

# MANAGEMENT; WORKING PROFESSIONAL BAY AREA (MGB)

Graduate School of Management

## MGB 200A – Financial Accounting (3 units)

*Course Description:* 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 operations.

*Prerequisite(s):* Graduate student in the Graduate School of Management.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

## MGB 200B – Managerial Accounting (3 units)

*Course Description:* 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.

*Prerequisite(s):* MGT 200A or MGB 200A or MGP 200A.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

## MGB 201A – The Individual & Group Dynamics (3 units)

*Course Description:* 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, individual and group decision making, and team building.

*Prerequisite(s):* Graduate student in the Graduate School of Management.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

## MGB 201B – Organizational Strategy & Structure (3 units)

*Course Description:* 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.

*Prerequisite(s):* Completion of first year courses in Graduate School of Management or the equivalent.

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Enrollment Restriction(s):* Open to MBA students only.

*Grade Mode:* Letter.

## MGB 202A – Markets & The Firm (3 units)

*Course Description:* Examines the interaction of consumers, firms and government, and the effect this interaction has on the use of resources and firm profitability. Fundamental economic concepts such as marginal analysis, opportunity cost, pricing, and externalities are introduced and applied.

*Prerequisite(s):* Graduate student in the Graduate School of Management.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

## MGB 202B – Business, Government, & the International Economy (3 units)

*Course Description:* 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.

*Prerequisite(s):* MGV 202AV or MGT 202A or MGP 202A.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

## MGB 203A – Data Analysis for Managers (3 units)

*Course Description:* 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.

*Prerequisite(s):* Graduate student in the Graduate School of Management MBA program or consent of instructor.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

## MGB 203B – Forecasting & Managerial Research Methods (3 units)

*Course Description:* Practical statistical methods for managerial decision making covers regression analysis, time series analysis and forecasting, design and analysis of experiments in managerial research and contingency table analysis. Application of these methods to marketing, finance, accounting, production, operations, and public policy.

*Prerequisite(s):* MGT 203A or MGP 203A or MGB 203A.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

## MGB 204 – Marketing Management (3 units)

*Course Description:* Analysis of market opportunities, elements 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.

*Prerequisite(s):* Graduate student in the Graduate School of Management.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

## MGB 205 – Financial Theory & Policy (3 units)

*Course Description:* 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 cash-flows, and extends these to derivative securities, asset portfolios, investment management and hedging.

*Prerequisite(s):* Graduate student in the Graduate School of Management.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

### **MGB 206 – Decision Making & Management Science (3 units)**

*Course Description:* Develops decision-making and problem-solving skills in conjunction with a quantitative model-building 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.

*Prerequisite(s):* Graduate student in the Graduate School of Management MBA program or consent of instructor.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

### **MGB 207 – Management Information Systems (3 units)**

*Course Description:* 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.

*Prerequisite(s):* Graduate Student or consent of instructor.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

### **MGB 215 – Business Law (3 units)**

*Course Description:* Introduction to law and legal process in the United States. Sources of law. Structure and operation of courts, federal-state relationships, fundamentals of administrative law, fundamentals of business law.

*Prerequisite(s):* Completion of administration core requirements or petition with consent of instructor.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

### **MGB 216 – Managing Professionals, Budgets, Controls & Ethics (3 units)**

*Course Description:* Performance measures, budgetary controls and ethical pressures which occur at middle management levels in service-type operations. Addresses such organizations as engineering, medical groups, law offices, management consultants.

*Prerequisite(s):* Graduate standing.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

### **MGB 220 – Management of Social Networks (3 units)**

*Course Description:* 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.

*Prerequisite(s):* MGB 201A.

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Enrollment Restriction(s):* Open to MBA students only.

*Grade Mode:* Letter.

### **MGB 223 – Power & Influence in Management (3 units)**

*Course Description:* 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 commitment), the construction of meaning, and ethics.

*Prerequisite(s):* MGT 201A or MGB 201A or MGP 201A; consent of instructor.

*Learning Activities:* Seminar 3 hour(s).

*Grade Mode:* Letter.

### **MGB 224 – Managing People in High-Performance Organizations (3 units)**

*Course Description:* Strategic approach to the management of people within organization. Analyze employment systems' fit with firms' environments and strategies. Explore consequences of choices firms make in managing people; decisions as to selection, performance evaluation, compensation, and other management policies and practices.

*Prerequisite(s):* MGT 201A or MGB 201A or MGP 201A.

*Learning Activities:* Lecture 3 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Credit Limitation(s):* Not open to students who have taken MGT 224 or MGP 224.

*Grade Mode:* Letter.

### **MGB 234 – Pricing (3 units)**

This version has ended; see updated course, below.

*Course Description:* Combines lectures, cases and homework to teach students tools and skills necessary to analyze pricing situations, make pricing decisions, and implement them, in a systematic manner.

*Prerequisite(s):* (MGT 202A or MGV 202AV or MGP 202A); (MGP 203B or MGB 203B or MGT 203B); (MGT 204 or MGB 204 or MGP 204).

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA Program.

*Grade Mode:* Letter.

### **MGB 234 – Pricing (3 units)**

*Course Description:* Combines lectures, cases and homework to teach students tools and skills necessary to analyze pricing situations, make pricing decisions, and implement them, in a systematic manner.

*Prerequisite(s):* MGT 204 or MGB 204 or MGP 204.

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

This course version is effective from, and including: Winter Quarter 2023.

### **MGB 239 – Digital Marketing (3 units)**

*Course Description:* Equips students for a career in digital marketing and social media. Topics include online advertising, search engine optimization, interactive mktg, online privacy issues, e-commerce, social influence, social network theory, measurement of social influence, integrating social and traditional media.

*Prerequisite(s):* MGB 204 or MGT 204 or MGP 204.

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Grade Mode:* Letter.

**MGB 240 – Management Policy & Strategy (3 units)**

*Course Description:* Examines the scope of missions, objectives strategies, policies, structures, measurements 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.

*Prerequisite(s):* First-year core courses of M.B.A. program.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 241 – New Product Development (3 units)**

*Course Description:* State-of-the-art concepts and methods to enhance the effectiveness of new product development activities. Focuses on the understanding of managerial issues and acquiring the ability to solve problems.

*Prerequisite(s):* MGT 204 or MGB 204 or MGP 204.

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Enrollment Restriction(s):* Open to graduate students in the Graduate School of Management.

*Grade Mode:* Letter.

**MGB 242 – Marketing Communications (3 units)**

*Course Description:* 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.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 243 – Customer Relationship Management (3 units)**

*Course Description:* Customer Relationship Management (CRM) is 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.

*Prerequisite(s):* MGT 204 or MGB 204 or MGP 204.

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Enrollment Restriction(s):* Restricted to MBA students only.

*Grade Mode:* Letter.

**MGB 244 – New & Small Business Ventures (3 units)**

*Course Description:* Student teams develop complete business plans for their own start-up ventures. Process includes: elevator pitch, business strategy, comprehensive bottoms-up financial projections, capital requirements, product differentiation, competitive, alliance, and go-to-market strategy development, investor presentation, and comprehensive written business plan.

*Prerequisite(s):* MGT 204 or MGP 204 or MGB 204.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 245 – Business Writing (3 units)**

*Course Description:* Techniques for sharpening writing skills are introduced, along with grammatical structure, word choice, and punctuation. Learn to develop styles that are pitch-perfect for given situations and to think strategically about each communication challenge in a management setting.

