

# MBA 8632: Cons Psy Optimal Bus Solutions

Students will become "subject matter experts" on topics that impacts their professional lives. The format will be research-based and result in a detailed "full-immersion" presentation and consultancy exercise that demonstrates marketing and consumer behavior concepts combined with an analysis of a personal, corporate or agency strategic issue of interest to the students. Students will be exposed to in-class consultancy situations from corporate and governmental leaders and will analyze a business problem, provide a framework for analysis and qualified recommendations for action.

**Credits:** 1.5

**Prerequisites:**

MBA 8450 and MBA 8650