# BUSINESS

College of Business (https://www.csuchico.edu/academics/college/business/index.shtml/)
Tehama Hall 301
530-898-6272
Email: bus@csuchico.edu
Interim Dean: Suzanne Zivnuska

Business Student Advising & Services (https://www.csuchico.edu/academics/college/business/resources/advising.shtml/)
Glenn Hall 321
530-898-4480
Email: businessadvisor@csuchico.edu

Information Systems, Finance, and Accounting Department (https://www.csuchico.edu/academics/college/business/departments/information-systems-finance-accounting/index.shtml/)
Tehama Hall 313
530-898-5773
Email: isfa@csuchico.edu
Chair: Emily Huang

Management Department (https://www.csuchico.edu/academics/college/business/departments/management/index.shtml/)
Tehama Hall 305
530-898-5663
Email: mgmt@csuchico.edu
Chair: Kim Hinrichs

Marketing Department (https://www.csuchico.edu/academics/college/business/departments/marketing/index.shtml/)
Tehama Hall 307
530-898-5666
Email: fnmk@csuchico.edu
Chair: Damon Aiken

## Insight

The College of Business offers a variety of excellent programs, engaging student organizations, and a roster of professional, caring, and high-quality faculty and staff. The college gives students the opportunity to learn the skills and knowledge that will help them be work-ready and positive contributors to their community. Students learn the knowledge, skills, persistence, and resilience required to obtain a great career.

Our undergraduate and MBA students are recruited by world-class organizations because they understand how business works. Their collaboration skills, work ethic, and practical experience are evident from the moment they step into the workplace. That's why, year after year, respected companies recruit from Chico State.

## Experience

Collaboration skills differentiate people because they lead to creative solutions and effective implementation; building such skills has been called *the investment of the decade*. Our students learn collaboration skills through completing team projects and simulations in nearly every core course, mentoring others, participating in regional and national competitions, and having the opportunity to be a leader in one of our 18 student organizations. Since technology is a key enabler of collaboration, students learn leading-edge electronic tools from the first course through the final capstone.

Distinctive programs offer opportunities for students to differentiate themselves through a combination of engaging courses, student competitions, and internships that allow organizational application. Business minors and certificate programs, such as the Professional Sales Certificate, allow students to gain specialized knowledge, skills, and abilities that contribute to career success.

We also support students through our robust student-oriented centers, the Seufferlein Sales Program, Center for Entrepreneurship, Center for Enterprise Systems and Informatics, and Center for Excellence in Finance. Furthermore, students can round out their knowledge and skills with one of our 12 minors.

Our MBA (https://www.csuchico.edu/academics/college/business/departments/mba/index.shtml/) is offered in two modalities: in-person and online. Students can select the general MBA (in-person and online) or options in project management (in-person and online), business analytics (in-person only and STEM-designated), or health services administration (online only). Our committed faculty members are the drivers and champions of these programs.

The College of Business is one of just 6 percent of all business schools worldwide that meet the high standards for accreditation by the Association to Advance Collegiate Schools of Business (https://www.aacsb.edu/) (AACSB). The Society for Human Resource Management (https://www.shrm.org/) (SHRM) has certified the option in human resource management as meeting its high professional standards. *The Princeton Review* and *U.S. News & World Report* have cited the high quality of our undergraduate and MBA programs. We are recognized as a leader in teaching excellence, practical research, and student job readiness.

All required upper-division core courses are accessible to students in the Redding area either online or at the Redding downtown University Center, reducing the time a student would need to drive to Chico. The option in management can be completed without leaving Redding.

## Support

The College of Business is committed to supporting students in their efforts to learn, graduate, and succeed. We offer students the resources for efficient graduation, engagement with learning in and beyond the classroom, and connections with international students and study abroad opportunities. Business Student Advising offers timely information so students can choose majors and courses wisely from their first year through the MBA Program. Our Business Student Success Center offers customized tutoring and academic and professional development workshops. Mentors, tutors, internships, and student organizations offer help, a sense of community, and opportunities.

For more information, please contact us.

- **Undergraduate Information:** BusinessAdvisor@csuchico.edu
- **On-campus MBA Information:** MBA@csuchico.edu
- **Online MBA Information:** onlinemba@csuchico.edu

## Programs

### Undergraduate

#### Bachelor's

- Business Administration BS (https://catalog.csuchico.edu/colleges-departments/college-business/business/business-administration-bs/)

- Business Administration BS Online (https://catalog.csuchico.edu/colleges-departments/college-business/business/business-administration-online-bs/)
- Business Information Systems BS (https://catalog.csuchico.edu/colleges-departments/college-business/business/business-information-systems-bs/)

### Minors

- Accounting Minor (https://catalog.csuchico.edu/colleges-departments/college-business/business/accounting-minor/)
- Business Administration Minor (https://catalog.csuchico.edu/colleges-departments/college-business/business/business-administration-minor/)
- Entrepreneurship and Small Business Management Minor (https://catalog.csuchico.edu/colleges-departments/college-business/business/entrepreneurship-small-business-management-minor/)
- Finance Minor (https://catalog.csuchico.edu/colleges-departments/college-business/business/finance-minor/)
- International Business Minor (https://catalog.csuchico.edu/colleges-departments/college-business/business/international-business-minor/)
- Management Information Systems Minor (https://catalog.csuchico.edu/colleges-departments/college-business/business/management-information-systems-minor/)
- Management Minor (https://catalog.csuchico.edu/colleges-departments/college-business/business/management-minor/)
- Managing Diversity in Organizations Minor (https://catalog.csuchico.edu/colleges-departments/college-business/business/managing-diversity-organizations-minor/)
- Managing for Sustainability Minor (https://catalog.csuchico.edu/colleges-departments/college-business/business/managing-sustainability-minor/)
- Marketing Minor (https://catalog.csuchico.edu/colleges-departments/college-business/business/marketing-minor/)
- Operations and Supply Chain Management Minor (https://catalog.csuchico.edu/colleges-departments/college-business/business/operations-supply-chain-management-minor/)
- Project Management Minor (https://catalog.csuchico.edu/colleges-departments/college-business/business/project-management-minor/)

### Certificates

- Entrepreneurship Certificate (https://catalog.csuchico.edu/colleges-departments/college-business/business/entrepreneurship-certificate/)
- Financial Planning Certificate (https://catalog.csuchico.edu/colleges-departments/college-business/business/financial-planning-certificate/)
- Information Technology Certificate (https://catalog.csuchico.edu/colleges-departments/college-business/business/information-technology-certificate/)
- International Business Certificate (https://catalog.csuchico.edu/colleges-departments/college-business/business/international-business-certificate/)
- Professional Management Consulting Certificate (https://catalog.csuchico.edu/colleges-departments/college-business/business/professional-management-consulting-certificate/)
- Professional Sales Certificate (https://catalog.csuchico.edu/colleges-departments/college-business/business/professional-sales-certificate/)

## Graduate

### Master's

- Business Administration MBA (https://catalog.csuchico.edu/colleges-departments/college-business/business/mba/)
- Business Administration MBA Online (https://catalog.csuchico.edu/colleges-departments/college-business/business/mba-online/)
- Business Analytics MS (https://catalog.csuchico.edu/colleges-departments/college-business/business/business-analytics-ms/)

### Certificates

- Enterprise Information Systems Certificate (https://catalog.csuchico.edu/colleges-departments/college-business/business/enterprise-information-systems-certificate/)

See Course Description Symbols and Terms (https://catalog.csuchico.edu/academic-standards-policies/course-description-symbols-terms/) for an explanation of course description terminology and symbols, the course numbering system, and course credit units.

# Accounting

**ACCT 201 Introduction to Financial Accounting** **3 Units**

**Typically Offered:** Fall and spring

Introductory study of the information system that measures, records, and communicates the economic activity of an entity, in monetary terms, to stakeholders outside of the organization. The study of assets, liabilities, owners' equity, revenues, expenses, gains, and losses as they relate to the preparation of financial statements communicating an entity's financial position, results of operations, and cash flows. 3 hours lecture. (000077)

**Grade Basis:** Graded

**Repeatability:** You may take this course for a maximum of 3 units

**Course Attributes:** Lower Division

**ACCT 202 Introduction to Managerial Accounting** **3 Units**

**Prerequisite:** ACCT 201.

**Typically Offered:** Fall and spring

Introductory study of the process of identification, measurement, accumulation, summarization, preparation, interpretation, analysis, and communication of financial and non-financial information to assist managerial planning, controlling, and decision-making within an organization to assure appropriate use of and accountability for the organization's resources. Students study terminology, cost behavior, cost estimation, cost assignment, cost accounting systems, cost of quality, financial and operational budgeting, performance evaluation, profitability analysis, pricing methodologies, and short-term and long-term decision-making techniques. 3 hours lecture. (000078)

**Grade Basis:** Graded

**Repeatability:** You may take this course for a maximum of 3 units

**Course Attributes:** Lower Division

**ACCT 298 Special Accounting Topics** **1-3 Units**
**Prerequisite:** Permission of accounting instructor.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours lecture. (000079)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Lower Division

**ACCT 320 Cost Management Accounting I** **3 Units**
**Prerequisite:** ACCT 202 with a grade of C- or higher.
**Typically Offered:** Fall and spring
An in-depth study of the process of identification, measurement, accumulation, summarization, preparation, interpretation, analysis, communication of financial and non-financial information to assist managerial planning, controlling, and decision-making techniques within an organization to assure appropriate use of and accountability for the organization's resources. Students study cost terminology, cost behavior, cost estimation, cost assignment, cost accounting systems, cost of quality, financial and operational budgeting, performance evaluation, profitability analysis, pricing methodologies, and short-term and long-term decision-making techniques. 3 hours discussion. (000080)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**ACCT 325 Intermediate Accounting I** **3 Units**
**Prerequisite:** ACCT 201, ACCT 202 both with a grade of C- or higher.
**Typically Offered:** Fall and spring
An in-depth study of the information system that measures, records, and communicates the economic activity of an entity, in monetary terms, to stakeholders outside of the organization. The study of assets, liabilities, owner's equity, revenues, expenses, gains, and losses as they relate to the preparation of financial statements communicating an entity's financial position, results of operation, and cash flows. 3 hours discussion. (000082)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**ACCT 326 Intermediate Accounting II** **3 Units**
**Prerequisite:** ACCT 325 with a grade of C- or higher.
**Typically Offered:** Fall and spring
Continuation of discussions on financial accounting topics related to the income statement, balance sheet, and statement of cash flows. Complex issues associated with income determination, cash flows, and balance sheet valuations are explored from a theoretical and practical perspective. 3 hours discussion. (000083)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**ACCT 327 Intermediate Accounting III** **3 Units**
**Prerequisite:** ACCT 326 with a grade of C- or higher.
**Typically Offered:** Fall and spring
Concepts, principles, and problems of fund accounting for government and non-profit organizations. The design of accounting systems for hospitals, educational institutions, and community organizations. Emphasis is on the role of accounting in making decisions in government and non-profit organizations. 3 hours discussion. (021611)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**ACCT 359 Directed Mentorship** **6 Units**
**Prerequisite:** Accounting Faculty Course Coordinator Permission.
**Typically Offered:** Fall and spring
Mentorship designed to augment accounting knowledge and improve communication skills while providing service. This course does not count as an elective within the Accounting Option. 6 hours lecture. (000085)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 12 units
**Course Attributes:** Upper Division

**ACCT 365 Not-for-Profit Accounting** **3 Units**
**Prerequisite:** ACCT 325 with a grade of C- or higher.
**Typically Offered:** Fall and spring
Concepts, principles, and problems of fund accounting for government and non-profit organizations. The design of accounting systems for hospitals, educational institutions, and community organizations. Emphasis is on the role of accounting in making decisions in government and non-profit organizations. 3 hours lecture. (000088)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**ACCT 389 Accounting Intern/Cooperative Education** **1-6 Units**
**Prerequisite:** Junior standing, Accounting faculty permission.
**Typically Offered:** Inquire at department
This course is an internship. You must register directly with a supervising faculty member. For students who wish to gain practical work experience with participating firms/organizations. See accounting faculty advisor for performance requirements, assignments, and methods of evaluation prior to undertaking the internship. This course does not count as an elective in the Accounting Option or the Minor in Accounting. 0 hours supervision. (000090)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**ACCT 398 Special Accounting Topics** **1-3 Units**
**Prerequisite:** Accounting instructor consent.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 1 hour lecture. (000092)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**ACCT 399 Special Accounting Problems 1-3 Units**
**Prerequisite:** Permission of supervising Accounting faculty member.
**Typically Offered:** Inquire at department
This course is an independent study of special problems. You must register directly with a supervising faculty member. Working with the student, the instructor plans, directs, and assesses the scope of work to be performed. This course does not count as an elective within the Accounting Option. 0 hours lecture. (000093)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**ACCT 421W Auditing and Assurance (W) 3 Units W**
**Prerequisite:** ACCT 326 with a grade of C- or higher.
**Typically Offered:** Fall and spring
A study of the purpose, standards, evidence, professional responsibilities, and legal and ethical concerns attendant to the expression of an opinion as to the fairness of financial statement presentation. 3 hours discussion. (000098)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division; Writing Course

