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 | SS—S. (S.)

11B. Elementary Accounting (4)
Lecture—3 hours; discussion—1 hour. Prerequisite: course 11A. Product of theory and practice; analyzing the role and impact of accounting information on decision making; planning and performance evaluation. GE credit: SocSci | SS—S. (S.)

12Y. Navigating Life’s Financial Decisions (3)
Lecture—2 hours; web virtual lecture—1 hour. Restricted to students enrolled in the MBA program. Survey of major life financial decisions (e.g., career choice, consumption v. saving, investments, mortgages, insurance) and how decision-making biases (e.g., overconfidence, present bias, limited attention) can lead to suboptimal choice. The course draws on research from economics, psychology, and sociolog. Offered irregularly. GE credit: SS, QL—W. (W.)

98. Directed Group Study (1-5)
Seminar—3-15 hours. Prerequisite: consent of instructor. Open to all undergraduates, but is primarily intended for lower division students. (P/NP grading only).—F, W, S. (F, W, S)

Upper Division

100. Introduction to Financial Accounting (3)
Lecture—3 hours. Prerequisite: course 11A. 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.—F, W, (F, W)

120. Managing and Using Information Technology (4)
Lecture—3 hours; discussion—1 hour. Develop an analytical framework to manage and monitor business systems concerned with operational, human, and organizational interactions. Introduction to computer hardware, software systems, and information systems. Management of information technology and the impact of information systems on modern management. GE credit: SocSci | SS—Aram

140. Marketing for the Technology-Based Enterprise (4)
Lecture—3 hours; discussion—1 hour. Quantitative analysis of needs in a product (technology-based) economy, with emphasis on how scientists, engineers, and business people interact to develop and market products and services. —W, (W.) Findlay

150. Technology Management (4)
Lecture—3 hours; discussion—1 hour. Management of firms in high technology industries such as software, microelectronics, and biotechnology. GE credit: SocSci | SS—S, S, Su. (S, S, Su) Olson

160. Financing New Business Ventures (4)
Lecture—3 hours; discussion—1 hour. Prerequisite: course 11A; Mathematics 116A, 116B; or 121; Statistics 13. Concepts/methods used to structure and finance new business ventures. Focus on evaluating the net social (financial) benefit of new investments; projects, including venture capital; the role of the venture capitalist; and the choice of organizational structure in new ventures. GE credit: SocSci | SS—F, Briscoe

170. Managing Costs and Quality (4)
Lecture—3 hours; discussion—1 hour. Prerequisite: course 11A. Designing cost systems in high-technology organizations and managing operations to maximize quality and minimize costs. Topics include activity-based costing and management, managing quality and time to create value, ethical issues in cost assignment, and differential costing for decision. GE credit: SocSci | SS—S. (S.)

180. Supply Chain Planning and Management (4)
Lecture—3 hours; discussion—1 hour. Course develops key concepts and relationships between supply chain design and business strategies. Much of the focus is on quantitative techniques for analysis and management of the production and delivery of goods and services by an organization. GE credit: SocSci | SS—F, (F.) Hopman

Graduate—Core Courses

200A. Financial Accounting (3)
Lecture—3 hours. Prerequisite: graduate student in the Graduate School of Management. Introduction to the concepts and objectives underlying the preparation of financial statements. Topics include understanding the accounting cycle, measurement and valuation problems associated with financial statement components, consideration of the usefulness of financial statements in the analysis of a corporation’s performance. GE credit: SocSci | SS—F. (F.) Vetter

200B. Managerial Accounting (3)
Lecture—3 hours. Prerequisite: graduate student in the Graduate School of Management. Information managers should know to be effective, including: product costing, motivating people, and differential analysis for decision making. Includes team projects and written and oral presentations.—W, Su. (W, Su.)

