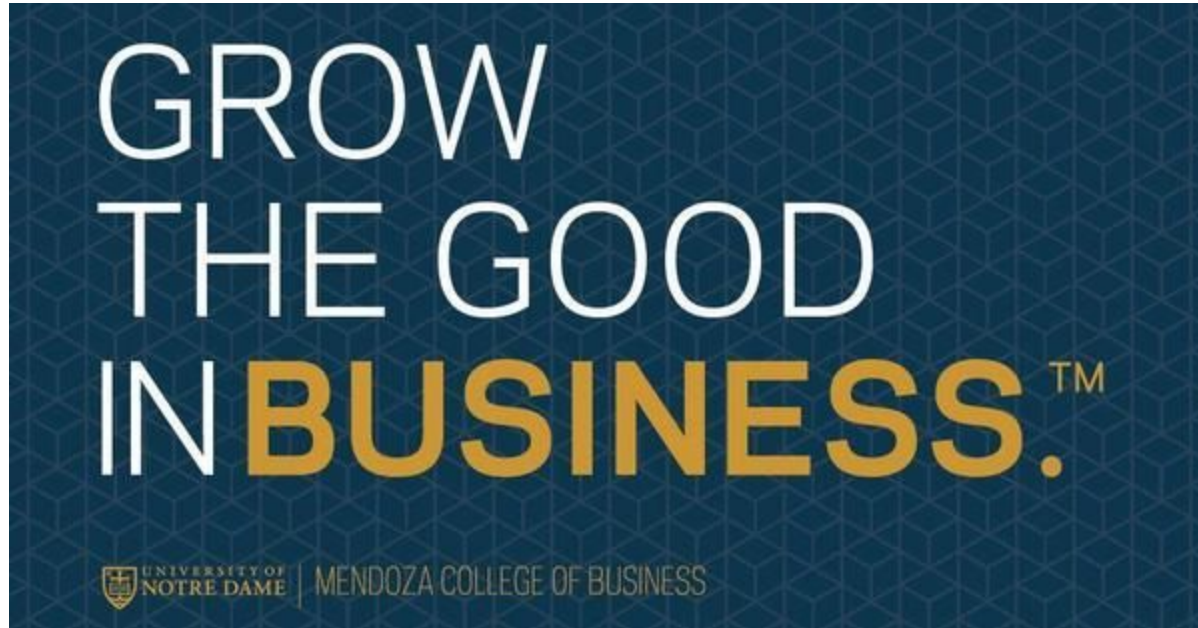


MSM Concentration Information Session



Agenda

- History of Concentrations
- Overview and Timeline
- Courses
- Next Steps
- Electives
- 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

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 [materials will be shared on MSM student portal]
- **Friday, Oct 10:** Concentration [survey](#) preference due
- **Late-October:** Notification of concentration
- **January - May:** Take 2 concentration courses simultaneously [both 3 CH]

Concentrations: choose ONE and take BOTH courses

- Marketing
 - Digital Marketing ([Shije Lyu](#))
 - Automation and AI ([Kevin Hartman](#))
- Finance
 - Managerial Economics ([Kristen Collett-Schmitt](#))
 - Capital Allocation ([Katherine Spiess](#))

