Fall 2016 Evening MBA Classes at Logan
Saint Louis University – Cook School of Business
Graduate Business Programs
All classes will be held from 6:00 – 9:00 pm
September 7 – December 8
Logan University, Room G 134
1851 Schoettler Rd, Chesterfield, MO 63017

**Monday**
**MKT 6150: New Product Development (CRN 16569)**
Instructor: Mr. Mike McCarty
*Pre-Requisite: MKT 6000*
Development and marketing of new products/services. Examines skills in interpreting marketing research, idea generation, physical product design, image building, product mix selection, test marketing, monitoring and refining the product and mix during transition from test market to national launch. Steps in opportunity identification, design, testing and launching are stressed.

**Tuesday**
**MGT 6000: Management (CRN 14988)**
Instructor: Dr. Scott Safranski
This course is an attempt to teach a set of skills grounded in behavioral science theory and research that are essential for a successful career in management. It will integrate the management principles of planning, organizing, leading and controlling with the skills necessary to accomplish these principles with people.

**Wednesday**
**IB 6000: Global Business Environment (CRN 15013)**
Instructor: Dr. Mamoun Benmamoun
This course seeks to examine international business issues faced by corporations operating across several countries and different external environments. The focus is, therefore, on the regional and global business environment of international firms, integrating trading, investing, cultural and business practices.