201A. The Individual and Group Dynamics (3)
Lecture—3 hours. Prerequisite: graduate student in the Graduate School of Management. Examines basic psychological and social psychological processes shaping human behavior and applies knowledge of these processes to the following organizational problems: motivation, job design, commitment, socialization, culture, and individual and group decision making, and team building.—F. (F.) Elbashir

201B. Organizational Strategy and Structure (3)
Lecture/discussion—3 hours. Prerequisite: completion of first year courses in Graduate School of Management or equivalent. Open to MBA students only. Strategic management of organizations, including analysis of industries, firm resources and capabilities and corporate strategy. Strategy formulation, implementation and strategic decision making. Firm and industry life cycles and change. Analysis of organizational design and structure including differentiation and integration.—F, (F.) Silver

202A. Markets and the Firm (3)
Lecture—3 hours. Prerequisite: graduate student in the Graduate School of Management. Examines the interaction of consumers, firms and governments, and the effect this interaction has on the use of resources and the distribution of income. GE credit: SocSci | SS—S, S, Su. (S, S, Su) Olson

202B. Business Government, and the International Economy (3)
Lecture—3 hours. Prerequisite: course 202A. Examines the influence of government and international factors on business. Topics include distribution of income, business cycles, inflation and interest rates, the federal debt, monetary policy and international trade and finance. —W. (W.) Taylor

203A. Data Analysis for Managers (3)
Lecture—3 hours. Prerequisite: graduate student in the Graduate School of Management. Seminar MBA program or consent of instructor. Introduction to statistics and data analysis for managerial decision making. Descriptive statistics, principles of data collection, sampling, quality control, statistical inference. Application of data analytic methods to problems in marketing, finance, accounting, production, operations, and public policy.—W. (W.)
203B. Forecasting and Managerial Strategy (3)
Lecture/discussion—3 hours. Prerequisite: courses 202A & 203B. Restricted to students in the MBA Program. Introduces students to methods of building strong relationships with customers, negotiated breaks to avoid their best products free. This course helps you rate social responsibility that students will be able to — W. (W.)

204. Management Marketing (3)
Lecture—3 hours. Prerequisite: graduate student in the Graduate School of Management. 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, data manipulation and computer optimization models are used in the overall process of making decisions in an uncertain environment. — Su. (Su.) R. Chen

205. Financial Theory and Policy (3)
Lecture—3 hours. Prerequisite: graduate student in the Graduate School of Management. Analysis of market opportunities, elements of market research, development of marketing strategies, marketing planning and implementation, and control systems. Consumer and industrial markets, market segmentation, pricing strategies, distribution channels, promotion, and sales. — S. (S.) J. Naik

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 strategic thinking skills in the context of a quantitative model-building approach. Emphasizes how structured modeling techniques, probability forecasting, simulation, and computer optimization models are used in the overall process of making decisions in an uncertain environment. — Su. (Su.) R. Chen

207. Management Information Systems (3)
Lecture—3 hours. Prerequisite: graduate student or consent of instructor. Introduction to law and legal process in administration core requirements or petition with consent of instructor. Introduction to law and legal process in administration core requirements or petition with consent of instructor. — W. (W.) Tai

210. Management of Social Networks (3)
Lecture/discussion—3 hours. Prerequisite: course 201A. Open to MBA students only. Principles and applications of organizational decision making focusing on coordinating divergent interests to create value for individuals and organizations. Focuses on conceptual models, websites, machine learning tools, and practical applications. — F. (F.)

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 managers use to influence. Topics include the control of resources (including social influence), social psychological processes (including attribution), the construction of meaning, and ethics. — F. (F.) Palmer

224. Managing Human Resources (3)
Lecture/discussion—3 hours. Open to MBA students only. Restricted to MBA students only. Explore choices firms make in managing workers-decisions as to wages, benefits, working conditions, and other management policies and practices. Analyze employment systems fit with firms’ environments and strategies, and the consequences of choices managers make regarding practices. Not open to students who have taken MGT 224 or MGR 224. — W. (Su. Su.) Hsu

234. Pricing (3)
Lecture/discussion—3 hours. Prerequisite: completion of first year core courses at the Graduate School of Management or equivalent, including courses 202A & 203B. Restricted to students in the MBA Program. Combines lectures, cases and homework to teach students the fundamental process of analyzing pricing situations, making pricing decisions, and implement them, in a systematic manner. — S. (S.)

