

# MANAGEMENT; ONLINE (MGV)

## Graduate School of Management

### MGV 200AV – 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:* Web Virtual Lecture 4 hour(s).

*Enrollment Restriction(s):* Open to students enrolled in the online MBA program only; do not enroll if Financial Accounting 200A or 400AV has been taken.

*Credit Limitation(s):* Not open for credit for students who have taken MGT 200A, MGP200A, or MGB 200A.

*Grade Mode:* Letter.

### MGV 200BV – Managerial Accounting (4 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.

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

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

*Credit Limitation(s):* Not open for credit for students who have taken MGT 200B, MGP 200B, or MGB 200B.

*Grade Mode:* Letter.

### MGV 201AV – 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:* Web Virtual Lecture 4 hour(s).

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

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

*Grade Mode:* Letter.

### MGV 201BV – 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:* Web Virtual Lecture 4 hour(s).

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

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

*Grade Mode:* Letter.

### MGV 202AV – 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:* Web Virtual Lecture 4 hour(s).

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

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

*Grade Mode:* Letter.

### MGV 203AV – 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:* Web Virtual Lecture 4 hour(s).

*Enrollment Restriction(s):* Open to students enrolled in the online MBA program only; do not enroll if Data Analysis for Managers 203A or 403AV has been taken.

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

*Grade Mode:* Letter.

### MGV 203BV – Forecasting & Managerial Research Methods (4 units)

*Course Description:* Influence of government and international factors on business. Distribution of income, business cycles, inflation and interest rates, the federal debt, monetary policy and international trade and finance.

*Prerequisite(s):* MGV 203AV.

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

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

*Credit Limitation(s):* Not open for students who have taken MGT 203B, MGP 203B, or MGB 203B.

*Grade Mode:* Letter.

### MGV 204V – 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:* Web Virtual Lecture 4 hour(s).

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

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

*Grade Mode:* Letter.

### **MGV 205V – 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:* Web Virtual Lecture 4 hour(s).

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

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

*Grade Mode:* Letter.

### **MGV 206V – Decision Analytics (4 units)**

*Course Description:* Develops decision-making and problem-solving skills in conjunction with a quantitative model-building approach. Emphasis on how structured modeling techniques, probability forecasts, simulations, and computer optimization models are used in the overall process of making decisions in an uncertain environment.

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

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

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

*Grade Mode:* Letter.

### **MGV 207V – Management Information Systems (4 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.

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

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

*Credit Limitation(s):* Not open for credit for students who have taken MGT 207, MGP 207, or MGB 207.

*Grade Mode:* Letter.

### **MGV 215V – Business Law (4 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 4 hour(s).

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

*Grade Mode:* Letter.

### **MGV 223V – Power & Influence (4 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):* MGV 201AV.

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

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

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

*Grade Mode:* Letter.

### **MGV 224V – Managing People in High-Performance Organizations (4 units)**

*Course Description:* Explore choices firms make in managing workers—decisions as to wages, benefits, working conditions, and other management policies and practices. Analyze employment systems' fit with firms' environments and strategies, and the consequences of choices managers make regarding policies and practices.

*Prerequisite(s):* MGV 201AV.

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

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

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

*Grade Mode:* Letter.

### **MGV 226V – The Causes of Organizational Wrongdoing (4 units)**

*Course Description:* Explores the reasons why otherwise ethical, socially responsible, and law-abiding people become involved in wrongful courses of action in organizations.

*Prerequisite(s):* MGV 201AV.

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

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

*Grade Mode:* Letter.

### **MGV 234V – Pricing (4 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):* MGV 202AV; MGV 203BV; MGV 204V.

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

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

*Credit Limitation(s):* Not open for credit to students who have taken MGT 234, MGP 234, or MGB 234.

*Grade Mode:* Letter.

**MGV 239V – Digital Marketing (4 units)**

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

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

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

*Credit Limitation(s):* Not open for credit to students who have taken MGT 239, MGP 239 or MGB 239.

*Grade Mode:* Letter.

**MGV 241V – New Product Development (4 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.

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

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

*Credit Limitation(s):* Not open for credit to students who have taken MGT 241, MGP 241, or MGB 241.

*Grade Mode:* Letter.

