Statistics any 100 level course or 13 above ............................................ 4

Minor Program Requirements:

UNITS

Technology Management .......................... 20

Choose five courses from: Management 120, 140, 150, 160, 170, 180. ................. 20

Courses in Management (MGT/MGB/MGP)

Lower Division

11A. Elementary Accounting (4)
Lecture—3 hours; discussion—1 hour. Basic concepts of accounting; interpreting and using financial statements; understanding accounting principles. GE credit: SocSci I—III, II. (I, II)

11B. Elementary Accounting (4)
Lecture—3 hours; discussion—1 hour. Prerequisite: course 11A. Theory of product costing; analyzing the role and impact of accounting information on decision making; planning and performance evaluation. GE credit: SocSci I—III, III.

Upper Division

100. Introduction to Financial Accounting (3)
Lecture—3 hours. Course is open to all upper division undergraduate and graduate students, except those in the Graduate School of Management. Introduction to the concepts, methods, and uses of accounting and financial reporting. Preparation of financial statements including balance sheet and statements of income and cash flow, as well as their analysis by investors and managers.

120. Managing and Using Information Technology (4)
Lecture—3 hours; discussion—1 hour. Prerequisite: course 11A, Mathematics 16B, 17B, or 21B. Introduces computer hardware, systems software, and information systems in the context of the impact and importance of information technology on modern business and management. GE credit: SocSci I—III, III.

140. Marketing for the Technology-Based Enterprise (4)
Lecture—3 hours; discussion—1 hour. Prerequisite: course 11A, Mathematics 16B, 17B, or 21B. Introduction to computer hardware, systems software, and information systems in the context of the impact and importance of information technology on modern business and management. GE credit: SocSci I—III, III.

150. Technology Management (4)
Lecture—3 hours; discussion—1 hour. Prerequisite: course 11A, Mathematics 16B, 17B, or 21B. Topics include the evaluation of new investment projects, raising venture capital, the role of the entrepreneur, and the choice of organizational structure in new ventures. GE credit: SocSci I—III, III.

160. Financing New Business Ventures (4)
Lecture—3 hours; discussion—1 hour. Prerequisite: course 11A, Mathematics 16B, 17B, or 21B. Topics include the evaluation of new investment projects, raising venture capital, and the choice of organizational structure in new ventures. GE credit: SocSci I—III, III.

170. Managing Costs and Quality (4)
Lecture—3 hours; discussion—1 hour. Prerequisite: course 11A, Mathematics 16B, 17B, or 21B. Topics include the evaluation of new investment projects, raising venture capital, and the choice of organizational structure in new ventures. GE credit: SocSci I—III, III.

180. Supply Chain Planning and Management (4)
Lecture—3 hours; discussion—1 hour. Prerequisite: course 11A, Mathematics 16B, 17B, or 21B. Analysis by investors and managers of techniques and tools for effective supply chain planning and management. GE credit: SocSci I—III, III.

Pre-Fall 2011 General Education (GE): Arts—Arts and Humanities; Div—Domestic Diversity; Engr—Engineering; Environ—Environmental Studies; SocSci—Social Sciences; Div—Domestic Diversity; Writ—Writing Experience
in managerial research and contingency table analysis. Application of these methods to marketing, finance, accounting, production, operations, and public policy.—II. (III.) Tsai

204. Marketing Management (3)
Lecture—3 hours. Prerequisite: graduate student in the Graduate School of Management. Analysis of marketing functions of market research, development of marketing strategies, market planning and implementations, and control systems. Consumer and industrial markets, market segmentation, pricing strategies, distribution channels, promotion, and sales.—III. (III.)

205. Financial Theory and Policy (3)
Lecture—3 hours. Prerequisite: graduate student in the Bay Area MBA Program. Corporate financial policy and investment management. Covers capital budgeting, optimal financial structure, cost-of-capital determination, risk measurement. Develops basic valuation principles for investments with long-lived and risky cashflows, and examines the role of derivative securities, asset portfolios, investment management and hedging.—III. (III.) Barber

206. Decision Making and Management Science (3)
Lecture—3 hours. Prerequisite: graduate student in the Graduate School of Management MBA program or consent of instructor. Develops decision-making and problem-solving skills in conjunction with a quantitative modeling approach. Emphasizes how structured modeling techniques, probability forecasts, simulations, and computer optimization models are used in the overall process of making decisions in an uncertain environment.—II. (III.)

