

MANAGEMENT, GRADUATE SCHOOL OF

Graduate School of Management

- Accounting, Minor (<https://catalog.ucdavis.edu/departments-programs-degrees/graduate-school-management/accounting-minor/>)
- Business Analytics, Master of Science (<https://catalog.ucdavis.edu/departments-programs-degrees/graduate-school-management/business-analytics-ms/>)
- Business Administration, Master of Business Administration (<https://catalog.ucdavis.edu/departments-programs-degrees/graduate-school-management/mba/>)
- Business Administration Online, Master of Business Administration Online (<https://catalog.ucdavis.edu/departments-programs-degrees/graduate-school-management/mba-online/>)
- Professional Accountancy, Master of Professional Accountancy (<https://catalog.ucdavis.edu/departments-programs-degrees/graduate-school-management/mpac/>)
- Technology Management, Minor (<https://catalog.ucdavis.edu/departments-programs-degrees/graduate-school-management/technology-management-minor/>)

Management; Working Professional Bay Area (MGB)

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)

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.

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. Applications to problems in private and public sector marketing.

Prerequisite(s): (MGT 202A or MGT 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 V 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)

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

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 V 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 V 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, MGVS 200AV or MGVS 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, MGVS 200AV, MGVS 400AV, MGT 400A, MGP 400A or MGB 400A.

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 MGVS 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, MGVS 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 MG V 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, MG V 201BV, MGT 401B, MGP 401B or MGB 401B.

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 MG V 202AV.

Grade Mode: Letter.

MGB 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: Web Virtual Lecture 4 hour(s).

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

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, MG V 202AV, MGT 402A, MGP 402A or MGB 402A.

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 MG V 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, MG V 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 MG V 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, MG V 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 MG 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 205V, MGT 405, MGP 405 or MGB 405.

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 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 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 202AV; MGB 203A; MGB 205.

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 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)

This version has ended; see updated course, below.

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 416 – Topics in Private Equity and Mergers & Acquisitions (2 units)

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 (can be concurrent) or MGP 205 (can be concurrent) or MGT 205 (can be concurrent).

Learning Activities: Lecture 2 hour(s).

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

Grade Mode: Letter.

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

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 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 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 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 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 (6 units)

This version has ended; see updated course, below.

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 6 hour(s).

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

Grade Mode: Letter.

MGB 440A – Integrated Management Project (6 units)

Course Description: Applies classroom learning to solve complex business challenges for international business clients. Learn practical consulting skills while clients benefit from the student's experience, insights, and work product.

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

Learning Activities: Lecture/Discussion 6 hour(s).

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

Grade Mode: Letter.

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

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 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 444 – Strategic Branding (3 units)

Course Description: Provides a comprehensive understanding of branding strategies and implementation.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGB 445 – 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: Lecture 4 hour(s).

Enrollment Restriction(s): Not open to students who have taken MGB 445Y or MGP 445Y or MGT 445Y or MGV 445V.

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 450 – Practicum for Technology Competition & Strategy (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 MBA program.

Grade Mode: Letter.

MGB 450 – Technology Competition & Strategy (4 units)

Course Description: Provides a framework for thinking about technology competition and strategy.

Learning Activities: Lecture 4 hour(s).

Grade Mode: Letter.

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

MGB 450 – Technology Competition & Strategy (4 units)

Course Description: Provides a framework for thinking about technology competition and strategy.

Prerequisite(s): (MGT 402A or MGP 402A or MGB 402A); (MGT 403A or MGP 403A or MGB 403A).

Learning Activities: Lecture 4 hour(s).

Grade Mode: Letter.

This course version is effective from, and including: Spring Quarter 2024.

MGB 450Y – Technology Competition & Strategy (4 units)

This version has ended; see updated course, below.

Course Description: Provides a framework for thinking about technology competition and strategy.

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

Grade Mode: Letter.

MGB 450Y – Technology Competition & Strategy (4 units)

Course Description: Provides a framework for thinking about technology competition and strategy.

Prerequisite(s): (MGT 402A or MGP 402A or MGB 402A); (MGT 403A or MGP 403A or MGB 403A).

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

Grade Mode: Letter.

This course version is effective from, and including: Spring Quarter 2024.

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 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 466 – Leading Teams (2 units)

Course Description: Advanced topics in group management and behavior to lead teams and work effectively. Provide conceptual guidelines for analyzing and diagnosing group dynamics, understand how technological change affects team processes in organizations, and impart practical interpersonal skills for implementing effective strategies for group situations.

Learning Activities: Lecture 2 hour(s).

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 MGV 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 MGV 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, MGV 268V, MGT 468, MGP 468 or MGB 468.

Grade Mode: Letter.

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

This version has ended; see updated course, below.

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 469 – 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: Lecture 4 hour(s).

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

Credit Limitation(s): No credit to students who have taken MGV 469V, MGB 269, MGP 269, MGT 269.

Grade Mode: Letter. Letter.

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

MGB 473 – Managerial Cost Accounting (2 units)

Course Description: Covers in-depth the cost and management accounting concepts that will enable students to make decisions, including interpreting business situations, identifying available options, interpreting impacts on financial statements and stakeholders, and clearly and articulately recommending a course of action.

Learning Activities: Lecture 2 hour(s).

Enrollment Restriction(s): Open to students enrolled in the Full time or Part time MBA program.

Grade Mode: Letter.