*Prerequisite(s):* Completion of first-year core courses at the Graduate School of Management or the equivalent.

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Enrollment Restriction(s):* Restricted to MBA students only.

*Grade Mode:* Letter.

**MGB 246 – Negotiation & Team Building (3 units)**

*Course Description:* 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 frontier.

*Prerequisite(s):* MGB 205; MGB 202.

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Grade Mode:* Letter.

**MGB 247 – Customer Service as a Marketing Tool (3 units)**

*Course Description:* 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.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 248 – Marketing Strategies (3 units)**

*Course Description:* Examines 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.

*Prerequisite(s):* (MGT 202A or MGV 202AV or MGP 202A); (MGP 204 or MGT 204 or MGB 204).

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 249 – Marketing Research (3 units)**

*Course Description:* 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.

*Prerequisite(s):* (MGT 202A or MGV 202AV or MGP 202A); (MGP 203A or MGB 203A or MGT 203A); (MGT 204 or MGB 204 or MGP 204).

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 250 – Technology Competition & Strategy (3 units)**

*Course Description:* Why is software typically so defective? Why do many firms in the IT industry give away their best products free? Helps analyze questions like these by modeling competition and strategy in the network, technology and information industries.

*Prerequisite(s):* (MGT 202A or MGV 202AV or MGP 202A); (MGP 203A or MGB 203A or MGT 203A).

*Learning Activities:* Lecture 3 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

**MGB 251 – Management of Innovation (3 units)**

*Course Description:* Managing innovative enterprise in changing and uncertain environments. Covers technology forecasting and assessment, program selection and control, financial management, regulation, and ethics.

*Prerequisite(s):* MGT 201A or MGB 201A or MGP 201A.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 252 – Managing for Operational Excellence (3 units)**

*Course Description:* 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.

*Prerequisite(s):* MGB 203A or MGP 203A or MGT 203A.

*Learning Activities:* Lecture 3 hour(s).

*Enrollment Restriction(s):* Open to students in the Graduate School of Management.

*Grade Mode:* Letter.

**MGB 253 – Corporate Social Responsibility (3 units)**

*Course Description:* Develop a thought process and approach to corporate social responsibility that students will be able to build on during their post-school leadership roles, whether as corporate executives, entrepreneurs, or NGO leaders.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 255 – Entrepreneurship & Venture Investment Clinic (3 units)**

*Course Description:* Provides the necessary analytical and design tools to create business ideas and refine business models based on emerging technologies. Students learn to work closely in small teams to synthesize technical, strategic, and marketing needs into designs for new ventures.

*Learning Activities:* Lecture 3 hour(s).

*Enrollment Restriction(s):* Limited to 30 students.

*Grade Mode:* Letter.

**MGB 258 – Mergers & Acquisitions (3 units)**

*Course Description:* Focuses on the market for corporate acquisitions and restructuring activity. Topics include: sources of value creation; takeovers; anti-takeover provisions; bidding strategies; use of leverage in buyouts; regulatory risk and hurdles; and, valuation approaches for highly leveraged transactions.

*Prerequisite(s):* MGB 205.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 259 – Banking & the Financial System (3 units)**

*Course Description:* Analyzes the role of financial markets and institutions in allocating capital. Focuses on: bank lending; debt securities; financial market innovations; regulation; functions of commercial banks and other financial intermediaries. Utilizes case studies.

*Prerequisite(s):* MGP 205 or MGT 205; consent of instructor.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 260 – Corporate Finance (3 units)**

*Course Description:* 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.

*Prerequisite(s):* (MGT 200A or MGB 200A or MGP 200A); (MGP 202A or MGV 202AV or MGT 202A); (MGT 205 or MGB 205 or MGP 205).

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 261 – Investment Analysis (3 units)**

*Course Description:* Examines asset pricing theories and relevant evidence, including the investment performance of stocks and bonds.

Topics include the efficiency of markets, domestic and international portfolio diversification, factors influencing the value of stocks and other investments, and portfolio management and performance.

*Prerequisite(s):* (MGT 203A or MGB 203A or MGP 203A); (MGP 205 or MGT 205 or MGB 205).

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 262 – Money & Security Markets (3 units)**

*Course Description:* Examines how money and securities markets are organized; how public agencies, businesses, others obtain and invest funds in those markets. Relationship between interest rates, monetary policy, government's role in improving capital markets, approaches to assessing changes in regulation of specific markets.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 263 – Derivative Securities (3 units)**

*Course Description:* 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.

*Prerequisite(s):* (MGT 203A or MGB 203A or MGP 203A); (MGP 205 or MGT 205 or MGB 205).

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Enrollment Restriction(s):* Open to students enrolled in the MBA program.

*Grade Mode:* Letter.

**MGB 264 – Business Taxation (3 units)**

*Course Description:* Analysis of the impact of business taxation on investment, production, and finance decisions. Discussion of the relationship between business organization and tax liability. Not intended for tax specialists.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 265 – Technology Finance & Valuation (3 units)**

*Course Description:* Venture capital finance and the related practice of research and development finance. Application of finance tools and framework to the world of venture capital and financing of projects in high-growth industries.

*Prerequisite(s):* MGT 205 or MGB 205 or MGP 205.

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program; not open to students who have taken MG 265V.

*Grade Mode:* Letter.

**MGB 266 – International Finance (3 units)**

*Course Description:* Studies fixed and floating exchange-rate systems. Topics include determinants of a nation's balance of international payments; macroeconomic interdependence of nations under various exchange-rate regimes and its implications for domestic stabilization policies; and the international coordination of monetary and stabilization policies.

*Prerequisite(s):* MGT 205 or MGB 205 or MGP 205; Or the equivalent.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 267 – Teams & Technology (3 units)**

*Course Description:* 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; imparting interpersonal skills for implementing effective strategies; understanding how technological change affects team processes.

*Prerequisite(s):* Consent of instructor.

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Enrollment Restriction(s):* Restricted to working professional MBA students.

*Grade Mode:* Letter.

**MGB 268 – Articulation & Critical Thinking (3 units)**

*Course Description:* With commitment to this course, students will become competent public speakers, write well at a level expected in business, think efficiently and critically about business challenges and have a useful personal code of ethics to shape their actions and decisions. No student may repeat course for credit.

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Grade Mode:* Letter.

**MGB 269 – Machine Learning with Python (3 units)**

*Course Description:* Introduction to machine learning methods covering association rules, clustering, classification, and numeric prediction. Hands-on machine learning skills with Python. Big data technologies. Business applications.

*Prerequisite(s):* Consent of instructor.

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program; exemptions may be granted for students in the Online MBA program.

*Credit Limitation(s):* Not open for credit to students who have taken MG 469V.

*Grade Mode:* Letter.

**MGB 270 – Corporate Financial Reporting (3 units)**

*Course Description:* Analyzes and evaluates contemporary issues in financial reporting and develops implications of those issues for business decision makers, investment managers, and accounting policymakers.

*Prerequisite(s):* MGT 200A or MGP 200A or MGB 200A.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 271 – Strategic Cost Management (3 units)**

*Course Description:* Theoretical frameworks and associated techniques for using organizational design and cost management to achieve a sustainable, profitable cost structure. Topics include: target costing, process design for low cost, total cost of ownership, cost of customers, implementing structural change, and incentives.

*Prerequisite(s):* MGT 202A or MGP 202A or MG 202AV.