207. Management Information Systems (3)
Lecture—3 hours. Prerequisite: graduate student or consent of instructor. Introduction to computer programming and data handling skills. Use of computer in organizations, emphasis on managerial aspects of computing. Standard and nonstandard uses of data files, centralization versus decentralization of computing, office automation, computer security.—I., II., III. (III.) Barhaya, Wodruff

210T. Policing Seminar (2)
Seminar—2 hours. What are the expectations and roles of the police in a democratic society? We need order maintenance and crime control, but to assume these tasks the police sometimes intrude upon interests considered fundamental to free societies. Limited enrollment.

Electives

Students must complete the Management core course requirement before enrolling in any of the following courses, or petition with consent of the instructor.

215. Business Law (3)
Lecture—3 hours. Prerequisite: completion of Administration core requirements or petition with consent of instructor. Introduction to law and legal process in the United States and California. Sources of law, the operation of courts, federal-state relationships, fundamentals of administrative law, fundamentals of business law. IV. (IV)

216. Managerial Professionals, Budgets, Controls and Ethics (3)
Lecture—3 hours. Prerequisite: graduate standing. Performance measures, budgetary controls and ethical pressures which occur at middle management level and at service functions. Addresses such organizations as engineering, medical groups, law offices, management consultants.—I. (I.)

220. Management of Social Networks (3)
Lecture/discussion—3 hours. Prerequisite: course 201T open to MBA students only. Principles and applications of social network theory: coordinating divergent interests to create value for individuals and organizations. Emphasis on conceptual models, web-based diagnostic tools, and practical applications. Offered in alternate years.—I. (I.)

223. Power and Influence in Management (3)
Seminar—3 hours. Prerequisite: consent of instructor. Investigation of the bases of power in organizations and the tactics used to translate power into influence. Topics include the control of resources (including information), social psychological processes (including communication) in the construction of meaning, and ethics.—I. (I.) Palmer

224. Managing Human Resources (3)
Lecture/discussion—3 hours. Restricted to students in the MBA program. Explore choices firms make in managing workforces as to wages, benefits, working conditions, and other management policies and practices. Analyze employment systems fit with firms’ environments and strategies, and consequences of choices managers make regarding policies and practices. Not open to students who have taken MGT/B 224.—II. (III.) Hsu

239. Digital Marketing (3)
Lecture/discussion—3 hours. Prerequisite: course 204. Course equips students for a career in digital marketing and social media. Topics include online advertising, search engine optimization, interactive media, online privacy issues, e-commerce, social influence, social networking, and social media influence, integrating social and traditional media.—III. (III.) Yogarasimhan

240. Management Policy and Strategy (3)
Lecture—3 hours. Prerequisite: first-year course of M.B.A. Prior look at missions, objectives, strategies, policies, structures, measures and incentives which bear on the management of an organization. Real client organizations, in the private and public sectors, are assigned to student teams as the subjects of study.—I. (I.) Suran

241. New Product Development (3)
Lecture/discussion—3 hours. Prerequisite: course 249 or consent of instructor. Restricted to graduate students in the MBA. Management of innovation and new product development. Discusses state-of-the-art concepts and methods to enhance the effectiveness of new product development activities. Focuses on the understanding of management issues and preparing managers with the ability to solve problems.—III. (III.) Naik

242. Marketing Communications (3)
Lecture—3 hours. Issues in designing a marketing communications strategy. Topics include mass and direct communications, institutional aspects of advertising, consumer behavior, evaluating ad effectiveness, determining ad budget, creative strategy, and use and abuse of promotions.—III. (III.) Naik

244. New Ventures and Small Business Venturing (3)
Lecture—3 hours. Emphasizes starting a new business venture or managing a small, ongoing business during its formative stages. The business plan. Legal forms, financial considerations, the management team. The entrepreneurial student develops a detailed business plan.—IV. (IV)

246. Negotiation and Team Building (3)
Lecture—3 hours. Prerequisite: courses 202, 205. Teaches basic theory of negotiation; applies theory to process of building teams to achieve business purposes. Covers integrative and distributive strategies of claiming value, how to recognize bargaining tricks, uncovering hidden agendas, brainstorming to extend Pareto, the zero-sum game.—II., III. (II., III.) Elsbach

247. Customer Service as a Marketing Tool (3)
Lecture—3 hours. Understanding the distinct features of services, how to create value through service, methods of building strong relationships with customers, methods of measuring and building customer satisfaction, and measuring the financial impact of service improvement.—I. (I.)

