**ACCT 201 | PRINCIPLES OF FINANCIAL ACCOUNTING**
Units: 3
Core Attributes: First Yr Integration (LC Only)
Introduction to accounting records, their purpose and use, emphasizing the establishment of a solid conceptual background. Accounting procedures for specific asset, liability, and owner’s equity accounts are also examined from the point of view of users of financial statements.

**ACCT 202 | PRINCIPLES OF MANAGERIAL ACCOUNTING**
Units: 3
Prerequisites: ACCT 201
Introduction of managerial accounting information for planning, controlling, and making decisions within a firm. Current changes to the business environment and their impact on accounting is also presented.

**ACCT 294 | SPECIAL TOPICS IN ACCOUNTING**
Units: 1-4 Repeatability: Yes (Repeatable if topic differs)
An overview and analysis of selected topics in accounting. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

**ACCT 300 | INTERMEDIATE ACCOUNTING I**
Units: 3
Prerequisites: ACCT 202 and (MATH 130 or MATH 150 or MATH 151)
Emphasis is placed upon corporate organization with a comprehensive study of current assets; property, plant, and equipment; intangible assets; and current liabilities. Recent developments in accounting theory and their impact on financial reporting are illustrated.

**ACCT 301 | INTERMEDIATE ACCOUNTING II**
Units: 3
Prerequisites: ACCT 300 and (MATH 130 or MATH 150 or MATH 151)

**ACCT 302 | COST ACCOUNTING**
Units: 3
Prerequisites: ACCT 202 and (MATH 130 or MATH 150 or MATH 151)
Sources of data and preparation of financial statements in manufacturing organizations are studied. Primary emphasis is on costs for control, decision processes internal to the firm (including standards of performance), relevant costs for decisions, budgets, and capital investment considerations.

**ACCT 303 | ACCOUNTING INFORMATION SYSTEMS**
Units: 3
Prerequisites: ACCT 300 and ACCT 302 and (MATH 130 or MATH 150 or MATH 151)
Information requirements and transaction processing procedures relevant to integrated accounting systems. The course emphasizes accounting system design, analysis, and related internal controls.

**ACCT 306 | FEDERAL TAX ACCOUNTING I**
Units: 3
Prerequisites: ACCT 201 and (MATH 130 or MATH 150 or MATH 151)
Students will learn the fundamentals of federal income tax law from both a theory and practice perspective. Research projects and sample tax returns are used to illustrate course material. This course is designed for anyone needing a background in tax practice, or who would like to take a more active role in their own individual tax planning. Although the course is designed for Business and Accounting majors, upper division students from outside the School of Business Administration are welcome and are encouraged to consult with the instructor for permission to take the course.

**ACCT 320 | ETHICS FOR ACCOUNTANTS**
Units: 3
Core Attributes: Ethical Inquiry area
Prerequisites: ACCT 202 and (MATH 130 or MATH 150 or MATH 151)
Course develops student skills to recognize and apply ethical concepts within accounting and financial reporting engagements. The course covers theoretical foundations of ethical decision making and then shows the application of those ethical foundations to real life situations that accountants might encounter. Understanding the overall ethical responsibilities accountants have to protect the public interest is emphasized.

**ACCT 401 | ADVANCED ACCOUNTING**
Units: 3 Repeatability: No
Core Attributes: Advanced writing competency
Prerequisites: ACCT 301 (Can be taken Concurrently) and (MATH 130 or MATH 150)
Accounting and reporting for business combinations, foreign currency transactions, partnerships, and not-for-profit organizations such as governments, charities, universities, and hospitals.

**ACCT 407 | FEDERAL TAX ACCOUNTING II**
Units: 3
Prerequisites: ACCT 300 and ACCT 306 and (MATH 130 or MATH 150 or MATH 151)
Study of special tax considerations pertaining to corporations and partnerships. Practice tax returns are used to illustrate the course material.

**ACCT 408 | AUDITING**
Units: 3
Prerequisites: ACCT 301 and ACCT 303 and (MATH 130 or MATH 150 or MATH 151)
Intensive introduction to the attest function in society today. The environment, the process, and the report of the public auditor are analyzed. Potential extensions of the attest function are examined.

**ACCT 425 | FINANCIAL STATEMENT ANALYSIS FOR ACCOUNTANTS**
Units: 3 Repeatability: No
Prerequisites: ACCT 300 and FINA 300 and (MATH 130 or MATH 150 or MATH 151)
This course develops a set of core skills essential to financial statement analysis. It covers strategic ratio analysis, cash flow analysis, pro forma financial statements, financial modeling and firm valuation using discounted cash flow and residual income models, with an emphasis on practical applications. (Note: Only students in the BACC/MACC/MTAX programs are eligible to register. Permission to register must be approved by the Academic Director of Graduate Accountancy Programs.).

**ACCT 430 | INTERNATIONAL FINANCIAL ANALYSIS AND REPORTING**
Units: 3 Repeatability: No
Prerequisites: ACCT 300 and (MATH 130 or MATH 150 or MATH 151)
The study of international accounting issues is crucial for effective interpretation and analysis of financial information from companies located around the world. This course adopts a twofold approach. First, the course examines diverse financial reporting practices with an emphasis on the underlying cultural, political, institutional and economic factors. Highlighting a user’s perspective, the course then develops a financial statement analysis framework for comparing published financial information of non-U.S. companies. Combining these two approaches will enable students to prepare comparative case analyses based on a country context. (Note: Only students in the BACC/MACC/MTAX programs are eligible to register. Permission to register must be approved by the Academic Director of Graduate Accountancy Programs.).
ACCT 431 | APPLIED RESEARCH FOR FINANCIAL ACCOUNTANTS AND AUDITORS
Units: 3 Repeatability: No
Prerequisites: ACCT 300 and (MATH 130 or MATH 150 or MATH 151)
This course focuses on current accounting research topics. The course will be based on articles in professional journals and other authoritative sources. The students will be expected to do the necessary background reading and take related tests on the topics studied. (Note: Only students in the BACC/MACC/MTAX programs are eligible to register. Permission to register must be approved by the Academic Director of Graduate Accountancy Programs.).

ACCT 440 | CONTROLLERSHIP AND STRATEGIC COST MANAGEMENT
Units: 3 Repeatability: No
Prerequisites: ACCT 302 and (MATH 130 or MATH 150 or MATH 151)
This course will focus on current controllership and strategic cost management topics. Topics to be studied include activity based costing, balanced scorecard, benchmarking and management control systems. Teaching methods include lecture or discussions, case studies and presentations. Development of appropriate values and ethics needed by company controllers is included in the course. (Note: Only students in the BACC/MACC/MTAX programs are eligible to register. Permission to register must be approved by the Academic Director of Graduate Accountancy Programs.).

ACCT 460 | TAX RESEARCH
Units: 3 Repeatability: No
Prerequisites: ACCT 306 and (MATH 130 or MATH 150 or MATH 151)
This course examines research methods used in Federal taxation. Topics include ethics, tax research methodology, primary sources of law, secondary sources of law and tax practice. Students will use electronic databases and other library resources to research fact patterns in groups and present their findings to the class. In addition, students are expected to do the necessary background reading and take related tests on the topics studied. (Note: Only students in the BACC/MACC/MTAX programs are eligible to register. Permission to register must be approved by the Academic Director of Graduate Accountancy Programs.).

ACCT 461 | PARTNERSHIP TAXATION
Units: 3 Repeatability: No
Prerequisites: ACCT 407 and (MATH 130 or MATH 150 or MATH 151)
This course examines tax reporting for non-corporate entities including partnerships, limited liability companies (LLCs) and limited liability partnerships (LLPs) and the taxation of entity owners. Students who complete this course will: (1) understand common partnership, LLC angle terminology, (2) know how and where to research on-corporate tax issues, (3) learn to prepare and review common non-corporate entity tax reports, (4) develop skills in communicating tax issues and answers to clients, (5) understand non-corporate tax planning techniques, (6) understand how to creatively structure transactions consistent with current tax laws and (7) understand how the California Board of Accountancy Ethics requirements apply to taxation issues. Problem based learning (practice problems, cases and examples) will provide the core methods of classroom instruction. (Note: Only students in the BACC/MACC/MTAX programs are eligible to register. Permission to register must be approved by the Academic Director of Graduate Accountancy Programs.).

ACCT 462 | ESTATE AND GIFT TAXATION AND PLANNING
Units: 3 Repeatability: No
Prerequisites: ACCT 306 and (MATH 130 or MATH 150 or MATH 151)
This course examines the details of three Federal transfer taxes: the estate tax, gift tax and generation skipping tax. Topics will include transfers subject to the gift tax, valuation of gifts, gift tax exclusion, gift splitting, the gross estate, deductions for transfer taxes, life insurance subject to estate tax and the determination and payment of the three taxes. Students will be expected to prepare estate and gift tax returns, research issues related to these transfer taxes and present topics to the class. (Note: Only students in the BACC/MACC/MTAX programs are eligible to register. Permission to register must be approved by the Academic Director of Graduate Accountancy Programs.).

