

# MS-MBA OPTION

## Master of Science from Purdue University MBA from Indiana University Kelley School of Business

Updated February 17, 2017

### Schedule for Class Beginning 2017

| Module            | Date   | Course Title   | Credits                                |
|-------------------|--|--|--|
| <b>Year One</b>   |  |  |  |
| Pre-Fall 2017     | Residency<br>August 13-18, 2017                | <b>KELLEY V594:</b> Personal Leadership.<br>To be held in Bloomington, Ind.  | 1.5                                    |
| Fall 2017         | August 7 - November 11, 2017                   | <b>PURDUE AGEC 684:</b> Applied Quantitative Methods for Decision Making<br><br><b>PURDUE AGEC 681:</b> Economics for Food and Agribusiness Managers                             | 3<br><br>3                             |
|                   | Residency<br>October 15-20, 2017               | Purdue residency session to be held in West Lafayette, Ind. This residency is a continuation of the distance education courses above.  |  |
| Winter 2017       | November 20, 2017-<br>February 17, 2018        | <b>KELLEY C521:</b> Managing Accounting Information for Decision Making<br><b>KELLEY C570:</b> Strategic Marketing Management<br>Winter Break: December 23, 2017-January 2, 2018 | 3<br>3                                 |
| Spring 2018       | February 26-May 19, 2018                       | <b>KELLEY C540:</b> Financial Management<br><b>KELLEY C550:</b> Law and Ethics in Business   | 3<br>3                                 |
| Summer 2018       | May 29-August 18, 2018                         | <b>KELLEY C560:</b> Strategic Management and Business Planning<br><b>PURDUE AGEC 687:</b> Problem Solving and Project Management for Decision Makers                             | 3<br>3                                 |
| <b>Year Two</b>   |  |  |  |
| Pre-Fall 2018     | Residency<br>August 12-17, 2018                | <b>KELLEY C511:</b> Organizational Development and Change.<br>To be held in Bloomington, Ind.  | 1.5                                    |
| Fall 2018         | August 20-November 10, 2018                    | <b>PURDUE AGEC 685:</b> Quantitative Managerial Decision Making<br><b>PURDUE AGEC 682:</b> The Macroeconomic Trade and Policy Environment of the Food System                     | 3<br>3                                 |
|                   | Residency<br>October 21-26, 2018               | Purdue residency session to be held in West Lafayette, Ind. This residency is a continuation of the distance education courses above.  |  |
| Winter 2018       | November 19, 2018-<br>February 16, 2019        | <b>KELLEY C580:</b> Operations Management<br><b>KELLEY C522:</b> Information Technology for Managers<br>Winter Break: December 23, 2017-January 2, 2018                          | 3<br>3                                 |
| Spring 2019       | February 25-May 18, 2019                       | <b>PURDUE AGEC 688:</b> Business Analysis Capstone Course<br><b>PURDUE AGEC 686:</b> Strategic Food and Agribusiness Management  | 3<br>3                                 |
|                   | Residency<br>May 5-10, 2019<br>(not confirmed) | International residency to be held at an international partner school. This residency is a continuation of the distance education courses above.                                 |  |
|                   | August 3, 2019                                 | Purdue Sessions Complete, M.S. Awarded<br>Commencement   | IU: 15, Purdue: 21<br><b>Total: 36</b> |
| Summer 2019       | May 28-August 17, 2019                         | <b>KELLEY C562:</b> Developing Strategic Capabilities<br><b>KELLEY C??:</b> Advanced Elective that you pick  | 3<br>3                                 |
| <b>Year Three</b> |  |  |  |
| Fall 2019         | August 19-November 2, 2019                     | <b>KELLEY C??:</b> Advanced Elective that you pick<br><b>KELLEY C??:</b> Advanced Elective that you pick   | 3<br>3                                 |
|                   |  | Kelley Sessions Complete, MBA Awarded  | IU: 36, Purdue: 21<br><b>Total: 57</b> |

= Purdue University Course     = Indiana University Course



Center for Food and  
Agricultural Business

## COURSE DESCRIPTIONS

### YEAR ONE

#### **KELLEY — Pre-Fall Intensive: V594 —Personal Leadership** (1.5 cr)

Held in Bloomington, Ind.