248. Marketing Strategies (3)
Lecture—3 hours. Examines the process by which organizations develop strategic marketing plans. Includes definition of activities and products, marketing audits, appraising market opportunities, design of new activities and products, and organizing marketing planning function. Applications to problems in private and public sectors.—I. (I.) Rubel

249. Marketing Research (3)
Lecture—3 hours. Course addresses the managerial issues and problems of systematically gathering and analyzing information for making private and public market decisions. Covers the cost and value of information, research design, information collection, measuring instruments, data analysis, and marketing research applications.—III. (III.) Bunch

250. Technology, Competition and Strategy (3)
Lecture—3 hours. Prerequisite: completion of first-year core courses at the Graduate School of Management or the equivalent. Restricted to students in the MBA program. Why is software typically so defective? Why do many firms in the IT industry give away their best products free? This course helps you analyze questions like these by modeling competition and strategy in the network, technology and information industries.—II. (III.) Bhargava

251. Management of Innovation (3)
Lecture—3 hours. Managing innovative enterprise in changing and uncertain environments. Covers technology forecasting and assessment, program selection and control, financial management, regulation, and ethics.—I. (I.) Biggert

252. Managing for Operational Excellence (3)
Lecture—3 hours. Open to students in the Graduate School of Management. Explores the management of operations as applied to manufacturing as well as services provided both inside and outside the organization. Develop an understanding of how uncertainty affects planning and delivery by looking at fundamental models of operations.—IV. (IV.) Woodruff

260. Corporate Finance (3)
Lecture/disussion—3 hours. Focuses on planning, acquiring, and managing a company’s financial resources. Includes discussion of financial aspects of mergers and other forms of reorganization; analysis of investment, financial, and dividend policy; and theories of optimal capital structure.—III. (III.) Scherbina

261. Investment Analysis (3)
Lecture—3 hours. Examines asset pricing theories and relevant evidence, including the investment performance of stocks and bonds. Topics include the efficiency of markets, duration, international portfolio diversification, factors influencing the value of stocks and other investments, and portfolio management and performance.—I. Chen

263. Derivative Securities (3)
Lecture/discussion—3 hours. The behavior of options, futures, and other derivative securities markets and how public agencies, business and others use those markets. Trading strategies involving options, swaps, and financial futures contracts. Pricing of derivative securities, primarily by arbitrage methods. Open to students enrolled in the MBA program.—III. Edelen

264. Business Taxation (3)
Lecture—3 hours. Analysis of the impact of business taxation on investment, production, and finance decisions. Discussion of the relationship between business organization and tax liability. Course is not intended for tax specialization.—II. Yetman

266. International Finance (3)
Lecture—3 hours. Prerequisite: course 207 or the equivalent. Open economy macroeconomics, balance of payments theory, and financial decision making in multinational contexts.—II. (II.)

267. Teams and Technology (3)
Lecture/discussion—3 hours. Restricted to working professional MBA students or consent of instructor. Theory and practice of managing teams with primary goals of: providing conceptual guidelines for analyzing and diagnosing group dynamics and determining strategic options as a manager; impart-
270. Corporate Financial Reporting (3) Lecture/discussion—3 hours. Considers application of time value of money to financial decision making. Topics include: estimation, analysis, and interpretation of financial statements; balance sheet, income statement, and statement of cash flows; ratios and ratios analysis; dividend policy; capital structure; financial leverage; financial distress; and bankruptcy. (I, II.) Griffin

271. Strategic Cost Management (3) Lecture—3 hours. Theoretical frameworks and associated techniques for using organizational design and cost management to achieve a sustainable, profitable cost structure. Topics include: target costing, value chain analysis, and the use of management accounting systems to support cost reduction initiatives. (I, II.) Griffin

272. Evaluation of Financial Information (3) Lecture—3 hours. Studies how investors, creditors, and managers use accounting and other information in making rational investment, lending, and operating decisions. Emphasis is placed on the analysis of financial information in a variety of contexts. Where applicable, recent research in finance and economics is discussed. (III.) Griffin

273. Accounting and Reporting for Government Nonprofit Entities (3) Lecture—3 hours. Concepts, methods, and uses of accounting and financial reporting by governmental and not-for-profit organizations. Emphasis is placed on budgeting and performance evaluation, and accounting for entities such as hospitals, universities, and welfare agencies. (II, III.) Anderson

274. Corporate Governance (3) Lecture—3 hours. Prerequisite: restricted to full-time MBA students or consent of instructor. Discusses how corporations can better operate in the interests of shareholders and public. Directly relevant to managers, consultants in compensation and incentives, staff working on mergers and acquisitions, corporate regulators, shareholder rights activists, and board members. (II, III.) Woodruff

275. Real Estate, Finance and Development (3) Lecture—3 hours. Prerequisite: courses 201A and 207. Focus on single family, attached, detached, multi-family, and light commercial development. Students will learn how to make up a successful real estate development course. Course will consider financial aspects involved in land acquisition, land development, construction, and project lending. (III.) Mathur

276. Systems Analysis and Design (3) Lecture—3 hours. Design and specification of computer-based information systems. Applications systems development life cycle, use requirements and feasibility assessment, logical and physical design, program development and testing, conversion and implementation.

