **SMALL BUSINESS ANALYSIS: SBI PART II**
Meredith Village Savings Bank, Plymouth – Off Campus Location Craig Zamzow czamzow@plymouth.edu
3 Credits [Syllabus](#)
Monday 6PM – 9:30PM 10/6

Required for a six-credit Small Business Institute project which includes primary and secondary research, complex financial analysis and a comprehensive plan including specific recommendations for improvements in business operations. Final report preparation of findings and recommendations to the small business client are requirements of this course.

BU5510.DM **CRN: 10111** **OPERATIONS MANAGEMENT**
Dartmouth Hitchcock Med Ctr, Lebanon – Off Campus Location Roxana Wright rwright01@mail.plymouth.edu
3 Credits [Syllabus](#)
Please note that class will meet in Borwell 758W.
Thursday 6PM – 9:30PM 9/18, 9/25, 10/2, 10/9, 10/16, 10/23, 10/30, 11/6, 11/13, 11/20

Examination of the nature and structure of decision-making in the midst of uncertainty. Formal techniques for measurement of risks and rewards are applied to case studies based chiefly on production systems. Concludes with a survey of current techniques for operations analysis, planning and control.

BU5630.WV **CRN: 10138** **ST:MANAGERIAL LEADERSHIP**
Silver Fox Inn, Waterville Valley, NH – Off Campus Location Dianne Durkin dmdurkin@plymouth.edu
3 Credits [Syllabus](#)
Students must register by 10/16/08. This is a residential course packaged with an additional meals and room fee of \$270. Please note that pre and post work will be required for this course.
Friday 9AM – 9PM 10/31
Saturday 9AM – 9PM 11/1
Sunday 9AM – 3PM 11/2

BU5630.WV1 **CRN: 10139** **ST:MANAGERIAL LEADERSHIP**
Silver Fox Inn, Waterville Valley, NH – Off Campus Location Dianne Durkin dmdurkin@plymouth.edu
3 Credits [Syllabus](#)
Students must register by 10/16/08. This is a commuter course packaged with a meals only fee of \$105. Please note that pre and post work will be required for this course.
Friday 9AM – 9PM 10/31
Saturday 9AM – 9PM 11/1
Sunday 9AM – 3PM 11/2

This course examines leadership as a dynamic influence process in organizations. The role of a leader takes on many facets including leadership style, the impact of emotional intelligence, setting vision, values and positions, etc. This program examines these and many other attributes of being an effective leader.

BU5700.KE **CRN: 10109** **MARKETING TECHNIQUES**
Keene State College – Off Campus Location Craig Zamzow czamzow@plymouth.edu
3 Credits [Syllabus](#)
Please note that class will meet in room 154 in the Media Arts Center.
Tuesday 6PM – 9:30PM 9/16, 9/23, 9/30, 10/7, 10/14, 10/21, 10/28, 11/4, 11/11, 11/18

BU5700.OL **CRN: 10110** **MARKETING TECHNIQUES**
CLOSED. Waitlist available. Online Course Lisa Lindgren llindgren@plymouth.edu
Please fax registration. 3 Credits [Syllabus](#)
This is an online course using Blackboard (WebCT). Online sessions begin 9/15/08 and end 11/23/08.

The objective of this course is to help students develop a broad understanding of marketing techniques, strategies and tactics employed by the marketing manager. This course will cover the use of the 'marketing mix' elements as they pertain to the planning and implementation of the marketing plan.

BU5720.OL **CRN: 10108** **SEMINAR IN EXECUTIVE MANAGEMENT**
Online Course Ross Humer rhumer@plymouth.edu
3 Credits [Syllabus](#)
This is an online course using Blackboard (WebCT). Online sessions begin 9/15/08 and end 11/23/08.

From a decision-makers point of view, students will participate in a seminar involving middle and upper-level managerial responsibilities, as well as discussions concerning 'state-of-the-art' methodologies appropriate to all levels of management. Case studies and group projects will be combined with informal lectures and discussions involving such areas as strategic planning, action planning techniques, policy-making, managerial ethics, decision-making methods, control systems and the integration of all resources for optimum performance. Prerequisite: Basic Management core courses (BU 5190, BU 5120 and BU 5210) and/or commensurate work experience.