This course will provide students with an introduction to the concept of personal leadership, using the reflective lens of the DLS self-observant leadership model. Topics covered will include building your capacity for personal awareness, creating and leading meaning in your work, internal / external feedback processing through a self-observant lens, and leadership communications excellence. Students will hear from expert practitioners from the field, as well as top rated Kelley Faculty. Students will have the opportunity to practice each concept in detail throughout the week, and will also be provided the option of seven Executive / Communications Coaching follow up sessions (4 EC and 3CC) to reinforce key concepts, and develop a personal action plan as they begin the Kelley MBA Program. As a result of this course students will be better able to state their personal values and vision, understand how to drive meaning in their work, and be ready to lead themselves through transitional experiences like the Kelley MBA Program.

### FALL MODULE

#### **PURDUE — AGECE 681: Economics for Food and Agribusiness Managers** (3 cr.)

Addresses the institutional setting and structure of the food and agricultural markets. Encompasses both the domestic and international dimensions of the food chain, including consumer demand, global sourcing and worldwide production potential. Also focuses on managerial economics as applied to such topics as food system market structure, the nature and dimensions of domestic and global competition, the components of cost and revenue, and the food system value chain.

#### **PURDUE — AGECE 684: Applied Quantitative Methods for Decision Making** (3 cr.)

Explores the application of contemporary concepts and quantitative techniques for decision making in the face of uncertainty and/or multiple conflicting objectives. Focus is on application of these tools to decisions facing the food and agricultural business manager. Also explores key areas of risk management of the food and agricultural firm including price, production, strategic, regulatory, technology, market/competitor, political, financial, and exchange rate risk.

**PURDUE residency** one week at end of the fall module

### WINTER MODULE

#### **KELLEY — C521: Managing Accounting Information for Decision Making** (3 cr.)

Provides a user-oriented understanding of how accounting information should be managed to ensure its availability on a timely and relevant basis for decision making. The first part of the course reviews financial accounting and reporting while the second part of the course focuses on cost-benefit analysis for evaluating the potential value-added results from planning, organizing, and controlling a firm's accounting information. Cases, forum discussions and computer support are used extensively.

### **KELLEY — C570: Strategic Marketing Management (3 cr.)**

An introduction to the process of creating a market-driven organization. Specific topics include marketing strategy, market research and analysis, and the development of products and services, pricing, distribution and promotion. The course employs lecture, classroom discussion through threaded discussion forums, case analysis and field research projects.

### **SPRING MODULE**

#### **KELLEY — C540: Financial Management (3 cr.)**

Provides a working knowledge of the tools and analytical conventions used in the practice of corporate finance; establishes an understanding of the basic elements of financial theory to be used in application of analytical reasoning to business problems; and explores the interrelationship among corporate policies and decisions. Coursework will include problem sets, study group preparation of executive summary memos and critiques and use of PC spreadsheets to develop a planning model for a case focusing on funds requirement.

#### **KELLEY — C550: Law and Ethics in Business (3 cr.)**

The objective is to provide the student of management with a basic knowledge of the American legal system, the legal process and relevant substantive law that is necessary to making informed and effective business decisions. The law develops and evolves in response to changing social, economic, political and technological forces, and business decisions often carry long-lasting, as well as delayed effects. This course emphasizes the study of the law of torts, contracts and product liability. It is hoped that consideration of a study of these legal principles will give prospective managers insight into the dynamics of the legal process to enable them to predict as soundly as possible the future legal environment in which their present decisions will bear fruit.

### **SUMMER MODULE**

#### **KELLEY — C560: Strategic Management and Business Planning (3 cr.)**

This course introduces students to strategic management and planning. In the course, you are asked to develop and execute a business strategy in a business simulation. In the Kelley Direct Online MBA Program, you are asked to develop a wide variety of skills and competencies in management. Developing and executing a business plan is only one of these skills. In addition, many of the skills and competencies addressed in this course will receive progressively greater refining in subsequent courses. As a result, this course should be viewed as an introduction to many issues that you will address again from different perspectives throughout the remainder of the program.

#### **PURDUE — AGEC 687: Problem Solving and Project Management for Decision Makers (3 cr.)**

Develops a structured approach to problem solving, including problem definition, development of alternatives, identifying consequences, assessing trade-offs and making informed choices. Research methods and project management concepts will be addressed. A major business analysis project will be framed during the course, to be completed as part of the capstone course in business analysis.

### **YEAR TWO**

#### **KELLEY — Pre-Fall Intensive: C511 — Organizational Development and Change (1.5 cr)**

Held in Bloomington, Ind.