ACCT 464 | ADVANCED CORPORATE TAXATION
Units: 3 Repeatability: No
Prerequisites: ACCT 407 and (MATH 130 or MATH 150 or MATH 151)
This course uses case studies to review corporate formations, corporate operations, corporate distributions, and S corporations. Following this review, the course examines advanced topics, including consolidated tax returns, corporate reorganizations, net operating loss limitations, and financial statement tax provisions. Students will learn the supporting law for these topics as well as practical applications similar to situations encountered within public and private corporations and within public accounting firms tax departments. (Note: Only students in the BACC/MACC/MTAX programs are eligible to register. Permission to register must be approved by the Academic Director of Graduate Accountancy Programs.).

ACCT 480 | INTERNATIONAL ACCOUNTING STANDARDS
Units: 3 Repeatability: No
Prerequisites: ACCT 300 and (MATH 130 or MATH 150 or MATH 151)
Corequisites: ACCT 481
The student of international accounting issues is crucial for effective interpretation and analysis of financial information from companies around the world. Topics include financial reporting practices, taxes, business operations or multilateral corporations, foreign currency translation, and transfer pricing. Note: ACCT 480 and ACCT 481 must be taken concurrently.

ACCT 481 | EUROPEAN ACCOUNTING BUSINESS ENVIRONMENT
Units: 3 Repeatability: No
Prerequisites: ACCT 300 and (MATH 130 or MATH 150 or MATH 151)
Corequisites: ACCT 480
The primary goal of the course is to immerse students from a physical, cultural and intellectual perspective with an emphasis on doing business in the U.K., France, and Italy. The students will study the differences and similarities of the management systems in Western Europe as well as the parts of the world. Note: ACCT 480 and ACCT 481 must be taken concurrently.

ACCT 492 | TAX CONSULTING SIMULATION
Units: 3 Repeatability: No
Course focuses on understanding tax consulting fundamentals, ability to research tax questions, ability to develop tax planning alternatives using business cases, and ability to communicate tax strategies to clients orally and in writing. The course concludes with participation in a large, CPA firm sponsored tax competition. Instructor's permission required to enroll in this class.

ACCT 494 | SPECIAL TOPICS IN ACCOUNTING
Units: 1-4 Repeatability: Yes (Repeatable if topic differs)
Prerequisites: MATH 130 or MATH 150 or MATH 151
An in-depth analysis of selected topics in accounting. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.
**ACCT 498 | INTERNSHIP**  
Units: 1-3  
Prerequisites: MATH 130 or MATH 150 or MATH 151  
Experiential learning working in a business, government, or nonprofit organization. Placements provide the opportunity for practical application of accounting, business, and economics principles. Placement must emphasize accounting field. See schedule of classes for special meeting times. This course may not be repeated for credit.

**ACCT 499 | INDEPENDENT STUDY**  
Units: 1-4 Repeatability: Yes (Can be repeated for Credit)  
Prerequisites: MATH 130 or MATH 150 or MATH 151  
Independent study including empirical research and written reports. A maximum of 3 units of independent study may be used to satisfy requirements for the major.

**BSCM 294 | SPECIAL TOPICS IN SUPPLY CHAIN MANAGEMENT**  
Units: 1-4 Repeatability: Yes (Repeatable if topic differs)  
An overview and analysis of selected topics in supply chain management. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

**BSCM 300 | GLOBAL PURCHASING AND SUPPLY MANAGEMENT**  
Units: 3  
Emphasis on developing and maintaining successful supplier relationships in recognition of their critical importance to organizations. Systematic coverage of the process: strategic make vs. buy and outsourcing decisions; ethics and social responsibility; development of requirements; source selection; price determination and negotiation; quality management; supplier development; and relationship management. Combination of lectures, case studies and class discussions.

**BSCM 302 | INTRODUCTION TO SUPPLY CHAIN MANAGEMENT**  
Units: 3  
Emphasis on the tactical and strategic decisions that match supply to demand. Topics covered include forecasting and evaluating customer demand, design and operation of distribution systems, and integration of operations and purchasing activities to deliver customer value. Overview of strategic supply chain design and the integration of internal and external partners. The roles of marketing, finance, engineering, purchasing and operations in the supply chain are examined. Combination of lecture, seminar, and case discussions.

**BSCM 303 | STRATEGIC COST MANAGEMENT**  
Units: 3  
Prerequisites: ACCT 202 and BSCM 300 (Can be taken Concurrently) and ECON 101  
This course introduces and provides students an opportunity to apply modern cost management concepts, principles, and techniques in the supply chain management setting. Topics covered include an overview of manufacturing costs and cost-volume-profit analysis, activity-based management and activity-based costing, risk/opportunity costs and contract compensation agreements, and performance measurement. Additional topics include Total Cost of Ownership (TCO) analysis, net present value/return on investment analyses, outsourcing/make or buy analysis, and financial statement analysis as it relates to sourcing decisions.

**BSCM 305 | SUSTAINABLE GLOBAL SUPPLY CHAIN MANAGEMENT**  
Units: 3 Repeatability: No  
Core Attributes: Advanced writing competency, Undergraduate Research  
The increasing globalization of suppliers and customers has focused concern on issues of sustainable and socially responsible management across global supply chains. In this course, we explore the main risks, opportunities and practices we now see in global supply chain management relating to both conceptual and practical perspectives on sustainable practice. Mastery of subject matter will be developed through academic and applied research, and demonstrated by expository writing leading to production of a publishable quality final paper.

**BSCM 494 | SPECIAL TOPICS IN SUPPLY CHAIN MANAGEMENT**  
Units: 1-4 Repeatability: Yes (Repeatable if topic differs)  
An in-depth analysis of selected topics in supply chain management. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

**BSCM 499 | INDEPENDENT STUDY**  
Units: 1-3 Repeatability: Yes (Can be repeated for Credit)  
Independent study including empirical research and written reports. A maximum of 3 units of independent study may be used to satisfy requirements for the major.

**BUSN 294 | SPECIAL TOPICS IN BUSINESS**  
Units: 1-4 Repeatability: Yes (Repeatable if topic differs)  
An overview and analysis of selected topics in business. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

**BUSN 299 | INDEPENDENT STUDY**  
Units: 1-3 Repeatability: Yes (Can be repeated for Credit)  
Independent study including empirical research and written reports. Approval is required by instructor, department chair and dean.

**BUSN 309 | LGBTQ IN BUSINESS AND ECONOMICS**  
Units: 3 Repeatability: No  
Prerequisites: ECON 101 and ECON 102 and (MATH 130 or MATH 150)  
This course is an examination of the effects of heteronormativity on the economic outcomes of the LGBTQ population. Topics examined will include the demographics of the LGBTQ population, LGBTQ in the workplace, marketing to the LGBTQ population, the formation of "Gay" neighborhoods, and public finance issues related to the LGBTQ population (tax treatment, impact of gay marriage).

**BUSN 339 | LATIN AMERICA BUSINESS ENVIRONMENT**  
Units: 3 Repeatability: No  
Prerequisites: ECON 102 and (MATH 130 or MATH 150 or MATH 151)  
This course is designed to prepare participants to work effectively in or with Latin America organizations by providing an understanding of the issues, opportunities, and complexities associated with doing business in the region. The focus is on the cultural, historical, economic, social, political and business environments in Latin America and on the activities of companies operating in Latin America, both foreign and domestic. Successful Latin American companies competing internationally will also be an aspect of the course. Upon successful completion of the course, students will possess an awareness of the business and economic environments in Latin America, and be able to demonstrate analytical and strategic thinking skills that reflect an understanding of the competitive environment in which local and foreign companies operate in Latin America.

**BUSN 361 | INTRODUCTION TO INTERNATIONAL BUSINESS**  
Units: 3  
An introduction to the international dimension of doing business. The purpose of this course is to make the student aware of the role played by culture, geography, government, and economics in shaping the environment in which businesses operate internationally. Topics include forward currency markets, foreign direct investment, negotiation, international distribution, etc.

**BUSN 377 | NEGOTIATION IN A GLOBAL BUSINESS ENVIRONMENT**  
Units: 3  
In an increasingly interdependent world, the ability to negotiate with people with diverse socio-cultural backgrounds and in different regions of the world is crucial for managers and leaders. This course offers skills and knowledge for becoming an effective negotiator through lecture, class discussion, and experimental exercises. This course includes several negotiation simulations and exercises that incorporate cross-cultural and international components.

**BUSN 383 | PROJECT MANAGEMENT**  
Units: 3  
Prerequisites: (MATH 130 or MATH 150)
BUSN 385 | BUSINESS ANALYTICS STRATEGY
Units: 3 | Repeatability: No
Prerequisites: ITMG 100 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150)
Analytics is the process of transforming data into insight in order to make better informed decisions. Understanding and interpreting data has become an even more integral part of understanding social interactions and behavior since the advent of big data and automated extraction. Accordingly, this lab-style course will provide a solid foundation for understanding data science and analytics problems in the context of modern big data methodology, philosophy, and application to business problems. Topics include, but are not limited to, database & repository management; scripting & automation; scraping, cleaning, and harmonizing data; exploratory analysis & data visualizations, documentation & reproducibility, ethics & client interactions, practical machine learning algorithms (ranging from multiple linear regression to neural networks and support vector machines), and regularization, generalization, and validation. By the end of the course, you will be able to extract, clean, and harmonize data to use in a predictive algorithm that you will be able to build yourself as part of a data product application.