**ACCT 425 Advanced Accounting 3 Units**
**Prerequisite:** ACCT 327 with a grade of C- or higher.
**Typically Offered:** Fall and spring
An introduction to the study of accounting for unconsolidated, but combined corporate entities, consolidated entities, partnership entities, fiduciary engagements, interim reporting, segment reporting, and corporate reorganizations and liquidations. 3 hours discussion. (000096)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**ACCT 437 Federal Income Taxation I 3 Units**
**Prerequisite:** ACCT 201 with a grade of C- or higher.
**Typically Offered:** Fall and spring
An introduction to the study of business entity, individual, and fiduciary taxation in a multijurisdictional environment. Foundational coverage of tax research and basic federal income tax principles and laws. 3 hours discussion. (000089)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**ACCT 451 Simulation Accounting Laboratory 1-6 Units**
**Prerequisite:** ACCT 327, Accounting Faculty Course Coordinator permission.
**Typically Offered:** Fall and spring
Laboratory experience with accounting simulation programs. The student interacts with a simulated environment via computer facilities or other laboratory situations. This course does not count as an elective within the Accounting Option. 0 hours discussion. (000091)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**ACCT 456 Professional Development in Accounting 3 Units**
**Typically Offered:** Fall and spring
This course provides Accounting Option students the opportunity to learn professional skills that ease their transition from university life to business world. These skills are critical to building a successful and meaningful career in the accounting professions. Tools provided include emotional intelligence awareness, professional etiquette, proper interview and presentation techniques, and crafting an effective resume. The course provides for hand-on activities to expose students to the many focuses in accountancy, the various processes to become a Certified Public Account (CPA), networking skills, and other skills that are critical to success in the accountancy professions. 3 hours lecture. (021811)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**ACCT 489 Accounting Internship/Cooperative Education 1-3 Units**
**Prerequisite:** Senior standing, accounting faculty permission.
**Typically Offered:** Inquire at department
This course is an internship. You must register directly with a supervising faculty member. For students who wish to gain practical work experience with participating firms/ organizations. See accounting faculty advisor for performance requirements, assignments, and methods of evaluation prior to undertaking the internship. This course does not count as an elective within the Accounting Option, Professional Accounting Certificate, or the Accounting Minor. 0 hours seminar. (000105)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**ACCT 498 Special Accounting Topics 1-3 Units**
**Prerequisite:** Senior standing and permission of accounting instructor.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours supervision. (000109)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**ACCT 499 Special Accounting Problems 1-3 Units**
**Prerequisite:** Permission of supervising Accounting faculty member.
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. Students registering for this course should prepare a project proposal to be discussed with their faculty advisor before enrolling in the course. This course does not count as an elective within the Accounting Option. 9 hours supervision. (000110)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**ACCT 499H Honors Seminar in Accounting** **1-6 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Fall and spring
This course consists of a comprehensive research study and paper dealing with business policy and strategy, and the integrative and international aspects of business operations, especially as they pertain to the fields of accounting, auditing, or systems. A final written report and a public presentation of findings are both requirements of this course. Business Honors Program students must receive at least a B in this course for Honors credit. 0 hours supervision. (000111)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**ACCT 537 Federal Income Taxation II** **3 Units**
**Prerequisite:** ACCT 325, ACCT 437 both with a grade of C- or higher.
**Typically Offered:** Fall and spring
An in-depth study of business entity, individual and fiduciary taxation in a multijurisdictional environment. Advanced coverage of tax research, tax planning, and tax compliance issues. 3 hours discussion. (000102)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**ACCT 551 Information Technology in Accounting** **3 Units**
**Prerequisite:** ACCT 201 with a grade of C- or higher.
**Typically Offered:** Fall and spring
This course emphasizes the assessment of internal controls in information technology. Topics include application of data analytics, data mining, and data visualization techniques in accounting and auditing. Additional risks to financial systems due to cyber-threats and its remediation through cyber-security measures are discussed. 3 hours seminar. (000099)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**ACCT 558 Accounting Ethics** **3 Units**
**Prerequisite:** ACCT 325 with a grade of C- or higher.
**Typically Offered:** Fall and spring
This course is designed to raise students' ability to recognize and respond to ethical issues facing the accounting profession and accounting professionals. Course learning objectives include improving students' moral reasoning and ethical decision making, understanding accountants' professional responsibilities, overviewing areas of accounting practice abuse, and developing students' communication and critical thinking skills. AICPA, IMA, and U.S. Treasury Department codes of conduct for financial accountants, auditors, management accountants, and tax accountants are emphasized along with professional responsibilities that are tested on professional certification exams. 3 hours lecture. (021180)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**ACCT 568 Forensic Accounting** **3 Units**
**Prerequisite:** ACCT 201, ACCT 202.
**Typically Offered:** Fall and spring
This course covers key forensic accounting concepts including fraudulent financial reporting, misappropriation of assets, income reconstruction, money laundering, litigation (emphasis on damages), and business valuation. The course is designed to apply analytical accounting and communication skills to identify and present financial discrepancies and improper acts for criminal proceedings and/or civil litigation. 3 hours lecture. (021284)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**ACCT 598 Special Accounting Topics** **1-3 Units**
**Prerequisite:** Senior or graduate standing, accounting faculty permission.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 0 hours supervision. (020147)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**ACCT 615 Accounting for Managers** **3 Units**
**Prerequisite:** ACCT 201; ACCT 202; or equivalents.
**Typically Offered:** Fall and spring
Accounting information is used by stakeholders including firm managers, investors, and creditors to manage risk, measure performance, strategize, and make useful decisions. Understanding and application of the concepts that guide accounting, the flow of information through the accounting system, the nature of various types of accounts, the individual financial statements and the analytical techniques used by stakeholders to make effective business decisions. 3 hours lecture. (000114)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**ACCT 689 Directed Internship** **1-3 Units**
**Typically Offered:** Inquire at department
This course is an internship. You must register directly with a supervising accounting faculty member. See accounting faculty advisor for requirements and methods of evaluation. 9 hours supervision. (000123)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**ACCT 691 Simulation Laboratory in Accounting** **1-6 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Fall and spring
Laboratory experience with computerized or other simulation environments. The student interacts with a simulated business environment, often via the timesharing computer system. 3 hours laboratory. (000124)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

**ACCT 697 Independent Study** **1-4 Units**
**Typically Offered:** Fall and spring
This course is a graduate-level independent study. You must register directly with a supervising faculty member. 9 hours supervision. (000129)
**Grade Basis:** Report in Progress: Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

**ACCT 699T Master's Thesis** **1-3 Units**
**Typically Offered:** Fall and spring
You must register directly with a supervising faculty member. 9 hours supervision. (000130)
**Grade Basis:** Report in Progress: CR/NC
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

# Business Administration

**BADM 101 Business for the New Generation** **3 Units**
**Typically Offered:** Fall and spring
Using an experiential-learning approach, this course introduces students to an integrative framework of the different functional areas in a business organization with attention to the global challenges of the 21st century. This course guides students at an introductory level from idea generation, entrepreneurial behavior, and human resource issues, through financing, marketing, producing, and distributing products and services. The roles of digital technology and ESG (environmental, social, and governance) concerns are stressed throughout the course. 3 hours discussion. (001040)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Lower Division

**BADM 198 Special Topics** **1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours lecture. (001044)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Lower Division

**BADM 199 Special Problems** **1-3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. 0 hours supervision. (022001)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Lower Division

**BADM 299 Special Problems** **1-3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. 0 hours supervision. (021980)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Lower Division

**BADM 356 Professional Development in Business** **1.5 Units**
**Typically Offered:** Fall and spring
This course is designed for business majors who want to learn professional skills that will ease their transition from university life to the career world. These skills are critical to building a successful and meaningful career. Activities include learning to increase awareness of your unique strengths, proper interview techniques, creating an effective resume, using LinkedIn Learning, and salary negotiation. In addition, students explore different career paths in business and learn about time management and how to avoid procrastination. 1.5 hours lecture. (022573)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 1.5 units
**Course Attributes:** Upper Division

**BADM 389 Internship in Business Admin** **1-3 Units**
**Typically Offered:** Fall and spring
You must register directly with a supervising faculty member. 0 hours lecture. (001048)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 15 units
**Course Attributes:** Upper Division

**BADM 398 Special Topics** **1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours supervision. (001061)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**BADM 399 Special Problems** **1-3 Units**
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. Students registering for this course should prepare a project proposal to be discussed with their faculty advisor before enrolling in the course. 9 hours supervision. (020769)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**BADM 445 International Business** **3 Units**
**Prerequisite:** MGMT 303 or faculty permission.
**Typically Offered:** Fall only
An examination of key issues in international business adopting a broad perspective across various business sub-disciplines. The course looks at the major factors affecting organizational actions such as political economy, competitive dynamics, demographics, consumer behavior, culture, supply chains and international finance. The course is experiential in nature, with travel to a foreign country to observe business practices, examine management issues, meet with representatives of local businesses, explore the diversity of different cultures and learn to apply necessary behaviors to successfully engage in an international business environment. Locations of the travel can vary and topics/examples focus on the country and region of the intended destination. 3 hours lecture. (022104)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**BADM 489 Internship in Business Admin** **1-3 Units**
**Typically Offered:** Fall and spring
3 hours lecture. (001063)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 15 units
**Course Attributes:** Upper Division

**BADM 495 Applied Strategic Decision Making** **3 Units**
**Prerequisite:** Graduating senior standing. Completion of all courses in upper-division core.
**Typically Offered:** Spring, summer, fall
This capstone course for Business Administration (BADM) majors integrates core business knowledge across all functional areas using a system dynamics approach. This approach emphasizes the Resource-Based View of the firm and the importance of managing the resource stocks and flows of an organization to arrive at policies designed to improve performance over time. Thus, strategy formulation and analysis are based on an awareness of system structure, feedback dynamics, and stakeholder mental models. Students perform an internal financial analysis of a firm, understand its performance structure and the economic value of the firm. The seminar combines lecture, discussion, data analysis,and simulation as principle methods for learning how to effectively manage an enterprise in dynamic, competitive environments. 3 hours discussion. (001074)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division; Laptop required, see department for details.

**BADM 495HW Applied Strategic Decision Making - Honors (W)** **3 Units W**
**Prerequisite:** Completion of upper-division BADM core; students must meet College of Business honors requirements.
**Typically Offered:** Spring only
An interdisciplinary capstone seminar emphasizing the analysis of complex business problems in domestic and global settings. Using a strategic management framework, this course integrates core business knowledge across all functional and decision-support areas to arrive at economically sound, ethically principled, value-adding solutions. The seminar combines lecture, discussion, case analysis, and simulation as principal methods for learning how to effectively manage the business enterprise in competitive environments. 3 hours discussion. (021697)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division; Writing Course

**BADM 498 Special Topics** **1-3 Units**
**Prerequisite:** To be established when course is formulated.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours supervision. (001077)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**BADM 499 Special Problems** **1-3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. 3 hours supervision. (001078)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**BADM 499H Honors Seminar in Business** **3 Units**
**Prerequisite:** Admission to Business Honors in the Major program.
**Typically Offered:** Fall only
This course is a common first Honors course for students in all options, to be followed by an option-specific 499H. This is primarily a research methods course where students will learn the methodologies necessary for them to succeed in their Honors projects. Issues range from selecting a topic to the nature of data and specific research methods. The course also helps students integrate knowledge that they have gained from their business studies. 9 hours supervision. (001080)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**BADM 598 Special Topics** **1-3 Units**
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. For advanced students who wish to investigate business problems in specialized areas. Application of research methods. 3 hours lecture. (020770)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**BADM 679 Competitive Business Simulation** **3 Units**
**Prerequisite:** Classified MBA student.
**Typically Offered:** Summer session only
The course provides deep engagement with all aspects of running a virtual business. Students will make data-driven decisions based on analysis of their business's market, sales strategy, operations, financials, and competitive environment. Student teams will compete against each other as they try to maximize customer satisfaction, profitability, market share, and more. The competitive business simulation is a thoroughly engaging experience where students can bridge theory and practice, and test out their business acumen in a dynamic, complex simulated environment. 3 hours lecture. (022161)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division; Laptop required, see department for details.

