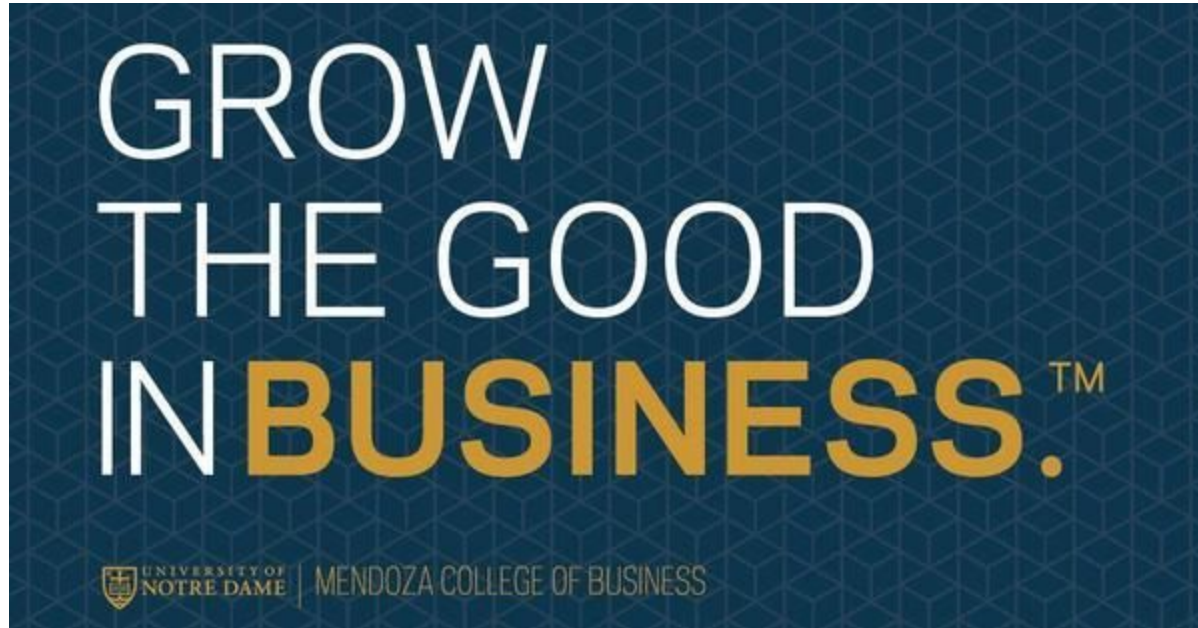


# MSM Concentration Information Session



# Agenda

- History of Concentrations
- Overview and Timeline
- Marketing Guest: Mitch Olsen
- Finance Guests: Kristen Collett-Schmitt and Katherine Spiess
- Q & A

# MSM Program Goals

1. Become one of the premier MSM programs.
2. Provide students an exceptional experience both inside and outside the classroom so that they feel part of the Mendoza community.
3. Connect current students with our vast network of former students.

# History of MSM Concentrations

- Spring 2020: Student exit surveys
- Fall 2020: Concentration benchmark analysis
- Nov 2020: Marketing and Finance approved for Class of 2022
- Spring 2022: First Concentrations offered

MSM + your undergraduate degree

**Breadth**

**Depth**

# Purpose of Concentrations

- Build elective capacity for our students to choose from two of the most essential components of any business model
- Passion over productivity

# Concentration Timeline for Spring

- Information Session today, 3:30pm @ Jordan Auditorium with Spring faculty [materials will be shared on MSM student portal]
- **Oct 1:** Concentration survey preference due
- **Mid-October:** Notification of concentration
- **January - May:** Take 2 concentration courses simultaneously [both 3 CH]

# Concentrations: choose ONE and take TWO courses

- Marketing
  - Contemporary Sales Management (Bob Essig)
  - “TBD” (Kevin Hartman)
- Finance
  - Managerial Economics (Kristen Collett-Schmitt)
  - Capital Allocation (Katherine Spiess)



# Marketing Courses

# Finance Courses

# Applied Financial Modeling

(1 of 2)

**Course Description:** This course will expand on Finance Principles and introduce topics in investments and spreadsheet modeling skills. Students will learn topics such as portfolio theory, bond pricing, short sales, and derivatives, using Excel and real-world cases to analyze financial topics.

## Main Learning Goals:

1. **Develop modeling skills** – understanding a model’s capabilities, processes, and limitations
2. **Apply financial concepts** to real data – extending concepts learned in the fall and introducing some topics in investments
3. **Strengthen Excel skills** - regardless of your familiarity with Excel, this course will provide resources and directed activities to strengthen your spreadsheet skills. No Excel experience beyond previous MSM coursework is expected.

Learning goals #1 and #3 apply directly to any career. Even if you do not plan to work directly in finance, #2 will enable you to better work with those on your corporate team who do.

# Applied Financial Modeling

(2 of 2)

**Course Structure:** each topic we work through will have a similar structure:

1. **Preliminary lecture** to review the topic (learned in the fall) or introduce the new topic.
2. **Excel-based modeling tutorials** to apply financial concepts and build Excel skills. We will start these during class, and finishing them is the primary homework. Although these are assigned individually, collaboration is allowed and encouraged.