BUSN 386 | BIG DATA AND BUSINESS
Units: 3 | Repeatability: No
Prerequisites: ITMG 100 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150)
Analytics is the process of transforming data into insight in order to make better informed decisions. Understanding and interpreting data has become an even more integral part of understanding social interactions and behavior since the advent of big data and automated extraction. Accordingly, this lab-style course will provide a solid foundation for understanding data science and analytics problems in the context of modern big data methodology, philosophy, and application to business problems. Topics include, but are not limited to, database & repository management; scripting & automation; scraping, cleaning, and harmonizing data; exploratory analysis & data visualizations, documentation & reproducibility, ethics & client interactions, practical machine learning algorithms (ranging from multiple linear regression to neural networks and support vector machines), and regularization, generalization, and validation. By the end of the course, you will be able to extract, clean, and harmonize data to use in a predictive algorithm that you will be able to build yourself as part of a data product application.

BUSN 401 | BUSINESS COMMUNICATION
Units: 3 | Repeatability: No
Analysis of the factors involved in planning, organizing, and writing in the business environment. Extensive practice in presenting effective letters, memoranda, and business reports using primary and secondary sources.

BUSN 494 | SPECIAL TOPICS IN BUSINESS
Units: 1-4 | Repeatability: Yes (Repeatable if topic differs)
An in-depth analysis of selected topics in business. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

BUSN 498 | INTERNSHIP
Units: 1-3
Prerequisites: MATH 130 or MATH 150 or MATH 151
Experiential learning working in a business, government, or nonprofit organization. Placements provide the opportunity for practical application of business, economics, and accounting principles. See schedule of classes for special meeting times. This course may not be repeated for credit.

BUSN 499 | INDEPENDENT STUDY
Units: 1-3 | Repeatability: Yes (Can be repeated for Credit)
Independent study including empirical research and written reports. A maximum of three units of independent study may be used to satisfy requirements for the major.

DSCI 294 | SPECIAL TOPICS IN DECISION SCIENCE
Units: 1-4 | Repeatability: Yes (Repeatable if topic differs)
An overview and analysis of selected topics in decision science. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

DSCI 300 | PRESCRIPTIVE BUSINESS ANALYTICS
Units: 3 | Repeatability: No
Core Attributes: Quantitative reasoning comp
Prerequisites: ITMG 100 and (MATH 130 or MATH 150 or MATH 151) and (ECON 216 or ECON 217 (Can be taken Concurrently))
Prescriptive business analytics focuses on helping decision makers solve complex business problems. Students develop skills necessary to define, analyze, and solve problems in all areas of business including operations, marketing, and finance. Students utilize spreadsheets to model, analyze, and develop solution alternatives for a variety of business problems. Among the tools students utilize are modeling, influence diagrams, decision trees, Monte Carlo simulation, optimization techniques, and sensitivity analysis.

DSCI 303 | OPERATIONS MANAGEMENT
Units: 3 | Repeatability: No
Prerequisites: DSCI 300 and ITMG 100 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151)
Students employ a managerial perspective to develop a strategic view of operations and supply chain management in a wide range of contemporary contexts (with a primary focus on process management within and across organizations). Students develop critical skills and master material relating to the fundamental role played by operations in the competitive performance of an organization. Among the critical skills and areas of mastery students develop are process analysis, process design, process improvement, supply chain management, capacity planning & control, inventory management, quality planning, quality control, strategic improvement techniques and risk management. The course incorporates concerns for corporate social responsibility.

DSCI 494 | SPECIAL TOPICS IN DECISION SCIENCE
Units: 1-4 | Repeatability: Yes (Repeatable if topic differs)
Prerequisites: MATH 130 or MATH 150 or MATH 151
An in-depth analysis of selected topics in decision science. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

DSCI 499 | INDEPENDENT STUDY
Units: 1-3
Prerequisites: MATH 130 or MATH 150 or MATH 151
Independent study including empirical research and written reports. A maximum of 3 units of independent study may be used to satisfy requirements for the major.

ECON 101 | PRINCIPLES OF MICROECONOMICS
Units: 3-4 | Repeatability: No
Core Attributes: First Yr Integration (LC Only), Social/Behavioral Inquiry area
An introduction to consumer behavior and the theory of the firm. Topics include the demand behavior of households, the supply behavior of business firms, an introduction to market structure, market equilibrium, market failures, the workings of input markets, international trade and the role of the government in the economy.

ECON 102 | PRINCIPLES OF MACROECONOMICS
Units: 3
Core Attributes: Social/Behavioral Inquiry area
Prerequisites: ECON 101
The study of the operation of the American economy in an international setting, examining the interaction of households, business firms, government, and the rest of the world in resource, product, and financial markets. Topics include national income accounting and analysis, business fluctuations, inflation, unemployment, and monetary and fiscal policy.
ECON 201 | INTERMEDIATE MICROECONOMICS
Units: 3
Repeatability: No
Prerequisites: ECON 101 and (MATH 130 (Can be taken Concurrently) or MATH 150 (Can be taken Concurrently) or MATH 151 (Can be taken Concurrently))
The economic theory of demand, production, product and input markets, welfare, and general equilibrium. Applications of price theory, including its use in evaluating and forming public policy.

ECON 202 | INTERMEDIATE MACROECONOMICS
Units: 2-3
Prerequisites: ECON 102
Examines the causes of fluctuations in important national economic variables, such as aggregate output, interest rates, the rate of inflation, the rate of unemployment, and exchange rates. Investigates the feasibility of stabilizing the economy through the use of fiscal and monetary policy.

ECON 216 | STATISTICS FOR BUSINESS AND ECONOMICS
Units: 4
Core Attributes: Quantitative reasoning comp
Prerequisites: MATH 130 or MATH 150
A systematic exposure to the issues and problems of applying and interpreting statistical analyses of business situations. Topics include descriptive statistics, probability, random variables and their distributions, statistical inference, multiple regression and residual analysis, correlation, classical time-series models, and forecasting. Extensive computer analysis of data.

ECON 217 | APPLIED REGRESSION ANALYSIS
Units: 1
Core Attributes: Quantitative reasoning comp
Prerequisites: MATH 130 or MATH 150
A course in applied regression analysis with applications to Business and Economics. Emphasis on simple and multiple regression modeling and interpretation of results. Topics include a review of hypothesis testing for means and proportions; correlation; simple and multiple regression analysis including linear and non-linear models, residual analysis, the use of categorical variables, time series analysis, and forecasting. Extensive computer analysis of data, especially using Microsoft Excel.

ECON 224 | SPECIAL TOPICS IN ECONOMICS
Units: 1-4
Repeatability: Yes (Repeatable if topic differs)
An overview and analysis of selected topics in economics. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

ECON 302 | PUBLIC FINANCE
Units: 3
Repeatability: No
Prerequisites: ECON 102 and (MATH 130 or MATH 150 or MATH 151)
An introduction to public sector economics, concentrating on the revenues and expenditures of federal, state, and local governments. Topics include public goods, externalities, voting theory, cost benefit analysis, and the study of taxation and government transfer programs. Note: Students are eligible for this course after successfully completing 45 units and the course prerequisites.

ECON 304 | URBAN ECONOMICS
Units: 3
Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151)
The application of economic analysis to urban and regional areas. Topics include the theory underlying urbanization and the location of economic activity, the methodology utilized to analyze urban and regional economies, and problems and policies related to urban areas, such as housing, poverty, transportation, and local public finance. Special attention will be given to the San Diego metropolitan area. Note: Students are eligible for this course after successfully completing 45 units and the course prerequisites.

ECON 308 | ENVIRONMENTAL AND NATURAL RESOURCE ECONOMICS
Units: 3
Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151)
An analysis of the economic principles that underlie the allocation, pricing, and use of natural resources. Topics include the intertemporal allocation of depletable resources, the economics of fisheries and forestry, issues in the distribution and use of water resources, the economics of recycling and waste disposal, and economic perspectives on global warming and ozone depletion. Note: Students are eligible for this course after successfully completing 45 units and the course prerequisites.

ECON 309 | LGBTQ IN BUSINESS AND ECONOMICS
Units: 3
Repeatability: No
Prerequisites: ECON 101 and ECON 102 and (MATH 130 or MATH 150)
This course is an examination of the effects of heteronormativity on the economic outcomes of the LGBTQ population. Topics examined will include the demographics of the LGBTQ population, LGBTQ in the workplace, marketing to the LGBTQ population, the formation of "Gay" neighborhoods, and public finance issues related to the LGBTQ population (tax treatment, impact of gay marriage).

ECON 310 | MONEY AND BANKING
Units: 3
Repeatability: No
Prerequisites: ECON 102 and (MATH 130 or MATH 150 or MATH 151)
A study of the structure, regulation, and performance of the banking industry in the United States, focusing on the strategy and procedures of the Federal Reserve System. Examines the problems encountered by the Federal Reserve System in trying to achieve its goals. Note: Students are eligible for this course after successfully completing 45 units and the course prerequisites.

ECON 322 | LABOR ECONOMICS
Units: 3
Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151)
An analysis of the operation of labor markets focusing on the market system for wage determination. Topics include the supply and demand for labor, wage determination under various market structures, human capital formation, discrimination in labor markets, collective bargaining and the structure of pay, unemployment, and wage inflation.