277. Supply Chain Management (3) Lecture/discussion—3 hours. Prerequisite: completion of first-year core courses at the Graduate School of Management or the equivalent. Knowledge of Microsoft Excel. Restricted to students in the MBA program. Matching supply with demand is a primary challenge facing a firm. Excess supply is too costly, inadequate supply irritates customers. Matching supply to demand is easiest when a firm has a flexible supply process, but flexibility is generally expensive. (II.) Tai

278. Applied Linear Models for Management (3) Lecture—3 hours. Covers regression, analysis of variance, and multivariate analysis. Topics will focus on applications to management and policy problems. (I.) Tai

279. Time Series Analysis and Forecasting (3) Lecture—3 hours. Considerations of time series methods for forecasting and forecasting models. Covers univariate and multivariate ARIMA models and transfer function models. Applications will be in such areas as economics, finance, budgeting, program evaluation, and industrial process control. (I.) Tai

280. Telecommunications and Computer Networks (3) Lecture—3 hours. Prerequisite: course 280. Communications system components; common carrier services; design and control of communications networks; network management and distributed environments; local area networks; data security in computer networks. (II.) Tai


282. Special Topics in Management of Information Systems (3) Lecture—3 hours. Managerial aspects of information systems. Topics stressing applications in organizations chosen from: economics of computers and information; database support systems; management of computer-based information systems; office automation. (Topics)

283. Topics in General Management (3) Seminar—3 hours. Prerequisite: completion of all first-year graduate courses at the Graduate School of Management or the equivalent. Advanced topics in general management. Varied topics to cover more extensively issues discussed in courses 201A and 201B, or current business interest topics in fields of business writing, business communications, development, or workplace processes. May be repeated for credit. (I, II, III.) Woodruff

284. Topics in Organizational Behavior (3) Seminar—3 hours. Prerequisite: completion of all first-year graduate courses at the Graduate School of Management or the equivalent. Advanced topics in social psychology and sociology of organizations. Varied topics to cover more extensively issues discussed in courses 201A and 201B, or current business interest topics in fields of business writing, business communications, development, or workplace processes. May be repeated for credit. (I, II, III.) Woodruff

285. Topics in Finance (3) Seminar—3 hours. Prerequisite: completion of all first-year graduate courses at the Graduate School of Management or the equivalent. Contemporary and emerging issues in finance. Application of modern theories of finance to business problems. Use of appropriate electronic database and research techniques. May be repeated for credit. (I.) Tai

286. Topics in Marketing (3) Seminar—3 hours. Prerequisite: completion of all first-year graduate courses at the Graduate School of Management or the equivalent. Advanced topics in marketing, which may include market research, new product development, brand management, pricing, distribution management, service marketing, hitech marketing, advertising, sales promotions, marketing through the Web. May be repeated for credit. (I.) Tai

287. Topics in Accounting (3) Seminar—3 hours. Prerequisite: completion of all first-year graduate courses at the Graduate School of Management or the equivalent. Contemporary and emerging issues in financial management accounting and analysis of financial information. Use of appropriate electronic database and research techniques. May be repeated for credit. (I.) Tai

288. Topics in Information Technology (3) Seminar—3 hours. Prerequisite: completion of all first-year graduate courses at the Graduate School of Management or the equivalent. Applications of information technology to strategic and management information technology. Adaptation to the dynamic nature of the field. May be repeated for credit. (I, II.) Mathur

289. Topics in International Management (3) Seminar—3 hours. Prerequisite: completion of all first-year graduate courses at the Graduate School of Management or the equivalent. Cyclic nature of innovation and technological change, features of innovative firms and industries, national innovation systems, and impact of information technologies on innovation processes. May be repeated for credit. (I, II, III.) Bhargava

290. Individual Study (1-3) Prerequisite: consent of instructor. (S/U grading only)

291. Business Literature (1) Lecture—3 hours. Prerequisites: MGT, MGP, or MGB 203A is a prerequisite. In addition, students must be concurrently enrolled in (or completed) MGT, MGP, or MGB 203B. Restricted to students in the MBA program. Applies techniques and concepts in business statistics to real case studies. (I.) Biggs