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

**MGB 272 – Evaluation of Financial Information (3 units)**

*Course Description:* Studies how investors, creditors, others use accounting and other information in making rational investment, lending 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.

*Prerequisite(s):* MGT 200A or MGP 200A or MGB 200A.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 273 – Accounting & Reporting for Government Nonprofit Entities (3 units)**

*Course Description:* Concepts, methods, and uses of accounting and financial reporting by governmental and nonprofit entities. Introduction to budgeting and performance evaluation, and accounting for entities such as hospitals, universities, and welfare agencies.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 274 – Corporate Governance (3 units)**

*Course Description:* 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.

*Prerequisite(s):* Full-time MBA students or consent of instructor.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

**MGB 276 – Real Estate, Finance & Development (3 units)**

*Course Description:* Focus on single family, attached, detached, multi-family, and light commercial development. Study factors that make up successful real estate developments. Consider financial aspects involved in land acquisition, land development, construction, and project lending.

*Prerequisite(s):* (MGT 205 or MGP 205 or MGB 205); (MGT 201A or MGB 201A or MGP 201A).

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

### **MGB 281 – Systems Analysis & Design (3 units)**

*Course Description:* 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.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

### **MGB 282 – Supply Chain Management (3 units)**

*Course Description:* Matching supply with demand is a primary challenge for 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.

*Prerequisite(s):* MGT 203A or MGB 203A or MGP 203A.

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

### **MGB 284 – Applied Linear Models for Management (3 units)**

*Course Description:* Covers regression, analysis of variance, and multivariate analysis. Topics will focus on applications to management and policy problems.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

### **MGB 285 – Time Series Analysis & Forecasting (3 units)**

*Course Description:* Considers application of time series methods to evaluation and forecasting problems. 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.

*Prerequisite(s):* MGB 203B or MGT 203B or MGP 203B.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

### **MGB 286 – Telecommunications & Computer Networks (3 units)**

*Course Description:* Communication system components; common carrier services; design and control of communications networks; network management and distributed environment; local area networks; data security in computer networks.

*Prerequisite(s):* MGB 280.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

### **MGB 287 – Business Database & Database Marketing (3 units)**

*Course Description:* Practical introduction to fundamental principles of database management systems and database marketing. Database design. SQL queries. Concepts of database marketing, data warehouse, data visualization and big data analytics.

*Learning Activities:* Lecture 3 hour(s).

*Grade Mode:* Letter.

### **MGB 290 – Topics in General Management (3 units)**

*Course Description:* Advanced topics in general management. Varied topics to cover more extensively issues discussed in MGB 201A and MGB 201B, or current business interest topics in fields of business writing, business communications, development, or workplace processes.

*Prerequisite(s):* Completion of all first-year graduate courses at the Graduate School of Management or the equivalent.

*Learning Activities:* Seminar 3 hour(s).

*Repeat Credit:* May be repeated.

*Grade Mode:* Letter.

### **MGB 291 – Topics in Organizational Behavior (3 units)**

*Course Description:* Advanced topics in social psychology and sociology of organizations. Varied topics to cover more extensively issues discussed in MGB 201A and MGB 201B, or current business interest topics in fields of organization design, strategy, development, or workplace processes.

*Prerequisite(s):* Completion of all first-year graduate courses at the Graduate School of Management or the equivalent.

*Learning Activities:* Seminar 3 hour(s).

*Repeat Credit:* May be repeated.

*Grade Mode:* Letter.

### **MGB 292 – Topics in Finance (3 units)**

*Course Description:* Contemporary and emerging issues in finance. Application of modern techniques of finance to business problems. Use of appropriate electronic database and research techniques.

*Prerequisite(s):* Completion of all first-year graduate courses at the Graduate School of Management or the equivalent.

*Learning Activities:* Seminar 3 hour(s).

*Repeat Credit:* May be repeated.

*Grade Mode:* Letter.

### **MGB 293 – Topics in Marketing (3 units)**

*Course Description:* Advanced topics in marketing, which may include marketing research, new product development, brand management, pricing, distribution management, service marketing, hitech marketing, advertising, sales promotions, marketing through the Web.

*Prerequisite(s):* Completion of all first-year graduate courses at the Graduate School of Management or the equivalent.

*Learning Activities:* Seminar 3 hour(s).

*Repeat Credit:* May be repeated.

*Grade Mode:* Letter.

### **MGB 294 – Topics in Accounting (3 units)**

*Course Description:* Contemporary and emerging issues in financial management accounting. Application of modern techniques of evaluation and analysis of financial information. Use of appropriate electronic database and research techniques.

*Prerequisite(s):* Completion of all first-year graduate courses at the Graduate School of Management or the equivalent.

*Learning Activities:* Seminar 3 hour(s).

*Repeat Credit:* May be repeated.

*Grade Mode:* Letter.

**MGB 295 – Topics in Information Technology (3 units)**

*Course Description:* Applications of information technology to management and management of information technology. Adaptation to the dynamic nature of the field.

*Prerequisite(s):* Completion of all first-year graduate courses at the Graduate School of Management or the equivalent.

*Learning Activities:* Seminar 3 hour(s).

*Repeat Credit:* May be repeated.

*Grade Mode:* Letter.

**MGB 296 – Topics in Technology Management (3 units)**

*Course Description:* Cyclical nature of innovation and technological change, features of innovative firms and industries, national innovation systems, and impact of information technologies on innovation processes.

*Prerequisite(s):* Completion of all first-year graduate courses at the Graduate School of Management or the equivalent.

*Learning Activities:* Seminar 3 hour(s).

*Repeat Credit:* May be repeated.

*Grade Mode:* Letter.

**MGB 297 – Topics in International Management (3 units)**

*Course Description:* Broader environment in which U.S. firms and their foreign competitors operate. Integration of material from other topics courses (marketing, strategy, finance, accounting, information technology, technology management) into the international setting.

*Prerequisite(s):* Completion of all first-year graduate courses at the Graduate School of Management or the equivalent.

*Learning Activities:* Seminar 3 hour(s).

*Repeat Credit:* May be repeated.

*Grade Mode:* Letter.

**MGB 298 – Directed Group Study (1-5 units)**

*Course Description:* Directed group study.

*Prerequisite(s):* Consent of instructor.

*Learning Activities:* Variable.

*Grade Mode:* Satisfactory/Unsatisfactory only.

**MGB 299 – Individual Study (1-12 units)**

*Course Description:* Individual study.

*Prerequisite(s):* Consent of instructor.

*Learning Activities:* Variable.

*Grade Mode:* Satisfactory/Unsatisfactory only.

**MGB 400A – Financial Accounting (4 units)**

*Course Description:* 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 operations.

*Learning Activities:* Lecture 4 hour(s).

*Enrollment Restriction(s):* Open to students enrolled in the MBA program only.

*Credit Limitation(s):* Not available for credit for students who have taken MGT 200A, MGP 200A, MGB 200A, MGV 200AV or MGV 400AV.

*Grade Mode:* Letter.

**MGB 400AY – Financial Accounting (4 units)**

*Course Description:* 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 operations.

*Learning Activities:* Lecture 3 hour(s), Web Virtual Lecture 1 hour(s).

*Enrollment Restriction(s):* Open to students enrolled in the MBA program only.

*Credit Limitation(s):* Not available for credit for students who have taken MGT 200A, MGP 200A, MGB 200A, MGV 200AV, MGV 400AV, MGT 400A, MGP 400A or MGB 400A.

