

Anderson School of Management

POLICY AND PLANNING CONCENTRATION MBA



ALL CONCENTRATION INFORMATION EFFECTIVE FOR STUDENTS ADMITTED FALL 2010 AND THEREAFTER.

The Policy and Planning (P&P) concentration is oriented toward cross-functional problem solving and analysis. Careers and employment resulting from the P&P concentration include strategic planning, public sector and nonprofit management, public affairs, environmental affairs, and other cross-functional positions.

Students choose and complete five courses from one of the emphases indicated below. However, in lieu of one or two of the listed courses, the P&P advisor may approve a different graduate-level course within the Anderson School of Management (ASM) curriculum and/or a different graduate-level course outside ASM if the courses are relevant to Policy & Planning and the student's particular career objective.

Advising Process — First consider carefully your career objective. Then consult one of the concentration advisors if you think the Policy and Planning Concentration fits your interests in order to select courses that are relevant to your particular career objective. The current advisors for P&P are:

Last name A-L: **Dr. Shawn Berman**, ASM 2114, 277-1792, sberman@unm.edu

Last name M-Z: **Dr. Harry Van Buren**, ASM 2126, 277-3909, vanburen@mgt.unm.edu

The following courses have been identified as relevant for an emphasis in Strategic Planning and Leadership, Public Affairs and Policy Analysis, and Nonprofit Management:

<http://mba.mgt.unm.edu/concentrations/policy.asp>

Strategic Planning and Leadership Emphasis	Public Affairs & Policy Analysis Emphasis	Non-Profit Management Emphasis
<p>Required Courses:</p> <ul style="list-style-type: none"> • 650 Competitive Analysis • 568 Creative Leadership and Innovating Organizations • 658 Managerial Ethics <p>Electives (select 2):</p> <ul style="list-style-type: none"> • 654 Advanced Legal Topics for Managers • 655 Washington Campus Program • 653 Environmental Sustainability and Business • 651 Regulation and Social Control of Business • 663 Employment Law 	<p>Required Courses:</p> <ul style="list-style-type: none"> • 651 Regulations and Social Control of Business • 652 Public Affairs & Public Relations • 655 Washington Campus Program <p>Electives (select 2):</p> <ul style="list-style-type: none"> • 654 Advanced Legal Topics for Managers • 653 Environmental Sustainability and Business • 658 Managerial Ethics 	<p>Required Courses:</p> <ul style="list-style-type: none"> • 657 Nonprofit Management • 503 Managerial Accounting <p>Electives (select 3):</p> <ul style="list-style-type: none"> • English 518 Grant Writing • 658 Managerial Ethics • 663 Employment Law • 654 Advanced Legal Topics for Managers • 655 Washington Campus Program • 640 Accounting for Nonprofit Organizations • Law 659 Tax Exempt Organizations (permission of instructor)

One skill development course at the graduate level may be substituted for one concentration elective in any of the P&P emphases, as appropriate for the student's career objective and skill level. Examples of skill development courses include: 561 Interpersonal and Team Dynamics and 569 Negotiation Strategies.

Student Clubs: Net Impact—<http://www.unm.edu/~netimpct/> - Using business to make positive social change.

International Business Students Global: <http://fite.unm.edu/ibsg/> is a group of global and international business professionals comprised of the highest caliber students at the Anderson School of Management interested in questions of international management, corporate citizenship, and the global political economy.



Policy and Planning Course Descriptions (MGMT 650 Series)

MGMT 650 Competitive Analysis (new course name, expanding on MGMT 553 Industrial Organization) *Course Description:* Competitive Analysis focuses on the development and analysis of information related to the strategic and competitive environment of organizations. The class provides a systematic examination of theoretical and empirical issues in the current organizational environment. *Typically offered in spring semesters.

MGMT 651 Regulation and Social Control of Business (new course name, expanding on MGMT 554 Public Control of Business) *Course Description:* Government legislation and regulation of business activities in the U.S., including government controls of prices, regulation of public utilities, public ownership, economic planning and social regulation of environmental quality health and safety, etc. *Typically offered in fall semesters.

MGMT 652 Public Affairs and Public Relations (formerly seminar topic offered under MGMT 558) *Course Description:* Explores the essential function of public stakeholder interaction with emphasis on strategic practices and theory. The class includes examination of issues lifecycle, media relations, case studies, communication strategy and corporate participation in the public policy process. *Typically offered in spring semesters.

MGMT 653 Environmental Sustainability and Business (new course name, formerly seminar topic offered under MGMT 558 Ecology and Management) *Course Description:* A systematic exploration of industrial influences on the natural environment. Students are exposed to natural systems and environmental management frames and practices. *Typically offered in fall semesters.

MGMT 654 Advanced Legal Topics for Managers (formerly MGMT 509) *Course Description:* Contemporary legal topics relevant to an ever-changing environment, including corporate governance relationships, product liability, administrative law, and white collar crime. *Typically offered in fall semesters.

MGMT 655 Washington Campus Program (formerly MGMT 555) *Course Description:* One week intensive "Washington Back-Stage: A Primer on the Public Policy Process for M.B.A. Students." Limited enrollment; special application required. Additional fees for travel and cost of the program. *One week intensive in January, March, May, or June; register in the summer or fall semesters.

MGMT 657 Nonprofit Management (formerly seminar topic offered under MGMT 558) *Course Description:* Provides an understanding of the management of nonprofit organizations in the twenty-first century and the growing leadership in social entrepreneurship. The course covers a broad range of topics and disciplinary perspectives. *Typically offered in spring semesters.

MGMT 658 Managerial Ethics (graduate students previously enrolled in MGMT 458) *Course Description:* An issues – and problems - oriented course in applied management ethics. How to reason ethically about management problems and choices. Focus is on the crises of conscience and the everyday conflicts of role and obligation that characterize our professional lives. *Typically offered in fall semesters.

MGMT 697 P & P Internship (Concentration advisor permission required-see Career Services Office)