292. Crisis Communications and Reputation Management (1) Laboratory/discussion—1 hour. Intended to provide you with an understanding of the framework and tools necessary to successfully address communications and reputation management tasks in a variety of crisis situations. (S/U grading only.) (I.) Friedeman

293. Business Statistics Practicum (1) Project—1 hour. Prerequisites: MGT, MGP, or MGB 203A is a prerequisite. In addition, students must be concurrently enrolled in (or completed) MGT, MGP, or MGB 203B. Restricted to students in the MBA program. Applies techniques and concepts in business statistics to real case studies. (I.) Tai

294. Organizational Change Management (1) Laboratory/discussion—1 hour. Challenges in getting significant changes made in organizations. Learn Organization Change Management (OCM) techniques and discuss case situations where OCM techniques play a role. (S/U grading only.) (II.) Mathur

295. Business Literature (1) Laboratory/discussion—1 hour. Will examine Business history – historical trends that might influence contemporary business. Some argue that the recent...
### 406. Ethical Issues in Management (1)
Lecture/discussion—1 hour. Explores the philosophical foundation of ethical theory and its recent applications to business situations. Professional codes of ethics, such as those promulgated by educational, managerial, engineering, scientific, medical and legal professional societies, are presented. ([S/U grading only)—II, III.

### 407. Storytelling for Leadership (1)
Lecture/discussion—1 hour. Internally the fundamental principles behind stories that educate, influence, motivate, inspire, persuade and connect. ([S/U grading only)—III.

### 408. The Business of the Media (1)
Lecture/discussion—1 hour. Focuses on the media industries and how emerging digital technologies are disrupting the way media consumption, distribution and business models work. Will highlight the economics of several media—both news and entertainment. ([S/U grading only)—II, IV, IV.

### 409. Managing Multi-Asset Class Investment Portfolios (1)
Lecture/discussion—1 hour. Prerequisite: course 202.203A, introducing a wide variety of investment principles, both theoretical and pragmatic. Helps prepare students to more thoughtfully approach investment decision-making. Topics include: Endowments, pension funds, family offices, sovereign wealth funds, and insurance companies. —III.

### 410. Corporate Governance (1)
Lecture/discussion—1 hour. Covers recent and not-so-recent accounting scandals, discusses how corporations can better operate in the interests of shareholders and the public, and learn from people who rely on corporate governance in making investment decisions. ([S/U grading only)—I, II, III, IV, IV, IV, IV.

### 411. Turnaround Management (1)
Lecture/discussion—1 hour. Evaluate the financial performance of a company, identify opportunities for improvement, propose realistic actions to enhance performance, and complete an inspiring action in staff. ([S/U grading only)—I, II, III, IV.

### 412. International Marketing (1)
Lecture/discussion—1 hour. Understanding basic concepts of international marketing. Understanding and analyzing different countries’ legal, financial, cultural, and political environments. How to develop and implement a marketing strategy—where and how to compete, how to adapt to your market—[I, II]. Peters

### 413. Sustainable Business Ventures: Business and Energy (1)
Lecture/discussion—1 hour. Introduction to sustainabiliy goals, indicators, values, measurement techniques, and practice how it applies to large and small enterprise. —II.

### 414. Multi-Channel Marketing (1)
Lecture/discussion—1 hour. Multi-channel marketing strategies empower managers to create value for different customer segments. Covers the necessary concepts to evaluate and select go-to-market strategies in order to capitalize on the ubiquity of modern customers. ([S/U grading only)—II. Rubel

### 415. Cross-Cultural Opportunities (1)
Lecture/discussion—1 hour. Provide a working knowledge of the risks and opportunities arising from climate change and climate policy for businesses. ([S/U grading only)—IV.

### 416. Topics in Private Equity (1)
Lecture—1 hour. Prerequisite: course 205. Restricted to students in the MBA program. Focuses on the finance principles related to the risk and return of the private equity (PE) industry, valuation of PE target companies, the structuring of leveraged buyouts (LBOS), and the management of portfolio companies. ([S/U grading only)—II.

### 417. Incentives and Controls (1)
Lecture/discussion—1 hour. Understand how organizations use financial and nonfinancial performance management systems to motivate people and manage resources. ([S/U grading only)—I, II, IV.

