BUS - BUSINESS ADMINISTRATION

BUS 6000 Foundations for Graduate School (0 Units)
Students earning a Masters in Business Administration must demonstrate competence in the following common professional core (CPC) areas: marketing; business finance; accounting; management; legal environment of business; economics; business ethics; global dimensions of business; business communications; information systems; quantitative techniques & statistics. A student not meeting one of these CPC ares in their undergraduate business degree, must pass (75% or higher) the test(s) as part of this course.
Credit/No Credit.

BUS 6010 Organizational Behavior (3 Units)
This course addresses organizational behavior and how it is impacted by values, diversity, and technology. Students examine the process through which managers learn to apply concepts from the behavioral sciences to observe, understand, and influence behavior in the workplace. Concepts such as motivation, leadership and application of techniques for individual and organizational growth and decision-making in a global environment are discussed.
Letter grade.

BUS 6013 Graduate Business Practical Training Independent Study (0.5-4 Units)
This course allows students to make tangible connections between skills and knowledge gained in the classroom with experience in the workplace. In addition, students gain exposure to different work cultures, management styles and professional interactions while enhancing their confidence and competence.
May be repeated for a maximum of four (4) units. Credit/No Credit.

BUS 6015 Accounting for Decision Making (3 Units)
This course develops both financial and managerial accounting concepts required by managers to analyze and communicate financial and other information as it relates to effective decision making in the coordination of managerial and organizational activities. Topics include financial statement analysis, capital and financial budgeting, performance measurement, cost-volume-profit relationships, and incremental analysis.
Letter grade.
Prerequisite(s): Accounting Leveling Module

BUS 6017 Applied Ethics (1 Unit)
This course explores the theories of ethics and a process of ethical decision making in order to develop a stakeholder approach to leading organizations. Students will be challenged to consider personal ethical standards (goals, norms, beliefs, and values) and to create a framework for evaluating ethical choices, resulting in the ability to develop, articulate, and implement a compelling moral decision.
Letter grade.

BUS 6018 Legal Environment of Business (1 Unit)
This course investigates the key aspects of business law relevant to leaders and managers of organizations. Topics include contracts, strict and product liability, organizational structures, alternative dispute resolution and human resource law. Case studies and case law will be used to understand and apply legal concepts.
Letter grade.

BUS 6019 Corporate Social Responsibility (1 Unit)
This course explores how organizations can recognize long-term value by integrating social responsibility into their core strategy. Students will learn how to lead corporate social responsibility efforts within organizations and become effective change agents for positive social impact.
Letter grade.

BUS 6025 Applied Data Analysis and Visualization (3 Units)
This course explores methods of applied data analysis, including capturing, identifying and analyzing data to inform decision making. Topics include an overview of statistical concepts, guidelines for effective data analysis, data visualization principles, and presenting and evaluating alternative solutions. Emphasis will be placed on designing and creating data visualizations to communicate with various stakeholders.
Letter grade.

BUS 6030 Economic Environment of Business (3 Units)
This course provides an overview of analytical tools that economists use to solve business problems, as well as exposure to the economic environment within which businesses operate. Key concepts and ideas from both microeconomics and macroeconomics are introduced. The focus is to enable students to be able to identify, understand and evaluate both domestic and global drivers causing economic change. Particular attention is given to discussions of real-world applications.
Letter grade.

BUS 6035 Global Business and Leadership (3 Units)
This course examines the challenges and opportunities in global business and leadership. Through case studies and experiential learning, this course will explore how countries differ in culture, ethics, and business practices, and review the economic, political, legal, and social framework in which global business operates. Other topics include the study of the global monetary system and the climate for foreign investment, and the examination of the strategies and structures of global business and leadership.
Letter grade.
Also offered as LDR 6035.

BUS 6036 International Trip (3 Units)
In this course, students will travel abroad and have the opportunity to experience first-hand international business and leadership practices. Students will prepare for the experience by studying the culture and organizations on the itinerary. This experiential learning opportunity will allow students to build an international network, explore unique cultures, develop an appreciation for diversity, and experience the impact of a global perspective. Please be advised that this course is subject to a minimum number of enrollments required for it to be offered. In the event that the minimum enrollment is not met, the course may be canceled. Additionally, participants should be aware that there may be additional out-of-pocket expenses associated with travel or other off-site activities related to this course. These expenses are not included in the regular tuition fees and will be the responsibility of the individual participants.
Letter grade.
Also offered as LDR 6036.

