

Master of Business Administration MBA Program Course List Descriptions

1. Prerequisite courses (four courses @ 4 quarter units each)

a. EC 521: Business Economics

The role of business firms in the resources allocation process. The behavior and decision-making process of firms in a variety of market structures. New approaches in the theory of the firm.

Prerequisite(s): Graduate standing; for non-economics students only.

b. GBA 514: Managerial Statistics

Decision making using classical techniques, non-parametric tests, Bayesian analysis, utility theory, index numbers, and time-series analysis. Sampling and sampling distributions, estimation, hypothesis-testing, variance analysis, regression, correlation and multiple regression.

Prerequisite(s): [STA 120](#), equivalent, or consent of instructor.

c. GBA 550: Fundamentals of Accounting and Finance

Core concepts of financial accounting and managerial finance. Financial statements and their analysis. Conceptual framework of accounting. International Financial Reporting Standards overview. Financial Markets. Time value of money concepts and applications. Relationship between risk and return. Cost of Capital and Financial Leverage.

d. GBA 555: Fundamentals of Management and Marketing

Fundamental management and marketing concepts and principles. Organization's internal and external environments. Practical applications of management and marketing theories to problems in planning, organizing, and controlling business activities with ethical considerations. Development of marketing strategy involving product, promotion, pricing, and distribution decisions.

2. Required core (eight courses @ 4 quarter units each)

a. GBA 605: Data Analytics and Modeling

Data analytics methods and business applications. Uses of data and information in organizational decision making. Data gathering and sharing. Data mining. Descriptive, predictive and prescriptive modeling. Ethical issues in data analytics.

Prerequisite(s): Completion of all MBA prerequisite courses.

b. GBA 608: Accounting and Managerial Decisions

Use of accounting information for planning and control. Special attention to managerial uses of budgeting and cost data for decision making purposes.

Prerequisite(s): Completion of all MBA prerequisite courses.

c. GBA 615: Leadership and Ethics in Organizations

Human processes employed in accomplishing work tasks and creating employee satisfaction within the organization. Group experiences whereby students test their interpersonal skills in the organizational environment.

Prerequisite(s): Completion of all MBA prerequisite courses.

d. GBA 625: Operations and Supply Chain Management

Introduction to Operations and Sustainable Supply Chain Management, Fundamentals of Process Analysis and Value Stream Mapping, Quality Management, Six Sigma/Lean Operations, Inventory Management, Revenue Management, Interrelationship of Operations with other business functions.

Prerequisite(s): Completion of all MBA prerequisite courses.

e. GBA 645: Financial Decision Making

A seminar course in finance, utilizing comprehensive cases to simulate the role of the financial manager.

Prerequisite(s): Completion of all MBA prerequisite courses, [GBA 608](#).

f. GBA 652: Marketing Management Applications

Marketing decision making. Application of marketing concepts and implementation of effective marketing programs. Analysis of marketing decision making techniques. Present and future marketing trends.

Prerequisite(s): Completion of all MBA prerequisite courses.

g. GBA 673: Strategic Information Technology

Analyze, discuss challenges and opportunities for effective management and utilization of contemporary information technologies. Develop frameworks for multifaceted decisions associated with planning, developing, implementing and using computer-based information systems in business organizations. Current and emerging IT issues and best practices.

Prerequisite(s): Completion of all MBA prerequisite courses.

h. GBA 687: Management Strategies

A capstone course on decision making at the strategic management level. Cases and assigned readings utilized to focus on the various functional areas of business. Topics include consideration of business ethics and international issues.

Prerequisite(s): Completion of MBA core courses.

3. Terminal requirement (one course @ 1 or 4 quarter units)

Each student chooses one of the following two options:

a. GBA 695: Business Research Project

A written research project concerning a significant problem in the field of business. Directed by a committee of graduate faculty members.

Prerequisite(s): [GBA 683](#) for MBA candidates and approved committee form on file in Business Graduate Office; [GBA 691](#) required for MSBA candidates. Advancement to Candidacy required.

Minimum/Maximum Units: Total credit limited to 4 units.

b. GBA 697: Comprehensive Exam

An examination on the subject areas of the candidate's coursework listed on the degree program. May be taken no more than two times. Failure to complete exam satisfactorily the second time will result in termination from the program. Candidates must register through the MSBA in IS Auditing advisor.

Prerequisite(s): Advancement to Candidacy required.

4. Electives (three courses from the following list @ 4 quarter units each)

a. GBA 532: Fundamentals of Contracts & Administration

A study of the procedures/applications associated with Federal Acquisition Regulations (FAR). In-depth approach at operational level. Sets pace for employment of FAR, concept formation, contract life and program's successful completion.

b. GBA 562: Strategic Human Resources Management

Analytical and descriptive overview of all the main sub-fields within personnel (human resources) management. Typical personnel problems of diverse organizations and their solutions, using contemporary techniques in accordance with legal requirements.

