

The University Of Toledo

New Graduate Course Proposal

* denotes required fields

1. College*:

Department*:

2. Contact Person*: Phone: (xxx - xxxx) Email:

3. Alpha/Numeric Code (Subject area - number)*: -

4. Proposed title*:
Proposed effective term*: (e.g. 201140 for 2011 Fall)

5. Is the course cross-listed with another academic unit? Yes No

Approval of other academic unit (signature and title)

Is the course offered at more than one level? Yes No

If yes, an undergraduate course proposal form must also be submitted. If the undergraduate course is new, complete the [New Undergraduate Course Proposal](#); if the undergraduate course is existing, submit an [Undergraduate Course Modification Proposal](#).

6. Credit hours*: Fixed: or Variable:

to

7. Delivery Mode:

	Primary*	Secondary	Tertiary
a. Activity Type *	<input type="text" value="Online"/>	<input type="text" value="Seminar"/>	<input type="text" value="--SelectType--"/>
b. Minimum Credit Hours *	<input type="text" value="3"/>	<input type="text" value="1"/>	<input type="text"/>
Maximum Credit Hours *	<input type="text" value="3"/>	<input type="text" value="1"/>	<input type="text"/>
c. Weekly Contact Hours *	<input type="text" value="4"/>	<input type="text" value="1"/>	<input type="text"/>

8. Terms offered: Fall Spring Summer

Years offered: Every Alternate

Year Years

9. Are students permitted to register for more than one section during a term? No Yes

May the courses be repeated for credit? No Yes Maximum Hours

10. Grading System*:
- Normal Grading (A-F, S/U, WP/WF, PR, I)
 - Satisfactory/Unsatisfactory (A-C, less than C)
 - Grade Only (A-F, WP/WF, PR, I)
 - Audit Only
 - No Grade

11. Prerequisites (must be taken **before**): i.e. C or higher in (BIOE 4500 or BIOE 5500) and C or higher in MATH 4200

- PIN (Permission From Instructor) PDP (Permission From Department)

Co-requisites (must be taken **together**):

12. Catalog Description* (**75 words Maximum**)

This course prepares participants to effectively analyze and interpret client financial data, business trends, operating results, industry norms and a wide range of metrics and business intelligence in order to strengthen the financial impact of sales proposals and business propositions, and to effectively manage the sales organization.

13. Attach a syllabus - a syllabus template is available from the University Teaching Center. Click [here](#) for the Center's template.

File Type	View File
Syllabus	View

14. Comments/Notes:

See attached syllabus for detail.

7b. Minimum Credit Hours corrected from 3 to 4
 Maximum Credit Hours corrected from 3 to 4
 T.H. on behalf of Graduate Council Curriculum Committee and program. 2.15.2017

15. Rationale:

This course is part of a 9 course curriculum associated with the newly proposed Executive Master of Sales Leadership degree program.

Course Approval:

Department Curriculum Authority:	Michael Mallin	Date	2017/01/19
Department Chairperson:	Thomas W. Sharkey	Date	2017/01/20
College Curriculum Authority or Chair:	Michael Mallin	Date	2017/01/20
College Dean:	Anand S. Kunnathur	Date	2017/01/20
Graduate Council:	Constance Schall (GC 2.7.2017)	Date	2017/02/15
Dean of Graduate Studies:	Amanda Bryant-Friedrich	Date	2017/02/16
Office of the Provost :		Date	

print

Administrative Use Only

Effective Date:  (YYYY/MM/DD)

CIP Code:

Subsidy Taxonomy:

Program Code:

Instructional Level:

Registrar's Office Use Only

Processed in Banner on: 

Processed in Banner by:

Banner Subject Code:

Banner Course Number:

Banner Term Code:

Banner Course Title:

Executive Masters in Sales Leadership (EMSL) Course Outline

1. Title of Course: **Finance, Business Acumen & Data Analytics**
Course Number: **EMSL6200 (4.0 credits)**

Contact Hours: 8 hours of face-to-face classroom meeting (intensive capstone residencies); 12 hours of synchronous online instruction; 40 hours of asynchronous online instruction (e.g., lecture capture, other video, online study and exercises, etc.)