ECON 327 | LAW AND ECONOMICS
Units: 3
Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151)
The application of economic methodology to the principal areas of law: property, contracts, torts, and crime. The microeconomic concepts of maximization, equilibrium, and efficiency are used to examine the consequences of existing and proposed laws and legal institutions. Topics include the economic analysis of property rights, ownership solutions to environmental problems, the economics of various contract designs, and the efficiency of tort liability rules.

ECON 333 | INTERNATIONAL ECONOMICS
Units: 3
Repeatability: No
Prerequisites: ECON 102 and (MATH 130 or MATH 150 or MATH 151)
The theory, practice, and institutions of the international economy. Topics include international trade and investment, balance of payments, foreign exchange rate determination, multinational enterprises, trade with developing countries, and international economic policy.
ECON 335 | ECONOMIC DEVELOPMENT OF LATIN AMERICA
Units: 3 Repeatability: No
Prerequisites: ECON 101 and ECON 102 and (MATH 130 or MATH 150 or MATH 151)
An analysis of the determinants of economic development and growth in Latin America, and the Pacific Rim, along with associated problems and policies. Topics include theories and policies concerning population, income distribution, education, capital formation, finance, agriculture, industry, trade, and economic planning. Prerequisites: ECON 101 and ECON 102 and (MATH 130 or MATH 150 or MATH 151).

ECON 337 | ECONOMIC DEVELOPMENT OF ASIA
Units: 3 Repeatability: No
Prerequisites: ECON 101 and ECON 102 and (MATH 130 or MATH 150 or MATH 151)
An analysis of the determinants of economic development and growth in Asia and the Pacific Rim, along with associated problems and policies. Topics include theories and policies concerning population, income distribution, industry, agriculture, domestic savings and investment, human resources, international trade, foreign capital, and external debt.

ECON 339 | LATIN AMERICA BUSINESS ENVIRONMENT
Units: 3 Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151)
This course is designed to prepare participants to work effectively in or with Latin American organizations by providing an understanding of the issues, opportunities, and complexities associated with doing business in the region. The focus is on the cultural, historical, economic, social, political and business environments in Latin America and on the activities of companies operating in Latin America, both foreign and domestic. Successful Latin American companies competing internationally will also be an aspect of the course. Upon successful completion of the course, students will possess an awareness of the business and economic environments in Latin America, and be able to demonstrate analytical and strategic thinking skills that reflect an understanding of the competitive environment in which local and foreign companies operate in Latin America.

ECON 340 | BEHAVIORAL ECONOMICS
Units: 3 Repeatability: No
Prerequisites: ECON 102 and (MATH 130 or MATH 150 or MATH 151)
Examines models in which standard economic rationality assumptions are combined with evidence from psychology to predict behavior. Topics include prospect theory, biases in judgment, fairness, altruism, bounded rationality, and the use of heuristics in decision making.

ECON 353 | SPORTS ECONOMICS
Units: 3 Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151)
The application of economic principles to analyze a wide range of issues in professional sports and collegiate athletics. Principles from the economics of labor markets, industrial organization, and public finance are applied to the analysis of sports issues. Issues discussed include league formats, rival leagues, franchise relocation and venue location, player salaries, free agency, salary caps, arbitration, player development, discrimination, NCAA rules on scholarships and eligibility, financial aspects of collegiate athletic programs, revenues from merchandising and broadcast rights, and economic impact analysis of sports teams on a local community.

ECON 370 | APPLIED ECONOMETRICS
Units: 3 Repeatability: No
Prerequisites: ECON 201 and ECON 202 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151)
A hands-on experience in econometric analysis designed to help students acquire the skills necessary to carry out their own empirical research in economics. Various aspects of empirical research in economics will be covered, including development of testable economic models, appropriate use of data, and specification and estimation of econometric models. Topics covered include: Ordinary Least Squares (OLS) applied to simple and multiple regression models, hypothesis testing, proper specification of models, multicollinearity, heteroskedasticity, serial correlation, cross sectional and time series models, binary-choice models, simultaneous equation models, panel data analysis, and forecasting. This course focuses on the development of practical skills associated with constructing regression equations that describe data sets appropriately, and providing economic interpretations to the results. The course includes hands-on laboratory assignments using Stata software.

ECON 375 | GAME THEORY
Units: 2-3 Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151)
Develops a conceptual framework to understand strategic behavior in economics and business environments and examines models of strategic thinking in interactive situations. Analyzes how to represent strategic situations as games and develop basic solution concepts to predict their outcomes. Topics include the use of credible threats and promises, repeated games, backward induction, strategic use of information through signaling, and bidding in auctions.

ECON 376 | APPLICATIONS OF GEOGRAPHIC INFORMATION SYSTEMS (GIS)
Units: 3 Repeatability: No
Prerequisites: ITMG 100 and (MATH 130 or MATH 150 or MATH 151)
An introduction to geospatial, or geographic, information systems (GIS) applied to organizational and environmental decision-making applications. The course provides background knowledge to identify spatial characteristics of many decision-making situations and to integrate spatial thinking and GIS analysis into the student’s academic studies and career. The course includes hands-on laboratory tutorials and projects using ArcGIS 10 desktop GIS software.

ECON 385 | BUSINESS ANALYTICS STRATEGY
Units: 3 Repeatability: No
Prerequisites: ITMG 100 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150)
Business analytics refers to the ways in which enterprises such as businesses, nonprofits, and governments can use data to gain insights and make better decisions. The ability to use data effectively to drive rapid, precise and profitable decisions has been a critical strategic advantage for many companies. In this course we will examine how managers and other stakeholders can apply advanced statistical techniques and tools that are central to the analysis of structured data that is used in business decision making. Data visualization and exploratory analysis will be emphasized as a key first step in the analytics process. Students will go through the process of identifying the data needs of a company, identifying key questions, identifying and exploring data sources to address these needs & questions, study design, strategy for implementation of study design, and communication of results. Special emphasis will be on communicating and translating analytic information into actionable business intelligence. Students will explore a variety of industry sectors (business, financial, technology, healthcare, sports, social innovation/ “big data for social good”, social media).
ECON 386 | BIG DATA AND BUSINESS
Units: 3 Repeatability: No
Prerequisites: ITMG 100 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150)
Analytics is the process of transforming data into insight in order to make better informed decisions. Understanding and interpreting data has become an even more integral part of understanding social interactions and behavior since the advent of big data and automated extraction. Accordingly, this lab-style course will provide a solid foundation for understanding data science and analytics problems in the context of modern big data methodology, philosophy, and application to business problems. Topics include, but are not limited to, database & repository management; scripting & automation; scraping, cleaning, and harmonizing data; exploratory analysis & data visualizations, documentation & reproducibility, ethics & client interactions, practical machine learning algorithms (ranging from multiple linear regression to neural networks and support vector machines), and regularization, generalization, and validation. By the end of the course, you will be able to extract, clean, and harmonize data to use in a predictive algorithm that you will be able to build yourself as part of a data product application.

ECON 414 | INVESTMENT ECONOMICS
Units: 3 Repeatability: No
Prerequisites: ECON 102 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151)
An overview of the economic foundations of modern finance, including individual preferences and decision-making in the face of uncertainty, how investors apply this decision-making framework to choose a portfolio of assets (Markowitz Portfolio Theory), the equilibrium pricing implications of these decisions (CAPM, Arbitrage Pricing Theory, Derivatives), and the role of asset prices and financial markets in the wider macroeconomy.

ECON 424 | INDUSTRIAL ORGANIZATION
Units: 3 Repeatability: No
Prerequisites: ECON 102 and (MATH 130 or MATH 150 or MATH 151)
Combing microeconomic theory, game theory, and empirical results to explore the relationships among firms within and across industries and to examine the nature of strategic interaction among firms. The focus is on the structure and performance of markets that are imperfectly competitive, including entry deterrence strategies and barriers to entry, vertical control, market segmentation and price discrimination, mergers and acquisition, price and non-competition, and market equilibria with incomplete information.

ECON 471 | BUSINESS CYCLES AND FORECASTING
Units: 3 Repeatability: No
Prerequisites: ECON 102 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151)
Examines the business cycle and techniques for forecasting fluctuations. The emphasis of the course is to gain hands-on exposure to specific business forecasting techniques and learn to apply them to limit the range of uncertainty in management decision making. Specific techniques covered include lead-lag, exponential smoothing, and econometric and ARIMA (Box-Jenkins) time series analysis.

ECON 473 | MANAGERIAL ECONOMICS
Units: 3 Repeatability: No
Prerequisites: ECON 102 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151)
The application of analytical techniques and economic principles to analyze typical problems encountered by managers. Topics include risk analysis, demand analysis and estimation using multiple regression analysis, sales forecasting, production analysis, cost estimation, pricing decisions, game theory, market structure and capital budgeting. (Note: offered only during the spring semester).
ETLW 311 | BUSINESS LAW I  
**Units:** 3  
Covers the fundamentals of United States law and legal system, relationship of law to ethics, criminal law, torts, contracts, agency, risk management, insurance, and hiring and managing an attorney. Special emphasis is given to preventing legal problems and resolving conflicts in business for business practitioners. Systems and methods of dispute resolution are considered, including negotiation, mediation, arbitration, and the U.S. judicial system, including small claims court.

**ETLW 312 | BUSINESS LAW II**  
**Prerequisites:** ETLW 311  
Continued study of the legal environment of business, including such topics as creation, operation, and termination of partnerships and corporations, sale of goods, and negotiable instruments. Case study.