### 418. Scientific Discovery and Business Innovation (1)
Lecture—3 hours. Restricted to students in the MBA program. Scientific discovery and business innovation within the food and agriculture sector profoundly influences the sustainability of society and enterprise competitiveness. Students will learn how business innovation models co-exist antagonistically or synergistically with scientific discovery and its influence on enterprise competitiveness. ([S/U grading only)—II, III, IV.

### 424. Practicum for Managing People in Modern Organizations (1)
Project—1 hour. Prerequisite: course 224. Restricted to students in the MBA program. Provides solid grounding in the management of work and the employment relationship. Examines firms’ interrelated policies and practices for managing people. —II.

### 434. Practicum for Pricing (1)
Project—1 hour. Prerequisite: course 234. Restricted to students in the MBA program. Enhance understanding of the principles and concepts learned in Pricing, including statistical and mathematical skills, and requiring a report for a realistic Pricing case. —II.

### 440. Integrated Management Project (3)
Lecture/discussion—3 hours. Prerequisite: first-year core courses of M.B.A. and Application classroom learning. Solve complex business challenges for real world clients. Students team learn practical consulting skills while their clients benefit from the student’s experience, insights, ([S/U grading only)—II, III.

### 440A. Integrated Management Project (3)
Lecture/discussion—3 hours. Prerequisite: first-year core courses of MBA program. Restricted to full-time (day) MBA students. Applies classroom learning to solve complex business challenges for real world clients. Students team learn practical consulting skills while their clients benefit from the student’s experience, insights, and work product. (Deferred grading only, pending completion of sequence.) —II.

### 448. Integrated Management Project (3)
Project—3 hours. Prerequisite: first-year core courses of MBA program. Restricted to full-time (day) MBA students. Applies classroom learning to solve complex business challenges for real world clients. Students team learn practical consulting skills while their clients benefit from the student’s experience, insights, and work product. (Deferred grading only, pending completion of sequence.) —II.

### 442. Practicum for Marketing Communication (1)
Project—1 hour. Prerequisite: course 242. Restricted to students in the MBA program. Provides experience applying concepts learned in Marketing Communications to a realistic advertising or communication problem faced by firms. —III.

### 443. Practicum for Customer Relationship Management (1)
Project—1 hour. Prerequisite: course 243. Restricted to students in the MBA program. Hands-on training in applying Customer Relationship Management concepts and metrics to secondary data. Enhances ability to interpret results and decide the right type of marketing actions by requiring an executive report at the end of the quarter. —I.

### 444. Practicum for Customer Relationship Management (1)
Project—1 hour. Prerequisite: course 248. Restricted to students in the MBA program. Provides opportunities to apply the concepts covered in the Marketing Strategies class through a group project involving the analysis of strategic marketing decisions based on business-related issues, simulation and modeling. —I.

### 449. Marketing Research Practicum (1)
Project—1 hour. Prerequisite: course 249. Restricted to students in the MBA program, or in some cases with permission of instructor. Provides opportunities to apply the concepts and tools covered in the Marketing Research class. Hands-on and project-based, work could be either individual or in groups depending on enrollments and/or interests of students. —III.

### 450. Practicum for Technology Strategy and Competition (1)
Project—1 hour. Prerequisite: course 250. Restricted to students in the MBA program. In-depth practicum project course. Apply theoretical concepts and models learned in course 250 to a real-world business problem, through data collection, data analysis, simulation, modeling and post-model interpretation. —II.

### 456. Practicum for Corporate Finance and Real Estate (1)
Project—1 hour. Prerequisite: course 260. Restricted to students in the MBA program. Work in groups to select and value a financial entity. Could be a firm, a sports player, a building, a project, or a patent. Grade based on an in-class presentation and a write-up. —III.

### 461. Practicum for Investment Analysis (1)
Project—1 hour. Prerequisite: course 261. Restricted to students in the MBA program. Provides practical experience applying concepts learned in Investment Analysis to a realistic portfolio management setting via a hypothetical exercise and a realistic executive summary and presentation of an investment proposal for a hypothetical client. —I.

### 464. Practicum for Taxes and Business Strategy (1)
Project—1 hour. Prerequisite: course 264. Restricted to students in the MBA program. Practical application project drawing from the tax planning theory contained in course 264. Project consists of a business formation and operation, change in organizational structure, and move into multinational and multi-jurisdictional tax. —I.

### 465. Practicum for Venture Capital (1)
Project—1 hour. Prerequisite: course 265. Restricted to students in the MBA program. Provides an opportunity to apply concepts learned in Venture Capital in a realistic setting. Complete project analyzing a potential investment in a hypothetical venture and prepare a deal term sheet/investment agreement. —III.

