Managerial Economics

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 to provide 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 (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 in renewable ventures. Lectures, simulations, case studies and practical experience of the presenters will be delivered. Offered irregularly. —Su. (Su.) Schefsky

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.) Bucase

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 pricing concepts and learn how to apply pricing in real-world pricing case. —F, W, S. (F, W, S.)—W. (W.)

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. Offered irregularly. —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.) —F. (F.)

440F. 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. Offered irregularly. —F, W, S, Su. (F, W, S, Su.)—Bird, Murin

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 strategies successfully and completely. (S/U grading only, pending completion of sequence.) —W, (W.)

444. 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 project involving the analysis of statistical 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. Hands-on training in marketing research 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.)—Bhargava

450P. 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.) Scheberna

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 drawing on pricing 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.)—Y. Yeh

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. —S. (S.) Yasuda

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 normally gives new skills, but also builds presentation skills. —S. (S.) Olson

469. Practicum for Business Intelligence Technologies (1) Project—1 hour. Prerequisite: course 269. Restricted to students in the MBA program. Projects applying concepts learned in Business Intelligence Technologies to real business problems. —W, (W.) Yang

482. 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 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 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—1 hour. 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 up to 6 units for credit. Offered irregularly. —F, W, S. (F, W, S.)—Bunch

499. Directed Individual Study Management Practicum (1-12) Project—1 hour. 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 course offerings (including peer advising) is located in 1176 Social Sciences Building, 530-754-9536, http://manecon.ucdavis.edu.

The Major Program

The Managerial Economics major at UC Davis is a interdisciplinary 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 or more emphases selected from the following:

(1) Business Economics focuses on the economic aspects of managerial decision-making essential for solving problems in business, management, marketing, and finance. 

(2) International Business Economics explores the economic drivers and policy challenges in the major emerging markets and focuses on how these markets are impacting the world economy. 

(3) Environmental and Resource Economics focuses on issues related to the use of resources and environmental quality. 

(4) 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 business enterprises and governmental agencies. Students qualify for internship positions through placements with banks, accounting, commodity and stock brokerages in the private sector, farm and ranch production, food and agricultural processing, sales and service, and a variety of agency careers in state and federal government. Graduates are well qualified to seek advanced degrees in agricultural and resource economics, economics, business administration, accounting, public policy, or law. For more information, see http://sicweb.ucdavis.edu.

Study Abroad. The Agricultural and Resource Economics department encourages students to complement their Managerial Economics degree or minor with a study abroad experience. Two upper-division courses, a maximum of 4 units per course, (excluding core courses) may be taken at international campuses. Students must select courses from the approved list at UC Davis Study Abroad and seek pre-approval from a Managerial Economics staff adviser.

Graduate Study. Students who meet the admission requirements of Graduate Studies and the Department of Agricultural and 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 Resource Economics; also see http://agecon.ucdavis.edu.

B.S. Major Requirements:

**UNITS**

Major English Requirement .................. 8

Choose one course from: Communications 1 or 3 .............................................. 4

University Writing Program 104A ............. 4

(3) Upper-division composition exam will not satisfy this requirement)

Preparatory Subject Matter.................39-41

Agricultural and Resource Economics 18 .... 4

Economics 1A-1B ................................ 8

One course from: F2122 Engineering Computer Science 10, 15 or 30 .................. 8

Management 11A-11B .................................. 3

Mathematics 16A-16B-16C, 17A-17B, or 

21A-21B ............................................. 8-9

Statistics 13, 103 ...................................... 3-8

Total Depth Subject Matter .................52-55

Core ........................................ 20

Agricultural and Resource Economics 100A, 100B, 106, 155 and Economics 101 ........................................ 12

Restrict Electives ..................................32-35

Choose at least one of the emphases below:

**Business Economics emphases**


Select the remaining 16 units from the above list or from Agricultural and Resource Economics 115A, 115B, 120, 121, 130, 132, 138, 139, 140, 143, 144, 145, 146, 150, 156, 175, 176, 194AH-194HB, Economics 115A, 115B, 121A, 121B, 151A, 151B, 160A, 160B

International Business Economics


Select the remaining 12 units from the above list or from Agricultural and Resource Economics 130, 171A, 171B, 175, 176, Economics 121A, 121B, Political Science 130.

Environmental and Resource Economics

Agricultural and Resource Economics 175 and 176 ................................................. 8


Select the remaining 11 units from the above list or upper-division courses in Agricultural and Resource Economics, or Environmental Science and Policy 160, 161, 163, 165N, 167, 171, 172, 173 or Environmental Toxicology 138.