**BADM 689 Directed Internship** **1-3 Units**
**Typically Offered:** Fall and spring
This course is an internship. You must register directly with a supervising faculty member. Study of policy, control, and decision making in selected organizations, arranged and supervised by a member of the graduate faculty in close working relationship with the management of the organization. 0 hours supervision. (001082)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 15 units
**Course Attributes:** Graduate Division

**BADM 693 Strategic Management and Decision-Making 3 Units**
**Prerequisite:** Classified MBA student.
**Typically Offered:** Fall and spring
A case-oriented, interdisciplinary capstone seminar. Emphasis is on the analysis of complex business problems via the integration of the subject matter of all previous program courses. Linking the firm's internal and external environments from the total-enterprise perspective of the general manager, this course undertakes a systematic inquiry into the strategic management and administrative business policy issues pertaining to the organization's performance and effectiveness. Capstone students participate in project teams and undertake a comprehensive consulting experience with a client organization as an integral component of the course. 3 hours lecture. (001092)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**BADM 697 Independent Study 1-4 Units**
**Typically Offered:** Fall and spring
This course is a graduate-level independent study. You must register directly with a supervising faculty member. 9 hours supervision. (001100)
**Grade Basis:** Report in Progress: Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

**BADM 698 Special Topics 1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Inquire at department
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours seminar. (020363)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

# Business Communication

**BCOM 300W Communication in Business (W) 3 Units W, GW**
**Prerequisite:** GE English Composition (1A), sophomore standing.
**Typically Offered:** Fall and spring
Emphasis is on solving business problems through the strategic design of verbal, print, and electronic messages. Models for effective business documents, presentations, meetings, and interpersonal as well as electronic project interaction are applied to business communication problems. Related technology use, etiquette, cultural differences, and ethical considerations are highlighted. 3 hours lecture. (005687)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division; Writing Course; Graduation Writing Assessment Requirement Course

**BCOM 504 Communication for Personal and Professional Success 1.5 Units**
**Prerequisite:** Open to declared Online MBA students only.
**Typically Offered:** Fall and spring
Effective business communication is central to success in business. Students learn how to be effective and persuasive communicators. The foundation for this begins with students developing an understanding of their strengths, communication style, professional goals, and career aspirations. Furthermore, interpersonal, written and presentation skills will be developed for professional success. To become more effective and skilled communicators, students focus on selected approaches to intrapersonal, interpersonal, and organizational communication. Finally, the course includes processes moving personal and professional understandings into actionable plans. 1.5 hours lecture. (022271)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 1.5 units
**Course Attributes:** Upper Division

# Business Law

**BLAW 198 Special Topics 1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours lecture. (001341)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Lower Division

**BLAW 203 Introduction to Business Law 3 Units**
**Prerequisite:** At least sophomore standing.
**Typically Offered:** Fall and spring
A study of the role of law in business environments, including the study of legal institutions and their role in facilitating and regulating business. Includes a study of the legal system, civil litigation, torts and the formation and performance of contracts, and additional related business law topics. 3 hours lecture. (021824)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Lower Division

**BLAW 398 Special Topics 1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours supervision. (001349)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**BLAW 399 Special Problems 1-3 Units**
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. Students registering for this course should prepare a project proposal to be discussed with their faculty advisor before enrolling in the course. 9 hours supervision. (001350)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**BLAW 413 Employment Law** **3 Units**
**Prerequisite:** At least junior standing.
**Typically Offered:** Fall and spring
An in-depth study of federal and California employment laws as they affect the management of human resources, with appropriate consideration of ethical and global dimensions. Emphasis is on the legal rights and responsibilities of employers and employees in the employment relationship, primarily in a private-sector, non-union environment. 3 hours discussion. (001352)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**BLAW 414 Labor Law and Collective Bargaining** **3 Units**
**Prerequisite:** At least junior standing or faculty permission.
**Typically Offered:** Fall and spring
Intensive examination of unions in an organizational setting. Includes organizational and concerted activities, collective bargaining and employee/employer rights and responsibilities. Includes applied collective bargaining project. 3 hours discussion. (001343)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**BLAW 415 Entrepreneurship Law** **3 Units**
**Prerequisite:** MGMT 450 (may be taken concurrently).
**Typically Offered:** Fall and spring
This course presents an in-depth study of California, federal, and international laws as they affect the management of entrepreneurial and small business enterprises. Emphasis is placed on social policy dimensions as much as practical aspects of the dynamic and ever-changing relationship between government and entrepreneurial ventures. 3 hours lecture. (020569)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**BLAW 498 Special Topics in Business Law** **1-3 Units**
**Prerequisite:** Senior standing.
**Typically Offered:** Inquire at department
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. For advanced students who wish to investigate business problems in specialized areas. Application of research methods. 3 hours supervision. (001357)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**BLAW 499 Special Problems** **1-3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. 3 hours supervision. (001358)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**BLAW 697 Independent Study** **1-3 Units**
**Typically Offered:** Fall and spring
This course is a graduate-level independent study. You must register directly with a supervising faculty member. 9 hours supervision. (001362)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

# Business Information Systems

**BSIS 101 Windows, Word Processing, and Presentation Software** **1 Unit**
**Typically Offered:** Inquire at department
This course presents an overview of the Windows operating environment and a more in-depth look at Microsoft Word. In addition, Microsoft PowerPoint software is introduced. 1 hour discussion. (005811)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 1 unit
**Course Attributes:** Lower Division

**BSIS 102 Spreadsheets and Graphics** **1 Unit**
**Typically Offered:** Inquire at department
This course covers the development of complex spreadsheets, including the preparation of charts and graphs, using Microsoft Excel. 1 hour discussion. (005812)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 1 unit
**Course Attributes:** Lower Division

**BSIS 105 Introduction to Computers in Business** **3 Units**
**Typically Offered:** Fall and spring
This course provides students with an introduction to what a business is and how one operates. The focus is on the global context of business. The course ensures that all freshmen possess introductory basic business survival skills such as computer literacy, information research competence, written, oral and electronic presentation skills, and team building skills. 3 hours lecture. (020421)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Lower Division

**BSIS 111 Data Literacy** **3 Units GE**
**Prerequisite:** GE Mathematical Concepts/Quantitative Reasoning (2) Ready.
**Typically Offered:** Fall and spring
Data literacy provides students with an introduction to acquisition, management, and communication of textual, numeric, and visual information. The course emphasizes the development of quantitative reasoning skills, financial literacy, and data visualization. 3 hours lecture. (021636)
**General Education:** Mathematical Concepts/QR (2)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Lower Division

**BSIS 301 Enterprise Technology Integration 3 Units**
**Prerequisite:** MINS 235 (may be taken concurrently).
**Typically Offered:** Fall and spring
This course introduces students to the concept of information systems as the application of technical resources to support organizational processes. Given this foundation, students build an integrative, process-oriented understanding of information systems and their deployment, management, and use within distributed and global organizations. Projects focus on introductory enterprise systems, client-server database systems management, corporate data networking, and advanced Web programming. For this course students are expected to have demonstrated proficiency in the use of microcomputers and office automation software, including word processing, spreadsheets, and desktop databases. A proficiency exam is given during the first week of each semester, and students are encouraged to take this exam in advance of the semester they intend to enroll in the class. 3 hours lecture. (001331)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**BSIS 308 Decision Analysis for Business 3 Units**
**Typically Offered:** Fall and spring
This course introduces students to qualitative and quantitative decision analysis techniques and practical tools for critical thinking and problem solving in business. A primary emphasis is on the problem solving process including problem identification, data collection and evaluation, analysis, consideration of alternatives, and the presentation of logical and persuasive conclusions. 3 hours lecture. (021798)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**BSIS 310 Foundation of Enterprise Technology Integration 1.5 Units**
**Prerequisite:** Open to declared Online MBA students only.
**Typically Offered:** Spring only
This course introduces students to the end-to-end business processes and how processes are supported by information technology. An understanding of the business process data flows, and how that impacts the functional areas of an organization, is supported with hands on ERP system exercises. Given this foundation, students build an integrative, process-oriented understanding of information systems and their deployment, management, and use within distributed and global organizations. The course focus is on enterprise systems using client-server database systems management. For this course students are expected to have demonstrated proficiency in the use of microcomputers and office automation software, including word processing, spreadsheets, and desktop databases. Waived with appropriate academic or professional experience. 1.5 hours lecture. (022153)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 1.5 units
**Course Attributes:** Upper Division

**BSIS 420 Enterprise Resource Planning: Systems Configuration and Use 3 Units**
**Prerequisite:** MINS 301.
**Typically Offered:** Fall and spring
This course focuses on setting up an Enterprise Resource Planning (ERP) system for use in a global organization. Students learn how to configure a large system to support a global organization with multiple companies. Concepts, issues, current trends, and decision making are addressed through a cross-functional view of the enterprise. Project management skills are enhanced as the students work in cross-functional teams in order to configure and use a multi-company ERP system. 3 hours lecture. (001332)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**BSIS 444 Systems Project Management 3 Units**
**Prerequisite:** BSIS 301 or MINS 301.
**Typically Offered:** Fall and spring
Application of Project Management (PM) concepts and tools to systems projects. Students work in teams and apply PM concepts to projects and actual problems in organizations. 3 hours lecture. (001334)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**BSIS 460 Data Analytics 3 Units**
**Prerequisite:** MINS 335.
**Typically Offered:** Spring only
This course focuses on how Data Analytics enables an organization to have fact-based, data-driven decision making under ever-evolving business situations. There are two crucial components that data scientist must know among others: (1) Data Repositories- the various types of data have to be gathered, cleaned up, modeled, and stored (e.g. SQL Server); (2) Analytics- analytical algorithms lead scientific investigation on phenomena of interest. Such algorithms include statistics, machine learning (i.e., supervised- and unsupervised-learning), forecasting, and optimization. 3 hours lecture. (022102)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**BSIS 461 Business Analytics with Python 3 Units**
**Prerequisite:** BSIS 308 (may be taken concurrently).
**Typically Offered:** Fall only
Specifically designed for non-programmers, the objectives of this course are for students to gain awareness of computer programming methods and techniques as means to develop applied business analysis and practical programming solutions. The proposed computer language to be used in the course is Python. 3 hours lecture. (022145)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**BSIS 496W Strategic Issues for Information Systems Professionals (W) 3 Units W**
**Prerequisite:** Graduating senior standing, completion of all courses in upper-division core.
**Typically Offered:** Fall and spring
Concurrent enrollment in or prior completion of all other courses in upper-division core. A senior seminar with an emphasis on strategy and management of adoption, implementation, and use of information systems in business. An integrative course serving to organize the information learned from earlier information systems and business school courses. The class combines lectures, directed structured and semi-structured readings, case analysis, writing assignments, group work, and class discussion to provide an understanding of key and current information systems topics. Legal, ethical, environmental, and cultural issues related to selection and use of systems are addressed. 3 hours lecture. (001335)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division; Writing Course

**BSIS 499 Special Problems 1-3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. 3 hours supervision. (020567)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**BSIS 501 Advanced Excel Analysis and Reporting 1.5 Units**
**Prerequisite:** Open to declared Online MBA students only.
**Typically Offered:** Fall and spring
The purpose of this course is for students to develop and apply advanced Excel skills. The primary learning outcome is that students will gain advanced skills to use Excel productively. The course delivery is online including short lectures, activities, assessments, and scheduled virtual office hours. Functions explored include VLOOKUP and XLOOKUP functions; IF, and Nested IF Statements with OR/AND conditions; Use of the Data Tab (e.g., What-If analysis, and Forecasting Sheet); Simulations and Solvers. High-level overview includes: Analyzing Data with Pivot Tables; Exchanging Data with Other Programs; Sharing Excel Files and Incorporating Web Information; Customizing Excel and Advanced Worksheet Management; Programming with Excel. 1.5 hours lecture. (022144)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 1.5 units
**Course Attributes:** Upper Division

**BSIS 503 ERP/SAP Knowledge and Applications for Managers 1.5 Units**
**Prerequisite:** Open to Online MBA and Online BADM BS students only.
**Typically Offered:** Fall and spring
This course introduces students to the concept, implementation, and use of Enterprise Resource Planning (ERP) to support organizational processes. The course emphasizes how businesses are using ERP platforms to understand their business processes and be more efficient and effective. Students learn about current trends and challenge in ERP, and have hands-on experience using an ERP system. 1.5 hours lecture. (022218)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 1.5 units
**Course Attributes:** Upper Division

**BSIS 602 Introduction to Enterprise Systems 3 Units**
**Typically Offered:** Inquire at department
This course introduces students to the concept of enterprise information systems and databases as the application of technical resources to support organizational processes. Projects focus on introductory enterprise systems, client-server database systems management, and corporate data networking. 3 hours lecture. (020784)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**BSIS 610 Business Analytics 3 Units**
**Prerequisite:** Classified MBA student.
**Typically Offered:** Fall only
An examination of applications and information system platforms designed to support and improve business decision making. Exposure to relevant quantitative methods and their potential business value, combined with hands-on use of current technology. Case studies requiring the development of clearly communicated recommendations supported by sound analysis. 3 hours lecture. (001081)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**BSIS 620 Strategic Information System Management 3 Units**
**Prerequisite:** BSIS 610 or OSCM 607, Classified MBA student.
**Typically Offered:** Spring only
The analysis of the information requirements of an organization, including the strategic use of information systems, current information technology, future technology directions, the role of data base management systems and data communication systems in modern organizations, and the analysis and design of information systems. Uses SAP R/3. 3 hours lecture. (000117)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**BSIS 625 Data Warehouse Systems 3 Units**
**Typically Offered:** Inquire at department
An examination and use of software products available to assist managers during decision-making. Application of several programs in the area of business intelligence including data warehousing, business analytics and strategic enterprise management. Course includes case studies requiring computer solution, professional report-writing, and development of conference-style presentations. 3 hours lecture. (020785)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**BSIS 680 Data Modeling and SQL Programming for Analytics 3 Units**
**Typically Offered:** Fall only
This course primarily focuses on two foundational aspects of relational databases: data modeling and data manipulation (a.k.a. data wrangling and data blending). Topics include the techniques of data modeling, including conceptual, logical, and physical implementation through normalization and DDL (Data Definition Language), which is one of the three programming components of SQL (Structured Query Language). Another topic covered in the course is data wrangling using DML (Data Manipulation Language), which efficiently handles large and complex datasets. 3 hours lecture. (022664)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**BSIS 683 Contemporary Topics in Business Analytics** **3 Units**
**Prerequisite:** BSIS 461, BSIS 680.
**Typically Offered:** Spring only
The course offers an exploration of the theoretical and philosophical foundations of analytics. Students are required to read academic research articles and industry technical whitepapers, participate in discussions, and demonstrate their understanding and technical skills through presentations. Additionally, students utilize off-the-shelf software to quickly grasp the essence of analytics. Topics include, but are not limited to, machine learning in general, artificial intelligence, natural language processing, and optimization methodologies. 3 hours lecture. (022665)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**BSIS 693 Advanced Data Analytics** **3 Units**
**Prerequisite:** BSIS 460, BSIS 680, BSIS 683.
**Typically Offered:** Spring only
This project-based capstone course covers advanced topics in machine learning and statistical analysis. Example topics include, but are not limited to, unstructured data analysis (e.g., LDA topic modeling, machine learning/lexicon-based sentiment analysis), graph analysis (e.g., centrality measures: eigenvector centrality, betweenness centrality; searches: A*, All Pair Shortest Path, Dijkstra), and non-linear statistical analyses (e.g., polynomials: quadratic, cubic, quartic, and quintic trends through contrast coding for categorical variables). The course requires students to demonstrate their mastery of analytics by completing an individual project. 3 hours lecture. (022666)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