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 mkg, online privacy issues, e-commerce, social influence, social network theory, measurement of social influence, integrating social and traditional media. — S. (S.) Peters

240. Management Policy and Strategy (3)
Lecture—3 hours. Prerequisite: first-year core courses of M.B.A. program. Examines the scope of missions, objectives strategies, policies, structures, measures, incentives and results which bear on the management of an organization. Real client organizations, in the private sector or public agency, are assigned to student teams as the subjects of study. — F. (F.)

241. New Product Development (3)
Lecture/discussion—3 hours. Prerequisite: course 249 or consent of instructor. Open to graduate students in the Graduate School of Management. State-of-the-art concepts and methods to enhance the effectiveness of new product development activities. Focuses on the understanding of managerial issues and activities to solve problems. — W. Su. (W. Su.) Aravindakshan

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

243. Customer Relationship Management (3)
Lecture/discussion—3 hours. Prerequisite: completion of first-year core courses at the Graduate School of Management or the equivalent. Restricted to MBA students only. Aims to provide students with an understanding of the customer relationship management (CRM) as a management approach under which marketing activities are organized and measured around customers (rather than around brands). This approach is appealing because customers, not brands, are those who make buying decisions. — F. (F.) Aravindakshan

244. New and Small Business Ventures (3)
Lecture—3 hours. Student teams develop complete business plans for their own startup ventures. Process includes: idea generation and development, market analysis, market strategy, key aspects of operations planning, preparation and analysis of financial projections, capital requirements, product development, competitive strategy, alliance, and venture development, investor presentation, and comprehensive written business plan. — F. (F, W, F) Louis

245. Business Writing (3)
Lecture/discussion—3 hours. Prerequisite: completion of first-year core courses at the Graduate School of Management or the equivalent. Restricted to MBA students only. Techniques for sharpening writing skills are introduced, along with grammatical structure, word choice, and presentation. Students develop styles that are pitch-perfect for given situations and to think strategically about each communication challenge in a management setting. — W. (W.)

246. Negotiation and Team Building (3)
Lecture/discussion—3 hours. Prerequisite: courses 202, 205. 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 agenda to transform to extend Pareto frontier. — W. (W.) Olson

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 services improvement. — F. (F.)

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

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 marketing decisions. Covers the cost and value of information, research design, information collection, measuring instruments, data analysis, and marketing research applications. — W. (W.) 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 expensive? 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. — W. (W.) Bhargava

251. Management of Innovation (3)

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 impacts planning and control, production and inventory, and fundamental models of operations. — S. (S.) Woodruff

253. Corporate Social Responsibility (3)
Lecture—3 hours. Goal in this course will be to develop a thoughtful process and approach to corporate social responsibility that students will be able to
techniques of finance to business problems. Use of appropriate electronic database and research techniques. May be repeated for credit. —F, W, S, Su. (F, W, S, Su.)

209. Management of Multi-Asset Class Investment Portfolios (1)

Lecture/discussion—1 hour. Prerequisite: courses 202A, 203A, 205. Examines top down management of multi-asset class portfolios. Topics include bonds, hedge funds, real estate, commodities, endowments, return generation, performance analysis, credit cycles, financial crises, manager selection, investment policy, and investment careers. To support asset allocation and endowment portfolio recommendations. —S. (S.) Dalan

410. Corporate Governance (1)

Lecture/discussion—1 hour. Covers recent and not-so-recent business and accounting scandals, discuss how corporate governance can increase the interests of shareholders and the public, and learn from people who rely on corporate governance to make investment decisions. (S/U grading only) —W. (W.)

411. Turnaround Management (1)

Lecture/discussion—1 hour. Evaluate the financial performance of a company, identify opportunities for improvement, propose real solutions to enhance performance, and most important inspire action in staff. (S/U grading only) —S. (S.)

412. International Marketing (1)

Lecture/discussion—1 hour. Understanding basic concepts of international marketing. Understanding and managing heterogeneous, dynamic, and interdependent environments across countries. How to develop and implement an international marketing strategy: where and how to compete, how to adapt your marketing mix. (S/U grading only) —W. (W.)

413. Sustainable Business Ventures: Business and Energy (1)

Lecture/discussion—1 hour. Introduction to sustainability goals, indicators, values, measurement techniques, and practices that apply to large and small enterprise. —W. (W.)

