

# INNOVATION MASTER OF BUSINESS ADMINISTRATION (IMBA)

Subject-area course lists indicate courses currently active for offering at the University of Louisville. Not all courses are scheduled in any given academic term. For class offerings in a specific semester, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>).

500-level courses generally are included in both the undergraduate- and graduate-level course listings; however, specific course/section offerings may vary between semesters. Students are responsible for ensuring that they enroll in courses that are applicable to their particular academic programs.

## Course Fees

Some courses may carry fees beyond the standard tuition costs to cover additional support or materials. Program-, subject- and course-specific fee information can be found on the Office of the Bursar website (<https://louisville.edu/bursar/tuitionfee/university-fees/>).

### IMBA 600. IMBA-Entrepreneurial Thinking 0 Units

**Description:** IMBA-Entrepreneurial Thinking  
For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### IMBA 611. Accounting 1.5 Units

**Prerequisite(s):** Admission to the IMBA program.  
**Description:** The format, understanding and interaction of elements of financial statements, effects of business transactions, accounting cycle and understanding of accounting areas, including tax, audit managerial accounting, etc.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### IMBA 612. Economics of Strategy 3 Units

**Prerequisite(s):** Enrollment in IMBA program.  
**Description:** This course explores how various economic concepts and tools are used in strategy. Topics include the horizontal and vertical boundaries of the firm, market structure and competition, and strategic positioning.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### IMBA 613. Finance 1.5 Units

**Prerequisite(s):** Admission to the IMBA program.  
**Description:** Introduction to financial concepts. Topics include the time value of money, analysis of risk and return, valuation of stocks and bonds and related concepts.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### IMBA 614. Marketing 1.5 Units

**Prerequisite(s):** Admission to the IMBA program.  
**Description:** Examines the concepts and principles involved in marketing analysis and implementation of marketing strategy in consumer, business to business, and service organizations.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### IMBA 615. Opportunity Discovery 1.5 Units

**Prerequisite(s):** Admission to the IMBA program.  
**Description:** This course acquaints students with the dynamic changes in our economic system and the business opportunities fostered by these changes. The course consists of readings, discussion, and exploration of the opportunity discovery process.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### IMBA 620. Leadership 1.5 Units

**Prerequisite(s):** Enrollment in IMBA program.  
**Description:** Theories of influence, leader behaviors, situation, fellowship, work teams, and transformational leadership. Practical development of self-knowledge, self-confidence and choosing to lead.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### IMBA 621. Venture Launch I 1.5 Units

**Term Typically Offered:** Fall Only  
**Prerequisite(s):** Enrollment in the IMBA program; IMBA 615.  
**Description:** This experiential course introduces Lean LaunchPad and Value Proposition Canvas. Student teams identify an initial entrepreneurial concept, and use techniques of customer discovery to get out of the classroom and talk to users in order to validate product-market fit.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### IMBA 622. Venture Strategic Analysis 1.5 Units

**Term Typically Offered:** Fall Only  
**Prerequisite(s):** Enrollment in the IMBA program; IMBA 615.  
**Description:** Strategic analysis consists of analyzing information from the internal and external environments to recognize and assess organizations strengths, weaknesses, opportunities & threats. Strategic analysis in existing firms and new ventures is compared and contrasted.

Student teams will conduct and present an industry and competitive analysis of their new venture opportunity.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

### IMBA 624. Organizational Behavior 1.5 Units

**Prerequisite(s):** Enrollment in IMBA program.  
**Description:** Concepts and techniques of individuals and groups including personality, motivation, power and politics, decision-making, group dynamics, job satisfaction, cultural influences and organizational development.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