# Finance

**FINA 101 Personal Financial Literacy** **3 Units GE**
**Prerequisite:** GE Mathematical Concepts/Quantitative Reasoning (2) Ready or ALEKS PPL proctored assessment score of 46 or higher.
**Typically Offered:** Fall and spring
An introduction to personal finance, providing a background in the areas of time value of money, loans and savings plans, retirement savings, personal taxes, and inflation. The course strengthens quantitative reasoning skills including algebraic models and statistical data analysis. 3 hours lecture. (021899)
**General Education:** Mathematical Concepts/QR (2)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Lower Division

**FINA 307 Survey of Finance** **3 Units**
**Prerequisite:** ACCT 201, ECON 103.
**Typically Offered:** Fall and spring
An introduction to financial management, providing a background in the areas of financial institutions, the time value of money, analysis of financial statements, working capital management, financial structure of the firm, capital budgeting, and related tools of financial analysis. 3 hours lecture. (003729)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**FINA 351 Investments** **3 Units**
**Prerequisite:** FINA 307.
**Typically Offered:** Fall and spring
Investments from the point of view of the individual investor, security and non-security investment, analytical techniques; industry studies, and management of the personal portfolio. 3 hours discussion. (003730)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**FINA 355 Financial Management: Intermediate Theory** **3 Units**
**Prerequisite:** FINA 307.
**Typically Offered:** Fall and spring
An integrated approach to financial management, including study of intermediate-level financial theory and its application to financial decision-making. 3 hours discussion. (003732)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**FINA 369 Real Estate Finance and Investments** **3 Units**
**Prerequisite:** FINA 307.
**Typically Offered:** Fall only
A study of the institutions and methods involved in financing real property and an analysis of the problems, risks, and practices involved in financing and investing in real property. 3 hours lecture. (008115)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**FINA 398 Special Topics** **1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours supervision. (003741)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**FINA 399 Special Problems** **1-3 Units**
**Typically Offered:** Fall and spring
This course is an independent study of special problems and is offered for 1.0-3.0 units. You must register directly with a supervising faculty member. Students registering for this course should prepare a project proposal to be discussed with their faculty advisor before enrolling in the course. 0 hours independent study. (003742)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**FINA 452 Retirement Planning Applications** **3 Units**
**Prerequisite:** FINA 307.
**Typically Offered:** Spring only
This course is designed to give students an overview of retirement plans and employee benefits as they apply to financial planning practice. Covered topics include qualified and non-qualified retirement plans, profit sharing and pension plans, individual retirement plans and government benefit integration, fringe benefits, and group benefit plans. 3 hours lecture. (022734)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**FINA 453 Estate Planning** **3 Units**
**Prerequisite:** FINA 307.
**Typically Offered:** Fall and spring
To give students a basic understanding of the major methods and techniques of preserving and transmitting an individual's wealth, including gift-giving, the use of various trusts, the use of life insurance, and the proper preparation of a will. Students will be expected to be aware of the causes and consequences of an inefficient transfer of wealth and therefore must acquire a working knowledge of the institutional constraints, including the law of property, wills, and intestate distribution, the probate process, and State and Federal estate, gift, inheritance, and generation-skipping transfer taxes. 3 hours lecture. (001047)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**FINA 454 Financial Planning: Applications** **3 Units**
**Prerequisite:** FINA 307.
**Typically Offered:** Fall and spring
Overview of personal financial planning including retirement planning and wealth management. Topics include application of time value of money, personal financial statement development and assessment, investment planning and retirement planning; employee benefits. Also covered are ethics and practice standards in client/planner interaction. 3 hours discussion. (003731)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**FINA 456 Risk and Insurance** **3 Units**
**Prerequisite:** FINA 307.
**Typically Offered:** Fall and spring
Nature of risk and risk management; fundamentals of property, liability, and life contracts; types of companies; government regulation. 3 hours lecture. (003734)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**FINA 458 Management and Regulation of Financial Institutions** **3 Units**
**Prerequisite:** FINA 460.
**Typically Offered:** Fall and spring
The objective of this course is to give students an understanding of the principles of asset, liability, and capital management as they apply to the management of depository and contractual financial intermediaries. The objective nature and importance of regulations are also discussed. 3 hours discussion. (003736)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**FINA 459 International Finance** **3 Units**
**Prerequisite:** FINA 307.
**Typically Offered:** Fall and spring
An examination of the benefits of international trade; international financial institutions; the international monetary system, including exchange rate problems and prospects. 3 hours lecture. (003737)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**FINA 460 Financial Institutions and Markets** **3 Units**
**Prerequisite:** FINA 307.
**Typically Offered:** Fall and spring
The financial process, financial institutions, and the role of financial markets in allocating funds, absorbing risk, and providing liquidity; the relationship among markets, competition, and efficiency; and financial intermediation in a changing financial system. 3 hours discussion. (003739)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**FINA 480 Financial Management: Applications** **3 Units**
**Prerequisite:** FINA 355.
**Typically Offered:** Fall only
Case studies and other experiential techniques are used to develop insight and provide experience in the application of financial theory to such areas as working capital management, capital budgeting, capital structure determination, and dividend policy. 3 hours discussion. (003733)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**FINA 481 Investment Analysis and Policy** **3 Units**
**Prerequisite:** FINA 351.
**Typically Offered:** Fall and spring
Principles of security valuation, the development of portfolio construction, and the relationship between investment principles, investment policies, and investment management. 3 hours discussion. (003735)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**FINA 487 Understanding the Securities Industry** **3 Units**
**Prerequisite:** FINA 351.
**Typically Offered:** Spring only
This is an exam preparation course covering topics related to the General Securities Representative Exam (Series 7), the most commonly held registration in the U.S. securities industry. This course exposes students to topics currently covered by the Series 7 examination including (but not limited to) corporate, equity/fixed-income securities, local/state/federal government securities, derivative securities, and investment company products. This course is not affiliated with FINRA, the Series 7 exam provider, and does not exempt student from the examination eligibility requirements. Upon successful completion of the course, students earn a certificate representing their knowledge of concepts essential to passing the Series 7 Exam. 3 hours discussion. (021935)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**FINA 498 Special Topics in Finance** **1-3 Units**
**Prerequisite:** Senior standing.
**Typically Offered:** Fall and spring
This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. For advanced students who wish to investigate business problems in specialized areas. Application of research methods. 3 hours supervision. (003746)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**FINA 499 Special Problems** **1-3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. 3 hours supervision. (003747)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**FINA 499H Honors in Finance** **3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Inquire at department
This 3-unit course consists of a comprehensive research study and paper dealing with business policy and strategy, and the integrative and international aspects of business operations, especially as they pertain to the field of finance. A final written report and a public presentation of findings are both requirements of this course. Business Honors Program students must receive at least a B in this course for Honors credit. Students seeking "Honors in the Major" will enroll in this course for two semesters. 9 hours supervision. (003748)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**FINA 655 Corporate Finance** **3 Units**
**Prerequisite:** Classified MBA student.
**Typically Offered:** Spring only
This course is a survey of academic theories and applications in managerial finance. Course content includes financial statement analysis, time value of money, security valuation, capital investment decisions, and risk and return analysis. In particular, the course emphasizes how financial management can facilitate the process of value creation. 3 hours lecture. (003751)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**FINA 685 Finance Analytics** **3 Units**
**Typically Offered:** Fall only
This course aims at training students on using financial data to aid decision making. Topics may include, but are not limited to, compiling financial data, cleaning and preparing financial data for analysis, financial data analysis for trends and correlations, building predictive models based on financial data, designing and developing financial databases, organizing, interpreting and visualizing financial data, and communicating financial analytical results to stakeholders. 3 hours lecture. (022670)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**FINA 689 Directed Internship** **1-3 Units**
**Typically Offered:** Fall and spring
This course is an internship. You must register directly with a supervising faculty member. Study of policy, control, and decision-making in selected organizations, arranged and supervised by a member of the graduate faculty in close working relationship with the management of an organization. 9 hours supervision. (003756)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 15 units
**Course Attributes:** Graduate Division

**FINA 697 Independent Study** **1-4 Units**
**Typically Offered:** Fall and spring
This course is a graduate-level independent study. You must register directly with a supervising faculty member. 9 hours supervision. (003760)
**Grade Basis:** Report in Progress: Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

**FINA 698 Special Topics in Finance** **1-3 Units**
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 0 hours lecture. (021758)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 9 units
**Course Attributes:** Graduate Division

**FINA 699T Master's Thesis** **1-3 Units**
**Typically Offered:** Fall and spring
You must register directly with a supervising faculty member. 9 hours supervision. (003761)
**Grade Basis:** Report in Progress: CR/NC
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

# International Business

**INTB 198 Special Topics** **1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours supervision. (004924)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Lower Division

**INTB 389 Intern/Cooperative Education** **1-3 Units**
**Prerequisite:** Senior standing, faculty permission.
**Typically Offered:** Inquire at department
This course is an internship. You must register directly with a supervising faculty member. For students who wish to gain practical work experience with participating firms/organizations. This course enables a student to study policy, control, and decision-making in a specialized work environment. See advisor for student's performance requirements, assignments, and methods of evaluation prior to undertaking the internship. 9 hours supervision. (004925)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 15 units
**Course Attributes:** Upper Division

**INTB 399 Special Problems** **1-3 Units**
**Typically Offered:** Inquire at department
This course is an independent study of special problems. You must register directly with a supervising faculty member. Students registering for this course should prepare a project proposal to be discussed with their faculty advisor before enrolling in the course. 9 hours supervision. (001062)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**INTB 498 Special Topic in International Business** **1-3 Units**
**Prerequisite:** Senior standing.
**Typically Offered:** Inquire at department
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered. For advanced students who wish to investigate business problems in specialized areas. Application of research methods. 3 hours supervision. (004928)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**INTB 499 Special Problems** **1-3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Inquire at department
This course is an independent study of special problems. You must register directly with a supervising faculty member. 3 hours supervision. (004929)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**INTB 697 Independent Study** **1-3 Units**
**Typically Offered:** Inquire at department
9 hours supervision. (020484)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**INTB 698 Special Topics in International Business** **1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Inquire at department
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours seminar. (020368)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

**INTB 699T Master's Study** **1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Inquire at department
You must register directly with a supervising faculty member. 3 hours supervision. (001101)
**Grade Basis:** Report in Progress: CR/NC
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

# Management

**MGMT 198 Special Topics** **1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours supervision. (005686)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Lower Division

**MGMT 303 Survey of Management** **3 Units**
**Typically Offered:** Fall and spring
Using a combination of theory and application, this course focuses on the human side of organizations, including issues of 1) making good decisions, 2) enhancing performance, 3) steering through a turbulent global environment, 4) combining and unifying multiple business functions and 5) enabling change. Students gain an understanding of management and how and why organizations are structured. The themes of quality, technology, ethics, and adaptation are emphasized. 3 hours lecture. (005704)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 304 Human Resource Management** **3 Units**
**Typically Offered:** Fall and spring
This course surveys human resource management practices needed for effective performance by every manager and employee. The focus of the course is on processes used to effectively recruit, select, develop, evaluate, reward, and ensure the safety of employees in order to attract and retain the best possible workforce in any organization. This course provides students with an understanding of workforce diversity, investigates ethical issues, and explores the international context of HRM. 3 hours lecture. (005690)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 380W Socio-Economic Innovation in Far-Northern California (W)** **3 Units GE, W**
**Prerequisite:** GE English Composition (1A), GE Critical Thinking (1B), GE Oral Communication (1C), GE Mathematical Concepts/Quantitative Reasoning (2); or faculty permission.
**Typically Offered:** Fall and spring
This course examines the social, environmental and financial opportunities and challenges facing the North State geographic region with special respect to employment, natural resource utilization and management, and workforce development. Students examine various economic sectors and innovative social enterprises found in the North State. The course utilizes both contemporary and historical lenses to develop student understanding of socio- economic issues in the North State. Various North State communities, cultures and geographies will be considered. Students learn problem solving and issue resolution through strategic alliances, activism, and leadership by studying contemporary individuals and social enterprises in the North State. 3 hours lecture. (022274)
**General Education:** Upper-Division Social Behavioral Sciences (UD4); California Studies Pathway
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division; Sustainable Course; Writing Course