414. Multi-Channel Marketing (1)

Lecture/discussion—1 hour. Multi-channel marketing strategies empower managers to create value for different customers segments. Course 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) —W. (W.)

415. Climate Risks and 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. (S.) Mazzocaruti

416. Topics in Private Equity (1)

Lecture—1 hour. Prerequisite: course 205. Restricted to students in the MBA program. Focuses on the financial principles related to the management 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) —S. (S.) Rubel

417. Incentives and Controls (1)

Lecture/discussion—1 hour. Understand how organizations use financial and nonfinancial performance management and incentive systems to motivate people and manage resources. (S/U grading only) —S. (S.)

418. Scientific Discovery and Business Innovation at Scale in the Food and Agriculture Sector (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. This course will examine how business innovation models co-exist antagonistically or synergistically with scientific discovery and its influence on enterprise competitiveness. (S/U grading only) —F, W, S, Su. (F, W, S, Su.)

419. Business Strategy Consulting Skills (1)

Lecture—5 hours. Restricted to students enrolled in the MBA program. Students will learn practical business consulting skills that will help apply strategy theories in the workplace. Students will learn and practice tools to frame and analyze problems, conduct research, communicate findings and navigate client relationships. (S/U grading only) —F. (F.) Bethlahmy

420. Advanced Optimization in a Python-Based Modeling Language (1)

Web virtual lecture—1 hour. Prerequisite: course 252 or MGT 252 or MGB 252, and course 206 or MGT 206 or MGB 206. Restricted to students enrolled in the MBA program. Covers advanced optimization modeling techniques and practical application of modern, scalable modeling language. Techniques will be developed using examples from production planning in a supply chain, but students may explore other areas of application of optimization for their final project. (S/U grading only) —W. (W.) Woodruff

421. Behavioral Finance and Valuation (1)

Lecture—1 hour. Prerequisite: MGT 260 or MGB 260 or course 260, and MGT 261 or MGB 261 or course 261. Restricted to students enrolled in the MBA program. Investor psychology and market frictions can cause asset prices to deviate from fundamental values, creating profit opportunities for sophisticated investors. The course will cover techniques of financial analysis, and students will learn how to apply these concepts to manage investment decisions and identify mispricings. (S/U grading only) —S. (S.) Schmitz

422. Leader as Coach: An Introduction to Coaching Skills for Leaders (1)

Lecture—1 hour. Restricted to students enrolled in the MBA program. Course introduces the fundamental coaching skills and coaching models that leaders can apply in everyday interactions with their team and colleagues in order to build trust, overcome challenges and help others discover their own full potential. (S/U grading only) Offered irregularly. —F, W, S, Su. (F, W, S, Su.) Charnsupharindr

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. —W. (W.) Hsu
425. Digital Marketing Techniques (1) Lecture—1 hour. Restricted to students enrolled in the MBA program. Course provides students with an introduction to digital marketing. The course introduces MBA students to the fundamental aspects and tools of online marketing communication, i.e., how organizations can effectively communicate their value propositions to the target customers. (S/U grading only.) Offered irregularly.—S. (S.) Blanchard

426. The Business of Healthcare (1) Lecture—1 hour. Restricted to students enrolled in the MBA program (Business Administration—Working Professional, Business Administration—Bay Area, Business Administration—Full-Time). Course is intended primarily for students with an overall understanding of the unique business aspects of the healthcare industry. (S/U grading only.) Offered irregularly.—F, W, S, Su; (F, W, S, Su) Bird, Murin

427. The Business of Healthcare (3) Lecture—1 hour. Restricted to students enrolled in the MBA program (Business Administration—Working Professional, Business Administration—Bay Area, Business Administration—Full-Time). Course looks at the pitfalls of implementing international strategies, and suggests several accessible, yet powerful frameworks to help international managers implement strategies successfully and completely. (S/U grading only.) Offered irregularly.—F, W, S, Su; (F, W, S, Su) Katzenstein