*Grade Mode:* Letter.

**MGB 401 – Crisis Management (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* Establishes and explores the defining characteristics of crises. Will learn to anchor crisis management firmly within overall strategic management and also acquire a set of useful tools and techniques for planning for and handling actual crises.

*Learning Activities:* Discussion/Laboratory 1 hour(s).

*Grade Mode:* Letter.

**MGB 401A – The Individual & Group Dynamics (4 units)**

*Course Description:* 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, individual and group decision making, and team building.

*Learning Activities:* Lecture 4 hour(s).

*Credit Limitation(s):* Not open for credit to students who have taken MGT 201A, MGP 201A, MGB 201A or MGV 201AV.

*Grade Mode:* Letter.

**MGB 401AY – Individual & Group Dynamics (4 units)**

*Course Description:* 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, individual and group decision making, and team building.

*Learning Activities:* Lecture 3 hour(s), Web Virtual Lecture 1 hour(s).

*Enrollment Restriction(s):* Only open to students enrolled in the MBA program.

*Credit Limitation(s):* Not open for credit to students who have taken MGT 201A, MGP 201A, MGB 201A, MGV 201AV, MGT 401A, MGP 401A or MGB 401A.

*Grade Mode:* Letter.

**MGB 401B – Organizational Strategy & Structure (4 units)**

*Course Description:* 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.

*Learning Activities:* Lecture 4 hour(s).

*Credit Limitation(s):* Not open for credit to students who have taken MGT 201B, MGP 201B, MGB 201B or MGV 201BV.

*Grade Mode:* Letter.

**MGB 401BY – Organizational Strategy & Structure (4 units)**

*Course Description:* 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.

*Learning Activities:* Lecture 3 hour(s), Web Virtual Lecture 1 hour(s).

*Enrollment Restriction(s):* Open to students enrolled in the MBA program.

*Credit Limitation(s):* Not open for credit to students who have taken MGT 201B, MGP 201B, MGB 201B, MGV 201BV, MGT 401B, MGP 401B or MGB 401B.

*Grade Mode:* Letter.

**MGB 402 – Crisis Communications & Reputation Management (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* 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.

*Learning Activities:* Discussion/Laboratory 1 hour(s).

*Grade Mode:* Letter.

**MGB 402A – Markets & the Firm (4 units)**

*Course Description:* Examines the interaction of consumers, firms and government, and the effect this interaction has on the use of resources and firm profitability. Fundamental economic concepts such as marginal analysis, opportunity cost, pricing, and externalities are introduced and applied.

*Learning Activities:* Lecture 4 hour(s).

*Credit Limitation(s):* Not open for credit to students who have taken MGT 202A, MGP 202A, MGB 202A or MGV 202AV.

*Grade Mode:* Letter.

**MGB 402AY – Markets & the Firm (4 units)**

*Course Description:* Examines the interaction of consumers, firms and government, and the effect this interaction has on the use of resources and firm profitability. Fundamental economic concepts such as marginal analysis, opportunity cost, pricing, and externalities are introduced and applied.

*Learning Activities:* Lecture 3 hour(s), Web Virtual Lecture 1 hour(s).

*Enrollment Restriction(s):* Open to MBA students only.

*Credit Limitation(s):* Not open for credit to students who have taken MGT 202A, MGP 202A, MGB 202A, MGV 202AV, MGT 402A, MGP 402A or MGB 402A.

*Grade Mode:* Letter.

**MGB 403 – Business Statistics Practicum (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* Applies techniques and concepts in business statistics to real case studies.

*Prerequisite(s):* (MGT 203A or MGP 203A or MGB 203A); (MGT 203B (can be concurrent) or MGP 203B (can be concurrent) or MGB 203B (can be concurrent)); MGT 203B, MGP 203B, or MGB 203B completed or required concurrently.

*Learning Activities:* Project 1 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

**MGB 403A – Data Analysis for Managers (4 units)**

*Course Description:* 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.

*Learning Activities:* Lecture 4 hour(s).

*Credit Limitation(s):* Not open for credit for students who have taken MGT 203A, MGP 203A, MGB 203A or MGV 403AV.

*Grade Mode:* Letter.

**MGB 403AY – Data Analysis for Managers (4 units)**

*Course Description:* 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.

*Learning Activities:* Lecture 3 hour(s), Web Virtual Lecture 1 hour(s).

*Enrollment Restriction(s):* Open to students enrolled in the MBA program.

*Credit Limitation(s):* Not open for credit for students who have taken MGT 203A, MGP 203A, MGB 203A, MGV 403AV, MGT 403A, MGP 403A or MGB 403A.

*Grade Mode:* Letter.

**MGB 404 – Marketing Management (4 units)**

*Course Description:* Analysis of market opportunities, elements 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.

*Learning Activities:* Lecture 4 hour(s).

*Credit Limitation(s):* Not open for credit to students who have taken MGT 204, MGP 204, MGB 204 or MGV 204V.

*Grade Mode:* Letter.

**MGB 404Y – Marketing Management (4 units)**

*Course Description:* Analysis of market opportunities, elements 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.

*Learning Activities:* Lecture 3 hour(s), Web Virtual Lecture 1 hour(s).

*Enrollment Restriction(s):* Open to students enrolled in the MBA program.

*Credit Limitation(s):* Not open for credit to students who have taken MGT 204, MGP 204, MGB 204, MGV 204V, MGT 404, MGP 404 or MGB 404.

*Grade Mode:* Letter.

**MGB 405 – Financial Theory & Policy (4 units)**

*Course Description:* 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 cash-flows, and extends these to derivative securities, asset portfolios, investment management and hedging.

*Learning Activities:* Lecture 4 hour(s).

*Credit Limitation(s):* Not open for credit for students who have taken MGT 205, MGP 205, MGB 205 or MGV 205V.

*Grade Mode:* Letter.



**MGB 405Y – Financial Theory & Policy (4 units)**

*Course Description:* 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 cash-flows, and extends these to derivative securities, asset portfolios, investment management and hedging.

*Learning Activities:* Lecture 3 hour(s), Web Virtual Lecture 1 hour(s).

*Enrollment Restriction(s):* Open to students enrolled in the MBA program.

*Credit Limitation(s):* Not open for credit for students who have taken MGT 205, MGP 205, MGB 205, MG V 205V, MGT 405, MGP 405 or MGB 405.

*Grade Mode:* Letter.

**MGB 406 – Ethical Issues in Management (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* 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.

*Learning Activities:* Lecture/Discussion 1 hour(s).

*Grade Mode:* Letter.

**MGB 406A – Decision Analytics: Spreadsheet Based (2 units)**

*Course Description:* Develops decision-making and problem-solving skills in conjunction with a quantitative model-building approach.

*Learning Activities:* Lecture 2 hour(s).

*Credit Limitation(s):* Not available for credit for students who have taken MGT 206, MGP 206, MGB 206 or MG V 206V.

*Grade Mode:* Letter.

**MGB 406B – Decision Analytics: Scalable (2 units)**

*Course Description:* Builds on concepts learned in 406A to develop techniques for describing and implementing models that can scale in all dimensions.

*Prerequisite(s):* MGT 406A or MGP 406A or MGB 406A.

*Learning Activities:* Lecture 2 hour(s).

*Credit Limitation(s):* Not available for credit for students who have taken MGT 206, MGP 206, MGB 206 or MG V 206V.