**MGMT 398 Special Topics** **1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 9 hours supervision. (005708)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**MGMT 399 Special Problems** **1-3 Units**
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. Students registering for this course should prepare a project proposal to be discussed with their faculty advisor before enrolling in the course. 9 hours supervision. (005709)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**MGMT 430 Human Resource Strategy and Information Systems 3 Units**
**Prerequisite:** MGMT 304, MINS 301.
**Typically Offered:** Fall only
Investigation of Human Resource Management's (HRM's) role as an organizational strategic partner. This course covers all of the main functional areas of HRM within the broader context of business strategy, globalization, ethics, and social responsibility. The role of strategic partner includes contributing to the development of organizational strategy, including mergers and acquisitions, and ensuring alignment of the organization's human resource policies, practices, and programs with corporate and business unit plans. Additionally, this course places emphasis on how Human Resource Information Systems (HRIS) support strategy implementation and service delivery across the organization. Applied HRIS projects are a significant component of this course. 3 hours discussion. (015958)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 432 Recruitment and Selection** **3 Units**
**Prerequisite:** MGMT 304.
**Typically Offered:** Fall only
Intensive examination and application of the processes required to attract and select employees. Students conduct job analyses, develop HR plans, and develop recruitment and selection programs using human resource information systems to support these activities. Course addresses the ethical issues that arise during recruitment and selection as well as the issues germane to attracting and selecting a diverse and/or global workforce. 3 hours discussion. (005694)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 433 Training and Development** **3 Units**
**Prerequisite:** MGMT 304.
**Typically Offered:** Spring only
Intensive examination of training and developing diverse employees in both domestic and international contexts. Includes designing, implementing, and evaluating training programs; creating and administering employee relations programs; and using human resource information systems in carrying out these activities. 3 hours discussion. (005692)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 434 Performance Management** **3 Units**
**Prerequisite:** MGMT 304.
**Typically Offered:** Spring only
Intensive examination of the processes used to appraise and reward human resources. Includes designing, implementing, and evaluating programs to assess employee job performance, developing compensation and benefit packages to reward performance, and using human resource information systems to carry out these activities. The course addresses the ethical issues inherent in appraising and rewarding employees as well as the challenges of developing appropriate international processes. 3 hours discussion. (005695)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 440 Global Corporate Social Responsibility** **3 Units**
**Prerequisite:** MGMT 303.
**Typically Offered:** Fall and spring
This course is designed to address corporate social responsibility in a global context. Its focus is on the purpose of corporations and their responsibilities to internal and external stakeholders residing in the cultural, political, economic, and ecological arenas. Emphasis is placed on ethical decision-making within organizations as a whole. 3 hours discussion. (005712)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 442 Managing Individual Differences** **3 Units**
**Prerequisite:** MGMT 303.
**Typically Offered:** Fall and spring
Organizational outcomes are affected by individual behaviors such as job performance, learning, and decision-making. The purpose of this course is to increase understanding of the individual differences that predict organizationally relevant behaviors including: personality, values, job-related attitudes, emotions, perceptual biases, and abilities. Strategies for effectively managing individual differences are also examined. 3 hours lecture. (005720)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 443 Organizational Design and Change** **3 Units**
**Prerequisite:** MGMT 303.
**Typically Offered:** Fall and spring
Effective organizations make active design decisions that support their goals and generate a competitive advantage. This course takes a systems perspective to analyze the different elements of an organization's design, including the fundamental elements of internal design and decisions regarding its interaction with its external environment. Students explore specific organizational design solutions that respond to recent social trends, technological advances, and changing environmental conditions such as increasing global competition. The course introduces students to difficulties inherent to managing a process of change, as well as processes that facilitate its effective implementation. The course further explores the development of continuously changing, learning organizations. 3 hours lecture. (005696)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 444 Managing Project Teams** **3 Units**
**Prerequisite:** MGMT 303 for Business majors only, or faculty permission.
**Typically Offered:** Fall and spring
Creating team effectiveness and developing project management skills. Includes coverage of the nine project management body of knowledge areas required for professional certification by PMI, the professional code of ethics, and the benefits of diversity on team performance. The course requires use of information technology including spreadsheets, Web-based file storage and sharing, electronic presentations and use of project management software. 3 hours lecture. (005731)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 445 International Management** **3 Units**
**Prerequisite:** MGMT 303.
**Typically Offered:** Fall and spring
An examination of the strategy, infrastructure, and business processes that foster effectiveness in global organizations. An analysis of the impact of cross-cultural differences on managerial issues such as motivation, discipline, work and leisure values, and collaboration. An analysis of issues in the global business environment, including the impact of labor conventions, legal systems, technology transfer, ethics, and e-commerce. 3 hours lecture. (005707)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 447 Leadership and Motivation** **3 Units**
**Prerequisite:** MGMT 303.
**Typically Offered:** Fall and spring
The purpose of this course is to develop an understanding of leadership and motivation in organizations. This course explores contemporary leadership thought, including approaches to leadership development, leadership models, leadership in specific contexts, and the relationships between leadership and organizational power, authority, and management. We also investigate the connection between leadership and motivation, motivation theories, and motivational programs for complex organizations. 3 hours lecture. (005729)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 448 Managing Teams and Conflict in Organizations** **3 Units**
**Prerequisite:** MGMT 303.
**Typically Offered:** Fall and spring
This course helps you gain an understanding of team processes and team performance in organizations. We examine theories related to teams and group dynamics and learn how to apply them to problems confronting team managers. Topics covered include the nature and use of teams, team formation, and factors that influence team effectiveness such as norms, cohesiveness, statues, roles, process issues, and team leadership. Specific attention is given to understanding how to manage conflict in teams and apply conflict resolution principles to make teams more effective. 3 hours lecture. (005730)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 450 Introduction to Entrepreneurship** **3 Units**
**Prerequisite:** Junior standing or faculty permission.
**Typically Offered:** Fall and spring
Focuses on the critical role of recognizing and creating opportunities as well as critical tools for analyzing a new business idea. Provides an overview of entrepreneurship including success factors and the entrepreneurial process. 3 hours lecture. (005722)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 451 Business Plan Development and Financing** **3 Units**
**Prerequisite:** MGMT 450; Completion of lower division core for ESBM option only.
**Typically Offered:** Fall and spring
Focuses on all aspects of the start-up business planning process including the business concept, market and industry analysis, human resources, and the financial planning necessary to establish the business. Students engage in primary and secondary research to identify customer and competitor attributes, create realistic cost, revenue, and cash-flow forecasts, identify funding sources, business valuation and a potential exit strategy. Students are required to participate in experiential activities outside of class such as pitching for funding, entering business concept competitions or engaging in other activities in the local entrepreneurial community. 3 hours lecture. (005723)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 452 Launching and Managing New Ventures** **3 Units**
**Prerequisite:** MGMT 451 for entrepreneurship and small business management option only.
**Typically Offered:** Fall and spring
Designed to provide students with the practical knowledge to prepare them for opening and managing a business. The course requires students to move their business concepts through the detailed operational steps involved in starting a business including those that deal with legal, financial, operations, hiring, insurance, sales and marketing among others. An experiential, collaborative approach is taken where students develop and present multiple iterations of their business concepts in-class to fine-tune their launch plans and their pitch to obtain start-up funding. Students are required to participate in business concept competitions and to engage in other activities with the local entrepreneurial community outside of class. 3 hours lecture. (005724)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 453 Social Entrepreneurship** **3 Units**
**Prerequisite:** MGMT 450.
**Typically Offered:** Fall only
This course emphasizes the adaptation of entrepreneurial concepts and practices for creating and developing successful social enterprises. Students explore what distinguishes social innovations and how to apply business start-up knowledge, skills, and abilities in order to accomplish them. 3 hours lecture. (020559)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 454 Family Business Ventures** **3 Units**
**Prerequisite:** MGMT 450.
**Typically Offered:** Spring only
This course examines the roles families play in the entrepreneurial process. Students explore the mindset and methods for family enterprises, the advantages and challenges facing family ventures, and issues that arise as family businesses become multi-generational. 3 hours lecture. (020581)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 455 Digital Entrepreneurship** **3 Units**
**Prerequisite:** MGMT 450.
**Typically Offered:** Fall and spring
Using an experiential, project-based approach this course helps students develop the skills and understanding needed to rapidly start-up and manage a new business venture in the digital environment. Students adopt the perspective of the start-up founder implementing the Lean Startup approach to test business models, develop customers, determine product market fit, and ultimately run the online portion of a business. Students gain experience in the evaluation, selection, and implementation of digital tools and platforms. Students learn how to analyze web-generated data to inform real-time decisions and improve business performance. 3 hours discussion. (021522)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 456 Entrepreneurial Analytics** **3 Units**
**Prerequisite:** MGMT 450; BSIS 308 for ESBM option only.
**Typically Offered:** Fall and spring
Designed to provide principles and competencies for industry, product, market, and business analysis from the perspective of the start-up. The course confronts the problem of entrepreneurial survival and growth in the industry environment using data analysis, conceptual maps, and simulation tools with the goal of improving the effectiveness of early-stage decisions on the success of the new venture. 3 hours lecture. (021663)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 460 Managing for Sustainability** **3 Units**
**Prerequisite:** MGMT 303.
**Typically Offered:** Fall and spring
This course examines the ways in which organizations can be managed to meet the triple bottom line: profit, ethical treatment of workers, and environmental sustainability. Students learn to analyze organizational impacts and develop practices that foster a balanced ecosystem as well as organizational effectiveness. 3 hours lecture. (020231)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division; Sustainable Course

**MGMT 470 Business Dynamics** **3 Units**
**Prerequisite:** Junior standing, completion of the BADM lower division core, or faculty permission.
**Typically Offered:** Fall and spring
This course offers students training in the use of System Dynamics for managing people in business settings. Students develop computer simulation models that allow them to test alternative management policies. 3 hours lecture. (020495)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 471 Managing Multiple and Complex Projects** **3 Units**
**Prerequisite:** MGMT 444 or faculty permission.
**Typically Offered:** Fall and spring
Offers students training in managing a portfolio of projects. Special attention is given to the role of business strategy in designing effective control systems and to tools for dealing with common, complex project syndromes. 3 hours lecture. (020599)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 488 Organizational Consulting** **3 Units**
**Prerequisite:** MGMT 303, MGMT 304.
**Typically Offered:** Fall only
This course is the first in a two course series undertaken in pursuit of the Professional Management Consulting Certificate. It provides an overview of the consulting profession, the hard and soft skills required in consulting, typical phases of a consulting engagement, and life as a consultant. Particular attention is paid to the integration and application of management theory and practice for the diagnosis and resolution of organizational problems. To this end, this course offers students an opportunity to perform a situational analysis for a real client, allowing students to gain skills in selling a project, entering the client firm, gathering data, and diagnosing issues. Students develop analytical, problem solving, and facilitation skills. Course includes ethical and international considerations. 3 hours seminar. (005714)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 489B Practicum in Entrepreneurship and Small Business Management** **3 Units**
**Prerequisite:** MGMT 451 (may be taken concurrently) and faculty permission.
**Typically Offered:** Fall only
Students must register directly with a supervising faculty member. The purpose of the course is to offer students the opportunity to learn experientially about the practices, challenges, and decision-making processes faced in launching and/or managing a new venture. See practicum advisor for eligibility requirements, performance requirements, assignments, and methods of evaluation prior to undertaking the practicum. 9 hours supervision. (020583)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 489C Practicum in Human Resource Management** **3 Units**
**Prerequisite:** MGMT 430, MGMT 432, faculty permission.
**Typically Offered:** Inquire at department
Students must register directly with a supervising faculty member. For students who wish to gain experiential learning in HRM, this course enables students to prepare for the Professional in Human Resources Certification Examination as well as participate in an experiential learning project. See practicum advisor for eligibility requirements, performance requirements, assignments, and methods of evaluation prior to undertaking the practicum. The Human Resource Certification Institute will charge an additional fee to register for the certification examination. For programs offered by the Department of Management, this course may be applied only once for 3 units. 3 hours discussion. (020577)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 489E Practicum in Project Management** **3 Units**
**Prerequisite:** BSIS 444 or MGMT 444.
**Typically Offered:** Fall and spring
For students who wish to gain experiential learning in Project Management, this course enables students to prepare for the Professional Certification Examination, Certified Associate in Project Management (CAPM), as well as participate in an experiential learning project. The Project Management Institute will charge an additional fee to register for the professional certification examination. For programs offered by the Department of Management , this course may be applied only once for 3 units. 3 hours lecture. (020580)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 489F Practicum in Organizational Consulting** **3 Units**
**Prerequisite:** MGMT 488, instructor permission.
**Typically Offered:** Spring only
This course is the second in a two course series undertaken in pursuit of the Professional Management Consulting Certificate. The course is designed to provide students with the opportunity to build their consulting skills through the execution of an operational review. Students are assigned to work directly with a selected business providing an operational review under the supervision of the Management Department faculty. This course provides an integration of classroom learning and real-world applications resulting in a student-prepared final deliverable in both written and oral form for the client. 3 hours lecture. (021519)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MGMT 498 Special Topics in Management** **1-3 Units**
**Prerequisite:** Senior standing.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. For advanced students who wish to investigate business problems in specialized areas. Application of research methods. 3 hours seminar. (005737)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**MGMT 499 Special Problems** **1-3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. 3 hours supervision. (005738)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**MGMT 499H Honors in Management** **3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Inquire at department
This 3-unit course consists of a comprehensive research study and paper dealing with business policy and strategy, and the integrative and international aspects of business operations, especially as they pertain to the fields of management, human resource management, or strategic management. A final written report and a public presentation of findings are both requirements of this course. Business Honors Program students must receive at least a B in this course for Honors credit. Students seeking "Honors in the Major" will enroll in this course for two semesters. MGMT 499H is for Business Administration majors with an Option in Management or Human Resource Management who are seeking Honors in the Major. 9 hours supervision. (005739)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**MGMT 504 Everyday Project Management: Knowledge and Applications** **1.5 Units**
**Typically Offered:** Fall and spring
This course introduces students to the concepts driving modern-day project management and gives students the ability to initiate, plan, and execute projects using standard project management tools efficiently and effectively. 1.5 hours seminar. (022477)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 1.5 units
**Course Attributes:** Upper Division

