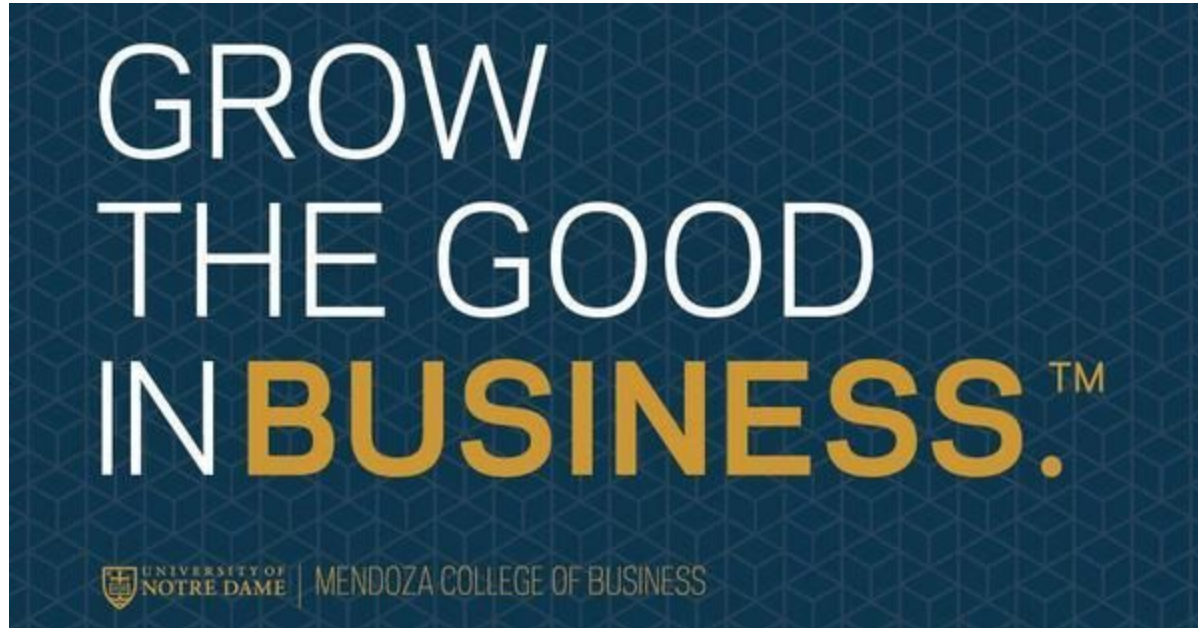


MSM Concentration Information Session



Agenda

- Concentration Courses
- Next Steps
- Electives
- Q & A

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, Sep 18:** 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](#))

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



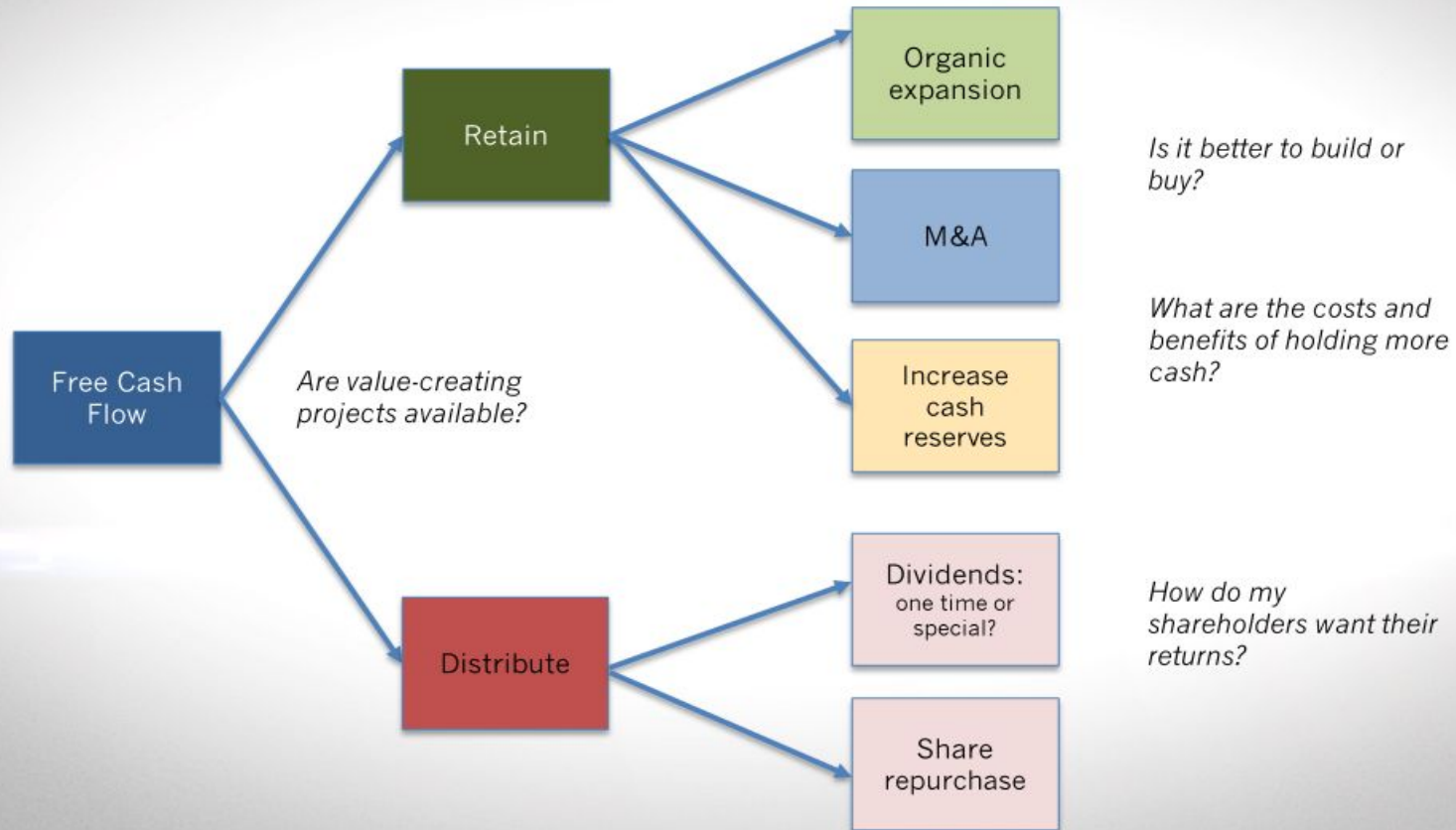
Finance Courses

- 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.

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.**

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
- Quizzes & Exams
- Case Studies
- Guest speakers

Managerial Case Studies

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

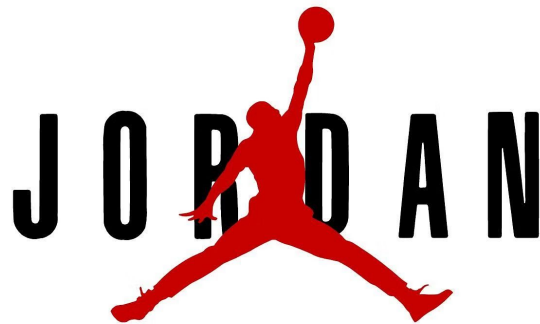


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Electives | [Q&A link](#)

- 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