### 467. Practicum for Teams and Technology (1)
Project—1 hour. Prerequisite: course 267. Restricted to students in the MBA program. Groups investigate the performance, creativity, conflict, information sharing, and leadership behaviors of a real world team. Provide consulting advice to the team, which not only gives analytic skills, but also builds presentation skills. —III.

### 469. Practicum for Business Intelligence Technologies (1)
Project—1 hour. Prerequisite: course 269. Restricted to students in the MBA program. Provides an opportunity to apply concepts learned in Business Intelligence Technologies to real business problems. —III.

### 482. Practicum for Supply Chain Management (1)
Project—1 hour. Prerequisite: MGT, MGP, or MGB 282 is a prerequisite or corequisite. Restricted to students in the MBA program. Provides experience applying concepts learned in Supply Chain Management in a realistic management setting via a project. —I.

### 490. Directed Group Study Management Practicum (3)
Lecture/discussion—3 hours. Prerequisite: consent of instructor; sponsorship of a GSM Academic Senate faculty member; approval of graduate advisor. Project-
vides opportunity for students to gain experience in applying business methodologies previously acquired in other GSM courses. May be repeated for credit. Offered irregularly.—IV. (V)

498. Directed Group Study Management Practicum (1-12)
Project. Prerequisite: consent of instructor; sponsorship of a GSM Academic Senate faculty member, and approval of Graduate Advisor. Provides the opportunity for students to gain experience in applying business methodologies previously acquired in other GSM courses. (S/U grading only)—I, II, III, (I, II, III)

499. Directed Individual Study Management Practicum (1-12)
Project. Prerequisite: consent of instructor; sponsorship of a Graduate School of Management Academic Senate faculty member and approval of graduate advisor. Provides the opportunity for students to gain experience in applying business methodologies previously acquired in other Graduate School of Management courses. (S/U grading only)—I, II, III, (I, II, III)

Managerial Economics

[College of Agricultural and Environmental Sciences] http://manecon.ucdavis.edu
Faculty. See Agricultural and Resource Economics, on page 143.
Major Advisers. Contact Department office.
Undergraduate Advising Center for the major, minor, and course offerings (including peer advising) is located in 1176 Social Sciences and Humanities Building, 530-754-9536, http://manecon.ucdavis.edu.

The Major Program

The Managerial Economics major at UC Davis is a disciplinary program combining strong preparation in microeconomic theory and quantitative methods. It prepares students for the analysis of management and policy issues in business, finance, marketing, production, agriculture, food distribution, natural resources, the environment, resource allocation, and international trade and development. Students specialize in one of three options: (1) Managerial Economics focuses on the economic aspects of managerial decision-making. (2) Environmental and Resource Economics on issues related to the use of resources and environmental quality. (3) Agricultural Economics focuses on the economic and policy aspects of production and marketing of foods and fibers. Students in the Managerial Economics program develop valuable skills and strengths that lead to careers in business and government.

Internships and Career Alternatives. Students in managerial economics have opportunities to gain additional career information and preparation through internships in a variety of private business and governmental agencies. Graduates qualify for supervisory and management training positions in banking, finance, commodity and stock brokerages in the private sector, farm and ranch production, food and agricultural processing, agricultural sales and service, and a variety of agency career positions in local, state, and federal government. Graduates are well qualified to seek advanced degrees in agricultural and resource economics, economics, business administration, public policy, or law. For more information, see http://iccweb.ucdavis.edu.

Study Abroad. The Agricultural and Resource Economics department wishes to accommodate students who would like to complement their Managerial Economics degree with a study abroad experience. Up to eight units of upper division credit (excluding core courses) from international campuses may be used towards the completion of the degree or the requirements. Electives in such courses will apply towards the Managerial Economics degree or minor. Students need to select courses from the pre-approved list at UC Davis Study Abroad or seek pre-approval in the Agricultural and Resource Economics department for the courses they wish to complete.

B.S. Major Requirements:

Major English Requirement .......................... 4
Choose one course from: English 3, University Writing Program 1, 18, 19, 101, 102A-G, 104AF. (May not duplicate courses taken to meet the English Composition requirement for the College of Agricultural and Environmental Sciences.) NOTE: University Writing Program 104A is highly recommended.