**MGMT 598 Special Topics in Management** **1-3 Units**
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. For advanced students who wish to investigate business problems in specialized areas. Application of research methods. 3 hours lecture. (020394)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**MGMT 635 Managing People, Teams, and Organizations** **3 Units**
**Prerequisite:** Classified MBA student.
**Typically Offered:** Spring only
Study of current theory and research in organizational behavior and organizational design, emphasizing managerial applications. Includes ethical, environmental, technological, and international considerations. 3 hours seminar. (005743)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**MGMT 644 Seminar in Project Management** **3 Units**
**Prerequisite:** Classified MBA status.
**Typically Offered:** Fall only
A comprehensive, in-depth, and hands-on approach to learning about managing teams and projects. Students learn how to efficiently and effectively initiate, plan, execute, and monitor projects. This course includes the coverage of the nine project management body of knowledge areas required for professional certification by the Project Management Institute. Students are required to use information technology, spreadsheets, and project management software. 3 hours lecture. (021080)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**MGMT 645 Teamwork, Negotiation, and Conflict Resolution** **3 Units**
**Prerequisite:** Classified MBA student or faculty permission
**Typically Offered:** Spring only
This course highlights the theoretical and practical application of teamwork, negotiation, and conflict resolution models and their interface with ethical and socially responsible outcomes. Effective leaders must develop strong teams, negotiate well, and have the capability to resolve conflict in the organization. To this end, a variety of readings, case studies, and personal assessment are used to survey the tools essential for successful negotiation and conflict resolution. 3 hours seminar. (021402)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**MGMT 646 Optimizing Project Outcomes with Business Analytics** **3 Units**
**Prerequisite:** Graduate Standing.
**Typically Offered:** Spring only
This course provides students with tools, techniques, and knowledge to develop expertise in business analysis project management and use these skills to improve the overall success of projects, optimizing outcomes. The primary learning objective is understanding business analysis project management as a technique for managing requirements and creating effective solutions to business problems via business value assessment, business analysis planning, solution refinement, organizational transition and solution evaluation, and business analysis stewardship. 3 hours lecture. (022308)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**MGMT 647 Leadership, Global Ethics, and Corporate Social Responsibility** **3 Units**
**Prerequisite:** Classified MBA student.
**Typically Offered:** Fall and spring
A large variety of readings, cases, and written assignments are used to examine the role of leadership, global ethics, and corporate social responsibility in organizations. The course emphasizes the theoretical and practical application of leadership and decision-making models and their interaction with ethical and socially responsible outcomes. Effective leaders must communicate well. The course gives students the opportunity to improve their written and oral communication skills. This is a writing intensive course. Passing the course with a B- or higher fulfills the graduate writing proficiency requirement. 3 hours lecture. (021186)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**MGMT 650 Management of Creativity and Innovation** **3 Units**
**Typically Offered:** Fall only
This course addresses the major theories and current trends in the study of management of creativity and innovation in modern organizations. The course has a focus on creative problem solving using a design thinking approach, a holistic user-centered approach that uses collaboration and experimentation. Students co-create a relevant leaning experience focused on individual, team and organizational creativity; design thinking and innovation theory and practice. The goal is to develop skills and understanding of the tools, technologies and processes involved in managing innovation and change in a rapidly evolving digital business environment. 3 hours discussion. (022008)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**MGMT 689 Directed Internship** **1-3 Units**
**Typically Offered:** Fall and spring
This course is an internship. You must register directly with a supervising faculty member. Study of policy, control, and decision-making in selected organizations, arranged and supervised by a member of the graduate faculty in close working relationship with the management of an organization. 9 hours supervision. (005751)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 15 units
**Course Attributes:** Graduate Division

**MGMT 697 Independent Study** **1-4 Units**
**Typically Offered:** Fall and spring
This course is a graduate-level independent study. You must register directly with a supervising faculty member. 9 hours supervision. (005756)
**Grade Basis:** Report in Progress: Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

**MGMT 698 Special Topics in Management** **1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Inquire at department
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours seminar. (020362)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

**MGMT 699T Master's Thesis** **1-3 Units**
**Typically Offered:** Fall and spring
You must register directly with a supervising faculty member. 9 hours supervision. (005761)
**Grade Basis:** Report in Progress: CR/NC
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

# Management Information Systems

**MINS 198 Special Topics** **1-3 Units**
**Typically Offered:** Fall and spring
3 hours supervision. (005816)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Lower Division

**MINS 235 Database Design** **3 Units**
**Typically Offered:** Fall and spring
Study of fundamental database design principles and techniques, including data modeling with Entity-Relationship diagrams and normalization. Study of SQL (Structured Query Language) database management systems capabilities. Study of the relational data model and relational operations. Study of database security mechanisms. Introduction to PL/SQL. Application of concepts and techniques to practical business scenarios. 3 hours lecture. (005814)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Lower Division

**MINS 301 Corporate Technology Integration** **3 Units**
**Prerequisite:** Junior Standing
**Typically Offered:** Fall and spring
This course introduces students to the concept of information systems as the application of technical resources to support organizational processes. Given this foundation, students build an integrative, process-oriented understanding of information systems and their deployment, management, and use within distributed and global organizations. Projects focus on introductory enterprise systems, fundamentals of database systems, and basic Web programming. 3 hours lecture. (005770)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MINS 311 Foundation of Database Design** **1.5 Units**
**Prerequisite:** Open to Online MBA and Online BADM BS students only.
**Typically Offered:** Fall only
This course provides students with the core concepts of database design through data modeling, data definition language (DDL), and data manipulation language (DML). Microsoft's SQL Server - a relational database - is our primary interest, as it is one of the most widely used database management system. The underlying foundation and technologies behind database design will be discussed. After successfully completing this course, students will be able to effectively and efficiently organize data using the notion of entity-relationship diagram (ERD) and to perform data retrieval using SQL DML statements. 1.5 hours lecture. (022154)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 1.5 units
**Course Attributes:** Upper Division

**MINS 312 Foundations of Networking** **1.5 Units**
**Prerequisite:** Open to Online MBA and Online BADM BS students only.
**Typically Offered:** Spring only
This is an introductory course into the foundations of computer networking. You will learn how basic computer networks are built to interconnect and form Local Area Networks (LANs) and Wide Area Networks (WANs). The course topics include basic network topologies, cabling, TCP/IP networks, ethernet switching, wireless networking, optical networks, and the Internet. Hands-on-Labs are available for learning functions and configurations for network protocols. Throughout this course, you will gain a greater understanding of how and why each type of technology is used and implemented. 1.5 hours lecture. (022143)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 1.5 units
**Course Attributes:** Upper Division

**MINS 325 Business Programming** **3 Units**
**Prerequisite:** BSIS 301 or MINS 301.
**Typically Offered:** Fall and spring
Introduction to the basic problem- solving skills needed to create and maintain business-oriented software. This course provides an overview of business information systems, their use in business contexts, and object-oriented design of applications. Coverage includes a survey of basic data structures and the standard algorithms used to manipulate and work with them. Students are expected to build and test a number of programs using an integrated development environment. 3 hours lecture. (005819)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MINS 335 Database Application Development** **3 Units**
**Prerequisite:** MINS 235.
**Typically Offered:** Fall and spring
Study of database application development concepts and techniques. Advanced data modeling and SQL for complex business applications. Stored procedures and database triggers. Application of concepts and techniques to practical business information processing environments. Development of a fully integrated database application. Study of Web database interface capabilities. 3 hours lecture. (005821)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MINS 346 Data Communications and Networking** **3 Units**
**Typically Offered:** Fall and spring
An introduction to data communications and local area networks. This course provides a background in standards and protocols used in communications and their functions within a business information system environment. The class combines lectures, writing assignments, group work, and class discussion to develop a fundamental knowledge of data communications and its importance to the business information systems environment. 3 hours lecture. (021457)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MINS 350 Business Systems Analysis** **3 Units**
**Prerequisite:** MINS 235, BCOM 300W (for BSIS majors, may be taken concurrently).
**Typically Offered:** Fall and spring
An in-depth examination of tools, techniques, and processes used to support the systems analysis portion of the systems development life cycle. Emphasis is given to requirements gathering, gap-fit analysis, development of the business case for systems development projects, as well as tools and techniques that plan, identify, model and communicate conceptual systems to both end users and programmers. Both case studies and real projects are used to develop hands-on experience with conducting business analysis studies from object, data, and process perspectives. 3 hours lecture. (005818)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MINS 389 Internship/Cooperative Education** **1-3 Units**
**Prerequisite:** Senior standing, faculty permission.
**Typically Offered:** Fall and spring
This course is an internship. You must register directly with a supervising faculty member. For students who wish to gain practical work experience with participating firms/organizations. This course enables a student to study policy, control, and decision-making in a specialized work environment. See advisor for student's performance requirements, assignments, and methods of evaluation prior to undertaking the internship. 9 hours supervision. (005822)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 15 units
**Course Attributes:** Upper Division

**MINS 398 Special Topics** **1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours supervision. (005824)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**MINS 399 Special Problems** **1-3 Units**
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. Students registering for this course should prepare a project proposal to be discussed with their faculty advisor before enrolling in the course. 9 hours supervision. (005825)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**MINS 446 Distributed Systems Management** **3 Units**
**Prerequisite:** BSIS 301, MINS 346.
**Typically Offered:** Fall only
An in-depth analysis of current managerial issues related to business data communications, networks, and distributed processing. The topics covered in this course directly impact the analysis, design, and implementation of management information systems for both private organizations and government. Mainstream and emerging standards, products, and protocols are examined as well as an in-depth study of the Internet Protocol. 3 hours lecture. (005829)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MINS 498 Special Topics in Management Information Systems** **1-3 Units**
**Prerequisite:** Senior standing.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. For advanced students who wish to investigate business problems in specialized areas. Application of research methods. 3 hours supervision. (005839)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**MINS 499 Special Problems 1-3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. 3 hours supervision. (005840)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**MINS 499H Honors Seminar in Management Information Systems 3 Units**
**Prerequisite:** Acceptance into the Honors Program, faculty permission.
**Typically Offered:** Inquire at department
This 3-unit course consists of a comprehensive research study and paper dealing with business policy and strategy and the integrative and international aspects of business operations, especially as they pertain to the fields of management information systems. A final written report and a public presentation of findings are both requirements of this course. Business Honors Program students must earn at least a B in this course in order to receive honors credit. Students completing Honors in the Major will enroll in this course for two semesters. 9 hours supervision. (005841)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**MINS 522 Enterprise Resource Planning: Systems Administration 3 Units**
**Prerequisite:** MINS 235.
**Typically Offered:** Fall only
This course focuses on advanced system support issues related to an Enterprise Resource Planning (ERP) system that is used in global organizations. Students learn how to provide basic systems administration support of the operating system, database, and application system software levels within a large ERP system used to support a global organization with multiple companies. Concepts, issues, current trends, decision making, and trouble shooting are addressed through a multi-layered view of the system. 4 hours activity, 1 hour discussion. (005835)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MINS 523 Enterprise Resource Planning: System Administration 2 3 Units**
**Prerequisite:** MINS 522.
**Typically Offered:** Spring only
This course focuses on advanced system support issues related to an Enterprise Resource Planning (ERP) environment that is used to support global organizations. Students learn how to provide advanced systems administration support of the operating system, database, and application system software levels within a large ERP system as well as the many add-ons and enhancements that these systems currently utilize. Concepts, issues, current trends, decision making, evaluation of extensions and trouble shooting are addressed through a multilayered view of the system. 4 hours activity, 1 hour discussion. (021052)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MINS 526 Business Intelligence and Data Warehousing: Design and Development 3 Units**
**Prerequisite:** MINS 235. Open only to BADM, BSIS and MBA majors
**Typically Offered:** Spring only
Advanced instruction of business intelligence and data warehousing. The course covers business intelligence functionality with an emphasis on data warehouse design and development. Students demonstrate a working knowledge of business intelligence and data warehouse design development and performance management via hands on assignments and a culminating project. 3 hours lecture. (020585)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MINS 535 Database Administration 3 Units**
**Prerequisite:** MINS 235.
**Typically Offered:** Spring only
Study of the tasks and responsibilities of the database administrator, including configuring memory and disk space, establishing security, providing for backup and recovery, performance monitoring and tuning, and setting up client-server network capabilities. Study of advanced database design principles and techniques. Study of advanced SQL (Structured Query Language) and database management system capabilities. Application of concepts and techniques to practical database system administration environments in business. 3 hours discussion. (005833)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MINS 536 Security and Privacy Issues in Information Technology 3 Units**
**Prerequisite:** Junior standing, open to Business and Computer Information System majors only.
**Typically Offered:** Fall only
This course covers a broad range of information security topics. The course theme is the protection of information resources from disruption, destruction, or disaster as well as unauthorized access. The course covers controls designed to (1) protect information assets, (2) detect the loss of information, and (3) correct information loss situations. Students study the use of authentication and authorization systems, firewalls, encryption systems, redundant disk arrays, and other tools designed to prevent loss of information. Students also study intrusion detection systems, file-fingerprinting tools as well as other methods and controls designed to detect information loss. Finally, students study backup strategies and controls designed to ensure the recovery of lost information. Single-site redundancy as well as the use of backup data centers and redundant communications systems are studied to address the protection of user access to information resources. Risk assessments, security policies, and formal controls processes are used to apply the information learned in the course to real world scenarios. 3 hours lecture. (005832)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MINS 537 Information Storage and Management** **3 Units**
**Prerequisite:** BSIS 301, MINS 235, MINS 346.
**Typically Offered:** Spring only
This course provides students with an introduction to and hands-on or simulated interaction with state of the art enterprise storage strategies and systems. This course provides a background in hardware, standards and protocols used in direct attached, network attached and fibre channel data storage. The course also covers backup and recovery, business continuity and disaster recovery strategies as required by and appropriate to business. Finally, the course covers security provisions for the stored data and management issues in the data center. 3 hours discussion. (021014)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MINS 546 E-Commerce and Cloud Computing in Business** **3 Units**
**Prerequisite:** Junior standing.
**Typically Offered:** Fall only
Applied understanding of contemporary E-Commerce and use of cloud-based technology infrastructure (specifically: Amazon Web Services (AWS)). Basics of web-stacks: cloud concepts; and E-Commerce conventions. The focus of the course is the practical development of a responsive E-Commerce website. Applied use of multiple cloud-based technologies; including: cloud-servers, storage, and databases; user identify; monitoring and logging; cloud infrastructure configuration management. This course also address rudiments of online payment systems as well as Search Engine Optimization, Search Engine Marketing, and web analytics. 3 hours lecture. (005834)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MINS 598 Special Topics in Management Information Systems** **1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 0 hours supervision. (020124)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**MINS 689 Directed Internship** **1-3 Units**
**Typically Offered:** Fall and spring
This course is an internship. You must register directly with a supervising faculty member. Study of policy, control, and decision-making in selected organizations, arranged and supervised by a member of the graduate faculty in close working relationship with the management of an organization. 9 hours supervision. (005845)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 15 units
**Course Attributes:** Graduate Division