BUS 6040A International Travel Practicum (Spring) (0 Units)
This practicum is offered to students enrolled in a minimum of three units in the MBA program. The practicum consists of class meetings and assignments related to preparing for summer travel. Students who enroll in this practicum must also enroll in BUS 6040B. The practicum fee includes most travel costs excluding airfare and will vary each semester depending on these costs. Students must attend all meetings and complete all assignments to receive credit for the practicum.
Credit/No Credit.
Concurrent: BUS 6040B

BUS 6040B International Travel Practicum (Summer) (0 Units)
This practicum is offered to students enrolled in a minimum of three units in the MBA program who have completed BUS 6040A. The practicum consists of class meetings and assignments, travel to the selected destination and corporate and cultural visits at the selected destination. The practicum fee includes any remaining travel costs not collected in BUS 6040A excluding airfare and will vary each semester depending on these costs. Students must attend all class meetings, complete all assignments, and be on time for all corporate and cultural visits to receive credit for the practicum.
Credit/No Credit.
Prerequisite(s): BUS 6040A

BUS 6045 Leadership Theory and Application (3 Units)
This course explores the development of a theoretical basis of the intrinsic and extrinsic motivations for exceptional performance. Students analyze the ways leadership and culture shape an organization's environment and history. Different leadership styles, personal leadership effectiveness, and both historical and contemporary leadership literature will be examined. In addition, students will utilize leadership instruments to assess their own leadership styles and competencies.
Letter grade.

BUS 6048I Leading with Integrity (1 Unit)
This course examines leaders from diverse backgrounds as models for students to develop their ability to lead with integrity. Students will be challenged to integrate their academic knowledge, core values, and experiences as it relates to leadership. An emphasis is placed on how leaders maintain their moral character in the face of challenges.
Letter grade.

BUS 6048P Leading with Purpose (1 Unit)
This course includes an opportunity for students to craft a personal leadership development plan. Students will be challenged to integrate their academic knowledge, core values, and experience as it relates to leadership. An emphasis is placed on how putting one's purpose to work enriches the life of a leader and positively impacts those within the organization one leads.
Letter grade.

BUS 6048S Leading with Service (1 Unit)
This course examines leaders from diverse backgrounds as models for students to develop their own approach to leading with service. Students will be challenged to integrate their academic knowledge, core values, and experiences as it relates to leadership. An emphasis is placed on how leaders create a strong community through service. Students will have the opportunity to participate in a service project.
Letter grade.

BUS 6049 Leading with Ethics, Integrity, and Purpose (3 Units)
This course explores the theories of ethics and provides frameworks for ethical decision-making that incorporate stakeholder perspectives. Students will be provided with a comprehensive understanding of the ethical principles that underpin successful leadership and decision-making in organizations. This course goes beyond traditional ethical considerations and delves into the importance of integrity, serving others, and finding one's purpose in the pursuit of ethical organizational practices.
Letter grade.
Also offered as LDR 6049.

BUS 6050 Operational Excellence (3 Units)
This applications-based course focuses on the execution of a firm's value proposition via an operational strategy to exceed customer expectations. Topics include supply chain and process analytics, lean manufacturing and service management, enterprise resource systems, and constant process improvement. In addition, the course explores the value stream design throughout the supply chain and the integration of information technology across the enterprise.
Letter grade.
Prerequisite(s): BUS 6025 or consent of instructor.

BUS 6055 Strategic Marketing for Impact (3 Units)
This course provides an overview of marketing in a market-oriented and socially responsible firm. The focus is on essential marketing values, attitudes and practices needed by successful managers in every function within an organization. The perspective taken is on the philosophies and processes for marketing decision-making required by an organization to fulfill both the economic and the social goals. Topics include market analysis, marketing strategy and the execution of an effective marketing plan. The integration of financial, social, and marketing metrics to measure performance are highlighted.
Letter grade.

BUS 6060 Managing in a Changing Environment (3 Units)
This course explores how high performance in organizations is related to the ability to adapt to changing internal and external needs, and the impact of values upon the success of the organization. Students will examine the environmental, structural, and human dynamics of organizational change, including factors bearing on organizational rigidity or flexibility. The role of leaders in implementing collaborative change processes is stressed along with a study of strategies for involving others in the design and execution of change projects in a technologically and culturally changing world.
Letter grade.

BUS 6061 Negotiation and Conflict Resolution (3 Units)
This course explores the art and science of negotiation and conflict resolution as essential strategies and skills for making decisions, managing conflict, and creating value. Topics include interpersonal and intra-group conflict, problem-solving techniques, integrative and distributive negotiation approaches, non-verbal communication, and cross-cultural negotiations. In addition, the course will incorporate simulated scenarios and facilitation roleplays designed to build effective negotiators and conflict-competent leaders. The course will highlight the importance of ethics and trust for collaboration and teamwork.
Letter grade.
Also offered as LDR 6061.

BUS 6062 Diversity and Cultural Dynamics (3 Units)
This course examines theory, policy and practice of managing diversity and cultural dynamics within organizations. Topics include intercultural communication, inclusiveness, equity, and dimensions of diversity and culture. Emphasis is placed on cultural values and beliefs in a complex and dynamic work environment.
Letter grade.
Also offered as LDR 6062.

BUS 6063 Team Leadership and Collaboration (3 Units)
This course focuses on the formation and development of teams in diverse organizations through effective leadership and the utilization of team building to achieve organizational effectiveness. Topics include team communication styles, stages of team development, functions of groups, trust and cohesion, team dynamics, and creativity and innovation. In addition, virtual teams and the impact of technology on leading teams is considered.
Letter grade.