MGB 474 – Managerial Budgeting (2 units)

Course Description: Covers in-depth the management accounting budgeting concepts enabling students to make decisions, including interpreting business situations, identifying available options, interpreting impacts on financial statements and stakeholders, and clearly and articulately recommending a course of action.

Learning Activities: Lecture 2 hour(s).

Enrollment Restriction(s): Open to students enrolled in the full-time or part-time MBA program.

Grade Mode: Letter.

MGB 474V – Managerial Budgeting (2 units)

Course Description: Covers in-depth the management accounting budgeting concepts enabling students to make decisions, including interpreting business situations, identifying available options, interpreting impacts on financial statements and stakeholders, and clearly and articulately recommending a course of action.

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

Enrollment Restriction(s): Open to students enrolled in the full-time or part-time MBA program.

Grade Mode: Letter.

MGB 480 – Professional English for Multilingual Business Students (2 units)

Course Description: Workshop-style course hones English writing and presentation skills. Learn techniques to improve professional communication, and practice with weekly assignments.

Learning Activities: Lecture 2 hour(s).

Enrollment Restriction(s): Restricted to Graduate School of Management professional students.

Grade Mode: S/U only.

MGB 480V – Professional English for Multilingual Business Students (2 units)

Course Description: Workshop-style course hones English writing and presentation skills. Learn techniques to improve professional communication, and practice with weekly assignments.

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

Enrollment Restriction(s): Restricted to Graduate School of Management professional students.

Grade Mode: S/U only.

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)

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.

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 as 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.

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 as 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)

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.

MGB 491V – Advanced Topics in Management (1 unit)

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 1 hour(s).

Enrollment Restriction(s): Open to students enrolled in the full-time or part-time MBA program.

Repeat Credit: May be repeated when topic differs.

Grade Mode: Letter.

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)

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.

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.

Management; Working Professional (MGP)**MGP 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.

MGP 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.

MGP 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.

MGP 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 equivalent.

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

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

Grade Mode: Letter.

MGP 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.

MGP 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): MGP 202A or MGT 202A or MGV 202AV.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGP 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.

MGP 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): MGP 203A or MGT 203A or MGB 203A.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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): MGP 201A.

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

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

Grade Mode: Letter.

MGP 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.

MGP 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 MGB 224 or MGT 224.

Grade Mode: Letter.

MGP 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.

MGP 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): MGP 204 or MGT 204 or MGB 204.

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

Grade Mode: Letter.

MGP 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.

MGP 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 students in the MBA Program for Working Professionals.

Grade Mode: Letter.

MGP 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.

MGP 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 MGP 204 or MGB 204.

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

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

Grade Mode: Letter.

MGP 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 MGB 204 or MGP 204.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGP 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.

MGP 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): MGP 205; MGP 202.

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

Grade Mode: Letter.

MGP 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.

MGP 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. Applications to problems in private and public sector marketing.

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

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGP 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.

MGP 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.

MGP 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.

MGP 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): MGP 203A or MGB 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.

MGP 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.

MGP 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.

MGP 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): MGP 205 or MGT 205 or MGB 205.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGP 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): MGB 205 or MGT 205; consent of instructor.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGP 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.

MGP 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 MGP 203A or MGB 203A); (MGB 205 or MGT 205 or MGP 205).

Learning Activities: Lecture 3 hour(s).

Grade Mode: Pass/No Pass only.

MGP 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.

MGP 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 205 or MGP 205 or MGB 205); (MGT 203A or MGP 203A or MGB 203A).

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

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

Grade Mode: Letter.

MGP 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.

MGP 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): MGB 205 or MGP 205 or MGT 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 MGV 265V.

Grade Mode: Letter.

MGP 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.

MGP 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.

MGP 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.

MGP 269 – Machine Learning with Python (3 units)

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

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 MGV 469V.

Grade Mode: Letter.

MGP 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.

MGP 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 MGV 202AV.

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

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

Grade Mode: Letter.

MGP 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 MGB 200A or MGP 200A.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGP 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.

MGP 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, shareholders rights activists, and board members.

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

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGP 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 MGB 205 or MGP 205); (MGP 201A or MGB 201A or MGT 201A).

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGP 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.

MGP 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.

MGP 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.

MGP 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): MGP 203B or MGT 203B or MGB 203B.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGP 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): MGP 280.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGP 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.

MGP 290 – 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.

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.

MGP 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 MGP 201A and MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 299 – Individual Study (1-12 units)

Course Description: Individual study.

Prerequisite(s): Consent of instructor.

Learning Activities: Variable.

Grade Mode: Satisfactory/Unsatisfactory only.

MGP 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.

MGP 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.

MGP 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 MGVS 201AV.

Grade Mode: Letter.

MGP 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, MGVS 201AV, MGT 401A, MGP 401A or MGB 401A.

Grade Mode: Letter.

MGP 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 MGVS 201BV.

Grade Mode: Letter.

MGP 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, MGVS 201BV, MGT 401B, MGP 401B or MGB 401B.

Grade Mode: Letter.

MGP 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 MGVS 202AV.

Grade Mode: Letter.

MGP 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: Web Virtual Lecture 4 hour(s).

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

Grade Mode: Letter.

MGP 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, MGVS 202AV, MGT 402A, MGP 402A or MGB 402A.

Grade Mode: Letter.

MGP 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 MGVS 403AV.

Grade Mode: Letter.