**MGV 243V – Customer Relationship Management (4 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):* MGV 204V.

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

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

*Credit Limitation(s):* Not open for credit for students who have taken MGT 243, MGP 243, or MGB 243.

*Grade Mode:* Letter.

**MGV 244V – New & Small Business Ventures (4 units)**

*Course Description:* 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):* MGV 201AV.

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

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

*Credit Limitation(s):* Not open for credit for students who have taken MGT 244, MGP 244, or MGB 244.

*Grade Mode:* Letter.

**MGV 246V – Negotiations in Organizations (4 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.

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

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

*Credit Limitation(s):* Not open for credit to students who have taken MGT 246, MGP 246, or MGB 246.

*Grade Mode:* Letter.

**MGV 248V – Marketing Strategy (4 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):* MGV 204V.

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

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

*Credit Limitation(s):* Not open for credit to students who have taken MGT 248, MGP 248, or MGB 248.

*Grade Mode:* Letter.

**MGV 249V – Marketing Research (4 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):* MGV 202AV; MGV 203AV; MGV 204V.

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

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

*Credit Limitation(s):* Not open for credit for students who have taken MGT 249, MGP 249, or MGB 249.

*Grade Mode:* Letter.

**MGV 250V – Technology Competition & Strategy (4 units)**

*Course Description:* Covers business strategies for firms that make technology products. Looks at distinctive economic forces affecting supply, demand, and markets, asks: How do these forces impact market outcomes? And how should firms shape their competitive strategy?

*Prerequisite(s):* MGV 202AV; MGV 203AV.

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

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

*Credit Limitation(s):* Not open for credit for students who have taken MGT 250, MGP 250 or MGB 250.

*Grade Mode:* Letter.

**MGV 251V – Management of Innovation (4 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):* MGV 201AV.

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

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

*Credit Limitation(s):* Not open for credit to students who have taken MGT 251, MGP 251 or MGB 251.

*Grade Mode:* Letter.

**MGV 252V – 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.

*Prerequisite(s):* MGV 203AV or MGV 403AV.

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

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

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

*Grade Mode:* Letter.

**MGV 253V – Corporate Social Responsibility (4 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:* Web Virtual Lecture 4 hour(s).

*Credit Limitation(s):* Not open for credit to students who have taken MGT 253, MGP 253 or MGB 253.

*Grade Mode:* Letter.

**MGV 254V – Marketing Analytics (4 units)**

*Course Description:* Several econometric models commonly used in marketing practice. How data and models can be used to answer questions, generate forecasts, and make decisions.

*Prerequisite(s):* MGV 203AV.

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

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

*Grade Mode:* Letter.

**MGV 255V – Entrepreneurship Clinic (4 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:* Web Virtual Lecture 4 hour(s).

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

*Credit Limitation(s):* Not open for credit to students who have taken MGT 255, MGP 255, or MGB 255.

*Repeat Credit:* May be repeated.

*Grade Mode:* Letter.

**MGV 258V – Mergers & Acquisitions (4 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):* MGV 205V.

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

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

*Credit Limitation(s):* Not open for credit for students who have taken MGT 258, MGP 258, or MGB 258.

*Grade Mode:* Letter.

**MGV 259V – Banking & the Financial System (4 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):* MGV 205V.

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

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

*Credit Limitation(s):* Not open for credit for students who have taken MGT 259, MGP 259, or MGB 259.

*Grade Mode:* Letter.

**MGV 260V – Corporate Finance (4 units)**

*Course Description:* Planning, acquiring, and managing a company's financial resources. Financial aspects of mergers and other forms of reorganization; analysis of investment, financial, and dividend policy; and theories of optimal capital structure.

*Prerequisite(s):* MGV 200AV or MGV 202AV or MGV 205V.

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

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

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

*Grade Mode:* Letter.

**MGV 261V – Investment Analysis (4 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):* MGV 203AV; MGV 205V.

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

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

*Credit Limitation(s):* Not open for credit for students who have taken MGT 261, MGP 261, or MGB 261.

*Grade Mode:* Letter.

### **MGV 263V – Derivative Securities (4 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):* MGV 203AV; MGV 205V.

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

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

*Credit Limitation(s):* Not open for credit for students who have taken MGT 263, MGP 263, or MGB 263.