ETLW 313 | INTERNATIONAL BUSINESS LAW AND ETHICS  
**Units:** 3  
Global issues permeate the business environment. As international business transactions increase, so does the need for an understanding of how international law governs such transactions. What does the international legal system look like? What international institutions come into play and what is their role? What law applies and how is it enforced? How do businesses conduct themselves in the global marketplace, and how should they? This course will explore these issues and more, including various ways in which ethical, cultural, and political forces influence international business. Teaching methods include lecture, case studies, class discussion and debate.

ETLW 403 | ENVIRONMENTAL MANAGEMENT  
**Units:** 3  
This course analyzes the effect of business activities on the environment. Environmental public policies are examined, as well as selected corporate environmental policies. The course addresses a myriad of questions, such as: Is there an inherent conflict between business profits and environmental protection? Can humans conduct business without harming the environment? What are the environmental consequences if the developing world reaches the same level of consumption as the developed world? Should the developed world reduce its level of consumption? Does the developed world have an obligation to the undeveloped world? If so, what is it? What is the meaning of sustainable economic growth? How is sustainable economic growth achieved? Meets the requirements for the Environmental Studies minor.

ETLW 404 | SPECIAL TOPICS IN ETHICS & LAW  
**Units:** 1-4  
Repeatability: Yes (Repeatable if topic differs)  
An in-depth analysis of selected topics in ethics & law. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

ETLW 499 | INDEPENDENT STUDY  
**Units:** 1-3  
Repeatability: Yes (Can be repeated for Credit)  
Independent study including empirical research and written reports. A maximum of 3 units of independent study may be used to satisfy requirements for the major.

FINA 294 | SPECIAL TOPICS IN FINANCE  
**Units:** 1-4  
Repeatability: Yes (Repeatable if topic differs)  
An overview and analysis of selected topics in finance. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

FINA 300 | FINANCIAL MANAGEMENT  
**Units:** 3  
Repeatability: No  
Prerequisites: ACCT 201 and ECON 101 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151)  
This course is an introduction to the fundamental principles that guide the financial manager in making asset management, valuation and financing decisions. Topics include ratio analysis, time value of money, stock and bond valuation, risk and return (CAPM), capital budgeting, financial planning, cost of capital and options. (Note: ECON 216 or ECON 217 may not be taken concurrently during intersession or summer sessions. ECON 216 or ECON 217 may only be taken concurrently if it is taken during the fall or spring semester.) Students are eligible for this course after successfully completing 45 units and the course prerequisites.

FINA 401 | COMMERCIAL BANK MANAGEMENT  
**Units:** 3  
Repeatability: No  
Prerequisites: FINA 300 and (ECON 216 or ECON 217) and ACCT 201 and ECON 101  
This course examines operating and policy issues bankers face in their efforts to maximize shareholder value. Topics include evaluating bank performance, measuring and controlling risks, managing the loan portfolio, and liability and capital management. Recent industry trends and the interaction between financial institutions and the economy are studied.

FINA 402 | INVESTMENTS  
**Units:** 2-3  
Repeatability: No  
Prerequisites: FINA 300 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151) and ACCT 201 and ECON 101  
This course surveys the basic principles and techniques of security and investment analysis. It covers capital markets, stocks, fixed-income portfolios, options, futures contracts and other derivatives. Market analysis methods are examined, and sources of analytical information and their use are studied.

FINA 403 | DERIVATIVES  
**Units:** 3  
Repeatability: No  
Prerequisites: FINA 300 and FINA 402 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151) and ACCT 201 and ECON 101  
This course is an introduction to derivative security markets including call and put options, futures and forward contracts, and swaps. Topics include the economic role of derivatives, valuation of derivatives, derivative trading strategies and the management of corporate risk with derivatives. The aim of the course is for students to gain proficiency in the use and valuation of a variety of derivative products.

FINA 404 | ADVANCED CORPORATE FINANCE  
**Units:** 3  
Repeatability: No  
Prerequisites: FINA 300 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151) and ACCT 201 and ECON 101  
The objective of this course is to apply financial management concepts to business situations through the use of case studies. The course will enhance your understanding of corporate finance topics, such as, valuation, capital budgeting, risk and return, cost of capital, capital structure, dividend policy and mergers. The focus of the course is on applied and analytical financial decision making and will require written case reports and the presentation of case analyses.

FINA 405 | INTERNATIONAL FINANCIAL MANAGEMENT  
**Units:** 3  
Repeatability: No  
Prerequisites: FINA 300 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151) and ACCT 201 and ECON 101  
An introduction to the problems facing the financial management of international companies. Topics include foreign exchange exposure management, financing trade, foreign direct investments, international accounting and control, and working capital management.
FINA 406 | PERSONAL FINANCE  
Units: 3  Repeatability: No  
Prerequisites: FINA 300 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151) and ACCT 201 and ECON 101  
This course will cover the financial planning, taxation and regulatory aspects of an individual’s lifelong saving, borrowing and investment decisions. The course will educate persons in making informed financial choices over their working careers. The topics include – credit management, credit scores, tax planning, consumer loans, home purchase and mortgage financing, property, life and health insurance, mutual funds, stock and bond investing, IRAs, 401k plans, retirement and estate planning.

FINA 407 | NEW VENTURE FINANCE  
Units: 3  Repeatability: No  
Prerequisites: FINA 300 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151) and ACCT 201 and ECON 101  
This course is based on experiential learning and presents a comprehensive stage-sensitive approach to entrepreneurial finance. The course is designed for students to perform real-world financial analyses and make financial decisions for a company throughout its venture life cycle, from the founding of a company to its liquidity event for its investors. The course is constructed as a combination of lectures, project workshops, and discussions based on five key entrepreneurial financial decision areas—the founders agreement, planning and financing of operations, forecasting growth financing, venture capital financing, and the liquidity event for investors.

FINA 408 | FINANCIAL STATEMENT ANALYSIS  
Units: 3  Repeatability: No  
Core Attributes: Other  
Prerequisites: FINA 300 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151) and ACCT 201 and ECON 101  
This course develops a set of core skills essential to financial statement analysis. It covers strategic ratio analysis, cash flow analysis, pro forma financial statements, financial modeling and firm valuation using discounted cash flow and residual income models, with an emphasis on practical applications.

FINA 409 | FINANCIAL MODELING AND ANALYTICS  
Units: 3  Repeatability: No  
Prerequisites: FINA 300 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151) and ACCT 201 and ECON 101  
This course covers financial modeling techniques applied to optimal decision making in the areas of corporate finance and investment banking. Topics include the construction of comprehensive valuation models, using precedent transactions and comparable companies in valuation, strategic industry analysis, and mergers and acquisitions.

FINA 410 | STUDENT MANAGED INVESTMENT FUND  
Units: 1  Repeatability: Yes (Can be repeated for Credit)  
Prerequisites: (MATH 130 or MATH 150 or MATH 151)  
In this course students make recommendations for an investment portfolio with actual money. The purpose of the course is to enable students to put into practice investment concepts and to expose students to the psychology and mechanics of investment decisions.

FINA 494 | SPECIAL TOPICS IN FINANCE  
Units: 1-4  Repeatability: Yes (Repeatable if topic differs)  
Prerequisites: FINA 300 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151) and ACCT 201 and ECON 101  
An in-depth analysis of selected topics in finance. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

FINA 499 | INDEPENDENT STUDY  
Units: 1-3  Repeatability: Yes (Can be repeated for Credit)  
Prerequisites: (MATH 130 or MATH 150 or MATH 151)  
Independent study including empirical research and written reports. A maximum of 3 units of independent study may be used to satisfy requirements for the major.

ITMG 100 | INFORMATION SYSTEMS  
Units: 3  
Core Attributes: First Yr Integration (LC Only)  
An introductory course on how technology and information systems impact business organizations. In addition to learning business information systems best practice you learn each of the four Microsoft Office (Excel, Access, Word and PowerPoint) software applications and be able to apply them successfully to problem solving scenarios. This course will also prepare you to take the Microsoft Office Specialist Certification in Excel.

ITMG 294 | SPECIAL TOPICS IN INFORMATION TECHNOLOGY MANAGEMENT  
Units: 1-4  Repeatability: Yes (Repeatable if topic differs)  
An overview and analysis of selected topics in information technology management. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

ITMG 310 | BUSINESS & ORGANIZATIONAL APPLICATION PROGRAMMING & DEVELOPMENT  
Units: 3  
Prerequisites: ITMG 100 and (MATH 130 or MATH 150 or MATH 151)  
The study of advanced methods and techniques in decision support application development using spreadsheet, database, and visual programming software. The course enables students to solve business problems by integrating tools including spreadsheets, database, programming languages, and the Internet. The course stresses development of complete, turnkey systems with programming facilities available in decision support software programs. Heavy emphasis is placed on developing programming skills for business and organizational applications.

ITMG 320 | DATABASE DESIGN AND BUSINESS INTELLIGENCE IMPLEMENTATION  
Units: 3  
Prerequisites: ITMG 100 and (MATH 130 or MATH 150 or MATH 151)  
Theory and practice of designing and modifying database management information systems for the use of business intelligence implementation. Topics include: best practices in data modeling, data normalization, and database design; database implementation methods for business use; and the use and evaluation of alternative database management software packages. Instructional methods include lecture, demonstrations, group problem-solving exercises, database design and business intelligence implementation projects, and student presentations.