*Grade Mode:* Letter.

**MGB 407 – Storytelling for Leadership (1 unit)**

*Course Description:* Internalize the fundamental principles behind stories that educate, influence, motivate, inspire, persuade and connect.

*Learning Activities:* Lecture/Discussion 1 hour(s).

*Grade Mode:* Letter.

**MGB 408 – The Business of the Media (1 unit)**

*Course Description:* 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.

*Learning Activities:* Lecture/Discussion 1 hour(s).

*Grade Mode:* Letter.

**MGB 408V – The Business of the Media (1 unit)**

*Course Description:* 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.

*Learning Activities:* Web Virtual Lecture 1 hour(s).

*Grade Mode:* Letter.

**MGB 409 – Managing Multi-Asset Class Investment Portfolios (1 unit)**

*Course Description:* Examines top down management of multi-asset class portfolios. Topics include bonds, hedge funds, private equity, real estate, commodities, endowments, return generation, performance analysis, credit cycles, financial crises, manager selection, investment policy, and investment careers. Student teams present endowment portfolio recommendations.

*Prerequisite(s):* MG V 202AV; MGB 203A; MGB 205.

*Learning Activities:* Lecture/Discussion 1 hour(s).

*Grade Mode:* Letter.

**MGB 410 – Corporate Governance (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* Covers recent and not-so-recent business and accounting scandals, discuss 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.

*Learning Activities:* Lecture/Discussion 1 hour(s).

*Grade Mode:* Letter.

**MGB 411 – Turnaround Management (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* Evaluate the financial performance of a company, identify opportunities for improvement, propose real solutions to enhance performance, and most important inspire action in staff.

*Learning Activities:* Lecture/Discussion 1 hour(s).

*Grade Mode:* Letter.

**MGB 412 – International Marketing (1 unit)**

*Course Description:* 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.

*Learning Activities:* Lecture/Discussion 1 hour(s).

*Grade Mode:* Letter.

**MGB 413 – Sustainable Business Ventures: Business & Energy (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* Introduction to sustainability goals, indicators, values, measurement techniques, and practice how it applies to large and small enterprise.

*Learning Activities:* Lecture/Discussion 1 hour(s).

*Grade Mode:* Letter.

**MGB 414 – Multi-Channel Marketing (1 unit)**

*Course Description:* 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.

*Learning Activities:* Lecture/Discussion 1 hour(s).

*Grade Mode:* Letter.

**MGB 415 – Climate Risks & Opportunities (1 unit)**

*Course Description:* Provide a working knowledge of the risks and opportunities arising from climate change and climate policy for businesses.

*Learning Activities:* Lecture/Discussion 1 hour(s).

*Grade Mode:* Letter.

**MGB 415V – Business Law (3 units)**

*Course Description:* Introduction to law and legal process in the United States. Sources of law. Structure and operation of courts, federal-state relationships, fundamentals of administrative law, fundamentals of business law.

*Learning Activities:* Web Virtual Lecture 3 hour(s).

*Credit Limitation(s):* Not available for credit for students who have taken MGT 215, MGP 215, MGB 215.

*Grade Mode:* Letter.

**MGB 416 – Topics in Private Equity (1 unit)**

*Course Description:* 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.

*Prerequisite(s):* MGB 205 or MGP 205 or MGT 205.

*Learning Activities:* Lecture 1 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

**MGB 417 – Incentives & Controls (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* Understand how organizations use financial and nonfinancial performance management and incentive systems to motivate people and manage resources.

*Learning Activities:* Lecture/Discussion 1 hour(s).

*Grade Mode:* Letter.

**MGB 418 – Scientific Discovery & Business Innovation at Scale in the Food & Agriculture Sector (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* 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.

*Learning Activities:* Lecture 3 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

**MGB 419 – Business Strategy Consulting Skills (1 unit)**

*Course Description:* Students will learn practical business consulting skills which 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.

*Learning Activities:* Lecture 5 hour(s).

*Enrollment Restriction(s):* Restricted to students enrolled in the MBA program.

*Grade Mode:* Letter.

**MGB 419V – Business Strategy Consulting Skills (1 unit)**

*Course Description:* Students will learn practical business consulting skills which 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.

*Learning Activities:* Web Virtual Lecture 1 hour(s).

*Enrollment Restriction(s):* Restricted to students enrolled in the MBA program.

*Credit Limitation(s):* Not open for credit for students who have taken MGT 419, MGP 419, or MGB 419.

*Grade Mode:* Letter.

**MGB 420 – Advanced Optimization in a Python-based Modeling Language (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* 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.

*Prerequisite(s):* (MGB 252 or MGT 252 or MGP 252); (MGB 206 or MGT 206 or MGP 206).

*Learning Activities:* Web Virtual Lecture 1 hour(s).

*Enrollment Restriction(s):* Restricted to students enrolled in the MBA program.

*Grade Mode:* Letter.

**MGB 421 – Monte Carlo Simulation for Managerial Analysis (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* Create Excel-based simulation models across business domains, from finance to hypothesis testing and inventory management. By course-end, students are experts at recognizing this decision-making fallacy and fixing it.

*Learning Activities:* Lecture 1 hour(s).

*Grade Mode:* Letter.

**MGB 422 – Behavioral Finance & Valuation (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* Investor psychology and market frictions can cause asset prices to deviate from fundamental values, creating profit opportunities for sophisticated investors. Covers techniques of financial analysis with the goal of learning how to value assets and identify mispricing.

*Prerequisite(s):* (MGT 260 or MGP 260 or MGB 260); (MGT 261 or MGP 261 or MGB 261)

*Learning Activities:* Lecture 1 hour(s).

*Enrollment Restriction(s):* Restricted to students enrolled in the MBA program.

*Grade Mode:* Letter.

### **MGB 423 – Leader as Coach: An Introduction to Coaching Skills for Leaders (1 unit)**

*Course Description:* 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.

*Learning Activities:* Lecture 1 hour(s).

*Enrollment Restriction(s):* Restricted to students enrolled in the MBA program.

*Grade Mode:* Letter.

### **MGB 423V – Power & Influence in Management (3 units)**

*Course Description:* 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 commitment), the construction of meaning, and ethics.

*Prerequisite(s):* MGT 201A or MGP 201A or MGB 201A.

*Learning Activities:* Web Virtual Lecture 3 hour(s).

*Credit Limitation(s):* Not open for credit to students who have taken MGT 223, MGP 223, MGB 223, or MGV 223V.

*Grade Mode:* Letter.

### **MGB 424 – Practicum for Managing People in Modern Organizations (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* Provides solid grounding in the management of work and the employment relationship. Examines firms' interrelated policies and practices for managing people.

*Prerequisite(s):* MGB 224.

*Learning Activities:* Project 1 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

### **MGB 425 – Digital Marketing Techniques (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* Provides students with an introduction to digital marketing. Introduces MBA students to the fundamental aspects and tools of online marketing communication, i.e., how organizations use digital channels to effectively communicate their value propositions to the target customers.

*Learning Activities:* Lecture 1 hour(s).

*Grade Mode:* Letter.

### **MGB 426 – The Business of Healthcare (1 unit)**

*Course Description:* Intended to provide an overall understanding of the unique business aspects of the healthcare industry.

*Learning Activities:* Lecture 1 hour(s).

*Enrollment Restriction(s):* Restricted to students enrolled in the MBA program (Business Administration-Working Professional, Business Administration-Bay Area, Business Administration-Full-Time).