*Grade Mode:* Letter.

### **MGV 264V – Business Taxation (4 units)**

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

*Prerequisite(s):* MGV 200AV.

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

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

*Credit Limitation(s):* Not open for credit for students who have taken MGT 264, MGP 264 or MGB 264.

*Grade Mode:* Letter.

### **MGV 265V – Technology Finance & Valuation (4 units)**

*Course Description:* Examines venture capital finance and the related practice of R&D finance. Goal is to apply finance tools and framework to the world of venture capital and financing of projects in high-growth industries.

*Prerequisite(s):* MGV 205V (can be concurrent).

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

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

*Credit Limitation(s):* Not open for students who have previously taken MGT 265, MGB 265, or MGP 265.

*Grade Mode:* Letter.

### **MGV 267V – Teams & Technology (4 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 4 hour(s).

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

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

*Grade Mode:* Letter.

### **MGV 268V – 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:* Web Virtual Lecture 4 hour(s).

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

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

*Grade Mode:* Letter.

### **MGV 269V – Data Mining (4 units)**

*Course Description:* Descriptive and Predictive Data mining methods covering association rules, clustering, classification, text mining, etc. Big data Technologies. Business applications. Hands-on data mining skills. Business intelligence for managerial decision making.

*Prerequisite(s):* MGV 203BV.

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

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

*Credit Limitation(s):* Not open for credit to students who have taken MGT 269, MGB 269 or MGP 269.

*Grade Mode:* Letter.

### **MGV 270V – Corporate Financial Reporting (4 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):* MGV 200AV.

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

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

*Credit Limitation(s):* Not open for credit for students who have taken MGT 270, MGP 270, or MGB 270.

*Grade Mode:* Letter.

### **MGV 272V – Evaluation of Financial Information (4 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):* MGV 200AV.

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

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

*Credit Limitation(s):* Not open for credit for students who have taken MGT 272, MGP 272, or MGB 272.

*Grade Mode:* Letter.

### **MGV 276V – Real Estate, Finance & Development (4 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):* MGV 205V; MGV 201AV.

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

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

*Credit Limitation(s):* Not open for credit to students who have taken MGT 276, MGP 276 or MGB 276.

*Grade Mode:* Letter.

### **MGV 282V – Supply Chain Management (4 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):* MGV 204V.

*Learning Activities:* Web Electronic Discussion 4 hour(s).

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

*Credit Limitation(s):* Not open for credit for students who have taken MGT 282, MGP 282, or MGB 282.

*Grade Mode:* Letter.

### **MGV 285V – Time Series Analysis & Forecasting (4 units)**

*Course Description:* Consider application of time series methods to evaluation & forecasting problems. Covers univariate & multivariate ARIMA models and transfer function models. Applications in such areas as economics, finance, budgeting, program evaluation, and industrial process control.

*Learning Activities:* Web Electronic Discussion 4 hour(s).

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

*Credit Limitation(s):* Not open for credit to students who have taken MGT 285, MGP 285, or MGB 285.

*Grade Mode:* Letter.

### **MGV 287V – Business Database & Database Marketing (4 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.

*Prerequisite(s):* Graduate standing in the Graduate School of Management or consent of instructor required.

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

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

*Credit Limitation(s):* Not open for credit for students who have taken MGT 287, MGP 287, or MGB 287.

*Grade Mode:* Letter.

### **MGV 290V – Topics in General Management (4 units)**

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

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

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

*Repeat Credit:* May be repeated when topic differs.

*Grade Mode:* Letter.

### **MGV 297V – Topics in International Management (4 units)**

*Course Description:* International environment in which U.S. firms and their foreign competitors operate. May integrate topics in marketing, strategy, finance, accounting, information technology, or technology management in an international context.

*Prerequisite(s):* Graduate standing in the Graduate School of Management or consent of instructor required.

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

*Repeat Credit:* May be repeated when topic differs.

*Grade Mode:* Letter.

### **MGV 400AV – 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.

*Prerequisite(s):* MGV 438V.

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

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

*Grade Mode:* Letter.

### **MGV 401AV – 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, MGV 201AV, MGT 401A, MGP 401A, or MGB 401A.

*Grade Mode:* Letter.