ITMG 330 | ELECTRONIC COMMERCE  
Units: 3  
Prerequisites: (MATH 130 or MATH 150 or MATH 151)  
This course will help you better understand the emerging online technologies and trends and their influence on the electronic commerce marketplace. Topics include the Ecommerce fundamentals, Ecommerce business strategy, supply chain management, customer relationship management, and implementation of ecommerce such as analysis, design and maintenance.

ITMG 340 | INTRODUCTION TO WEB SITE DESIGN  
Units: 3  Repeatability: No  
Prerequisites: ITMG 100 and (MATH 130 or MATH 150 or MATH 151)  
Creating websites for business purposes, and learn the essential tools for web site development. The instruction will include planning a web site, understanding the principles and elements of web site design, page optimization, and evaluating web site effectiveness. Teaching methods include mostly hands-on skill building using the latest software available for web design.
ITMG 350 | MANAGEMENT INFORMATION SYSTEMS  
Units: 3  
Prerequisites: ITMG 100 and (MATH 130 or MATH 150 or MATH 151)  
A management-oriented overview of information systems with an emphasis on ways to analyze and use information technologies from the perspective of a business professional. The emphasis is threefold: to understand an analytic, integrative approach for thinking about (information) systems; to understand the uses of information technology to the success of organizations and competitive advantage; and to reinforce your skills using the latest server and Internet applications for managerial problem-solving and productivity. Topics include: international competitive uses of information systems; various ways of using information technologies in business processes, products, and services; impacts of information systems on the productivity of individuals and organizations; methods of information management decision making; factors leading to successful implementation of information systems; and threats and risks associated with information systems. Instructional methods include lecture, case study analysis, hands on training with current business software, community service-learning, technical writing, and presentations.

ITMG 360 | COMPUTER NETWORKS, SECURITY, AND FORENSICS  
Units: 3 Repeatability: No  
Prerequisites: ITMG 100 and (MATH 130 or MATH 150 or MATH 151)  
This course is designed to give the student a thorough understanding of the existing use of data communication networks, information security and computing forensics. Students will also learn about future developments in the area of telecommunications. Topics include: various protocols, topologies, and configuration used in modern data communications networks; the characteristics, engineering, and economic trade-offs among essential network hardware and software components; and current telecommunications industry standards and emerging technologies. Hands-on projects introduce students to the nuances of design, implementation, and management of computer networks in real-world environments using prevailing networking software.

ITMG 376 | APPLICATIONS OF GEOGRAPHIC INFORMATION SYSTEMS (GIS)  
Units: 3  
Prerequisites: ITMG 100 and (MATH 130 or MATH 150 or MATH 151)  
An introduction to geospatial, or geographic, information systems (GIS) applied to organizational and environmental decision-making applications. The course provides background knowledge to identify spatial characteristics of many decision-making situations and to integrate spatial thinking and GIS analysis into the student’s academic studies and career. The course includes hands-on laboratory tutorials and projects using ArcGIS 10 desktop GIS software.

ITMG 440 | INTERACTIVE MOBILE AND WEB APPLICATION DEVELOPMENT  
Units: 3 Repeatability: No  
Prerequisites: ITMG 100 and (MATH 130 or MATH 150 or MATH 151)  
This course is designed to give the student a thorough understanding of the existing use of data communication networks, information security and computing forensics. Students will also learn about future developments in the area of telecommunications. Topics include: various protocols, topologies, and configurations used in modern data communications networks; the characteristics, engineering, and economic trade-offs among essential network hardware and software components; and current telecommunications industry standards and emerging technologies. Hands-on projects introduce students to the nuances of design, implementation, and management of computer networks in real-world environments using prevailing standard networking software.

ITMG 494 | SPECIAL TOPICS IN INFORMATION TECHNOLOGY MANAGEMENT  
Units: 1-4 Repeatability: Yes (Repeatable if topic differs)  
Prerequisites: (MATH 130 or MATH 150 or MATH 151)  
An in-depth analysis of selected topics in information technology management. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

ITMG 498 | INTERNSHIP IN LS/E.C.  
Units: 1-3  
Prerequisites: (MATH 130 or MATH 150)

ITMG 499 | INDEPENDENT STUDY  
Units: 1-3 Repeatability: Yes (Can be repeated for Credit)  
Prerequisites: (MATH 130 or MATH 150 or MATH 151)  
Independent study including empirical research and written reports. A maximum of 3 units of independent study may be used to satisfy requirements for the major.

MGMT 294 | SPECIAL TOPICS IN MANAGEMENT  
Units: 1-4 Repeatability: Yes (Repeatable if topic differs)  
An overview and analysis of selected topics in management. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

MGMT 300 | ORGANIZATIONAL BEHAVIOR  
Units: 3 Repeatability: No  
Prerequisites: ECON 101  
The study of human behavior in organizational settings. Examines the interface between human behavior and the organizational context, and presents frameworks for managing people in the organization. Topics addressed include perceptual processes, personality, learning, motivation, attitudes, stress, group dynamics, intergroup behavior, conflict, power, politics, leadership, and cross-cultural implications. Behavioral science concepts are applied through self-assessment, case studies, and experiential exercises. Note: Students may take this course after successfully completing 45 units.

MGMT 301 | ORGANIZATIONAL THEORY AND GLOBAL LEADERSHIP  
Units: 3  
Prerequisites: MGMT 300  
In today’s global environment successful business leaders must understand theories of organizational design, structure, development, and effectiveness both domestically and abroad. Topics in this macro-oriented course include a number of international and contemporary management issues, including limitations in traditional views of leadership and the need for a more comprehensive view of how leadership works in organizations throughout the world. The relationship of leadership to culture and gender in organizations is explored, and practical leadership skills crucial to organizational effectiveness in a global business environment are integrated into the course through experiential learning exercises and interactive simulations.
MGMT 302 | FAMILY BUSINESS
Units: 3  Repeatability: No
Prerequisites: MGMT 300
Family-owned businesses make up as much as 80 percent of all U.S. businesses, including 175 of the Fortune 500. They face different challenges than their non-family-owned peers. This course discusses ways in which family-owned businesses are unique, stressing some of the special challenges they face, such as: grooming a management successor from within the family; implementing an estate plan to pass ownership of the business to the proper individuals while avoiding our confiscatorial estate tax; techniques for resolving family conflicts that erupt in the business and business conflicts that threaten to destroy the family; setting fair compensation for family members and non-family employees; and motivating non-family employees to support the family’s goals. Family business is a cross-functional, multi-disciplinary study which includes aspects of management, communications and conflict resolution, law, estate planning, accounting and taxation, and family counseling.

MGMT 303 | INTERPERSONAL RELATIONS
Units: 3  Repeatability: No
Core Attributes: Advanced writing competency
Prerequisites: MGMT 300
An advanced course covering theories, research, and skill development in the area of interpersonal relations. Topics covered include interpersonal influence, conflict, emotional styles, communication, group roles, non-verbal behavior, and personal growth. Course concepts are integrated with classroom exercises and outside organizational experiences to provide the student with both knowledge and skills for interacting effectively with others in managerial and personal situations.

MGMT 304 | ENTREPRENEURSHIP AND NEW VENTURES
Units: 3  Repeatability: No
Prerequisites: FINA 300 and MKTG 300 and MKTG 300 and (MATH 130 or MATH 150 or MATH 151)
An examination of the problems and processes for launching and/or purchasing business ventures. Topics include the nature and role of the entrepreneur, identifying and assessing potential opportunities for new ventures, structuring and staffing the new venture, preparing the business plan, attracting venture capital, and dealing with key legal issues.

MGMT 305 | CAREER DEVELOPMENT
Units: 3  Repeatability: No
Core Attributes: Advanced writing competency
Prerequisites: MGMT 300

MGMT 306 | WOMEN IN MANAGEMENT
Units: 3  Repeatability: No
Core Attributes: Advanced writing competency
This course is designed to give women a repertoire of skills needed in various work-related situations. The course examines management requirements for various organizational levels and stresses the difference between personal and organizational issues.

MGMT 307 | HUMAN RESOURCE MANAGEMENT
Units: 3
Prerequisites: MGMT 300
An introduction to the roles of both the staff specialist and manager regarding the human resource management function. Topics include, but are not limited to, staffing, compensating, training, appraising, and developing an organization’s human resources, as well as employment law, labor relations, and the strategic role of human resource management in today’s organization.

MGMT 308 | SMALL BUSINESS MANAGEMENT
Units: 3
Prerequisites: MGMT 300 and FINA 300 and MKTG 300 and (MATH 130 or MATH 150 or MATH 151)
Application of the basic business disciplines to the small business environment. Examines both growth-oriented small firms on the way to becoming large firms and small, income-substitution firms. Issues include: managing to provide for the survival and growth of the small business; how smallness influences management processes such as recruitment and motivation of employees; and how smallness influences marketing, finance, operations, and other functional areas within the small firm.