MGP 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, MGVS 403AV, MGT 403A, MGP 403A or MGB 403A.

Grade Mode: Letter.

MGP 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 MG V 204V.

Grade Mode: Letter.

MGP 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, MG V 204V, MGT 404, MGP 404 or MGB 404.

Grade Mode: Letter.

MGP 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 MG V 205V.

Grade Mode: Letter.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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): MGP 202A; MGP 203A; MGP 205.

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

Grade Mode: Letter.

MGP 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 to your marketing mix.

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

Grade Mode: Letter.

MGP 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.

MGP 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.

MGP 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, or MGB 215.

Grade Mode: Letter.

MGP 416 – Topics in Private Equity (1 unit)

This version has ended; see updated course, below.

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): MGP 205 or MGT 205 or MGB 205.

Learning Activities: Lecture 1 hour(s).

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

Grade Mode: Letter.

MGP 416 – Topics in Private Equity and Mergers & Acquisitions (2 units)

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): MGP 205 (can be concurrent) or MGT 205 (can be concurrent) or MGB 205 (can be concurrent).

Learning Activities: Lecture 2 hour(s).

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

Grade Mode: Letter.

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

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 440A – Integrated Management Project (6 units)

This version has ended; see updated course, below.

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 6 hour(s).

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

Grade Mode: Letter.

MGP 440A – Integrated Management Project (6 units)

Course Description: Applies classroom learning to solve complex business challenges for international business clients. Learn practical consulting skills while clients benefit from the student's experience, insights, and work product.

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

Learning Activities: Lecture/Discussion 6 hour(s).

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

Grade Mode: Letter.

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

MGP 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.

MGP 440C – Integrated Management Project Lead (1 unit)

Course Description: Integrated Management Project Team leader.

Learning Activities: Project 1 hour(s).

Grade Mode: Letter.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 444 – Strategic Branding (3 units)

Course Description: Provides a comprehensive understanding of branding strategies and implementation.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGP 445 – 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: Lecture 4 hour(s).

Enrollment Restriction(s): Not open to students who have taken MGP 445Y or MGB 445Y or MGT 445Y or MGV 445V.

Grade Mode: Letter.

MGP 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.

MGP 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): MGP 248.

Learning Activities: Project 1 hour(s).

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

Grade Mode: Letter.

MGP 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.

MGP 450 – Practicum for Technology Competition & Strategy (1 unit)

This version has ended; see updated course, below.

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

Prerequisite(s): MGP 250.

Learning Activities: Project 1 hour(s).

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

Grade Mode: Letter.

MGP 450 – Technology Competition & Strategy (4 units)

Course Description: Provides a framework for thinking about technology competition and strategy.

Learning Activities: Lecture 4 hour(s).

Grade Mode: Letter.

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

MGP 450 – Technology Competition & Strategy (4 units)

Course Description: Provides a framework for thinking about technology competition and strategy.

Prerequisite(s): (MGT 402A or MGP 402A or MGB 402A); (MGT 403A or MGP 403A or MGB 403A).

Learning Activities: Lecture 4 hour(s).

Grade Mode: Letter.

This course version is effective from, and including: Spring Quarter 2024.

MGP 450Y – Technology Competition & Strategy (4 units)

This version has ended; see updated course, below.

Course Description: Provides a framework for thinking about technology competition and strategy.

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

Grade Mode: Letter.

MGP 450Y – Technology Competition & Strategy (4 units)

Course Description: Provides a framework for thinking about technology competition and strategy.

Prerequisite(s): (MGT 402A or MGP 402A or MGB 402A); (MGT 403A or MGP 403A or MGB 403A).

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

Grade Mode: Letter.

This course version is effective from, and including: Spring Quarter 2024.

MGP 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.

MGP 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.

MGP 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.

MGP 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.

MGP 460A – Corporate Finance: Fundamentals (2 units)

Course Description: 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.

MGP 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, MGP or MGB 260.

Grade Mode: Letter.

MGP 466 – Leading Teams (2 units)

Course Description: Advanced topics in group management and behavior to lead teams and work effectively. Provide conceptual guidelines for analyzing and diagnosing group dynamics, understand how technological change affects team processes in organizations, and impart practical interpersonal skills for implementing effective strategies for group situations.

Learning Activities: Lecture 2 hour(s).

Grade Mode: Letter.

MGP 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): MGP 267.

Learning Activities: Project 1 hour(s).

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

Grade Mode: Letter.

MGP 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 MGV 267V.

Grade Mode: Letter.

MGP 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 MGV 268V.

Grade Mode: Letter.

MGP 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, MGV 268V, MGT 468, MGP 468 or MGB 468.

Grade Mode: Letter.

MGP 469 – Machine Learning with Python (4 units)

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

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: Lecture 4 hour(s).

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

Credit Limitation(s): No credit to students who have taken MGV 469V, MGB 269, MGP 269, MGT 269.

Grade Mode: Letter. Letter.

MGP 469 – Practicum for Business Intelligence Technologies (1 units)

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

Prerequisite(s): MGP 269.

Learning Activities: Project 1 hour(s).

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

Grade Mode: Letter.

This course version is effective from, and including: Fall Semester 2023.

MGP 469 – 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: Lecture 4 hour(s).

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

Credit Limitation(s): No credit to students who have taken MGV 469V, MGB 269, MGP 269, MGT 269.

Grade Mode: Letter. Letter.

