New & Unique Courses and New Faculty for Fall 2013 and Spring 2014

**ACCT 5210 Advanced Accounting**
This course explores specialized topics in financial accounting including accounting for mergers, acquisitions, liquidations, business combinations and partnerships. International issues are also explored including foreign currency transactions and International Financial Reporting Standards.

*Prerequisites:* ACCT4100  
*Instructor:* Alicia Amaral  
*Semester:* Spring

**CAP 5510 & MGMT 5510 Sustainability Consulting Projects**
This course imparts the knowledge and skills for managing sustainability projects including: operations, organizational change, sustainability consulting and project management. In this course ‘Sustainability Consulting Project’ refers to a student team working with a small businesses, non-profit or local township, developing and delivering a customized, actionable plan with the goals of improving energy efficiency, reducing operating costs and helping the organization become more environmentally sustainable. Through collaboration with the client, opportunities are identified for both short term and longer term. Deliverables of the consulting project consist of a practical, implementable and measurable plan and a presentation to the stakeholders; e.g., board members, leadership team, staff, and partners. Typical areas of focus in the plan include: energy conservation, fostering sustainable behavior, recycling, supply chain management, green IT, transportation, waste management, water usage, performance measurement and sustainability reporting.

*Prerequisites:* All core classes or permission of the instructor. If you are in your final semester and need to take a prerequisite concurrently, you should inform the instructor and ask for a registration override.  
*Instructor:* Will O’Brien  
*Semester:* Spring

**FIN 5900 Special Topics Risk Management**
This course will provide an understanding and application of quantitative (Financial) and qualitative (Enterprise) methods of analyzing and managing risk within organizations. Learn to apply multiple risk management tools to make high quality decisions for balancing corporate risk and reward tradeoffs.

- **Financial risk** topics will include the examination of derivative application uses for hedging risk, measuring Value at Risk and exploring external impacts such as market, credit and systemic risks.
- **Enterprise risk** topics will include constructing frameworks for managing strategic, operational and other business risks. Students will examine ways to assess and measure risk along with organizing corporate governance policies.

*Prerequisites:* FIN 4200 or FIN 5301 for MBA students, no prerequisite for MSF students  
*Instructor:* Cheryl Tutun  
*Semester:* Fall

**MGMT 5308 Women in Management**
This dialog course explores the position and role of women in the management of U.S. organizations. It focuses at the societal level on the representation of women in management and at the organizational level on gendered behavior. Topics are reviewed and discussed as enabling or hindering (1) women in performing to their capacity and (2) organizations in benefiting from women’s contribution. The course draws on literature...
that describes and conceptualizes occupational segregation and its causes, as well as different management styles and their relevance to management in general and to women in management in particular. The course uses a woman-focused lens to reflect on the practice of management, societal expectations, and organizational policies and behaviors. In order to facilitate this dialogue, the seminar is limited to 15 students.

*Special note: Due to the accelerated manner of the course, there is a significant amount of reading to be done before the course begins, and a final project that is due in the weeks beyond the week in which the class is held.

**Prerequisites:** None  
**Instructor:** Margarete Arndt  
**Semester:** Accelerated course offering in January during winter break

**MGMT 5611 Leading Change**  
In this course students will learn strategies and how to use practical tools to help in leading an organization toward required change. We will examine best practices used in change management including basic concepts as well as major initiatives requiring transformation: individual change; team change; organizational change; leading change; restructuring; mergers and acquisitions; cultural change; IT-based process change; supply chain management; sustainability; and conflict management. Students will also learn to develop their potential to envision, lead and sustain organizational innovation and change. They will experience and work through a real-world change management situation using a simulation called “Change Management: Power & Influence”.

**Prerequisites:** NONE  
**Instructor:** TBA  
**Semester:** Spring

**MGMT 5900 Special Topics: Sustainability & Corporate Strategy**  
This class will investigate the various issues facing organizations who wish to integrate sustainability into their corporate strategy. The class will incorporate cases and readings. Speakers, videos, and a field tour will all be part of the class instruction. Discussion and participation are encouraged. There are no prerequisites. There will be background provided on strategy principles for those who have not had strategy classes previously. Strategic planning for sustainability related to environmental scanning and competitor analysis, internal strategy and policy development, executing strategy, stakeholder management, relationships to functional strategic planning and strategic alliance formation are all topics to be touched upon.

**Prerequisites:** None  
**Instructor:** Bill Bean  
**Semester:** Fall

**MKT 5487 Sustainability Marketing (formerly “Green Marketing”)**  
The business landscape of the 21st century is evolving to encompass a rapidly expanding segment of consumers concerned with their impact on the global quality of life. This awakening breed of new consumers has created the need for a new marketing paradigm; under the current title of “Green Marketing”.

This new cutting edge course will define the role of Green Marketing and its key objectives. It will also examine segmentation strategies and marketing activities to produce opportunities for Green products, services and socially positive brands. Major topic areas covered within this 14 week course include:

- Green market segmentation
- Sustainability driven consumptions trends
- Eco-Innovation strategies for products and services
- The Green marketing mix
- Competing for emerging green markets
- Green consumer behavior
- Socially positive branding

These topics, along with current global trends in Green markets will be incorporated into a learning environment that involves each student at three different levels:
1. In class discussions and lectures using new textbook concepts and current market trends
2. In class strategic teams of students creating marketing solutions for actual global green market areas
3. Individual review and analysis of Green Marketing cases from the Harvard Business School and other sources.

**Prerequisites:** MKT 4400 or MKT 4402  
**Instructor:** Tom Murphy  
**Semester:** Fall

**MKT 5900 Internet & Social Media Marketing**

The development of the internet and related technology has changed how individuals and organizations design, acquire and market goods and services. This course will cover such topics as search engine marketing, search engine optimization, internet advertising and promotion, social media marketing, mobile marketing and location-based services, and web analytics. Students will gain practical, hands-on experience by using techniques discussed in class to promote their own (on-line) retail stores. Industry guest speakers will also be scheduled.

**Prerequisites:** MKT 4400 or MKT 4402  
**Instructor:** Keith Coulter  
**Semester:** Spring

*For faculty bios, visit [http://www.clarku.edu/gsom/faculty/index.cfm](http://www.clarku.edu/gsom/faculty/index.cfm)

**New Faculty**

Several new professors have joined the GSOM faculty for the 2013-2014 academic year. Be sure to take a look at their bios!

Lin Boldt, Ph.D., Specialization: Marketing  
Moustafa Abu El Fadl, Ph.D., C.F.A., Visiting Assistant Professor, Finance  
Christopher Alt, Ph.D., C.F.A., Visiting Assistant Professor, Finance  
Shital Sharma, Ph.D., Visiting Assistant Professor, Economics/Statistics  
Cheryl Dubin Tutun, M.B.A., Visiting Lecturer, Risk Management  
Becky Frieden, M.B.A, Visiting Lecturer, Management Information Systems  
Ella Karat, M.B.A., Visiting Lecturer, Marketing  
Judith Kenary, M.B.A., Visiting Lecturer, Management