MGMT 309 | INTERNATIONAL COMPARATIVE MANAGEMENT
Units: 3  Repeatability: No
Prerequisites: MGMT 300
Addresses the dilemmas and opportunities that managers face as they work in multicultural and global environments. The main objective of the course is to increase the effectiveness of managers/employees in identifying, understanding, and managing the cultural components of organizational dynamics. Focuses on the relationships between cultural values and the practice of managing people. (For International Business minors only, BUSN 361 may substitute MGMT 300 as the prerequisite for this course.).

MGMT 310 | INNOVATION AND DESIGN THINKING
Units: 3  Repeatability: No
Core Attributes: Advanced writing competency
Prerequisites: MGMT 300
Teaches an iterative problem solving process of discovery, ideation, and experimentation using design-based techniques. Students develop insights and innovative solutions for diverse issues in business and public management. Introduces innovation and entrepreneurship.

MGMT 311 | BUSINESS LEADERSHIP
Units: 3  Repeatability: No
Core Attributes: Advanced writing competency
Prerequisites: MGMT 300
This course is designed to provide students with a comprehensive understanding of the theories, practices, and ethics of leadership; specifically, the impact of leadership within a business environment. Students will be provided with the knowledge and skills necessary to enhance their ability to be effective leaders. A systematic approach to leadership development is emphasized through contemporary readings on leadership, files, and experiential exercises.

MGMT 312 | GLOBAL SOCIAL ENTREPRENEURSHIP
Units: 3  Repeatability: No
Prerequisites: MGMT 300
Global social entrepreneurship is about how to frame problems and devise solutions for the world’s most pressing challenges. Through experiential learning and case discussion, students will acquire knowledge and capabilities for the creation of social ventures. The course invites exploration of social innovations that have transformed the world. Students will learn how to combine business and management skills with imagination, passion, empathy and courage to effectively tackle social problems.
MGMT 414 | INTERNATIONAL MANAGEMENT CONSULTING  
Units: 3  Repeatability: No  
Prerequisites: MGMT 300  
This management consulting project-based course will provide participants with instruction and practical experience in conducting a consulting project with an international approach. Students work in teams to design and develop solutions to a business problem or strategic initiatives for a company. You will learn and demonstrate your ability to formulate a statement of work, establish goals and milestones, prepare a schedule of deliverables, allocate responsibilities to team members, and interact with your client. The course is a combination of class sessions, instructor-individual team conferences, student team meetings, research, team-client meetings, report writing, and presentation of consulting activity/project results.

MGMT 490 | STRATEGIC MANAGEMENT  
Units: 3  Repeatability: No  
Core Attributes: Advanced Integration  
Prerequisites: MGMT 300 and FINA 300 and DSCI 300 and MKTG 300 and (ECON 216 or ECON 217) and ECON 101 and ACCT 201 and ITMG 100 and (MATH 130 or MATH 150 or MATH 151)  
This course develops skills in problem analysis and decision making in areas of corporate strategy and business policy. It is the integrating course of the undergraduate program and will concentrate on the application of concepts through case studies. Open only to final year seniors.

MGMT 492 | STRATEGY SIMULATION  
Units: 3  
Prerequisites: (MATH 130 or MATH 150 or MATH 151)  
Students will manage a company in a computer simulated oligopolistic industry. They will compete against companies managed by students from five other schools. Students will write detailed business plans, prepare budgets, and submit annual reports to shareholders while making management decisions for their company for 20 (simulated) quarters.

MGMT 494 | SPECIAL TOPICS IN MANAGEMENT  
Units: 1-4  Repeatability: Yes (Repeatable if topic differs)  
Prerequisites: MGMT 300  
An in-depth analysis of selected topics in management. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

MGMT 499 | INDEPENDENT STUDY  
Units: 1-3  Repeatability: Yes (Can be repeated for Credit)  
Independent study including empirical research and written reports. A maximum of 3 units of independent study may be used to satisfy requirements for the major.

MKTG 294 | SPECIAL TOPICS IN MARKETING  
Units: 1-4  Repeatability: Yes (Repeatable if topic differs)  
An overview and analysis of selected topics in marketing. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

MKTG 301 | SERVICES MARKETING  
Units: 3  Repeatability: No  
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300  
This course examines the key characteristics that distinguish services from traditional goods marketing. Critical dimensions which customers utilize to determine quality services are emphasized. Attention is directed toward the development and demonstration of interpersonal and problem-solving skills. Learning activities can include: case analysis, marketing plan, and client-sponsored projects.

MKTG 302 | SPORTS MARKETING  
Units: 3  Repeatability: No  
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300  
This course explores the complex and diverse nature of sports marketing. It applies fundamental marketing concepts to the sports industry, including the marketing mix, consumer behavior, marketing research, segmentation analysis, and assessment of marketing programs specific to sports. Guidelines for the formulation of marketing goals and strategies will be included. Trends, issues, and problems influencing the industry will also be examined.

MKTG 303 | FUNDAMENTALS OF MARKETING ALTERNATIVE  
Units: 3  Repeatability: No  
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151)  
This course introduces students to the issues and matters undertaken by marketers. Students will learn the language of marketing and the basic elements of a marketing analysis. Students will be able to identify, define, and examine the process of developing the components of the marketing mix, and explain how marketing managers use these components to gain competitive advantage within a socially responsible and ethical environment. The course content is equivalent to MKTG 300, Fundamentals of Marketing. However, it does not satisfy any USD core curriculum requirements.

MKTG 305 | GLOBAL MARKETING  
Units: 3  Repeatability: No  
Core Attributes: Advanced writing competency  
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300  
The purpose of this course is to provide an up-to-date overview of global marketing. The principles of marketing will be augmented by additional exposure to the opportunities and problems facing marketing managers in the changing global marketplace. Special attention will be given to the management of cultural differences in product development, distribution systems, pricing, and marketing communication. For International Business minors only, BUSN 361 may substitute MKTG 300 as the prerequisite for this course.

MKTG 306 | GLOBAL MARKETING ALTERNATIVE  
Units: 3  Repeatability: No  
Prerequisites: MKTG 300 and (MATH 130 or MATH 150 or MATH 151)  
The purpose of this course is to provide an up-to-date overview of global marketing. The principles of marketing will be augmented by additional exposure to the opportunities and problems facing marketing managers in the changing global marketplace. Special attention will be given to the management of cultural differences in product development, distribution systems, pricing, and marketing communication. The course content is equivalent to MKTG 305, Global Marketing. However, it does not satisfy any USD core curriculum requirements. For International Business minors only, BUSN 361 may substitute MKTG 300 as the prerequisite for this course.

Note: Students are eligible for this course after successfully completing 45 units and the course prerequisites.
MKTG 330 | PROFESSIONAL SELLING
Units: 3 Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
This course examines the role of professional selling in a firm’s promotion and marketing strategy, and presents the principles and methods of persuasive communication. Concepts from the behavioral sciences are explored to show their application in sales situations. Attention is focused on the development and demonstration of effective sales presentation techniques.

MKTG 340 | SOCIAL MEDIA MARKETING
Units: 3 Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
This course introduces the student to the complexities, challenges, and opportunities that social and new media create for marketers. The course covers topics including the role of social media in marketing, conducting a social media audit, creating and managing brand presences on social media, creating unpaid and paid social content, native advertising and influencers, and differences with online video. Students will work hands-on with relevant social media tools and analytics, with a dual focus on strategic understanding and tactical campaign development.

MKTG 350 | ADVERTISING AND PROMOTION
Units: 3 Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
This course provides a basic understanding of communication theory, branding, marcom tactics, planning, and coordination of integrated marketing communications (IMC) programs. The roles of public relations, direct response, advertising, collaterals, the Internet, and digital media are examined. Students practice the skills necessary to plan, execute, and coordinate an integrated marketing communications project or campaign.

MKTG 351 | ADVERTISING CAMPAIGNS
Units: 3 Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
Advertising Campaigns involves the analysis of market behavior, trends, and consumer motivation, with an emphasis upon the creation of an advertising campaign. Students conduct marketing research within a selected target market, develop a strategic brand position, and develop a campaign to effectively convey their brand’s position and value to the intended target audience. This course challenges students to push their creative capabilities while remaining within the parameters of sound marketing research and strategic objectives.

MKTG 355 | INTRODUCTION TO PUBLIC RELATIONS
Units: 3 Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
This course provides an introduction to public relations as a component of marketing communications. The strategic aspects and tactical implementation of public relations are covered, including a review of public relations campaigns as well as crisis communication. Also examined are the effects of research, public opinion, ethics, and laws on public relations activities. Career opportunities with public relations firms are discussed.

MKTG 410 | MARKETING RESEARCH
Units: 3 Repeatability: No
Core Attributes: Advanced writing competency
Prerequisites: MKTG 300 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151) and ECON 101
The emphasis in this course is placed on the relationship between marketing research and the business decision. A complete marketing research project is developed. Topics include: research methodology and the business function, problem formulation and the role of research, data collection, and analysis.

MKTG 411 | MARKETING ANALYTICS
Units: 3 Repeatability: No
Prerequisites: MKTG 300 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151) and ECON 101
This course takes an applied, data driven, approach to marketing decisions such as measuring the effectiveness of promotions, pricing strategy, and market segmentation. Students will study marketing problems and learn how different types of data and methodologies can be used to solve these problems. Students will learn both descriptive and predictive technique's to help make marketing decisions.