<p><b>IMBA 626. Team Dynamics I</b> <span style="float: right;"><b>1.5 Units</b></span>  <b>Prerequisite(s):</b> Admission to the IMBA program.  <b>Description:</b> This course introduces and reinforces successful team processes as well as skills necessary for team success as an individual and as a colleague on a work team.            For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	<p><b>IMBA 646. Operations Management</b> <span style="float: right;"><b>1.5 Units</b></span>  <b>Prerequisite(s):</b> Admission to IMBA program.  <b>Description:</b> Exploration of the major concepts and issues in the field of operations management. Topics include standard terms, basic models, and new concepts to describe service and manufacturing delivery systems.            For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>
<p><b>IMBA 630. Project Management</b> <span style="float: right;"><b>1.5 Units</b></span>  <b>Prerequisite(s):</b> Enrollment in IMBA program.  <b>Description:</b> This course is to help students plan appropriately, think critically and document a project and to provide instruction and practice in critical thinking in regards to project management.            For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	<p><b>IMBA 652. Venture Accelerator I</b> <span style="float: right;"><b>1.5-3 Units</b></span>  <b>Prerequisite(s):</b> Enrollment in the IMBA program.  <b>Description:</b> Support for the development and growth of early stage teams through coverage of advanced entrepreneurship topics, mentoring by venture experts, identification of and application for non-dilutive seed funding, and connections with business mentors.            For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>
<p><b>IMBA 631. Venture Launch II</b> <span style="float: right;"><b>1.5 Units</b></span>  <b>Term Typically Offered:</b> Fall, Spring  <b>Prerequisite(s):</b> Enrollment in the IMBA program; IMBA 621.  <b>Description:</b> This experiential course builds on earlier courses by expanding Lean LaunchPad methodology and introducing the Business Model Canvas. Student teams continue to get out of the classroom and talk with individuals representing all components of their product/service value chain in order to validate all components of their Business Model Canvas.            For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	<p><b>IMBA 654. Venture Accelerator II</b> <span style="float: right;"><b>1.5-3 Units</b></span>  <b>Term Typically Offered:</b> Fall Only  <b>Prerequisite(s):</b> Enrollment in the IMBA program; IMBA 652.  <b>Description:</b> Support for the development and growth of early stage teams through coverage of advanced entrepreneurship topics, mentoring by venture experts, identification of an application for non-dilutive seed funding, and connections with business mentors. Opportunity to participate in the regional and national new venture competitions.            For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>
<p><b>IMBA 632. Venture Finance</b> <span style="float: right;"><b>1.5 Units</b></span>  <b>Term Typically Offered:</b> Spring Only  <b>Prerequisite(s):</b> Enrollment in the IMBA program; IMBA 622.  <b>Description:</b> By focusing on entrepreneurship from the investor's perspective, this course teaches funding strategies with a particular focus on equity investments. Students will build on material learned in previous courses and culminate with a written business plan, complete with a finance model, and a presentation to a panel of venture investors.            For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	<p><b>IMBA 656. Managerial Accounting</b> <span style="float: right;"><b>1.5 Units</b></span>  <b>Term Typically Offered:</b> Fall Only  <b>Prerequisite(s):</b> Admission to the IMBA program and permission of instructor.  <b>Description:</b> This course covers managerial accounting methods and techniques and how they are used to assist organizations to achieve their strategic objectives. Managerial accounting topics include product costing, activity-based costing, planning and controlling costs, budgeting, standard cost systems, new production philosophies, and analytical techniques for decision making.            For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>
<p><b>IMBA 634. Financial Strategy</b> <span style="float: right;"><b>3 Units</b></span>  <b>Prerequisite(s):</b> Admission to IMBA program.  <b>Description:</b> The microeconomics, markets, and financial strategies of the firm. Topics include market structure, pricing, revenue forecasting, cash flows, capital budgeting and structure decisions, agency, risk management.            For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	<p><b>IMBA 657. Venture Sales Management</b> <span style="float: right;"><b>1.5 Units</b></span>  <b>Prerequisite(s):</b> Enrollment in the IMBA program.  <b>Description:</b> Coverage of the fundamental topics and subject matter related to the business and practice of selling in a startup venture environment.            For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>
<p><b>IMBA 644. Information Technology Strategy</b> <span style="float: right;"><b>1.5 Units</b></span>  <b>Prerequisite(s):</b> Admission in the IMBA program.  <b>Description:</b> Exploration of information technology concepts and tools as used in strategy. Emphasis on assessing information technology tools for competitiveness in a digital economy.            For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	<p><b>IMBA 658. Brand Building</b> <span style="float: right;"><b>1.5 Units</b></span>  <b>Prerequisite(s):</b> Enrollment in IMBA program.  <b>Description:</b> This course is intended for those interested in learning how brands are managed and employed as strategic assets. In addition to those pursuing a career in marketing, the course may be of interest to those contemplating careers in consulting.            For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>

<p><b>IMBA 660. Corporate Entrepreneurship</b> <b>1.5 Units</b></p> <p><b>Prerequisite(s):</b> Admission to IMBA program.</p> <p><b>Description:</b> This course introduces entrepreneurship in the corporate setting and how it differs from the activities of the individual entrepreneur. Course activities include the development of a team model to support entrepreneurial activities in an established organization. For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	<p><b>IMBA 699. IMBA Internship</b> <b>1 Unit</b></p> <p><b>Term Typically Offered:</b> Fall, Spring, Summer</p> <p><b>Prerequisite(s):</b> Admission in IMBA program and permission of IMBA Director or Dean, College of Business.</p> <p><b>Description:</b> Students will work with a selected organization and apply expertise learned in the IMBA program to a significant research problem or project. For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>
<p><b>IMBA 662. Corporate and Global Strategy</b> <b>1.5 Units</b></p> <p><b>Term Typically Offered:</b> Spring Only</p> <p><b>Prerequisite(s):</b> Enrollment in the IMBA program.</p> <p><b>Description:</b> Corporate and global strategy consists of top management decision-making regarding business, corporate, and global strategies as well as issues influencing the implementation of those strategies. For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	
<p><b>IMBA 664. Venture Accelerator III</b> <b>3 Units</b></p> <p><b>Term Typically Offered:</b> Spring Only</p> <p><b>Prerequisite(s):</b> Enrollment in the IMBA program; IMBA 654.</p> <p><b>Description:</b> Support for the development and growth of early stage teams through coverage of advanced entrepreneurship topics, mentoring by venture experts, identification of an application for non-dilutive seed funding, and connections with business mentors. Opportunity to participate in the regional and national new venture competitions. For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	
<p><b>IMBA 668. Business Consulting</b> <b>3 Units</b></p> <p><b>Prerequisite(s):</b> Admission in IMBA program and permission of instructor.</p> <p><b>Description:</b> Assist a start-up or existing business in addressing key business needs or problems with a focus on growth opportunities, For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	
<p><b>IMBA 680. Special Topics</b> <b>1-6 Units</b></p> <p><b>Prerequisite(s):</b> Admission in IMBA program and permission of instructor.</p> <p><b>Description:</b> An advanced study of one or more selected topics related to business, including a single or combination of business subjects such as management, accountancy or finance. For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	
<p><b>IMBA 698. IMBA Independent Study</b> <b>1-3 Units</b></p> <p><b>Prerequisite(s):</b> Admission in IMBA program and permission of associate dean for master's programs.</p> <p><b>Description:</b> Students will work independently on a program of study and/or research approved and supervised by a member of the faculty. For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</p>	