Today's business environment forces executives to use every tool at their disposal to create and maintain an effective and adaptable organization. A major source of effectiveness and adaptability is the way in which the company's efforts

are organized — its systems, structures, management process, rewards and strategies. The primary job of senior management today is to design, build and operate organizations that function effectively. What this means is that the organization is in a constant state of change. Understanding the change process is vital. Knowing the roadblocks to effective change is very important. The role of the manager as a change agent becomes critical. Often the problems arise not from the change itself, but the process of making the change. Individuals resist change. It is a natural phenomenon. How and why this change manifests itself is a central issue in this course. Developing the skills to move through the change process not knowing what roadblocks one might encounter is becoming incredibly valuable.

## **FALL MODULE**

### **PURDUE — AGEC 685: Quantitative Managerial Decision Making** (3 cr.)

Students explore appropriate statistical techniques to analyze different types of economic data for managerial decision-making. Students will learn about the appropriate design, development, and implementation of surveys followed by an opportunity to put theory into practice with the creation of their own survey. Next, the appropriate analysis and interpretation of survey data is examined from a conceptual and practical perspective. Key areas of risk management for food and agricultural firms are also examined making use of tools, including decision trees, payoff matrices, and scenario analysis.

### **PURDUE — AGEC 682: The Macroeconomic Trade and Policy Environment of the Food System** (3 cr.)

Objectives are to expose students to the nature and importance of linkages between agriculture, international markets and the macro-economy, which are key to the fortunes of U.S. farmers and agribusiness in the future. Examination of theories and methods that might allow students to establish or quantify these linkages and evaluate the consequences of alternative policies, demonstrating the usefulness of economic analysis as a tool for understanding these issues. Also explores current policy issues facing the food and agribusiness industries, including international trade agreements, farm legislation, environmental regulations, and food safety and nutrition labeling rules, among other policy topics.

**PURDUE residency** one week at end of the fall module.

## **WINTER MODULE**

### **KELLEY — C580: Operations Management** (3 cr.)

Surveys the management of operations in manufacturing and service firms. Diverse activities, such as determining the size and type of production process, purchasing the appropriate raw materials, planning, and scheduling the flow of materials and the nature and content of inventories, assuring product quality, and deciding on the production hardware and how it gets used, comprise this function of a company. Managing operations well requires both strategic and tactical skills. The topics considered include process analysis, workforce issues, materials management, quality and productivity, technology and strategic planning, together with relevant analytical techniques. The course makes considerable use of business cases. Most classes will be spent discussing the cases assigned. For each case, students will be asked to review actual company situations and apply technical and managerial skills to recommending courses of action. Most cases will be taken from manufacturing, but some will be service oriented. Several of the cases will focus on international companies or issues.

### **KELLEY — C522: Information Technology for Managers** (3 cr.)

Study of information systems management issues including enterprise support applications, systems acquisition and implementation practices, facilitating end-user support, and telework and e-business opportunities. Readings, case analysis and one team project.

## **SPRING MODULE**

### **PURDUE — AGEC 688: Business Analysis Capstone Project (3 cr.)**

Capstone experience where students will work on team and individual projects focused on a comprehensive detailed analysis of an issue facing their employer or an issue of general interest to the student. It is expected that this project will draw on tools and concepts developed throughout the MS-MBA program. In addition, it is expected that the project will lead to an analysis that can be delivered to an appropriate audience of decision makers upon completion.

### **PURDUE — AGEC 686: Strategic Food and Agribusiness Management (3 cr.)**

This course explores integration of the functional areas of business at the corporate level. Heavy emphasis is on analysis of the business environment, setting strategic direction, assessing core competencies, choosing a market position and developing competitive advantage, and organizational implementation and control in the context of the food and agricultural markets. The course makes heavy use of case studies based on firms in the food and agricultural marketplace.

**PURDUE international residency** one week final spring module.

## **PURDUE PORTION FINISHED**

## **SUMMER MODULE**

### **KELLEY — C562: Developing Strategic Capabilities (3 cr.)**

This course offers an introduction to tools for strategic management. It provides an introductory review of the complexities involved in determining long-term strategies. Rather than assessing the firm's environment in terms of broadly defined opportunities and threats, we will examine the dynamics of the competitive environment, how both the pace and direction of industry change are influenced by the resources, capabilities and competitive interaction of rivals. The course uses discussion forums, team projects and an interactive simulation.

**KELLEY** — Advanced Elective

## **YEAR THREE**

### **FALL MODULE**

**KELLEY** — Advanced Elective

**KELLEY** — Advanced Elective

## **KELLEY PORTION FINISHED**

57 total credits: 36 Kelley, 21 Purdue