## Assessments:

- **Tutorials** – as above; weighted about 10%-20%
- **Team-based projects** – ~3 projects that span multiple topics and ask your team to model concepts to analyze real-world data; weighted about 40%-55%
- **Exams** – midterm and final are open resource and computer-based; weighted about 30%-45%

# Q & A

# Concentration Timeline for Spring

- Information Session today, 3:30pm @ Jordan Auditorium with Spring faculty [materials will be shared on MSM student portal]
- **Sep 21:** Concentration survey preference due
- **Mid-October:** Notification of concentration
- **January - May:** Take 2 concentration courses simultaneously [both 3 CH]

# MSMG 60211: Managerial Economics

*Kristen Collett-Schmitt, Ph.D.*

## Learning Goals

After successfully completing MSMG 60211, students will be able to:

1. Interpret *traditional models demonstrating economic concepts* within the framework of practical management issues.
2. Analyze the impact of *market dynamics* on the modern economy.
3. Utilize *analytical tools of microeconomics* to make rational business decisions.
4. Understand how to *increase the efficiency of organizations* using resource allocation.
5. Relate traditional economic analysis to both *everyday and on-the-job phenomena* in the real world.

## Resources & Assessments

- Digital textbook & printed workbook
- Participation
- In-class Quizzes
- Consulting Projects

## Consulting Projects

- Recommending Price Changes for The Page Society
- Is Taylor Swift underpaid?
- How did we get here and where are we going?
- Connecting Profitable Business Strategies with Market Structure



J.P.Morgan



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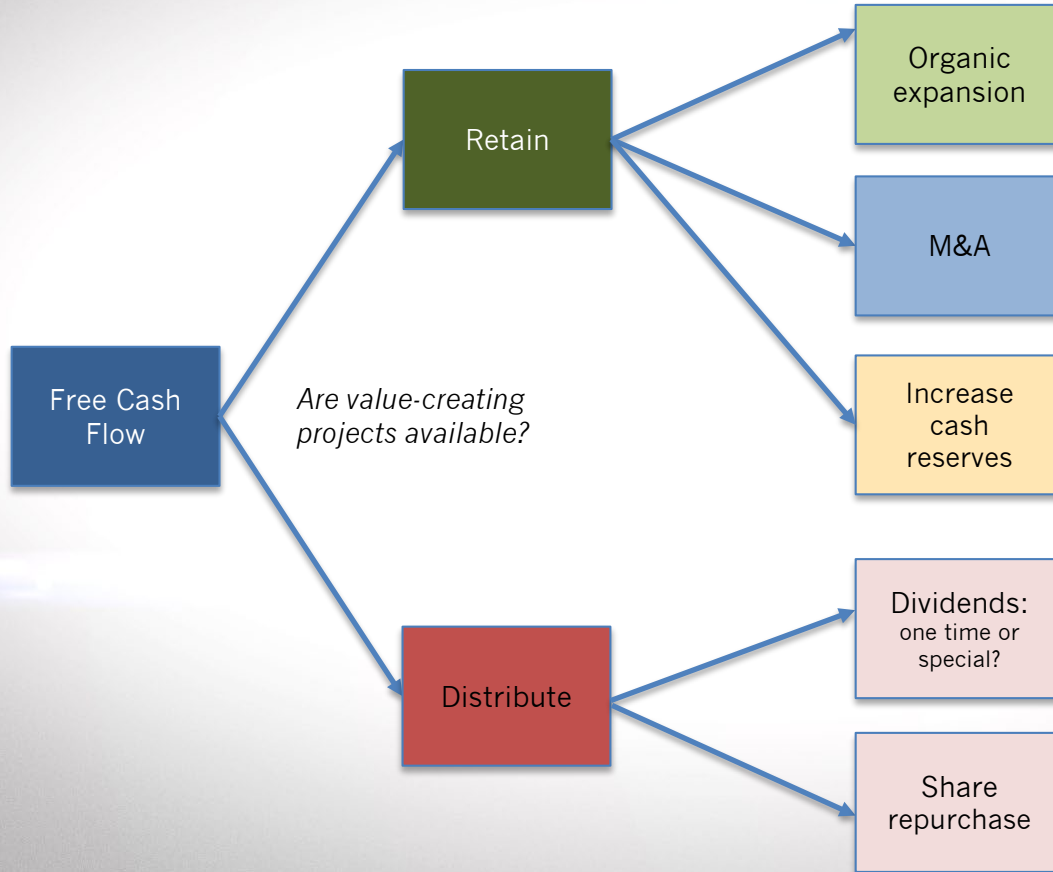


# MSM Finance Concentration Capital Allocation

# Capital Allocation

- One of the most important decisions that companies make is how to allocate their capital
  - i.e., answer the question, “What should they should their money on?”

# Capital Allocation



*Is it better to build or buy?*

*What are the costs and benefits of holding more cash?*

*How do my shareholders want their returns?*

# Course Topics

- Extending topics from Finance Principles
  - Cost of capital & firm valuation
- Organic vs. Inorganic Growth
  - The M&A deal process
  - Structuring deals & analyzing deal consequences
  - Private equity & LBOs
- Applications of Valuation in Excel