Preparatory Subject Matter ..................... 35-37
One course from: Plant Sciences 21, Engineering Computer Science 10, 15 or 30 .......................... 3-4
Economics 1A-B ................................ 8
Management 11A-B ................................ 8
Mathematics 16A-16B-16C, 17A-17B, or 21A-21B .................................. 8-9
Statistics 13, 103 ................................ 8

Major Breadth ...................................... 37
Social Science, Natural Science, and Agricultural Science. (Students allowed to take major breadth courses for Passed/Not Passed grading)
*For a complete listing of approved subjects for major breadth see http://manecon.ucdavis.edu.

Total Depth Subject Matter ..................... 52
Core .............................................. 20
Agricultural and Resource Economics 100A, 100B, 106, 155 and Economics 101
Restricted Electives .............................. 32
Choose at least one of the options below:
Managerial Economics option
Agricultural and Resource Economics 18, 4
Environmental and Resource Economics option
Agricultural and Resource Economics 175, 176 .................................................. 8
Select the remaining 15 units from the aforementioned courses or upper division courses in Agricultural and Resource Economics and/or, Environmental Science and Policy 160, 161, 163, 165, 166, 167, 171, 172, 173, Environmental Toxicology 138.
Agricultural Economics option
Choose at least 15 units from Agricultural and Resource Economics 120, 121, 130, 132, 138, 139, 140, 145, 150.
Select the remaining 17 units from the aforementioned courses or Agricultural and Resource Economics 18, or upper division courses in Agricultural and Resource Economics and/or, Economics.

*Students must attain a major GPA of at least a C average (2.000) in all core and upper-division restricted electives. These courses must be taken for a letter grade. The Department does not average grades after 16 units of repeat, however, non-repeated Fs are included in the major GPA calculation.

Total Units for the Major ........................ 128-130

Minor Program Requirements:
The Department of Agricultural and Natural Resource Economics offers four minor program emphases open to students majoring in other disciplines who wish to complement their studies with a minor in Managerial Economics. Some courses have required prerequisites not included under the minor and students should plan accordingly. One upper division class to satisfy the minor may be taken for Passed/Not Passed grading. All minor courses must be taken in residence; no more than two pre-approved study abroad courses are allowed. To qualify for a minor in Managerial Economics, a student must complete the following programs:

Managerial Economics .................................. 18
General emphasis
Agricultural and Resource Economics 100A or the equivalent ........................................... 4
Additional upper division courses in Agricultural and Resource Economics ........................... 14
Managerial Economics emphasis
Agricultural and Resource Economics 100A or the equivalent ........................................... 4
Additional upper division courses in Agricultural and Resource Economics ........................... 14
Select 9 or more units from Agricultural and Resource Economics 112, 118, 136, 157, 171A, 171B.
Select additional upper division Agricultural and Resource Economics courses to complete the 18-unit total for the minor.
Environmental and Natural Resource Economics emphasis
Agricultural and Resource Economics 100A or the equivalent ........................................... 4
Additional upper division courses in Agricultural and Resource Economics ........................... 14
Select 9 or more units from Agricultural and Resource Economics 112, 118, 136, 157, 171A, 171B.
Select additional upper division Agricultural and Resource Economics courses to complete the 18-unit total for the minor.
Agricultural Economics emphasis
Agricultural and Resource Economics 100A or the equivalent ........................................... 4
Additional upper division courses in Agricultural and Resource Economics ........................... 14
Select 9 or more units from Agricultural and Resource Economics 120, 130, 132, 138, 139, 140, 145, 150.
Select additional upper division Agricultural and Resource Economics courses to complete the 18-unit total for the minor.

Graduate Study. Students who meet the admission requirements of Graduate Studies and the Department of Agricultural and Natural Resource Economics may pursue studies leading to the M.S. and Ph.D. degrees. For information on admission to graduate study, degree requirements, consult the Graduate Program Coordinator in the Department of Agricultural and Natural Resource Economics; also see http://agecon.ucdavis.edu.

Quarter Offered: I-Fall; II-Winter; III-Spring, IV-Summer; 2015-2016 offering in parentheses
Pre-Fall 2011 General Education (GE): ArtHum—Arts and Humanities; SciEng—Science and Engineering; SocSci—Social Sciences; DomDiv—Domestic Diversity; WrtEx-Writing Experience
Fall 2011 and on Revised General Education (GE): ArtHum—Arts and Humanities; SciEng—Science and Engineering; SocSci—Social Sciences; DomDiv—Domestic Diversity; WrtEx-Writing Experience
AGCH—American Cultures; DD—Domestic Diversity; OL=Oral Skills; GL=Quantitative; SL=Scientific; VL=Visual; WC=World Cultures; WE=Writing Experience