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

MGP 473 – Managerial Cost Accounting (2 units)

Course Description: Covers in-depth the cost and management accounting concepts enabling students to make decisions, including interpreting business situations, identifying available options, interpreting impacts on financial statements and stakeholders, and clearly and articulately recommending a course of action.

Learning Activities: Lecture 2 hour(s).

Enrollment Restriction(s): Open to students enrolled in the full-time or part-time MBA program.

Grade Mode: Letter.

MGP 474 – Managerial Budgeting (2 units)

Course Description: Covers in-depth the management accounting budgeting concepts enabling students to make decisions, including interpreting business situations, identifying available options, interpreting impacts on financial statements and stakeholders, and clearly and articulately recommending a course of action.

Learning Activities: Lecture 2 hour(s).

Enrollment Restriction(s): Open to students enrolled in the full-time or part-time MBA program.

Grade Mode: Letter.

MGP 474V – Managerial Budgeting (2 units)

Course Description: Covers in-depth the management accounting budgeting concepts enabling students to make decisions, including interpreting business situations, identifying available options, interpreting impacts on financial statements and stakeholders, and clearly and articulately recommending a course of action.

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

Enrollment Restriction(s): Open to students enrolled in the full-time or part-time MBA program.

Grade Mode: Letter.

MGP 480 – Professional English for Multilingual Business Students (2 units)

Course Description: Workshop-style course hones English writing and presentation skills. Learn techniques to improve professional communication, and practice with weekly assignments.

Learning Activities: Lecture 2 hour(s).

Enrollment Restriction(s): Restricted to Graduate School of Management professional students.

Grade Mode: S/U only.

MGP 480V – Professional English for Multilingual Business Students (2 units)

Course Description: Workshop-style course hones English writing and presentation skills. Learn techniques to improve professional communication, and practice with weekly assignments.

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

Enrollment Restriction(s): Restricted to Graduate School of Management professional students.

Grade Mode: S/U only.

MGP 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.

MGP 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.

MGP 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 as 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.

MGP 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 as 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.

MGP 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.

MGP 491V – Advanced Topics in Management (1 unit)

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 1 hour(s).

Enrollment Restriction(s): Open to students enrolled in the full-time or part-time MBA program.

Repeat Credit: May be repeated when topic differs.

Grade Mode: Letter.

MGP 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.

MGP 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.

MGP 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; approval of graduate advisor.

Learning Activities: Project.

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

Grade Mode: Satisfactory/Unsatisfactory only.

MGP 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; approval of graduate advisor.

Learning Activities: Project.

Repeat Credit: May be repeated.

Grade Mode: Satisfactory/Unsatisfactory only.

Management (MGT)

MGT 011A – Elementary Accounting (4 units)

Course Description: Basic concepts of accounting; interpreting and using financial statements; understanding accounting principles.

Learning Activities: Lecture 3 hour(s), Discussion 1 hour(s).

Grade Mode: Letter.

General Education: Social Sciences (SS).

MGT 011B – Elementary Accounting (4 units)

Course Description: Theory of product costing; Analyzing the role and impact of accounting information on decision making; planning and performance evaluation.

Prerequisite(s): MGT 011A.

Learning Activities: Lecture 3 hour(s), Discussion 1 hour(s).

Grade Mode: Letter.

General Education: Social Sciences (SS).

MGT 012Y – Navigating Life's Financial Decisions (3 units)

Course Description: Survey of major life financial decisions (e.g., career choice, consumption v. saving, investments, mortgages, insurance) and how decision-making biases (e.g., overconfidence, present bias, limited attention) can lead to suboptimal choice. Draws on research from economics, psychology, and sociology.

Learning Activities: Lecture 2 hour(s), Web Virtual Lecture 1 hour(s).

Grade Mode: Letter.

General Education: Social Sciences (SS); Quantitative Literacy (QL).

MGT 098 – Directed Group Study (1-5 units)

Course Description: Open to all undergraduates, but is primarily intended for lower division students.

Learning Activities: Seminar 3-15 hour(s).

Repeat Credit: May be repeated.

Grade Mode: Pass/No Pass only.

MGT 100 – Introduction to Financial Accounting (3 units)

Course Description: Introduction to the concepts, methods, and uses of accounting and financial reporting.

Prerequisite(s): MGT 011A.

Learning Activities: Lecture 3 hour(s).

Enrollment Restriction(s): Open to all upper division undergraduate and graduate students, except those in the Graduate School of Management.

Grade Mode: Letter.

MGT 101 – Sources & Uses of Accounting Information (4 units)

Course Description: Develops an understanding of the supply and demand of accounting information. Topics include the generation and processing of accounting information, the examination of accounting information by auditors, and the use of accounting information by capital markets and tax authorities.

Prerequisite(s): MGT 011A C- or better; MGT 011B C- or better; must have C- or better in all prerequisite courses.

Learning Activities: Lecture 3 hour(s), Discussion 1 hour(s).

Grade Mode: Letter.

MGT 103 – Intermediate Financial Accounting I (4 units)

Course Description: Begin to develop expertise in the accounting for assets and introduce analysis of financial statements.

Prerequisite(s): MGT 011A; MGT 011B.

Learning Activities: Lecture 3 hour(s), Discussion 1 hour(s).

Grade Mode: Letter.