Agricultural Economics

Choose at least 16 units from Agricultural and Resource Economics 120, 121, 130, 132, 138, 140, 145, 150.

Select the remaining 16 units from the above list 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 courses taken for depth subject matter (core and restricted electives). These courses must be taken for a letter grade. All restricted elective courses taken will be calculated as part of the major GPA, including courses with F grades that have not been repeated.

Total Units for the Major .................99-104

Minor Program Requirements:

**UNITS**

Managerial Economics ........................24

Agricultural and Resource Economics 100A, 100B, and 113 ........................................ 12

Select the remaining 12 units from:


NOTE: Preparation for the minor includes Economics 1A, 1B, Mathematics 16A-16B-16C or 17A-17B or 21A-21B; Statistics 13 and 103.

Prerequisites for courses taken for the minor are mandatory and students should consult the course catalog. Accordingly, one upper-division class to satisfy the minor may be taken for passed/not passed grading. All minor courses must be in residence. Two upper-division courses, a maximum of 8 units, may be taken through UC Study Abroad. Students must seek pre-approval from a Managerial Economics staff adviser for any international courses.

Marine and Coastal Science

**UNITS**

Preparatory Subject Matter .................51-63

Biological Sciences 2A-2B-2C ...............15

Marine and Coastal Science

The major in Marine and Coastal Science focuses on the interdisciplinary nature of marine sciences by exposing students to core, breadth, and focus area courses in the discipline, in addition to a strong foundation of science preparatory material. The major builds upon existing strengths at UC Davis in marine and coastal sciences as well as field-based courses offered at Bodega Marine Laboratory to provide students a unique, interdisciplinary, "hands on" education. Advising is provided by the Department of Earth and Planetary Sciences for interested students.

**The Program.** The major begins with introductory courses in mathematics, chemistry, physics, biology, and earth sciences. These are followed by core courses in Marine and Coastal Science. The major requirements provide focus and breadth, so that each student gains mastery in one area and broad exposure to many facets of Marine and Coastal Science. Focus and Breadth areas include: Coastal Environmental Processes, Marine Ecology and Organismal Biology, Marine Environmental Chemistry, and Oceans and the Earth System.

In this major, students will be exposed to the foundation disciplines within marine science (biology, chemistry, geology, physics) as well as modern issues facing marine and coastal environments; e.g., climate change, pollution, carbon cycling, conservation. The major requires field experience, independent research or internship, and concludes with a capstone course featuring current research in marine science. These integrative experiences will require students to synthesize the disciplinary topics that they have encountered through this degree program. The mastery achieved provides a strong foundation for future careers in academic science, government, policy, and the private sector.

**Internships and Career Alternatives.** A B.S. in Marine and Coastal Science will provide students with knowledge and practical experience needed to pursue careers in marine science (government, private sector, research) and offer advanced degree programs. The major program includes both research and internship experiences to help prepare students for these career paths.

**Advising.** Students majoring in Marine and Coastal Science are strongly encouraged to meet with their faculty adviser (assigned, based upon Focus Area choice) once per year to review their coursework plans. Staff advising is available through the Department of Earth and Planetary Sciences, and student peer advisers are available. Faculty advisers include: Tessa Hill (College of Letters and Science), Anne Tadogawa and John Lagier (College of Agricultural and Environmental Sciences), and Brian Gaylord (College of Biological Sciences). The student's chosen Focus Area will determine the college into which the student is admitted, the college where the degree is awarded, and the associated department:

- **Coastal Environmental Processes.** College of Agricultural and Environmental Sciences; Environmental Science & Policy
- **Marine Ecology & Organismal Biology.** College of Biological Sciences; Evolution & Ecology
- **Marine Environmental Chemistry.** College of Agricultural and Environmental Sciences; Environmental Toxicology
- **Oceans and the Earth System.** College of Letters and Science; Earth and Planetary Sciences

B.S. Major Requirements:

† denotes courses only offered at Bodega Marine Laboratory.

**UNITS**

Preparatory Subject Matter .................51-63

Biological Sciences 2A-2B-2C ...............15

Fall 2011 and on Revised General Education (GE) Content A: Arts & Humanities; B: Science & Engineering; C: Social Sciences; DD: Oral Communication Skills; DL: Quantitative Skills; SL: Scientific, Technical, and Visual Knowledge; WE: World Cultures; WE: Writing Experience