428. Renewable Energy Ventures: Planning, Funding and Regulatory Risk Assessment for Entrepreneurs and Investors (1) Lecture—1 hour. Restricted to students enrolled in the MBA program. Advanced innovation lab will introduce students to issues addressed by entrepreneurs and investors. Ventures: lectures, simulations, case studies and practical experience of the presenters will be delivered. Offered irregularly.—Su; (Su) Chefsky

429. Detection and Prevention of Asset Misappropriation Fraud in the Workplace (1) Lecture—1 hour. Restricted to students enrolled in the MBA program. Course will discuss the fundamentals of fraud detection and prevention in the workplace. Students will learn the major schemes involving workplace fraud, how management can detect fraud and what policies and procedures can be implemented to prevent fraud. Offered irregularly.—F, Su; (F, Su) Bisceco

430. Learning From Catastrophes: Lessons for Managers (1) Lecture—1 hour. Restricted to students enrolled in the MBA program. Catastrophes unfold in surprisingly similar ways. This course will analyze catastrophes to understand these common patterns and investigate how they can be prevented and mitigated. Students will then apply these lessons to management to gain unconventional insights. Offered irregularly.—Su; (Su) Pugnetti

434. Practicum for Pricing (1) Project—1 hour. Prerequisite: course 234. Restricted to students in the MBA program. Enhance understanding of the pricing function and concepts learned in Pricing by (1) teaching the necessary statistical and mathematical skills, and (2) requiring a report for a real pricing case. Offered irregularly.—W; (W.) Rubel

440. Integrated Management Project (3) Project—3 hours. Prerequisite: first-year core courses of MBA program. Applies classroom learning to solve complex business challenges for real world clients. Student teams learn practical consulting skills while their clients benefit from the student’s experience, insights, and work product. (Deferred grading only, pending completion of sequence.)—F; (F.)

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

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. —S. (S.)

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 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.—F; (F.) Aravindakshan

448. Practicum for Marketing Strategies (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.—F; (F.) Rubel

449. Marketing Research Practicum (1) Project—1 hour. Prerequisite: course 249. Restricted to students in the MBA program. Students will work with permission of instructor. Provides opportunities to apply the concepts and methods 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.—S; (S.) Bunch

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 theories, concepts, and models, learned in course 250 to a real-world business problem, through data collection, data analysis, simulation, modeling and post-model interpretation.—W; (W.) Bhagarva

460. 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. It could be a firm, a sports player, a building, a project, or a patent. Grade based on in-class presentation and a write-up.—S; (S.) Scherbina

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. Produce a realistic executive summary and presentation of an investment proposal for a hypothetical client.—F; (F.) R. Chen

464. Practicum for Taxes and Business Strategy (1) Project—1 hour. Prerequisite: course 264. Restricted to students in the MBA program. Practical application project draws from planning theory contained in course 264. Project consists of a business formation and operation, change in organization (incorporation), and movement into multi-national and multi-jurisdictional tax.—F; (F.) Yet

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 report and/or investment agreement.—S; (S.) Yasuda

476. Practicum for Teams and Technology (1) Project—1 hour. Prerequisite: course 267. Restricted to students in the MBA program. Programs investigate the performance, creativity, conflict, information sharing, and leadership behaviors of a real world team. Provide consulting advice to the team, which only gives them skills, but also builds presentation skills.—S; (S.) Olsen

469. Practicum for Business Intelligence Technologies (1) Project—1 hour. Prerequisite: course 269. Restricted to students in the MBA program. Provides applying concepts learned in Supply Chain Management to a realistic management setting via a project.—S; (S.) R. Chen

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 adviser. Provides the opportunity for students to gain experience in applying business methodologies previously acquired in other GSM courses. May be repeated for credit. Offered irregularly.—Su; (Su)

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 adviser. Provides the opportunity for students to gain experience in applying business methodologies previously acquired in other GSM courses. May be repeated up to 12 units for credit. Offered irregularly.—F, W, S; (F, W, S) Bunch

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 adviser. 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.)—F, W, S; (F, W, S) Bunch

Managerial Economics

[College of Agricultural and Environmental Sciences] http://manecon.ucdavis.edu

Faculty. See Agricultural and Resource Economics, on page 153.

Major Advisers. Contact Department office.

Undergraduate Advising Center for the major, minor, and core 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.