MGT 105 – Intermediate Financial Accounting II (4 units)

Course Description: Continue to develop expertise in the preparation of financial statements by studying the accounting for liabilities and stockholders' equity. Examines the accounting for contracts that can have significant effects on firms' financial statements.

Prerequisite(s): MGT 103.

Learning Activities: Lecture 3 hour(s), Discussion 1 hour(s).

Grade Mode: Letter.

MGT 107 – Intermediate Financial Accounting III (4 units)

Course Description: Finishes the Intermediate Financial Accounting series by examining in depth the accounting for contracts related to pensions and leases. Preparation of the statement of cash flows and footnote disclosures.

Prerequisite(s): MGT 105.

Learning Activities: Lecture 3 hour(s), Discussion 1 hour(s).

Grade Mode: Letter.

MGT 120 – Managing & Using Information Technology (4 units)

Course Description: Develop an analytical framework to manage and monitor business systems concerned with operational, human, and organizational interactions. Introduction to computer hardware, systems software, and information systems. Management of information technology and the impact of information systems on modern management.

Learning Activities: Lecture 3 hour(s), Discussion 1 hour(s).

Grade Mode: Letter.

General Education: Social Sciences (SS).

MGT 140 – Marketing for the Technology-Based Enterprise (4 units)

Course Description: Quantitative analysis of needs in a product (technology-based) economy, with emphasis on how scientists, engineers, and business people interact to develop and market products and services.

Learning Activities: Lecture 3 hour(s), Discussion 1 hour(s).

Grade Mode: Letter.

General Education: Social Sciences (SS).

MGT 150 – Technology Management (4 units)

Course Description: Management of firms in high technology industries such as software development and biotechnology research. Motivating and managing workers, organizing for innovation, and making decisions.

Learning Activities: Lecture 3 hour(s), Discussion 1 hour(s).

Grade Mode: Letter.

General Education: Social Sciences (SS).

MGT 151 – Management of Innovation & Entrepreneurship (4 units)

Course Description: Innovation and entrepreneurship in established companies or new ventures. Knowledge, skills, and hands-on experiences in creative problem-solving, decision-making, building new ventures, and innovation strategy.

Learning Activities: Lecture 3 hour(s), Discussion 1 hour(s).

Grade Mode: Letter.

General Education: Social Sciences (SS).

MGT 160 – Financing New Business Ventures (4 units)

Course Description: Concepts/methods used to structure and finance new business ventures. Topics include evaluating the net social (financial) benefit of new investment projects; raising venture capital; the role of the venture capitalist; and the choice of organizational structure in new ventures.

Prerequisite(s): MGT 011A; (STA 013 or STA 013Y).

Learning Activities: Lecture 3 hour(s), Discussion 1 hour(s).

Grade Mode: Letter.

General Education: Social Sciences (SS).

MGT 170 – Management Accounting & Control (4 units)

Course Description: Covers the design of cost accounting systems, the preparation of financial budgets and forecasts, cost analysis, and the use of cost and other financial data to motivate and evaluate the performance of business units and managers.

Prerequisite(s): MGT 011A; MGT 011B; or consent of instructor.

Learning Activities: Lecture 3 hour(s), Discussion 1 hour(s).

Grade Mode: Letter.

General Education: Social Sciences (SS).

MGT 180 – Supply Chain Planning & Management (4 units)

Course Description: Develops key concepts and relationships between supply chain design and business models and strategies. Much of the focus is on quantitative techniques for analysis & management of the production and delivery of goods & services by an organization.

Learning Activities: Lecture 3 hour(s), Discussion 1 hour(s).

Grade Mode: Letter.

General Education: Social Sciences (SS).

MGT 190 – Special Topics in Accounting (4 units)

Course Description: Seminar in the theory and practice of advanced or emerging areas related to the practice of professional accountancy. Specific topics will vary according to the interests of the instructor or students.

Prerequisite(s): MGT 011A; MGT 011B; MGT 101.

Learning Activities: Seminar 4 hour(s).

Grade Mode: Letter.

MGT 198 – Directed Group Study (1-5 units)

Course Description: Open to all undergraduates, but primarily intended for upper division students.

Learning Activities: Variable 1-5 hour(s).

Repeat Credit: May be repeated 6 unit(s) when topic differs.

Grade Mode: Pass/No Pass only.

MGT 199 – Special Study for Advanced Undergraduates (1-5 units)

Course Description: Special Study for Advanced Undergraduates.

Prerequisite(s): Consent of instructor.

Learning Activities: Variable 3-15 hour(s).

Repeat Credit: May be repeated.

Grade Mode: Pass/No Pass only.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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): MGT 202A or MGV 202AV or MGP 202A.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGT 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.

MGT 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 MGB 203A or MGP 203A.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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): MGT 201A.

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

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

Grade Mode: Letter.

MGT 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.

MGT 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 MGB 224 or MGP 224.

Grade Mode: Letter.

MGT 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): MGB 204 or MGP 204 or MGT 204.

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

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

Grade Mode: Letter.

MGT 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 and integrating social and traditional media.

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

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

Grade Mode: Letter.

MGT 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.

MGT 240A – Intergrated 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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 MGB 204 or MGP 204.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGT 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.

MGT 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): MGT 205; MGT 202.

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

Grade Mode: Letter.

MGT 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.

MGT 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.

Applications to problems in private and public sector marketing.

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

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGT 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.

MGT 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 MGT 203A or MGB 203A).