### **MGV 401BV – 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, MGV 201BV, MGT 401B, MGP 401B or MGB 401B.

*Grade Mode:* Letter.

**MGV 402AV – 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, MGV 202AV, MGT 402A, MGP402A or MGB 402A.

*Grade Mode:* Letter.

**MGV 403AV – 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.

*Prerequisite(s):* MGV 438V.

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

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

*Grade Mode:* Letter.

**MGV 404V – 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, MGP204, MGB 204, MGV 204V, MGT 404, MGP 404 or MGB 404.

*Grade Mode:* Letter.

**MGV 405V – 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, MGV 205V, MGT 405, MGP 405 or MGB 405.

*Grade Mode:* Letter.

**MGV 406AV – Decision Analytics: Spreadsheet Based (2 units)**

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

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

*Credit Limitation(s):* No credit if student has taken MGT 206, MGP 206, MGB 206, MGV 206V, or MGV 406AV.

*Grade Mode:* Letter.

**MGV 406BV – Decision Analytics: Scalable (2 units)**

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

*Prerequisite(s):* MGV 406AV.

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

*Credit Limitation(s):* No credit if student has taken MGT 206, MGP 206, MGB 206, MGV 206V, MGT 406B, MGP 406B, or MGP 406B.

*Grade Mode:* Letter.

**MGV 417A – Collaborative Leadership 1 (2 units)**

*Course Description:* Part one of a two-part course to empower emerging leaders with the skills necessary to build and guide effective teams, embodying a leadership style that is anchored in shared responsibility and values-based decision-making.

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

*Grade Mode:* S/U only.

**MGV 417B – Collaborative Leadership 2 (1 unit)**

*Course Description:* Second of a two-part course sequence which is designed to empower emerging leaders with the skills necessary to build and guide effective teams, embodying a leadership style that is anchored in shared responsibility and values-based decision-making.

*Prerequisite(s):* MGB 417A or MGP 417A or MGT 417A or MGV 417A.

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

*Grade Mode:* Letter.

**MGV 438V – Quantitative Tools for Business (4 units)**

*Course Description:* Quantitative analysis and business storytelling through practical quantitative frameworks, descriptive procedures and real life case studies.

*Learning Activities:* Web Electronic Discussion 4 hour(s).

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

*Grade Mode:* Letter.

**MGV 440V – Integrated Management Project (4 units)**

*Course Description:* Examines the scope of missions, objectives strategies, policies, structures, measurements and incentives which bear on the management of an organization. Simulated organizations in the private and public sectors, are assigned to student teams as the subjects of study.

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

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

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

*Credit Limitation(s):* Not open for credit to students who have taken MGT 240, MGP 240, MGB 240 or MGT 440, MGP 440, MGB 440.

*Grade Mode:* Letter.

**MGV 445V – 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):* MGV 204V.

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

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

*Grade Mode:* Letter.

### **MGV 452V – 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, MGV 252V, MGT 452, MGP 452 or MGB 452.

*Grade Mode:* Letter.

### **MGV 468V – 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:* Web Virtual Lecture 4 hour(s).

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

*Grade Mode:* Letter.

### **MGV 469V – Machine Learning with Python (4 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.

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

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

*Credit Limitation(s):* Not open for credit to students who have taken MGT 269, MGP 269 or MGB 269.

*Grade Mode:* Letter.

### **MGV 475V – R & SQL for Business Analytics (4 units)**

*Course Description:* Introduces programming concepts and how they can be applied to derive insights from data and make management decisions.

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

*Grade Mode:* Letter.

### **MGV 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).

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

*Repeat Credit:* May be repeated for credit when topic differs; can be taken for credit more than once.

*Grade Mode:* Satisfactory/Unsatisfactory only.

### **MGV 490AV – 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:* Web Virtual Lecture 2 hour(s).

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

*Repeat Credit:* May be repeated when topic differs; can be taken for credit more than once.

*Grade Mode:* Satisfactory/Unsatisfactory only.

### **MGV 490BV – Topics in Management–Extended (4 units)**

*Course Description:* Extended topics in general management. Varied topics to cover more extensively; management, organizational behavior, finance, marketing, accounting and business analytics.

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

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

*Repeat Credit:* May be repeated when topic differs.

*Grade Mode:* Letter.