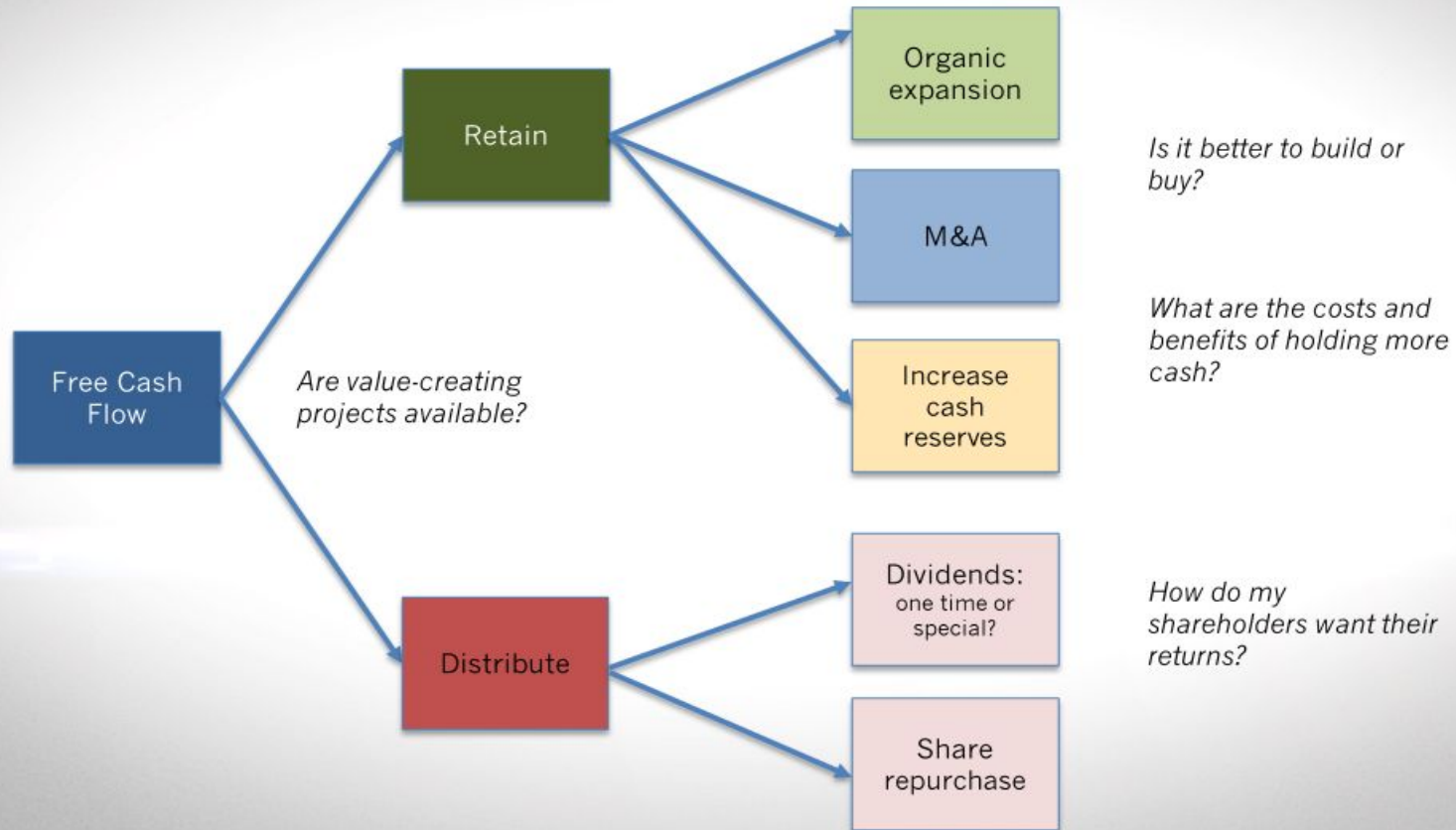
Finance Courses

- Managerial Economics ([Kristen Collett-Schmitt](#))
- Capital Allocation ([Katherine Spiess](#))

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 spend their money on?”

Capital Allocation



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



MSMG 60211: MANAGERIAL ECONOMICS

with Kristen Collett-Schmitt, Ph.D.

VIDEO DESCRIPTION

Course Description

This course is concerned with the application of microeconomic theory to managerial decision making. The course will join theory on consumer behavior and the demand for goods and services with the cost to the firm of providing those goods and services, in order to provide an economic perspective on the decision-making process of firms in various market structures. **Some key concepts to be discussed include opportunity cost, marginal analysis, the model of supply and demand, consumer optimization, demand elasticity, production and cost analysis, market structure, and game theory.**

Marketing Preview Videos [click on images for videos]

“Three Ps” Of AI Opportunity

AI offers the business sector many opportunities to improve efficiency and productivity, reduce costs, and gain new insights through three primary applications



Predictive Analytics

AI can analyze large amounts of data and make predictions about future trends and patterns, helping organizations make more informed decisions



Personalization

AI can be used to personalize products and services, improving customer engagement and loyalty



Process Improvement

AI can help organizations improve efficiency by identifying inefficiencies and suggesting ways to optimize processes



Concentration Timeline for Spring

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Electives | [Q&A link](#)

- Find courses using resources on [portal](#)
- Email professor + receive approval
- Complete form + include screenshot of email approval
- Up to 1 course for credit (3 CH) and up to 1 course for audit
- Course grade impacts GPA but not count toward degree requirement