Learning Activities: Lecture 3 hour(s).

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

Grade Mode: Letter.

MGT 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.

MGT 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): MGT 203A or MGB 203A or MGP 203A.

Learning Activities: Lecture 3 hour(s).

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

Grade Mode: Letter.

MGT 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.

MGT 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.

MGT 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): MGT 205.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGT 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): MGB 205 or MGP 205; consent of instructor.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGT 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 MGP 205 or MGB 205).

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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 MGP 205 or MGB 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 MGVT 265V.

Grade Mode: Letter.

MGT 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): MGB 205 or MGT 205 or MGP 205; or the equivalent.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGT 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.

MGT 268 – Articulation & Critical Thinking (3 units)

Course Description: Commitment to this course, 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.

MGT 269 – Machine Learning with Python (3 units)

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

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 MGVT 469V.

Grade Mode: Letter.

MGT 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.

MGT 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 MGVT 202AV.

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

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

Grade Mode: Letter.

MGT 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.

MGT 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.

MGT 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.

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

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

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

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGT 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.

MGT 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 MGP 203A or MGB 203A.

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

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

Grade Mode: Letter.

MGT 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.

MGT 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): MGT 203B or MGP 203B or MGP 203B.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGT 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): MGT 280.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGT 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.

MGT 288 – Special Topics in Management of Information Systems (3 units)

Course Description: Managerial aspects of information systems. Topics stressing applications in organizations chosen from: economics of computers and information systems, decision support systems, management of computer-based information systems, office automation.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGT 290 – 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.

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.

MGT 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 MGT 201A and MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 299 – Individual Study (1-12 units)

Course Description: Individual study.

Prerequisite(s): Consent of instructor.

Learning Activities: Variable.

Grade Mode: Satisfactory/Unsatisfactory only.

MGT 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.

MGT 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.

MGT 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 MGVS 201BV.

Grade Mode: Letter.

MGT 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 MGVS 202AV.

Grade Mode: Letter.

MGT 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: Web Virtual Lecture 4 hour(s).

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

Grade Mode: Letter.

MGT 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 to students who have taken MGT 403A, MGP 403A, MGB 403A or MGVS 403AV.

Grade Mode: Letter.

MGT 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 MGVS 204V.

Grade Mode: Letter.

MGT 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 MGVS 205V.

Grade Mode: Letter.

MGT 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 MGVS 206V.

Grade Mode: Letter.

MGT 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 MGVS 206V.

Grade Mode: Letter.

MGT 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.

MGT 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.

MGT 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.

MGT 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): MGT 202A; MGT 203A; MGT 205.

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

Grade Mode: Letter.

MGT 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.

MGT 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.

MGT 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.

MGT 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, or MGB 215.

Grade Mode: Letter.

MGT 416 – Topics in Private Equity (1 unit)

This version has ended; see updated course, below.

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): MGT 205; MGB 205; MGP 205.

Learning Activities: Lecture 1 hour(s).

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

Grade Mode: Letter.

MGT 416 – Topics in Private Equity and Mergers & Acquisitions (2 units)

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): MGT 205 (can be concurrent) or MGB 205 (can be concurrent) or MGP 205 (can be concurrent).

Learning Activities: Lecture 2 hour(s).

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

Grade Mode: Letter.

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

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 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, SMBB).

Grade Mode: Letter.

MGT 440A – Integrated Management Project (6 units)

This version has ended; see updated course, below.

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 6 hour(s).

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

Grade Mode: Letter.

MGT 440A – Integrated Management Project (6 units)

Course Description: Applies classroom learning to solve complex business challenges for international business clients. Learn practical consulting skills while clients benefit from the student's experience, insights, and work product.

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

Learning Activities: Lecture/Discussion 6 hour(s).

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

Grade Mode: Letter.

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

MGT 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 (day) MBA students.

Grade Mode: Letter.

MGT 440C – Integrated Management Project Team Lead (1 unit)

Course Description: Integrated Management Project Team leader.

Learning Activities: Project 1 hour(s).

Grade Mode: Letter.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

MGT 444 – Strategic Branding (3 units)

Course Description: Provides a comprehensive understanding of branding strategies and implementation.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

MGT 445 – 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: Lecture 4 hour(s).

Enrollment Restriction(s): Not open to students who have taken MGB 445Y or MGP 445Y or MGT 445Y or MGV 445V.

Grade Mode: Letter.

MGT 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.

MGT 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): MGT 248.

Learning Activities: Project 1 hour(s).

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

Grade Mode: Letter.

MGT 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.

MGT 450 – Practicum for Technology Competition & Strategy (1 unit)

This version has ended; see updated course, below.

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

Prerequisite(s): MGT 250.

Learning Activities: Project 1 hour(s).

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

Grade Mode: Letter.

MGT 450 – Technology Competition & Strategy (4 units)

Course Description: Provides a framework for thinking about technology competition and strategy.

Learning Activities: Lecture 4 hour(s).

Grade Mode: Letter.

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

MGT 450 – Technology Competition & Strategy (4 units)

Course Description: Provides a framework for thinking about technology competition and strategy.

Prerequisite(s): (MGT 402A or MGP 402A or MGB 402A); (MGT 403A or MGP 403A or MGB 403A).

Learning Activities: Lecture 4 hour(s).

Grade Mode: Letter.

This course version is effective from, and including: Spring Quarter 2024.