**MINS 697 Independent Study** **1-4 Units**
**Typically Offered:** Fall and spring
This course is a graduate-level independent study. You must register directly with a supervising faculty member. 0 hours supervision. (005850)
**Grade Basis:** Report in Progress: Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

**MINS 699T Master's Thesis** **1-3 Units**
**Typically Offered:** Fall and spring
You must register directly with a supervising faculty member. 9 hours supervision. (005855)
**Grade Basis:** Report in Progress: CR/NC
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

# Marketing

**MKTG 305 Survey of Marketing** **3 Units**
**Typically Offered:** Fall and spring
Nature and functions of marketing systems and marketing in the individual firm. Study of the marketing mix, marketing institutions, and the environments in which marketing decisions are made. 3 hours lecture. (005872)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 371 Consumer Behavior** **3 Units**
**Prerequisite:** ABUS 311 for Agricultural Business majors only; or MKTG 305.
**Typically Offered:** Fall and spring
Study of the decision processes of individuals and groups toward consumer products and the implications to marketers. Emphasis on both individual, group, and external determinants of consumer attitudes and behavior. 3 hours discussion. (005873)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 380 Marketing Research** **3 Units**
**Prerequisite:** MATH 108, MKTG 305.
**Typically Offered:** Fall and spring
User-oriented analysis of the marketing research process, including problem definition, proposal preparation, research design, data collection, sampling methods, data analysis, interpretation, and presentation of findings. 3 hours lecture. (005876)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 398 Special Topics** **1-3 Units**
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours lecture. (005882)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**MKTG 399 Special Problems** **1-3 Units**
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. Students registering for this course should prepare a project proposal to be discussed with their faculty advisor before enrolling in the course. 9 hours supervision. (005883)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**MKTG 464 Customer Relationship Management** **3 Units**
**Prerequisite:** ABUS 311 for Agricultural Business majors only; or MKTG 305.
**Typically Offered:** Fall and spring
After completion of this course, students are expected to: acquire a working knowledge of CRM in the various business contexts, understand the importance of information technology in marketing and sales, enhance ability to analyze customers heuristically and financially, and develop an understanding of the marketing and sales processes used to improve customer experiences. 3 hours lecture. (021808)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 465 Digital Marketing** **3 Units**
**Prerequisite:** MKTG 371.
**Typically Offered:** Fall only
Study of the changes in the marketplace created by the increasing utilization of technological tools to perform traditional marketing functions. The course provides insight into strategies and tactics which can be used to implement and manage electronic marketing initiatives. 3 hours lecture. (005884)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 468 Entrepreneurial Marketing** **3 Units**
**Prerequisite:** MKTG 305; MGMT 450 or MKTG 371.
**Typically Offered:** Fall and spring
Application of an entrepreneurial and small business mindset to defining and analyzing marketing issues for a new venture. This included product, price, promotions, merchandising, customer experience, distribution and branding strategies, personal selling; and non-traditional approaches to marketing. 3 hours lecture. (020598)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 470 Sales Management** **3 Units**
**Prerequisite:** ABUS 311 for Agricultural Business majors only; or MKTG 305.
**Typically Offered:** Fall and spring
Management of the sales force and sales process including account management, sale force organization, sales forecasting and budgeting, quota setting, territory management, recruitment and selection, training, motivation and compensation systems, evaluation and control of sales performance. Role of customer relationship management systems in managing sales information and the customer interface. Current issues in sales management. 3 hours discussion. (005877)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 471 Distribution Systems and Channel Management** **3 Units**
**Prerequisite:** MKTG 371 for Marketing option students and OSCM 306 for non-Marketing option students.
**Typically Offered:** Fall only
The course includes a study of distribution and its role in the marketing system, economics of distribution, financing competing carriers, rate determination, government regulation subsidization, carrier organization, operation, and traffic control. 3 hours lecture. (005878)
**Cross listing(s):** OSCM 471
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 472 Advertising and Marketing Communications** **3 Units**
**Prerequisite:** MKTG 371.
**Typically Offered:** Fall and spring
The concept and process of integrating all of the communications by a marketer to create synergy and a unique selling proposition. Examines development and execution of advertising, publicity, sales promotions, direct marketing, sponsorship and personal selling programs that build lifetime customer relationships through a variety of media or contacts. 3 hours discussion. (005880)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 473 Strategic Personal Selling** **3 Units**
**Prerequisite:** ABUS 311 for Agricultural Business majors only; or MKTG 305.
**Typically Offered:** Fall and spring
Principles and practices of strategic personal selling, including relationship strategy, customer strategy, product strategy, and presentation strategy. The role of personal selling in the marketing mix and the current business environment. 3 hours lecture. (005886)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 475 Retailing** **3 Units**
**Prerequisite:** MKTG 371.
**Typically Offered:** Fall and spring
Essentials of retail management; market segmentation and market research for retail operations, buying and pricing functions, inventory control, budgeting, nature of change. 3 hours discussion. (005874)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 476 Business Marketing** **3 Units**
**Prerequisite:** MKTG 371.
**Typically Offered:** Spring only
Study of the marketing of goods and services to business, government, and institutions. The focus is on organizational buying, market analysis and planning, and development of marketing mix. 3 hours discussion. (005885)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 477 International Marketing** **3 Units**
**Prerequisite:** MKTG 305, Senior Standing.
**Typically Offered:** Fall only
A study of all aspects of marketing unique to international business. Examines the impact of cultures, ethics, history, politics, and social customs on marketing thinking and practices worldwide. 3 hours discussion. (005879)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 478 Service Marketing** **3 Units**
**Prerequisite:** MKTG 371.
**Typically Offered:** Spring only
Study of the unique characteristics of services and their implications for the development of effective marketing strategies, programs, and plans for service businesses, including professional services, not-for-profit services, and international services. 3 hours discussion. (005889)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 479 Sales Competitions: Strategy and Practice** **3 Units**
**Prerequisite:** MKTG 305.
**Typically Offered:** Spring only
The purpose of this course is to provide a review of the theoretical foundation of personal selling and an opportunity to build practical sales experience. Specific attention is paid to the development of role playing skills and the ability to analyze complex case problems. Particular emphasis is placed on relationship-building skills, problem analysis, solution-based presentations, and closing/follow-up techniques. Students compete in at least one sales competition. 3 hours lecture. (021802)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 482 Sports Marketing** **3 Units**
**Prerequisite:** MKTG 371.
**Typically Offered:** Fall and spring
This course introduces students to the specialized field of sports marketing and its role in society. Subjects covered include marketing through sports sponsorship, endorsements, naming rights, licensing, facility design, merchandising, ticket sales and pricing, and other emerging issues related to sports marketing. Career opportunities as they relate to the sports marketing industry are also explored. 3 hours lecture. (021328)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 483 Advanced Topics in Professional Sales** **3 Units**
**Prerequisite:** ABUS 311 for Agricultural Business majors only; or MKTG 305.
**Typically Offered:** Fall and spring
Emerging techniques and issues in sales negotiation, persuasion, and customer relationship management. Financial, ethical and sales leadership issues are also examined. 3 hours lecture. (020786)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 485 Brand Strategy** **3 Units**
**Prerequisite:** MKTG 371.
**Typically Offered:** Spring only
Brand Strategy is an advanced elective that addresses important branding decisions faced by an organization. Its basic objectives are: 1) to provide students with a complete understanding of the consumer and of how consumers develop brand attitudes and behaviors; 2) to increase understanding of the important issues in planning and evaluating brand strategies; and 3) to provide a forum for students to apply branding strategies in a variety of domains. Particular emphasis is placed in the course on understanding psychological principles at the consumer or customer level that will improve managerial decision-making with respect to brands. One aim of the course is to make these concepts relevant for any type of organization (public or private, large or small, etc.). 3 hours lecture. (022142)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 489 Internship in Marketing** **1-3 Units**
**Typically Offered:** Fall and spring
This course is an internship. You must register directly with a supervising faculty member. 9 hours supervision. (020783)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 15 units
**Course Attributes:** Upper Division

**MKTG 490 Strategic Marketing Management** **3 Units**
**Prerequisite:** MKTG 371, MKTG 380.
**Typically Offered:** Fall and spring
Capstone course involving the decision-making process to demand analysis and developing product, distribution, promotion, and pricing strategies. 3 hours discussion. (005887)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**MKTG 498 Special Topics in Marketing** **1-3 Units**
**Prerequisite:** Senior standing.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. For advanced students who wish to investigate business problems in specialized areas. Application of research methods. 3 hours supervision. (005893)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**MKTG 499 Special Problems** **1-3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. 3 hours supervision. (005894)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**MKTG 499H Honors Seminar in Marketing** **3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Inquire at department
This 3-unit course consists of a comprehensive research study and paper dealing with business policy and strategy, and the integrative and international aspects of business operations, especially as they pertain to the field of marketing. A final written report and a public presentation of findings are both requirements of this course. Business Honors Program students must receive at least a B in this course for Honors credit. Students seeking "Honors in the Major" will enroll in this course for two semesters. 9 hours supervision. (005895)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**MKTG 502 Customer Relationship Management: Concepts and Applications** **1.5 Units**
**Prerequisite:** Open to declared Online MBA students only.
**Typically Offered:** Fall only
Organizations are relying on in-depth customer and market data to better understand how to most effectively identify the most valuable customers and manage customer relationships. Students will learn how CRM software improves collaboration across an organization and facilitates more productive, data-driven business decision making. This course will give students hands-on experience with a leading CRM platform. 1.5 hours lecture. (022183)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 1.5 units
**Course Attributes:** Upper Division

**MKTG 668 Marketing Entrepreneurial Ventures** **3 Units**
**Prerequisite:** Classified MBA student, MKTG 305 (or equivalent).
**Typically Offered:** Spring only
A practicum in strategies, tools and practices designed to enable experienced entrepreneurs or students who are interested in possibly starting their own company to successfully market a new venture in a competitive market place with limited resources. The course provides students with "how to" exposure to preparing effective product identity and marketing message based on market research, then takes students through a step-wise process for developing marketing strategies and content based on research into current best practice approaches for social media marketing. The course culminates with students developing crowd-sourcing campaigns, for marketing content and fund raising, based on marketing mix research refined throughout the semester. This course is designed to support students with their on-going marketing effort for existing companies or provide students who have not yet launched a venture with practical exposure to existing new-to-market products and companies. 3 hours seminar. (021799)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 9 units
**Course Attributes:** Graduate Division

**MKTG 673 Strategic Marketing and Customer Value** **3 Units**
**Prerequisite:** Classified MBA student.
**Typically Offered:** Fall only
An exploration of key marketing strategies and concepts, including demand analysis, product/market positioning, distribution, promotion, and pricing. This course emphasizes integrating these strategies into cohesive marketing programs with a strong focus on driving customer value to meet organizational objectives. 3 hours lecture. (015959)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**MKTG 681 Marketing Analytics** **3 Units**
**Typically Offered:** Fall only
This course provides students with the skills needed to make intelligent use of marketing data and analytics to facilitate strategic business decisions. Students learn the benefits of an analytics-based approach to decision-making and how analytics is practiced in organizations. More advanced research methods are introduced, as well as data-driven approaches to such marketing topics as pricing, segmentation, targeting, positioning, and understanding/predicting consumer decision-making. The focus is on the application of quantitative methods to real-world problems. These methods include, but are not limited to: data visualization, logistic regression, conjoint analysis, multidimensional scaling, factor analysis, cluster analysis, and ANOVA. The course utilizes Tableau and SPSS software. The course is designed for students considering careers in marketing research and consulting and those planning to start their own companies. The course employs a combination of lectures, cases, and hands-on exercises and requires students to demonstrate their mastery of marketing analytics by completing group and individual projects. 3 hours lecture. (022680)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**MKTG 689 Directed Internship** **1-3 Units**
**Typically Offered:** Fall and spring
This course is an internship. You must register directly with a supervising faculty member. Study of policy, control, and decision-making in selected organizations, arranged and supervised by a member of the graduate faculty in close working relationship with the management of an organization. 9 hours supervision. (005900)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 15 units
**Course Attributes:** Graduate Division

**MKTG 697 Independent Study** **1-4 Units**
**Typically Offered:** Fall and spring
This course is a graduate-level independent study. You must register directly with a supervising faculty member. 9 hours supervision. (005905)
**Grade Basis:** Report in Progress: Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

**MKTG 698 Special Topics in Marketing** **1-3 Units**
**Typically Offered:** Inquire at department
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours seminar. (021757)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

**MKTG 699T Master's Thesis** **1-3 Units**
**Typically Offered:** Fall and spring
You must register directly with a supervising faculty member. 9 hours supervision. (005910)
**Grade Basis:** Report in Progress: CR/NC
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