*Grade Mode:* Letter.

### **MGB 427 – Implementing International Strategy (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* Looks at the pitfalls of implementing international strategies, and suggest several accessible, yet powerful frameworks to help international managers implement strategies successfully and completely.

*Learning Activities:* Lecture 1 hour(s).

*Enrollment Restriction(s):* Restricted to students enrolled in the MBA program (Business Administration-Working Professional, Business Administration-Bay Area, Business Administration-Full-Time).

*Grade Mode:* Letter.

### **MGB 428 – Renewable Energy Ventures (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* 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.

*Learning Activities:* Lecture 1 hour(s).

*Enrollment Restriction(s):* Restricted to students enrolled in the MBA program.

*Grade Mode:* Letter.

### **MGB 429 – Detection & Prevention of Asset Misappropriation Fraud in the Workplace (1 unit)**

*Course Description:* Discusses the fundamentals of fraud detection and prevention in the workplace. Learn the major schemes involving workplace fraud, how management can detect fraud and what policies and procedures can be implemented to prevent fraud.

*Learning Activities:* Lecture 1 hour(s).

*Enrollment Restriction(s):* Restricted to students enrolled in the MBA program.

*Grade Mode:* Letter.

### **MGB 430 – Learning From Catastrophes: Lessons for Managers (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* Catastrophes unfold in surprisingly similar ways. Analyze catastrophes to understand these common patterns and investigate how they can be prevented and mitigated. Apply these lessons to management to gain unconventional insights.

*Learning Activities:* Lecture 1 hour(s).

*Enrollment Restriction(s):* Restricted to students enrolled in the MBA program.

*Grade Mode:* Letter.

### **MGB 431 – Project Management (1 unit)**

*Course Description:* Students learn project management; including project scope, project planning, milestones and project closing. Important themes include leadership, team dynamics, storytelling/creating a narrative, communication, and conflict management.

*Learning Activities:* Lecture 10 hour(s).

*Enrollment Restriction(s):* Open to students enrolled in the MBA program.

*Grade Mode:* Letter.

**MGB 432 – Project Management with Applications in Healthcare (1 unit)**

*Course Description:* Focuses on the heart of healthcare administration and how project management can be applied as a key lever to increase efficiency, decrease costs and improve the patient experience.

*Learning Activities:* Lecture 1 hour(s).

*Grade Mode:* Letter.

**MGB 432V – Project Management with Applications in Healthcare (1 unit)**

*Course Description:* Focuses on the heart of healthcare administration and how project management can be applied as a key lever to increase efficiency, decrease costs and improve the patient experience.

*Learning Activities:* Web Virtual Lecture 1 hour(s).

*Credit Limitation(s):* Not open for credit to students who have taken MGT 432, MGP 432, or MGB 432.

*Grade Mode:* Letter.

**MGB 433 – Corporate Social Responsibility (1 unit)**

*Course Description:* Learn practical information that will help students understand the basics of designing, managing and evaluating an effective CSR program. Expose students to a basic set of CSR issues in the context of cross-purpose business challenges and then focus on the analysis and critical decisions that managers must make to move their business and their social agenda forward.

*Learning Activities:* Lecture 1 hour(s).

*Grade Mode:* Letter.

**MGB 435 – Data Wrangling (1 unit)**

*Course Description:* Develop practical skills to pre-process data. Tidied raw data can then be used for downstream data analysis, modeling, and visualization.

*Learning Activities:* Lecture 1 hour(s).

*Grade Mode:* Letter.

**MGB 436 – Introduction to Derivative Securities (1 unit)**

*Course Description:* Introduction to derivative securities and other forms of financial innovations.

*Learning Activities:* Lecture 1 hour(s).

*Grade Mode:* Letter.

**MGB 437 – Healthcare Analytics (1 unit)**

*Course Description:* Introduction to advanced analytics framework, key Artificial Intelligence & Machine Learning concepts, and modeling techniques towards solving high-value and high-impact healthcare business problems.

*Learning Activities:* Lecture 1 hour(s).

*Enrollment Restriction(s):* Open to students enrolled in the MBA program only.

*Grade Mode:* Letter.

**MGB 437V – Healthcare Analytics (1 unit)**

*Course Description:* Introduction to advanced analytics framework, key Artificial Intelligence & Machine Learning concepts, and modeling techniques towards solving high-value and high-impact healthcare business problems.

*Learning Activities:* Web Virtual Lecture 1 hour(s).

*Credit Limitation(s):* Not open to students who have taken MGT 437, MGP 437, or MGB 437.

*Grade Mode:* Letter.

**MGB 440 – Integrated Management Project (6 units)**

*Course Description:* Applies classroom learning to solve complex business challenges for real-world clients. Students learn practical consulting skills while their clients benefit from the student's experience, insights, and work product.

*Prerequisite(s):* First-year core courses of MBA program.

*Learning Activities:* Project 3 hour(s).

*Enrollment Restriction(s):* Open to students in the MBA Program (SMBE, SMBB, SMBA).

*Grade Mode:* Letter.

**MGB 440A – Integrated Management Project (3 units)**

*Course Description:* 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.

*Prerequisite(s):* First-year core courses of MBA program.

*Learning Activities:* Lecture/Discussion 3 hour(s).

*Enrollment Restriction(s):* Restricted to full-time MBA students.

*Grade Mode:* Letter.

**MGB 440B – Integrated Management Project (3 units)**

*Course Description:* 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.

*Prerequisite(s):* First-year core courses of MBA program.

*Learning Activities:* Project 3 hour(s).

*Enrollment Restriction(s):* Restricted to full-time MBA students.

*Grade Mode:* Letter.

**MGB 440C – Integrated Management Project Lead (1 unit)**

*Course Description:* Integrated Management Project Team leader.

*Learning Activities:* Project 1 hour(s).

*Grade Mode:* Letter.

**MGB 440S – Integrated Management Simulation (4 units)**

*Course Description:* Apply theory and concepts from marketing, finance, organizational behavior, accounting, and strategy in order to manage a simulated corporation.

*Learning Activities:* Lecture 4 hour(s).

*Grade Mode:* Letter.

**MGB 441V – New Product Development (3 units)**

*Course Description:* State-of-the-art concepts and methods to enhance the effectiveness of new product development activities. Focuses on the understanding of managerial issues and acquiring the ability to solve problems.

*Prerequisite(s):* MGT 204 or MGP 204 or MGB 204.

*Learning Activities:* Web Virtual Lecture 3 hour(s).

*Grade Mode:* Letter.

### **MGB 442 – Practicum for Marketing Communication (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* Provides experience applying concepts learned in Marketing Communications to a realistic advertising or communication problem faced by firms.

*Prerequisite(s):* MGB 242.

*Learning Activities:* Project 1 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

### **MGB 443 – Customer Analytics (3 units)**

*Course Description:* Teaches how to use customer analytics to learn about and market to individual customers. Examines the different types of data analytics and how they fit into the customer relationship management world.

*Learning Activities:* Lecture 3 hour(s).

*Credit Limitation(s):* No open for credit for students who have taken MGT 443V, MGP 443V or MGB 443V.

*Grade Mode:* Letter.

### **MGB 443V – Customer Analytics (3 units)**

*Course Description:* Teaches students how to use customer analytics to learn about and market to individual customers. Examines the different types of data analytics and how they fit into the customer relationship management world.

*Learning Activities:* Web Virtual Lecture 3 hour(s).