MGT 450Y – Technology Competition & Strategy (4 units)

This version has ended; see updated course, below.

Course Description: Provides a framework for thinking about technology competition and strategy.

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

Grade Mode: Letter.

MGT 450Y – Technology Competition & Strategy (4 units)

Course Description: Provides a framework for thinking about technology competition and strategy.

Prerequisite(s): (MGT 402A or MGP 402A or MGB 402A); (MGT 403A or MGP 403A or MGB 403A).

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

Grade Mode: Letter.

This course version is effective from, and including: Spring Quarter 2024.

MGT 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.

MGT 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.

MGT 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.

MGT 460A – Corporate Finance: Fundamentals (2 units)

Course Description: 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.

MGT 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 MGB 460A; MGP 460A.

Learning Activities: Lecture 2 hour(s).

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

Grade Mode: Letter.

MGT 466 – Leading Teams (2 units)

Course Description: Advanced topics in group management and behavior to lead teams and work effectively. Provide conceptual guidelines for analyzing and diagnosing group dynamics, understand how technological change affects team processes in organizations, and impart practical interpersonal skills for implementing effective strategies for group situations.

Learning Activities: Lecture 2 hour(s).

Grade Mode: Letter.

MGT 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): MGT 267.

Learning Activities: Project 1 hour(s).

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

Grade Mode: Letter.

MGT 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 MGW 267V.

Grade Mode: Letter.

MGT 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 MGW 268V.

Grade Mode: Letter.

MGT 469 – Machine Learning with Python (4 units)

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

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: Lecture 4 hour(s).

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

Credit Limitation(s): No credit to students who have taken MGW 469V, MGB 269, MGP 269, MGT 269.

Grade Mode: Letter. Letter.

MGT 469 – Practicum for Business Intelligence Technologies (1 units)

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

Prerequisite(s): MGT 269.

Learning Activities: Project 1 hour(s).

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

Grade Mode: Letter.

This course version is effective from, and including: Fall Semester 2023.

MGT 469 – 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: Lecture 4 hour(s).

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

Credit Limitation(s): No credit to students who have taken MGW 469V, MGB 269, MGP 269, MGT 269.

Grade Mode: Letter. Letter.

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

MGT 473 – Managerial Cost Accounting (2 units)

Course Description: Covers in-depth the cost and management accounting concepts enabling students to make decisions, including interpreting business situations, identifying available options, interpreting impacts on financial statements and stakeholders, and clearly and articulately recommending a course of action.

Learning Activities: Lecture 2 hour(s).

Enrollment Restriction(s): Open to students enrolled in the full-time or part-time MBA program.

Grade Mode: Letter.

MGT 474 – Managerial Budgeting (2 units)

Course Description: Covers in-depth the management accounting budgeting concepts enabling students to make decisions, including interpreting business situations, identifying available options, interpreting impacts on financial statements and stakeholders, and clearly and articulately recommending a course of action.

Learning Activities: Lecture 2 hour(s).

Enrollment Restriction(s): Open to students enrolled in the full-time or part-time MBA program.

Grade Mode: Letter.

MGT 474V – Managerial Budgeting (2 units)

Course Description: Covers in-depth the management accounting budgeting concepts enabling students to make decisions, including interpreting business situations, identifying available options, interpreting impacts on financial statements and stakeholders, and clearly and articulately recommending a course of action.

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

Enrollment Restriction(s): Open to students enrolled in the full-time or part-time MBA program.

Grade Mode: Letter.

MGT 480 – Professional English for Multilingual Business Students (2 units)

Course Description: Workshop-style course hones English writing and presentation skills. Learn techniques to improve professional communication, and practice with weekly assignments.

Learning Activities: Lecture 2 hour(s).

Enrollment Restriction(s): Restricted to Graduate School of Management professional students.

Grade Mode: S/U only.

MGT 480V – Professional English for Multilingual Business Students (2 units)

Course Description: Workshop-style course hones English writing and presentation skills. Learn techniques to improve professional communication, and practice with weekly assignments.

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

Enrollment Restriction(s): Restricted to Graduate School of Management professional students.

Grade Mode: S/U only.

MGT 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.

MGT 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 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.

MGT 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.

MGT 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.

MGT 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.

MGT 491V – Advanced Topics in Management (1 unit)

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 1 hour(s).

Enrollment Restriction(s): Open to students enrolled in the full-time or part-time MBA program.

Repeat Credit: May be repeated when topic differs.

Grade Mode: Letter.

MGT 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.

MGT 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.

MGT 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.

MGT 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.

Management; Online (MGV)

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 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)

This version has ended; see updated course, below.

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): MGV 203AV.

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 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.

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

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.

Business Analytics (BAX)**BAX 400 – Foundations of Analytics (4 units)**

Course Description: Focuses on teaching the fundamentals of R and SQL. Introduces the topic of numerical optimization, and review the concepts of linear algebra and calculus.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

BAX 401 – Information, Insight & Impact (3 units)

Course Description: Introduction to the process of analyzing raw data to gain profitable business insight. Applications selected across organizational functions include prediction, process improvement, and general operational decision-making.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

BAX 402 – Organizational Issues in Implementing Analytics (3 units)

Course Description: Review the evolution of analytics in business, how to assemble and manage analytics teams, and the decision life-cycle. Emphasis on structuring communications to improve buy-in from peers and non-quantitatively-inclined colleagues.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

BAX 403 – Organizational Effectiveness Workshop (2 units)

Course Description: Examine leadership, communication, and project management within the business, legal and societal contexts in which analytics is applied. Emphasis on privacy, data security, responsibility, and ethics.