MKTG 413 | MARKETING RESEARCH ALTERNATIVE
Units: 3 Repeatability: No
Prerequisites: MKTG 300 and (ECON 216 or ECON 217) and (MATH 130 or MATH 150 or MATH 151) and ECON 101
The emphasis in this course is placed on the relationship between marketing research and the business decision. A complete marketing research project is developed. Topics include: research methodology and the business function, problem formulation and the role of research, data collection, and analysis. The course content is equivalent to MKTG 410, Marketing Research. However, it does not satisfy any USD core curriculum requirements.

MKTG 420 | CONSUMER BEHAVIOR
Units: 3 Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
This course explores how consumers process information and make decisions. Influence factors, such as attitudes, learning, personality, culture, motivation, perception, and reference groups on consumer decision making are examined. The emphasis is on understanding the decision-making process and its application to the development of sound marketing strategy.

MKTG 422 | VISUAL METHODS FOR EXPLORING CONSUMER BEHAVIOR
Units: 3 Repeatability: No
Prerequisites: ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
This course examines literature on analyzing visual data and the research methodologies of consumer ethnographic photography and filmmaking as ways of understanding and communicating consumer behavior. While immersed in the literature, photography and film of visual methods research, students will create several photography and film projects, each attended with a written paper. The course will conclude with a film festival and critique of student-produced films.
### MKTG 435 | BUSINESS OF HEALTHCARE
**Units:** 3  **Repeatability:** No
**Prerequisites:** ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
This course is designed for students interested in a career in any of the sectors that comprise the healthcare value chain. Pharmaceutical, biotechnology, diagnostic and device manufacturers in addition to traditional hospitals form a significant part of the healthcare industry and are well represented in the San Diego region. Students with an interest in Marketing, Operations, Finance, Project Management, Law and Nursing will find this course of value because it offers opportunities to explore topics related to efficiency, equity, access and effectiveness of healthcare. Note: Non-business majors and Economics majors may request a waiver of the prerequisites from the Marketing Department Chair and instructor if the student has relevant experience or background.

### MKTG 440 | BRAND MANAGEMENT
**Units:** 3  **Repeatability:** No
**Prerequisites:** ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
This course outlines how brand management is a fundamental element of competitive strategy. It explores the principles that determine success or failure in managing a brand, and the decisions brand managers face managing their brands. The course offers a thorough perspective of brand management as a discipline and as a career.

### MKTG 480 | ADVANCED MARKETING PROJECT
**Units:** 3  **Repeatability:** No
**Prerequisites:** ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
This course offers the opportunity to implement the basic fundamentals of marketing through an experiential learning situation, simulation, case analysis, or combination of these. May involve interaction with business or other organizations in the execution of marketing strategy. This course may not be repeated for credit.

### MKTG 490 | MARKETING STRATEGY
**Units:** 3  **Repeatability:** No
**Prerequisites:** ECON 101 and (MATH 130 or MATH 150 or MATH 151) and MKTG 300
This is the capstone course for marketing majors. Students examine the critical issues and variables in selecting a marketing strategy, with an emphasis on how to accomplish strategic analysis and planning. Topics include the comparison of business and marketing strategies, marketing situation analysis, designing marketing strategy, marketing program development, and marketing strategy management and implementation. Senior standing is required.

### MKTG 494 | SPECIAL TOPICS IN MARKETING
**Units:** 1-4  **Repeatability:** Yes (Repeatable if topic differs)
**Prerequisites:** MKTG 300 and (MATH 130 or MATH 150 or MATH 151)
An in-depth analysis of selected topics in marketing. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

### MKTG 499 | INDEPENDENT STUDY
**Units:** 1-3  **Repeatability:** Yes (Can be repeated for Credit)
Independent study including empirical research and written reports. A maximum of 3 units of independent study may be used to satisfy requirements for the major.

### REAL 294 | SPECIAL TOPICS IN REAL ESTATE
**Units:** 1-4  **Repeatability:** Yes (Repeatable if topic differs)
An overview and analysis of selected topics in real estate. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

### MKTG 300 | SPECIAL TOPICS IN REAL ESTATE
**Units:** 3  **Repeatability:** No
**Prerequisites:** (MATH 130 or MATH 150 or MATH 151)
The study of the principles and practices surrounding real estate assets within the U.S. financial markets. Includes an investigation of urban economic forces on financing, investment, and valuation decisions, and legal effects on market efficiency. The ethical implications of real estate principles and practices will be emphasized. This course fulfills one of the requirements for both the Sales Agent and the Broker’s License issued by the California Department of Real Estate. Note: Students are eligible for this course after successfully completing 45 units and the course prerequisites.

### REAL 320 | PRINCIPLES OF REAL ESTATE
**Units:** 3  **Repeatability:** No
**Prerequisites:** (MATH 130 or MATH 150 or MATH 151) and ECON 216 or ECON 217 and ACCT 201 and ECON 101
This course deals with the role, importance and the process of market analysis in real estate. The course is divided into two sections. The first section utilizes market analysis as a tool for decision makers to examine the economic environment of their potential real estate investment, the current market trends and future outlook for real estate. The second section examines how the feasibility of a real estate project is determined across different property types. The course uses the highest and best use analysis to determine any project's feasibility. All aspects of feasibility are discussed in detail including physical, legal and financial. The course focuses on using research methodologies to define the scope of analysis; identify data needs; collect information from various sources, including on-line resources; and interpret the results. Applications to different property types are discussed.

### REAL 325 | FINANCING RESIDENTIAL REAL ESTATE
**Units:** 3  **Repeatability:** No
**Prerequisites:** FINA 300 and (MATH 130 or MATH 150 or MATH 151) and (ECON 216 or ECON 217) and FINA 300 and ACCT 201 and ECON 101
An overview course that explains with real-world examples how America’s residential real estate finance markets operate and interact with one another. Provides an understanding of how technology is rapidly changing borrowers’ ability to “shop” for mortgages and how lenders offer their products and services. Covers the entire array of mortgages available to consumers, where loans can be obtained, and what happens to loans after they are made. Places U.S. mortgage markets into a global context. The ethical dimensions of financing real estate will be brought to the forefront of classroom discussion.

### REAL 326 | COMMERCIAL RE FIN & INVESTMENT
**Units:** 3  **Repeatability:** No
**Prerequisites:** FINA 300 and (MATH 130 or MATH 150 or MATH 151) and (ECON 216 or ECON 217) and ACCT 201 and ECON 101
An introduction to the core concepts, principles, analytical methods, and tools useful for making investment and financing decisions regarding commercial real estate. This course reviews the fundamental financial concepts that are critical to real estate decision making; compares and contrasts different types of commercial real estate; discusses the techniques that are commonly used to determine the value of a commercial property; and introduces the various ways to finance real estate development and/or purchases. It also describes the roles of traditional sources of commercial real estate capital, as well as the proliferation of newer financial products.
REAL 327 | LEGAL ASPECTS OF REAL ESTATE
Units: 3
Prerequisites: (MATH 130 or MATH 150 or MATH 151)
The study of the historical, foundational, and fundamental legal principles involving both commercial and residential real estate. An exploration of issues, case studies, and current events in the area of real estate law and ethics in the real estate marketplace. Special emphasis is given to transactions, investments, and the development of real estate, as such relates to contracts, land use requirements, environmental concerns, and risk management matters. This course fulfills one of the requirements for the California Department of Real Estate Broker examination.

REAL 328 | COMMERCIAL REAL ESTATE VALUATION
Units: 3 Repeatability: No
Prerequisites: (ECON 216 or ECON 217) and FINA 300 and REAL 320 and (MATH 130 or MATH 150 or MATH 151)
An overview of real estate valuation techniques. The fundamentals of income capitalization, sales comparison and cost approaches to appraisal theory are discussed using practical examples. Through the use of commercial real estate software valuation tools (ARGUS Financial Analysis®), participants will gain the understanding of appraisal procedures used to analyze data and derive value estimates for every category of income-producing property. The importance of ethical judgment and industry standards will be emphasized along with the reconciliation process and preparation of the final appraisal report.

REAL 329 | REAL ESTATE DEVELOPMENT
Units: 3 Repeatability: No
Prerequisites: (ECON 216 or ECON 217) and FINA 300 and (REAL 320 or REAL 325 or REAL 326 or REAL 327) and (MATH 130 or MATH 150 or MATH 151) and ACCT 201 and ECON 101
This course presents an overview of the real estate development process. Emphasis will be placed on how to evaluate and quantify risk, and how to assess it in light of the development opportunity. The course will help students develop the skills necessary for successful involvement in development at the entry, corporate and entrepreneurial level. Specific topics include land acquisition, due diligence, market analysis, the entitlement process, building design, construction, financing, leasing, management, and disposition. Cases will be used to reinforce and explain the various and often politically sensitive aspects of the real estate development process.

REAL 494 | SPECIAL TOPICS IN REAL ESTATE
Units: 1-4 Repeatability: Yes (Repeatable if topic differs)
Prerequisites: (MATH 130 or MATH 150 or MATH 151)
An in-depth analysis of selected topics in real estate. The course may be repeated if the topic changes. Prerequisites may change depending on the topic.

REAL 499 | INDEPENDENT STUDY
Units: 1-3 Repeatability: Yes (Can be repeated for Credit)
Prerequisites: (MATH 130 or MATH 150 or MATH 151)
Independent study including empirical research and written reports. A maximum of 3 units of independent study may be used to satisfy requirements for the major.