Prerequisite(s): [GBA 535](#).

c. GBA 564: Creativity & Innovation

Exploring, understanding and developing creativity and innovation in individuals, groups and organizations. Role of creativity and innovation in venturing; opportunity recognition, disruptive technological change, and external environmental dynamics. Innovative organizational structures and cultures.

d. GBA 570: Creating a Business Plan

Development of a business plan for a new and/or existing business, including managerial philosophies and capabilities. Learning to integrate financials, marketing and operations. Identifying the growth industries in the new millennium.

e. GBA 580: Intro to Real Estate Analysis & Valuation

Analysis of the economic, financial, institutional, and legal factors affecting the ownership, use, development and valuation of real estate. Qualifies students for the California Real Estate Broker License Examination.

f. **GBA 600: Business Valuation Using Financial Statements (cross-listed as Acc 600)**

Provides a framework for business analysis and valuation using financial statement data and gives practical advice when using the framework to value a firm. Emphasizes integration of key concepts from accounting finance, economic and business strategy and illustrates the latest techniques and information sources used by financial information industry professionals.

g. **GBA 610: Internal Control & Corporate Governance (cross-listed as Acc 610)**

Presents the foundation of internal control theory accepted and promulgated by auditors and accountants. Supplemented by management implementation to achieve effective corporate governance. Includes best practices from preeminent companies that serve as benchmarks and models for evaluating and strengthening corporate governance. Seminar course with problem solving and case studies.

h. **GBA 611: Financial Markets & Institutions**

The structure and role of the financial system, interest rates, security markets, derivative security markets, government influence on financial markets, commercial banking, and nonbank financial institutions.

i. **GBA 617: Management-Union Relations**

The evolving interaction of unions and management within organizations. In-depth look at productivity, quality of working life, and components of our rapidly changing work culture. The future of participative management, legislation, collective-bargaining, and arbitration.

Prerequisite(s): Completion of all MBA prerequisite courses.

j. **GBA 620: International Business**

Survey of social, economic, and political factors governing conduct of business abroad. Analysis of successful and unsuccessful methods of international managers and their staffs.

Prerequisite(s): Completion of all MBA prerequisite courses.

k. **GBA 623: Information Systems Auditing**

l. **GBA 628: Management Science Seminar**

Quantitative theory and techniques. Linear, integer, non-linear, and dynamic programming, transportation and assignment algorithms, replacement problems, game theory and Markov processes. Introduction to computer solutions.

Prerequisite(s): Completion of all MBA prerequisite courses.

m. GBA 631: Taxation in Business Planning

n. GBA 633: Promotion Management

Advertising management as related to entire communication effort of the organization. Emphasis on communication theory, advertising, customer analysis, communicative goals, positioning, personal selling, sales promotion, public relations, publicity, media planning, and budgeting. Cases. Design of promotion plan.

Prerequisite(s): Completion of all MBA prerequisite courses.

o. GBA 634: Sales Productivity

Analytical and descriptive overview of successful productivity theory models used in contemporary business to business selling and sales management.

Prerequisite(s): Completion of all MBA prerequisite courses.

p. GBA 635: Motivation & Market Behavior

Theory and application of the fundamentals of human behavior that affect buying decisions: perception, learning, social and cultural factors. Models of consumer behavior. Selected applications including diffusion of innovation, opinion leadership, marketing communications. Applications to industrial markets and institutional markets.

Prerequisite(s): Completion of all MBA prerequisite courses.

q. GBA 636: Project Management

Planning, scheduling, resource allocation, coordination and control of the activities using bar charts, networks, critical path analysis, resource leveling, and cost-expediting. Computer usage and comparison of microcomputer software for project management.

Prerequisite(s): Completion of all MBA prerequisite courses.

r. GBA 637: Import / Export Management

s. GBA 647: Security Analysis & Portfolio Management

The three major types of investment analysis: fundamental, technical and random walk, with emphasis on the fundamental approach to valuation and stock selection. Portfolio analysis, composition, selection, revision and performance. Two-parameter, risk and return models, such as the capital asset pricing model and the capital market line.

Prerequisite(s): Completion of all MBA prerequisite courses.

t. GBA 658: Advanced Topics in International Business & Law

Introduction to international law and to the economic institutions that significantly affect the opportunities, methods and transactions of large and small businesses and cross-border investors.

Prerequisite(s): Completion of all MBA prerequisite courses.

u. GBA 660: Legal Environment of Information Systems

Fundamentals and intermediate knowledge of the legal environment concerning IS. Typical legal problems (private and public sector) arising from the acquisition, use and control of IS.

Prerequisite(s): [CIS 433](#) and [GBA 530](#), or equivalent experience.

v. GBA 665: Professional Presentations Using Technology

Techniques for blending technology with oral and written presentations. Presentation design, development and delivery.

w. GBA 678: Security & Privacy in Information Systems

Practical case-study approach to solving security problems peculiar to the commercial data systems environment.

Prerequisite(s): [CIS 433](#) and [GBA 557](#), or equivalent experience.

x. GBA 680: Fraud & Forensic Accounting (cross-listed as Acc 680)

A managerial perspective on fraud within an organization. Emphasis on fraud prevention and detection methods. Survey of the management support resources available in the field of forensic accounting. Case study and analysis of financial statement frauds.

y. GBA 681: Digital Forensics

z. GBA 682: Real Estate Finance & Investment

Trends in real estate investment opportunities. Current theories and techniques applied to real estate financing, acquisition, real estate mortgage markets, mortgage banking, and brokerage/investment strategies. Partial qualification for the California Real Estate Brokers License Examination. Available for credit for students with [FRL 486](#) only by petition.

Prerequisite(s): Completion of all MBA prerequisite courses.

aa. GBA 683: Business Research Methods

Identification and investigation of business problems. Stating hypotheses, problem statements, defining and collecting data, and selecting appropriate analysis techniques. Examination of types of business research (ex post facto, laboratory, field, delphi or survey) and limitations for inference.

Prerequisite(s): Completion of all MBA core courses.