BUS 6064 Organizational Communication (3 Units)
This course examines the function of communication within the context of complex organizations and multiple audiences. Topics include various approaches to communication including classical, human relations and systems. The importance of understanding organizational values and frameworks as foundations for organizational communication are discussed. In addition, socialization, decision making, conflict management and organizational change processes are addressed. Consideration is given to the use of information and technology and the changing landscapes of organizations as it relates to organizational communication.
Letter grade.
Also offered as LDR 6064.

BUS 6065 Professional Communication (3 Units)
This course examines the critical role of communication for a business leader in creating a culture that adds value to an organization. The impact of perspective, perception, expectation, and purpose of a leader and followers is explored, including method, message, and outcomes to build a narrative based upon a vision.
Letter grade.

BUS 6067 Agile Project Management (3 Units)
This course presents the art and science of project risk as well as continuity management and cost management. Managing the risk of a project as it relates to a three-part systematic process of identifying, analyzing, and responding is examined through case studies. Students learn the process of cost management, early cost estimation, detailed cost estimation, and cost control using the earned value method. Students study the issues of project procurement management and the different types of contracts. Students will understand the PMI® program management processes and use tools that automate and enforce processes for managing scope changes, risk, quality, issues, schedules, resources, releases, and costs.
Letter grade.

BUS 6068 Project Management Risk, Cost, and Program Analysis (3 Units)
This course presents the art and science of project risk as well as continuity management and cost management. Managing the risk of a project as it relates to a three-part systematic process of identifying, analyzing, and responding is examined through case studies. Students learn the process of cost management, early cost estimation, detailed cost estimation, and cost control using the earned value method. Students study the issues of project procurement management and the different types of contracts. Students will understand the PMI® program management processes and use tools that automate and enforce processes for managing scope changes, risk, quality, issues, schedules, resources, releases, and costs.
Letter grade.

BUS 6070 Financial Management (3 Units)
This course examines various financial management opportunities and challenges faced by corporate decision makers on both theoretical and applied levels. Course topics include the analysis of financial statements, securities valuation, risk and return, mergers and corporate control, cost of capital, securities offerings, financial planning and forecasting, capital budgeting, bankruptcy and reorganization, capital structure and business valuation.
Prerequisite(s): Finance Leveling Module and BUS 6015

BUS 6080 Field Experience (3 Units)
This course provides students the opportunity to complete a project-based field experience. Students will apply the theories, concepts, and skills from their coursework to real-world business situations. Student consulting teams will evaluate the needs, solve problems, and present results to clients.
Letter grade.

BUS 6090 Special Studies in Business Administration (1-3 Units)
This course presents selected studies in an area of Business Administration as determined by the Fermanian School of Business. May be repeated for a maximum of six (6) units as long as the content is different.
Prerequisite(s): Permission is required from the Dean of the Fermanian School of Business and the course faculty. The student must be in good academic standing.

BUS 6095 Strategic Management (3 Units)
This capstone course focuses on a thorough understanding of the analytical techniques and skills necessary to identify, develop, and implement successful business strategies. Utilizing an intensive case-study approach, students demonstrate an understanding of the main elements of the strategic management process, including a semester-long detailed strategic plan analysis of an existing corporation. In addition, the course integrates knowledge and skills students have mastered in previous courses.
Letter grade.
Prerequisite(s): Successful completion of 24 units in the MBA program.
Pre or Corequisite(s): Business Integration and Strategic Management Leveling Module

BUS 6099 Comprehensive Exit Exam (0 Units)
This lab is required for all students to meet the graduation requirements for the Master's of Business Administration program in the Fermanian School of Business. The lab consists of a comprehensive exam assessing knowledge in business disciplines. Students must pass the exam in order to graduate. Students who do not pass the exam will be required to complete the comprehensive project under the supervision of the Dean of the Fermanian School of Business (or the Dean's designee).
Credit/No Credit.

BUS 6111 Managing Personnel, Facilities, and Events in Sports (3 Units)
This course will prepare sport professionals to plan athletic and fitness events, manage the personnel and facilities associated with these events and facilities, and design effective fitness and exercise programming. Students will be exposed to industry leading sport and fitness facilities and trends throughout the southern California region through periodical visits to these facilities. Contemporary issues in entrepreneurship in the sport and fitness industries will be addressed.
Letter grade.
Also offered as KIN 6011.

BUS 6120 Marketing, Promotion, and Public Relations in Sports (3 Units)
Students will explore and develop promotional and marketing strategies involved in the spectrum of the sport and fitness industries. Students will be equipped for the high school, collegiate and professional sport settings as well as personal, group, and comprehensive fitness facilities that promote a holistic approach to wellness.
Letter grade.
Also offered as KIN 6020.

BUS 6130 Leadership in Sports (3 Units)
Both historical and contemporary aspects of leadership theory will be applied to various aspects of the sport industry, including post-secondary education, athletics administration, and the rapidly-growing business of sport.
Letter grade.
Also offered as KIN 6030.

BUS 6140 Finance and Economics in Sports (3 Units)
This course will provide students with an introduction and relevant application of the economic principles that influence athletic, sport and fitness organizations. Students will discuss and implement budgeting, financial statements, economic impact analysis and other related topics.
Letter grade.
Also offered as KIN 6040.