

Courses Offered at Babson Boston

Spring 2019

FINANCIAL REPORTING

Whether you are starting your own business, working in the not-for-profit sector, managing your personal finances, or working for a large corporation, you will need to be able to incorporate financial information into your decision making process. The purpose of this course is to review the concepts surrounding financial reporting and to emphasize the importance of being an informed user of financial information. Financial reports will also be analyzed across companies, industries, and countries, providing linkages to entrepreneurial and strategic decision making. The course also addresses the ethical responsibility managers have to carry out their fiduciary responsibility to all stakeholders of the company, including the growth in corporate social responsibility reporting and how companies are incorporating this information into their reports and websites.

MEAS & MANAGING STRATEGIC PERFORM

This course is focused on the connection between strategy execution and profitability. Students develop skills in quantitatively-grounded logical analysis in order to be able to:

- Judge the financial feasibility of plans for launching new businesses or for redesigning existing ones
- Grow profitable and sustainable ventures.
- Create business models that make money.

RE-IMAGINING X

In this course, Human-Centered Design and its recent version Design Thinking, coupled with a System Thinking perspective, will provide the mindset and the tools that participants learn to apply, and with which they will work to invent and develop new opportunities. The course combines reflective reading and case discussions with hands-on in-depth project work for students to learn and develop the relevant skills along with the new opportunities.

ENTREPRENEURSHIP AND OPPORTUNITY

This course provides an overview of the entrepreneurship method that will enable you to create, identify, assess, shape, and act on opportunities in a variety of contexts and organizations. The method, called Entrepreneurial Thought & Action® (ETA), is teachable and learnable, but is not predictable. This is a results-oriented course that emphasizes early action in order to test and refine new venture concepts.

ENTREPRENEURSHIP AND GIG ECONOMY

Named by Forbes.com as one of The 10 Most Innovative Business School Classes in the country, this module introduces students to the entrepreneurial skills to navigate the "gig" economy of sequential jobs and temporary consulting work-and how to shape a work life where long-term full-time corporate jobs are increasingly obsolete. Students will develop the skills to develop an entrepreneurial career plan, create a personal brand and public identity, market their skills, and create engaged social and professional networks. Students will also evaluate case studies of new business models and successful companies built around a gig workforce, and analyze the competitive, structural and cost implications as well as the broader economic and societal implications.

INTRODUCTION TO FINANCIAL MANAGEMENT

This course introduces the managerial finance skills required of effective business managers operating in all functional areas of an organization as they seek to create shareholder value. Covers basic corporate finance topics including financial analysis, construction of pro forma financial statements and forecasting cash flows, the relationship between risk and return, the cost of capital, discounting future cash flows, assessing the viability of projects and capital budgeting, financing and capital structure issues, and the valuation of stock, bonds, firms and other entities.

CORPORATE FINANCE: EVAL OPPORTUNITIES

This course is designed for those interested in evaluating complex long-term strategic investment proposals and valuing firms and subsidiaries for merger and acquisition purposes. Building on the foundation of the finance core, it explores finance theory to identify pitfalls, common mistakes, and best practices in corporate valuation. It expands valuation skills by introducing the equity approach and the adjusted present value (APV) valuation method, the preferred approach when capital structure is changing over time(e.g. in private equity transactions). It also covers the identification and valuation of real options embedded in strategic initiatives.

LAW

This course teaches students to create business structures and make business decisions that effectively manage legal issues in order to create and capture value for their business while managing law-related risks.

CREATING AND LEADING EFFECTIVE ORGS

This course studies the core issues of entrepreneurial leadership: how to get things done when you can't give orders, how to develop influence and build effective teams and organizations, and how to design and implement management structures and processes for high performance. There will be opportunity for practicing influence, stakeholder analysis and action planning skills.

TECHNOLOGY AND OPERATIONS MANAGEMENT

This course introduces students to the fundamental components of a firm's operating systems, be it a mature enterprise or an early stage company. The course introduces the new methods and models to analyze, diagnose and improve operations activities for both manufacturing and service firms. We examine key issues for competitiveness including operations strategy, innovation, product and process design and development, global supply chain management, quality management, and sustainable operations. Developing a strong appreciation for the contribution of technology and operations to a company's market success is an essential element of effective decision-making for entrepreneurs and leaders of all types of organizations.