# Operations and Supply Chain Management

**OSCM 198 Special Topics** **1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours supervision. (007740)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Lower Division

**OSCM 306 Operations Management** **3 Units**
**Prerequisite:** Business Administration or Business Information Systems status required for business majors. GE Mathematical Concepts and Quantitative Reasoning (2) for all majors.
**Typically Offered:** Fall and spring
An overview of the operations function in organizations; topics include operations strategy, manufacturing philosophies, process selection, supply chain management, inventory management, forecasting, production planning and control, capacity planning, material requirements planning, quality management and project management. 3 hours lecture. (005774)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**OSCM 389 Internship** **1-3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Fall and spring
This course is an internship. Students must register directly with a supervising faculty member. For students who wish to gain practical work experience with participating firms/organizations. This course enables a student to study policy, control, and decision making in a specialized work environment. The faculty advisor will determine each student's performance requirements, assignments, and methods of evaluation prior to undertaking the internship. 9 hours supervision. (020345)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 15 units
**Course Attributes:** Upper Division

**OSCM 398 Special Topics** **1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours supervision. (007743)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**OSCM 399 Special Problems** **1-3 Units**
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. Students registering for this course should prepare a project proposal to be discussed with their faculty advisor before enrolling in the course. 9 hours supervision. (005778)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**OSCM 440 Supply Chain Management** **3 Units**
**Prerequisite:** OSCM 306 for non-concrete industry management (CIMT) majors.
**Typically Offered:** Spring only
This course provides an overview of the supply chain management function in modern business. The objective of the course is to provide students with an integrative view of how supply chain decisions affect other functional areas of the firm and impact financial performance. The course focuses on three primary areas of supply chain management: strategy and design, planning, and operations. Business cases studies and enterprise information systems (EIS) are a central feature of the course with EIS providing a foundation for understanding the integrative nature of the business organization. 3 hours discussion. (007744)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**OSCM 441 Purchasing and Global Sourcing** **3 Units**
**Prerequisite:** OSCM 306.
**Typically Offered:** Fall only
This course examines the business role and ethical consideration of purchasing and procurement. Students learn to identify supplier sources, negotiate terms and conditions of sale, and build and manage supplier relationships linked to organizational goals. Students learn how purchasing operates across all functional areas - including inbound logistics, manufacturing, and outbound logistics - and contributes to competitive advantage and added value through teamwork. 3 hours discussion. (021469)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**OSCM 442 Production Planning and Inventory Control** **3 Units**
**Prerequisite:** OSCM 306.
**Typically Offered:** Fall only
An in-depth study of inventory management and material requirements planning (MRP). Topics include the study of inventory systems and modeling, master production scheduling, and purchasing systems and control. 3 hours discussion. (005785)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**OSCM 451 Quality Management** **3 Units**
**Prerequisite:** OSCM 306 or faculty permission; MATH 105 or MATH 108 for Business majors only.
**Typically Offered:** Fall and spring
The study and application of the quality management process in both the manufacturing and service sectors of the economy. Topics include process analysis and improvement, statistical process control, cost of quality, quality measurement, and quality in the global marketplace. 3 hours lecture. (005784)
**Cross listing(s):** AMAR 451
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**OSCM 471 Distribution Systems and Channel Management 3 Units**
**Prerequisite:** MKTG 371 for Marketing option students and OSCM 306 for non-Marketing option students.
**Typically Offered:** Fall and spring
The course includes a study of distribution and its role in the marketing system, economics of distribution, financing competing carriers, rate determination, government regulation subsidization, carrier organization, operation, and traffic control. 3 hours lecture. (005878)
**Cross listing(s):** MKTG 471
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**OSCM 489 Intern/Cooperative Education 1-3 Units**
**Prerequisite:** Senior standing and faculty permission.
**Typically Offered:** Fall and spring
This course is an internship. Students must register directly with a supervising faculty member. For students who wish to gain practical work experience with participating firms/organizations. This course enables a student to study policy, control, and decision making in a specialized work environment. The faculty advisor will determine each student's performance requirements, assignments, and methods of evaluation prior to undertaking the internship. 9 hours supervision. (005777)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 15 units
**Course Attributes:** Upper Division

**OSCM 498 Special Topics in Supply Chain Management 1-3 Units**
**Prerequisite:** Senior standing.
**Typically Offered:** Fall and spring
This is a special topics course. Typically the topic is offered on a one-time basis and varies from term to term and from one section to another. See the Class Schedule for the specific topic being offered. For advanced students who wish to investigate business problems in specialized areas. Application of research methods. 1 hour seminar. (005790)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**OSCM 499 Special Problems 1-3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. 3 hours supervision. (007746)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**OSCM 499H Honors: Product/Operation Mgmt 3 Units**
**Prerequisite:** Faculty permission.
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. 9 hours supervision. (005791)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

**OSCM 607 Operations Planning and Execution 3 Units**
**Typically Offered:** Spring only
This course provides overview of the operations management process. The operations management field includes the primary functions of business. These central functions of an organization are responsible for the creation and delivery of goods and services. This course will assist the student in developing both quantitative and qualitative skills to utilize current methodologies, systems, and technology to plan, execute, implement, and analyze performance of the organization and its resources. The topic area of quality management will be a significant segment of this course. 3 hours seminar. (007747)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**OSCM 682 Supply Chain Analytics 3 Units**
**Typically Offered:** Spring only
Students in this course tackle real-world supply chain scenarios, apply descriptive, predictive, and prescriptive analytical techniques to solve complex problems and optimize operations in the supply chain field through case studies and simulation practice. Students also learn to develop quantitative models in Excel and gain hands-on experience in using SAP Analytics Cloud, a leading tool in the industry, for extracting insights from large datasets. Course topics include supply chain strategy, capacity management, process design and analysis, forecasting, and supply chain sustainability. 3 hours lecture. (022681)
**Grade Basis:** Graduate Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Graduate Division

**OSCM 689 Directed Internship 1-3 Units**
**Typically Offered:** Fall and spring
This course is an internship. You must register directly with a supervising faculty member. Study of policy, control, and decision-making in selected organizations, arranged and supervised by a member of the graduate faculty in close working relationship with the management of an organization. 9 hours supervision. (005800)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 15 units
**Course Attributes:** Graduate Division

**OSCM 697 Independent Study 1-4 Units**
**Typically Offered:** Fall and spring
This course is a graduate-level independent study. You must register directly with a supervising faculty member. 9 hours supervision. (005804)
**Grade Basis:** Report in Progress: Graded
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

**OSCM 699T Master's Thesis 1-3 Units**
**Typically Offered:** Fall and spring
This course is offered for 1.0-3.0 units. You must register directly with a supervising faculty member. 9 hours supervision. (005809)
**Grade Basis:** Report in Progress: CR/NC
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Graduate Division

# Real Estate

**REAL 301 Principles of Real Estate** **3 Units**
**Prerequisite:** ECON 102, ECON 103.
**Typically Offered:** Fall and spring
A comprehensive study designed to give students a good understanding of marketing forces affecting real estate. Subject matter introduces the student to legal, socioeconomic, and environmental factors related to the real estate industry. The course examines such areas as (1) the economic characteristics of real estate resources and the basic factors influencing the supply and demand for real estate; (2) national, state, and local influences on real estate markets, including demographic trends; (3) land ownership and conveyance, financing and marketing real property; and (4) managerial review of marketing practices. 3 hours lecture. (008112)
**Grade Basis:** Graded
**Repeatability:** You may take this course for a maximum of 3 units
**Course Attributes:** Upper Division

**REAL 389 Intern/Cooperative Education** **1-3 Units**
**Prerequisite:** Senior standing, faculty permission.
**Typically Offered:** Fall and spring
This course is an internship. You must register directly with a supervising faculty member. For students who wish to gain practical work experience with participating firms/organizations. This course enables a student to study policy, control, and decision-making in a specialized work environment. See advisor for student's performance requirements, assignments, and methods of evaluation prior to undertaking the internship. 9 hours supervision. (008116)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 15 units
**Course Attributes:** Upper Division

**REAL 398 Special Topics** **1-3 Units**
**Prerequisite:** Department permission.
**Typically Offered:** Fall and spring
This course is for special topics. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. 3 hours supervision. (008117)
**Grade Basis:** Graded
**Repeatability:** You may take this course more than once
**Course Attributes:** Upper Division

**REAL 399 Special Problems** **1-3 Units**
**Typically Offered:** Fall and spring
This course is an independent study of special problems. You must register directly with a supervising faculty member. Students registering for this course should prepare a project proposal to be discussed with their faculty advisor before enrolling in the course. 9 hours supervision. (008118)
**Grade Basis:** Credit/No Credit
**Repeatability:** You may take this course for a maximum of 6 units
**Course Attributes:** Upper Division

# Information Systems, Finance, and Accounting Department

## The Faculty

**Fariba Aminalroayae** 2016
Lecturer
Master of Business Admin Univ Of Nevada-Reno

**Jaycob A Arbogast** 2013
Lecturer
Master of Business Admin CSU-Chico

**James R Connolly** 1996
Professor
Doctor of Philosophy Univ Of Colorado At Boulder

**Saurav K Dutta** 2022
Chair
Doctor of Philosophy Univ Of Kansas Main Campus

**Saurav K Dutta** 2022
Professor
Doctor of Philosophy Univ Of Kansas Main Campus

**Amy Griffin** 2006
Lecturer
Master of Business Admin Bentley College

**Jianliang Hao** 2021
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**Jian Huang** 2011
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**Aaron A Johnson** 2021
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**Pamela A Keller** 2010
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**Nicholas C Lynch** 2013
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**Susan D Maligie** 2008
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**Elizabeth N Massie** 2016
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**Arash Negahban** 2015
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Doctor of Philosophy Univ Of North Texas

**Paule M Pobloske** 2010
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Master of Business Admin Univ Of Chicago

**Richard R Ponarul** 1984
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Doctor of Philosophy Univ Of Illinois At Chicago

**Richard W Ray** 2013
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**David J Rowe** 2002
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**Kent M Sandoe** 1998
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**Jaebong Son** 2017
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**Allie Vassar** 2016
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**Xinyu Wei** 2021
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Doctor of Philosophy Univ Of North Texas

**Wei Zhang** 2015
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Doctor of Philosophy Washington St Univ

**Fang Zhao** 2022
Assistant Professor
Doctor of Philosophy Florida International Univ

## Emeritus Faculty

**Dalen T Chiang** 2001
Professor
Doctor of Philosophy Univ Of Cal-Berkeley

**Thomas J Wilder**
Emeritus
Master of Business Admin CSU-Chico

# Marketing Department

## The Faculty

**Kirk D Aiken** 2013
Chair
Doctor of Philosophy Univ Of Oregon

**Elizabeth G Armstrong** 2010
Lecturer
Master of Arts CSU-Chico

**Drake L Brown** 2013
Lecturer
Master of Business Admin Colorado St Univ

**Kenneth J Chapman** 1995
Professor
Doctor of Philosophy Univ Of Colorado At Boulder

**Courtney A Farrell** 2004
Lecturer
Master of Arts CSU-Chico

**Timothy C Heinze** 2007
Professor
Doctor of Philosophy Minneapolis Cc

**April C Howell** 2015
Lecturer
Master of Business Admin CSU-Chico

**Kevin D Kimbell** 2018
Lecturer
Master of Business Admin CSU-Chico

**Youngsu Lee** 2016
Associate Professor
Doctor of Science Iowa St Univ

**Robert Madrigal** 2017
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**Kathryn R Mercurio** 2018
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**Matthew L Meuter** 1994
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**Kristin K Minetti** 2015
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Master of Business Admin Washington St Univ

**Jennifer M Nelsen** 2005
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Master of Business Admin CSU-Chico

**Kathryn E Oesau** 2007
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**Sohyoun Shin** 2015
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**Matthew J Stone** 2014
Associate Professor
Doctor of Philosophy Texas A&M Univ

## Emeritus Faculty

**Richard N Davis** 1973
Emeritus
Doctor of Philosophy Univ Of Ark-Fayetteville

**Elmer G Dickson** 1970
Emeritus

**Hsieh-Yuen C Hsu**
Emeritus
Doctor of Philosophy Pennsylvania St Univ Main Camp

**Stephen G Metzger**
Emeritus

Master of Arts CSU-Chico

**Shekhar Misra**
Emeritus
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**Suleman A Moosa**
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**Michael F Oneill**
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**Arnoldus J Rethans**
Emeritus
Doctor of Philosophy Univ Of Oregon

**Dennis E Schlais**
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**Robert H Scott**
Emeritus
Doctor of Philosophy Harvard Univ

**Dan R Toy**
Emeritus
Doctor of Philosophy Pennsylvania St Univ Main Camp

**George H Troughton**
Emeritus
Doctor of Philosophy Univ Of Massachusetts At Amher

**Lauren K Wright**
Emeritus
Doctor of Philosophy Pennsylvania St Univ Main Camp

# Management Department

## The Faculty

**Angela M Casler** 2006
Lecturer
Master of Business Admin Cameron Univ

**Rodger M Casselman** 2007
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Doctor of Philosophy University of Melbourne

**Danny Chung** 2021
Assistant Professor
Doctor of Philosophy Western University

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**Sharon D Crawford** 2017
Lecturer
Doctor of Business Admin Univ Of Maryland Univ College

**Mardy Estrada** 2019
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Bachelor of Science CSU-Chico

**Kelly L Graves** 2019
Lecturer
Master of Science CSU-Chico

**David Halimi** 2009
Lecturer
Master of Science Univ Of Cal-Davis

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