Learning Activities: Lecture 2 hour(s).

Grade Mode: Letter.

BAX 411 – Problem Structuring (2 units)

Course Description: Synthesize data-rich business challenges using analytic frameworks and techniques for modeling business problems. Emphasis on modeling uncertainty, optimizing multiple criteria, and building consensus.

Learning Activities: Lecture 2 hour(s).

Grade Mode: Letter.

BAX 421 – Data Management (2 units)

Course Description: Introduction to the extraction, assembly, storage and organization of data in IT systems.

Learning Activities: Lecture 2 hour(s).

Grade Mode: Letter.

BAX 422 – Data Design & Representation (2 units)

Course Description: Introduction to business applications involving standard, streaming, and network data. Emphasis on scalable technologies for processing and analyzing big data for diverse applications.

Learning Activities: Lecture 2 hour(s).

Grade Mode: Letter.

BAX 423 – Big Data (3 units)

Course Description: Learn computational reasoning about data representations by mapping conceptual data models to relational structures and analyzing database architectures and design trade-offs.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

BAX 424 – Analytics for Logistics & Supply Chain Management (3 units)

Course Description: Introduction to various optimization methods in the domain of logistics and supply chains.

Learning Activities: Lecture 3 hour(s).

Enrollment Restriction(s): Open to students in Master of Business Analytics (MSBA) program only.

Grade Mode: Letter.

BAX 431 – Data Visualization (2 units)

Course Description: Extract insights using visualization tools in R, Python, ManyEyes, HTML/CSS, etc. Standard (histograms, boxplots, and dashboards) and specialized (3D, animation, word clouds) formats are covered.

Learning Activities: Lecture 2 hour(s).

Grade Mode: Letter.

BAX 441 – Statistical Exploration & Reasoning (3 units)

Course Description: Introduction to statistical reasoning and inference extraction from large data-sets. Learn to obtain preliminary insights and form initial hypotheses through exploratory data analysis (EDA).

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

BAX 442 – Advanced Statistics (3 units)

Course Description: Continue exploring statistical reasoning using maximum likelihood estimation, Bayesian models, nonparametric models, Monte Carlo Markov Chain, time series, model specification, model selection, and dimension reduction.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

BAX 443 – Analytic Decision Making (3 units)

Course Description: Using spreadsheets and specialized modeling tools, explore structured problem solution through meta-heuristics, Monte Carlo simulation, and mathematical optimization.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

BAX 452 – Machine Learning (3 units)

Course Description: Construct algorithms for learning from data and analyze the process for deriving business intelligence. Coverage of supervised and unsupervised learning, neural networks, etc.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

BAX 453 – Application Domains (3 units)

Course Description: Students explore contemporary and emerging domains for high-yield applications of analytics. Topics: social network analytics, search analytics, health care analytics, Internet of things, supply chain/operations analytics, and marketing analytics.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

BAX 461 – Practicum Initiation (3 units)

Course Description: Students form teams, scope their project in light of team capability and business opportunity, create a preliminary structure and solution approach for the core problem, and assess data quality and project risks.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

BAX 462 – Practicum Elaboration (2 units)

Course Description: Building on problems chosen in BAX 461, teams refine the business opportunity and draw insights from exploratory data analysis.

Learning Activities: Lecture 2 hour(s).

Grade Mode: Letter.

BAX 463 – Practicum Analysis & Implementation (3 units)

Course Description: Focus on completing project deliverables by polishing statistical and non-statistical quantitative analysis, generating insights for technical and business stakeholders, integrating proposed solutions into partner workflows and organizations, and disseminating the findings and outcomes through presentations and publications.

Learning Activities: Lecture 3 hour(s).

Grade Mode: Letter.

BAX 464 – Practicum Implementation (4 units)

Course Description: Project teams complete analysis, plan deployment and obtain client buy-in. Culminates in a project presentation, preferably including representatives from the client organization.

Learning Activities: Lecture 2 hour(s), Project, Term Paper, Discussion.

Grade Mode: Letter.

BAX 493 – People Analytics (3 units)

Course Description: Students develop an understanding of how to position themselves as strategic partners in a company's talent management efforts. Explore a range of topics related to people analytics, including hiring and selection, performance evaluation, training/development, promotion, compensation, social networks, diversity, and retention.

Learning Activities: Lecture 2 hour(s).

Enrollment Restriction(s): Open to students enrolled in the Masters in Business Analytics Program only.

Grade Mode: Letter.

BAX 493A – Topics in Business Analytics–Cloud Computing (1 unit)

Course Description: Covers the foundations of cloud computing models including (IaaS) Infrastructure as a Service, (PaaS) Platform as a Service, and Software as a Service (SaaS).

Learning Activities: Lecture 1 hour(s).

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

Grade Mode: Letter.

BAX 493B – Topics in Business Analytics– Implementing Machine Learning on the Cloud (1 unit)

Course Description: Covers the four layers of Machine Learning in the cloud: AI services, ML services, ML Engines & Frameworks, and Infrastructure & Serverless Environments and how to implement solutions on all of the layers by using the best abstraction for the task at hand.

Learning Activities: Lecture 1 hour(s).

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

Grade Mode: Letter.