*Credit Limitation(s):* No open for credit for students who have taken MGT 443, MGP 443 or MGB 443.

*Grade Mode:* Letter.

### **MGB 445Y – Product Management (4 units)**

*Course Description:* Overview of the requirements, issues, and tools involved in marketing of products and services via lectures, case studies, and a hands-on, quarter-long competitive simulation.

*Prerequisite(s):* MGT 404 or MGP 404 or MGB 404.

*Learning Activities:* Web Virtual Lecture 2 hour(s), Lecture 2 hour(s).

*Credit Limitation(s):* Not open for students who have taken MGV 445V.

*Grade Mode:* Letter.

### **MGB 448 – Practicum for Marketing Strategies (1 unit)**

*Course Description:* 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.

*Prerequisite(s):* MGB 248.

*Learning Activities:* Project 1 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

### **MGB 448V – Marketing Strategies (3 units)**

*Course Description:* Examines 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 sector marketing.

*Prerequisite(s):* (MGT 202A or MGP 202A or MGB 202A); (MGT 204 or MGP 204 or MGB 204).

*Learning Activities:* Web Virtual Lecture 3 hour(s).

*Repeat Credit:* Not open for credit to students who have taken MGT 248, MGP 248, MGB 248, or MGV 248V.

*Grade Mode:* Letter.

### **MGB 449 – Marketing Research Practicum (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* 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.

*Prerequisite(s):* MGB 249.

*Learning Activities:* Project 1 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program, or in some cases with permission of instructor.

*Grade Mode:* Letter.

### **MGB 450 – Practicum for Technology Strategy & Competition (1 unit)**

This version has ended; see updated course, below.

*Course Description:* In-depth practicum project course. Apply theories, concepts, and models, learned in MGB 250 to a real-world business problem, through data collection, data analysis, simulation, modeling and post-model interpretation.

*Prerequisite(s):* MGB 250.

*Learning Activities:* Project 1 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

### **MGB 450 – Practicum for Technology Competition & Strategy (1 units)**

*Course Description:* In-depth practicum project course. Apply theories, concepts, and models, learned in MGB 250 to a real-world business problem, through data collection, data analysis, simulation, modeling and post-model interpretation.

*Prerequisite(s):* MGB 250.

*Learning Activities:* Project 1 hour(s).

*Enrollment Restriction(s):* Restricted to students in MBA program.

*Grade Mode:* Letter.

This course version is effective from, and including: Spring Quarter 2023.

### **MGB 452 – Managing for Operational Excellence (4 units)**

*Course Description:* Explore the management of operations as applied to manufacturing, as well as services provided both inside & outside the organization. Develop an understanding of how uncertainty affects planning & delivery by looking at fundamental models of operations.

*Learning Activities:* Lecture 4 hour(s).

*Credit Limitation(s):* Not open for credit to students who have taken MGT 252, MGP 252, MGB 252 or MGV 252V.

*Grade Mode:* Letter.

**MGB 452Y – Managing for Operational Excellence (4 units)**

*Course Description:* Explore the management of operations as applied to manufacturing, as well as services provided both inside & outside the organization. Develop an understanding of how uncertainty affects planning & delivery by looking at fundamental models of operations.

*Learning Activities:* Lecture 3 hour(s), Web Virtual Lecture 1 hour(s).

*Enrollment Restriction(s):* Open to students enrolled in the MBA program.

*Credit Limitation(s):* Not open for credit to students who have taken MGT 252, MGP 252, MGB 252, MGV 252V, MGT 452, MGP 452 or MGB 452.

*Grade Mode:* Letter.

**MGB 454A – Causal Inference and Statistical Experiments (2 units)**

*Course Description:* Surveys causal inference methods with applications in business settings, especially marketing. Covers both primary data approaches such as A/B testing and secondary data approaches such as difference-in-differences.

*Prerequisite(s):* MGT 403A or MGP 403A or MGB 403A.

*Learning Activities:* Lecture 2 hour(s).

*Grade Mode:* Letter.

**MGB 454B – Marketing Analytics (2 units)**

*Course Description:* Surveys a variety of marketing analytics applications, training students to identify (i) what questions data can answer, and, conversely, (ii) what data is needed to answer a question.

*Prerequisite(s):* MGT 454A or MGP 454A or MGB 454A.

*Learning Activities:* Lecture 2 hour(s).

*Grade Mode:* Letter.

**MGB 460 – Practicum for Corporate Finance & Real Estate (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* 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 an in-class presentation and a write-up.

*Prerequisite(s):* MGB 260.

*Learning Activities:* Project 1 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

**MGB 460A – Corporate Finance: Fundamentals (2 units)**

*Course Description:* Course will study valuation techniques in applied settings, study a variety of investment decisions, and analyze how capital structure considerations play a role in firm's investment policies.

*Prerequisite(s):* MGT 205 or MGP 205 or MGB 205.

*Learning Activities:* Lecture 2 hour(s).

*Credit Limitation(s):* Not open for credit to students who have taken MGT 260, MGP 260 or MGB 260.

*Grade Mode:* Letter.

**MGB 460B – Corporate Finance: Advanced Topics (2 units)**

*Course Description:* Advanced course in corporate finance that builds on 460A, with an aim to extend knowledge of the theory and practice of corporate finance.

*Prerequisite(s):* MGT 460A or MGP 460A or MGB 460A.

*Learning Activities:* Lecture 2 hour(s).

*Credit Limitation(s):* Not open for students who have taken MGT 260, MGP260 or MGB 260.

*Grade Mode:* Letter.

**MGB 461 – Practicum for Investment Analysis (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* 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.

*Prerequisite(s):* MGB 261.

*Learning Activities:* Project 1 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

**MGB 464 – Practicum & Taxes & Business Strategy (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* Practical application project drawing from the tax planning theory contained in MGB 264. Project consists of a business formation and operation, change in organization (incorporation), and movement into multi-national and multi-jurisdictional tax.

*Prerequisite(s):* MGB 264.

*Learning Activities:* Project 1 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

**MGB 465 – Practicum for Venture Capital (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* 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 an deal term sheet/investment agreement.

*Prerequisite(s):* MGB 265.

*Learning Activities:* Project 1 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

**MGB 467 – Practicum for Teams & Technology (1 unit)**

*Course Description:* 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.

*Prerequisite(s):* MGB 267.

*Learning Activities:* Project 1 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

### **MGB 467V – Teams & Technology (3 units)**

*Course Description:* 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; imparting interpersonal skills for implementing effective strategies; understanding how technological change affects team processes.

*Learning Activities:* Web Virtual Lecture 3 hour(s).

*Credit Limitation(s):* Not open for credit to students who have taken MGT 267, MGP 267, MGB 267, or MG V 267V.

*Grade Mode:* Letter.

### **MGB 468 – Articulation & Critical Thinking (4 units)**

*Course Description:* Public speaking, business writing, efficient and critical thinking about business challenges, and defining a personal code of ethics to shape actions and decisions.

*Learning Activities:* Lecture 4 hour(s).

*Credit Limitation(s):* Not open for credit to students who have taken MGT 268, MGP 268, MGB 268 or MG V 268V.

*Grade Mode:* Letter.

### **MGB 468Y – Articulation & Critical Thinking (4 units)**

*Course Description:* Public speaking, business writing, efficient and critical thinking about business challenges, and defining a personal code of ethics to shape actions and decisions.