2. Description of course:

This course prepares participants to effectively analyze and interpret client financial data, business trends, operating results, industry norms and a wide range of metrics and business intelligence in order to strengthen the financial impact of sales proposals and business propositions, and to effectively manage the sales organization.

The course is delivered online for twelve weeks (using synchronous and asynchronous methods, group work and self-study), and culminates in an eight-hour, face-to-face class meeting. Cohort groups will prepare group work during the online portion, and present at the class meeting. Class meetings will utilize primarily a capstone format, providing experiential learning and application of online course content. Outside industry experts may be invited as guest speakers at times.

3. Course Prerequisites: None

4. Course Objectives:

Students will be prepared to effectively utilize their employers' and clients' financial and operational data, data analytics and business intelligence to coach and develop a sales force, to make more effective client proposals by focusing on decision making processes and to utilize ROI analysis and related metrics in the business development, strategic planning and proposal process.

5. Student Learning Outcomes:

Upon completion of this course students will be able to:
 - Effectively analyze and interpret client financial data, business trends, operating results, industry norms.
 - Use data analytics and business intelligence to grow sales
 - Incorporate a wide range of financial statements and data in order to strengthen the financial impact of sales proposals and business propositions.
 - Write more effective sales proposals by demonstrating understanding of client and industry financial information.

6. Topical Outline of Course Content:

- Fundamental Interpretations Made from Financial Data
- Determining Sales Force Priorities
- Basic & Managerial Sales Accounting
- What the Sales Force needs to know about Financial Statements
- Introduction to Budgets and Preparing the Master Sales Budget
- Capital budgeting decisions regarding major sales force purchases
- Relevant information and Decision Making with a Focus on Sales and Revenue
- Using Data Analytics
- Business Intelligence
- Drawing Conclusions from CRM and Sales Statistical Data
- Developing and Measuring Performance Metrics
- Understanding Purchasing Decisions & Trends
- Analyzing Customer Profitability
- Pipeline Analysis

7. Guidelines and Suggestions for Teaching Methods and Student Learning Activities:

- Case studies will be utilized to assess proposals using financial data in presentations.
- Multiple media delivery will be utilized throughout course including: Class discussion, webinars, conference calls and teleconferences.
- Sales simulations, group and individual exercises, assessments and projects for skill development.
- Case studies will be utilized to plan, develop, and practice proposal preparation and presentation using financial benefits and value propositions.

8. Guidelines and Suggestions for Methods of Student Assessment:

- Class Participation 20%
- Cases and Simulations 25%
- Exams 30%
- Proposal / Presentation 25%

9. Suggested Readings, Texts & Objects of Study:

- *Financial Intelligence, Revised Edition: A Manager's Guide to Knowing What the Numbers Really Mean* by Karen Berman, Joe Knight, John Case (February 19, 2013)
- *Financial Statements: A Step-by-Step Guide to Understanding and Creating Financial Reports* by Thomas R. Ittelson (August 15, 2009)
- *Finance and Accounting for Nonfinancial Managers: All the Basics You Need to Know* by William G. Droms, Jay O. Wright 7th ed. Edition (June 2, 2015)
- *The McGraw-Hill 36-Hour Course: Finance for Non-Financial Managers 3/E (McGraw-Hill 36-Hour Courses)* by H. George Shoffner, Susan Shelly, Robert Cooke December 16, 2010
 - *What the CEO Wants You to Know: Using Business Acumen to Understand: How Your Company Really Works.* Ram Charan. Crown Business; 1st edition (February 13, 2001).
 - *Performance Dashboards: Measuring, Monitoring, and Managing Your Business.* Wayne Eckerson. John Wiley & Sons (January 2006).
 - *Finance and Accounting for Nonfinancial Managers: All The Basics You Need to Know.* William G. Droms. Perseus Publishing; 5th edition (April 15, 2003)

10. Bibliography:

- *The Essential CFO: A Corporate Finance Playbook* by Bruce P. Nolop, Wiley; 1 edition (May 1, 2012)
 - *Seeing the Big Picture: Business Acumen to Build Your Credibility, Career, and Company* by Kevin Cope (March 6, 2012)
 - *The Essentials of Finance and Accounting for Nonfinancial Managers 2nd Edition* by Edward Fields (March 15, 2011)
- Finance for Non-Financial Managers. Gene Siciliano. McGraw-Hill; 1st edition (April 25, 2003).*