*Learning Activities:* Lecture 3 hour(s), Web Virtual Lecture 1 hour(s).

*Enrollment Restriction(s):* Open to students enrolled in the MBA program.

*Credit Limitation(s):* Not open for credit to students who have taken MGT 268, MGP 268, MGB 268, MG V 268V, MGT 468, MGP 468 or MGB 468.

*Grade Mode:* Letter.

### **MGB 469 – Practicum for Business Intelligence Technologies (1 unit)**

Starting Summer Session 1 2023, this course is no longer offered.

*Course Description:* Projects applying concepts learned in Business Intelligence Technologies to real business problems.

*Prerequisite(s):* MGB 269.

*Learning Activities:* Project 1 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

### **MGB 476V – Real Estate, Finance & Development (3 units)**

Starting Fall Quarter 2022, this course is no longer offered.

*Course Description:* Focus on single family, attached, detached, multi-family, and light commercial development. Study factors which make up successful real estate developments. Consider financial aspects involved in land acquisition, land development, construction, and project lending.

*Prerequisite(s):* (MGT 401A or MGP 401A or MGB 401A); (MGT 405 or MGP 405 or MGB 405).

*Learning Activities:* Web Virtual Lecture 3 hour(s).

*Grade Mode:* Letter.

### **MGB 482 – Practicum for Supply Chain Management (1 unit)**

Starting Spring Quarter 2023, this course is no longer offered.

*Course Description:* Provides experience applying concepts learned in Supply Chain Management to a realistic management setting via a project.

*Prerequisite(s):* MGT 282 (can be concurrent) or MGP 282 (can be concurrent) or MGB 282 (can be concurrent); course is a pre-requisite or co-requisite.

*Learning Activities:* Project 1 hour(s).

*Enrollment Restriction(s):* Restricted to students in the MBA program.

*Grade Mode:* Letter.

### **MGB 490 – Topics in Business (1 unit)**

*Course Description:* Provides opportunity for students to gain experience in applying business methodologies previously acquired in other GSM courses.

*Prerequisite(s):* Consent of instructor. Sponsorship of a GSM Academic Senate faculty member; approval of graduate advisor.

*Learning Activities:* Lecture/Discussion 1 hour(s).

*Enrollment Restriction(s):* Open to students in the MBA Program (SMBA, SMBB, SMBE).

*Repeat Credit:* May be repeated.

*Grade Mode:* Letter.

### **MGB 490A – Topics in Management (2 units)**

This version has ended; see updated course, below.

*Course Description:* Advanced topics in general management. Varied topics to cover more extensively issues discussed in the MBA core such as business writing, management, organizational behavior, business communications, development, and workplace processes.

*Learning Activities:* Lecture 2 hour(s).

*Grade Mode:* Satisfactory/Unsatisfactory only.

### **MGB 490A – Topics in Management (2 units)**

*Course Description:* Advanced topics in general management. Varied topics to cover more extensively issues discussed in the MBA core such as business writing, management, organizational behavior, business communications, development, and workplace processes.

*Learning Activities:* Lecture 2 hour(s).

*Repeat Credit:* May be repeated.

*Grade Mode:* Satisfactory/Unsatisfactory only.

This course version is effective from, and including: Spring Quarter 2023.

### **MGB 490B – Topics in General Management-Extended (2 units)**

This version has ended; see updated course, below.

*Course Description:* Advanced topics in general management. Varied topics to cover more extensively issues discussed in the MBA core such business writing, management, organizational behavior, business communications, development, finance and workplace processes.

*Learning Activities:* Lecture 2 hour(s).

*Grade Mode:* Letter.

### **MGB 490B – Topics in General Management-Extended (2 units)**

*Course Description:* Advanced topics in general management. Varied topics to cover more extensively issues discussed in the MBA core such business writing, management, organizational behavior, business communications, development, finance and workplace processes.

*Learning Activities:* Lecture 2 hour(s).

*Repeat Credit:* May be repeated.

*Grade Mode:* Letter.

This course version is effective from, and including: Spring Quarter 2023.

### **MGB 490BV – Topics in Management (2 units)**

*Course Description:* Advanced topics in general management. Varied topics to cover more extensively issues discussed in the MBA core such business writing, management, organizational behavior, business communications, development, and workplace processes.

*Learning Activities:* Web Virtual Lecture 2 hour(s).

*Repeat Credit:* May be repeated for credit.

*Grade Mode:* Letter.

### **MGB 490V – Topics in General Management (3 units)**

This version has ended; see updated course, below.

*Course Description:* Advanced topics in general management. Varied topics to cover more extensively issues discussed in MGT 201A and MGT 201B, or current business interest topics in fields of business writing, business communications, development, or workplace processes.

*Learning Activities:* Web Virtual Lecture 3 hour(s).

*Grade Mode:* Letter.

### **MGB 490V – Topics in General Management (3 units)**

*Course Description:* Advanced topics in general management. Varied topics to cover more extensively issues discussed in MGT 201A and MGT 201B, or current business interest topics in fields of business writing, business communications, development, or workplace processes.

*Learning Activities:* Web Virtual Lecture 3 hour(s).

*Repeat Credit:* May be repeated.

*Grade Mode:* Letter.

This course version is effective from, and including: Spring Quarter 2023.

### **MGB 492V – Topics in Finance (2 units)**

*Course Description:* Contemporary and emerging issues in finance.

Application of modern techniques of finance to business problems. Use of appropriate electronic database and research techniques.

*Learning Activities:* Web Virtual Lecture 2 hour(s).

*Repeat Credit:* May be repeated for credit when the topic differs; students can take this course repeatedly.

*Grade Mode:* Letter.

### **MGB 493V – Topics in Marketing (3 units)**

This version has ended; see updated course, below.

*Course Description:* Advanced topics in marketing, which may include marketing research, new product development, brand management, pricing, distribution management, service marketing, hi-tech marketing, advertising, sales promotions, marketing through the Web.

*Learning Activities:* Web Virtual Lecture 3 hour(s).

*Grade Mode:* Letter.

### **MGB 493V – Topics in Marketing (3 units)**

*Course Description:* Advanced topics in marketing, which may include marketing research, new product development, brand management, pricing, distribution management, service marketing, hi-tech marketing, advertising, sales promotions, marketing through the Web.

*Learning Activities:* Web Virtual Lecture 3 hour(s).

*Repeat Credit:* May be repeated.

*Grade Mode:* Letter.

This course version is effective from, and including: Spring Quarter 2023.

### **MGB 498 – Directed Group Study Management Practicum (1-12 units)**

*Course Description:* Provides the opportunity for students to gain experience in applying business methodologies previously acquired in other GSM courses.

*Prerequisite(s):* Consent of instructor. Sponsorship of a GSM Academic Senate faculty member, and approval of graduate advisor.

*Learning Activities:* Project.

*Repeat Credit:* May be repeated 6 unit(s).

*Grade Mode:* Satisfactory/Unsatisfactory only.

### **MGB 499 – Directed Individual Study Management Practicum (1-12 units)**

*Course Description:* Provides the opportunity for students to gain experience in applying business methodologies previously acquired in other Graduate School of Management courses.

*Prerequisite(s):* Consent of instructor. Sponsorship of a Graduate School of Management Academic Senate faculty member and approval of graduate advisor.

*Learning Activities:* Project.

*Repeat Credit:* May be repeated.

*Grade Mode:* Satisfactory/Unsatisfactory only.