Fully Employed MBA (MGMT FE)

Courses

MGMT FE 200. Managing of Innovative Organizations . 6 Units.
Using concepts from organization studies, students examine different frameworks for analyzing and designing innovative organizations, the foundations of competitive analysis, alliances and networks as a source of innovation, and key issues in managing innovation effectiveness. Evening or weekend course format.

Grading Option: Satisfactory/unsatisfactory only.
Restriction: Fully Employed M.B.A. students only.

MGMT FE 201A. Statistics for Managers . 4 Units.
Methods of statistical inference, emphasizing applications to administrative and management decision problems. Topics include classical estimation, hypothesis testing, regression, correlation, analysis of variance, decision analysis, and forecasting. Evening or weekend course format.

Restriction: Fully Employed M.B.A. students only.

MGMT FE 202. Organizational Analysis for Managers . 4 Units.
Develops a better understanding of individual and group behavior in and across organizations, the frameworks by which to analyze and understand behavior in complex organizations; and enhances the skills required to manage collaboration and lead. Evening or weekend course format.

Restriction: Fully Employed M.B.A. students only.

MGMT FE 203A. Financial Accounting for Managers . 4 Units.
Involves the development, analysis, and interpretation of financial accounting information for external reporting purposes. Emphasis on measurement and valuation issues in decision-making problems and cases. Evening or weekend course format.

Restriction: Fully Employed M.B.A. students only.

MGMT FE 203B. Managerial Accounting for Managers . 4 Units.
Involves developing and using internal financial and non-financial information to help organizations make planning, budgeting, control, operating, and performance evaluation decisions. Evening or weekend course format.

Restriction: Fully Employed M.B.A. students only.

MGMT FE 204A. Microeconomics for Managers . 4 Units.
Provides basic tools for analyzing economic decisions, the determinants and consequences of market structure and market failure. Topics include demand and supply analysis, production and cost theory, perfect competition, monopoly, and introductory game theory. Evening and weekend course format.

Restriction: Fully Employed M.B.A. students only.

MGMT FE 204B. Macroeconomics for Managers . 4 Units.
Introduces use of macroeconomic analysis to manage the business cycle for competitive advantage. "Business cycle-sensitive" management is explored within the context of marketing, operations management, HRM, merger and acquisition activity, and capital financing and expenditures. Evening and weekend course format. Course may be offered online.

Prerequisite: MGMT FE 204A.
Restriction: Fully Employed M.B.A. students only.

MGMT FE 205. Marketing for Managers . 4 Units.
Introduction to marketing. Develops familiarity with fundamental concepts, theories, and techniques in marketing and acquaints students with the type of decisions made by marketing managers including customer targeting, product, pricing, placement, promotion, and research. Evening or weekend course format.

Restriction: Fully Employed M.B.A. students only.
MGMT FE 206. Business and Government for Managers . 4 Units.
Introduces students to the many non-market issues that affect today's managers, such as: environment protection, health and safety, intellectual
property protection, antitrust, and lobbying. Takes an interdisciplinary approach using economics, political science, public policy, and law. Evening and
weekend course.
Restriction: Fully Employed M.B.A. students only.

MGMT FE 207. Information Technology for Managers . 4 Units.
Focuses on the technological and managerial issues surrounding the development and use of IT in organizations. Examines how technology can be
used to execute an organization's business strategy and to enable new, innovative business strategies. Evening or weekend course format.
Restriction: Fully Employed M.B.A. students only.

MGMT FE 208. Operations Management for Managers . 4 Units.
Introduction to strategic and tactical issues in production and operations management. Blend of quantitative and qualitative considerations. Topics
include product planning, process design, capacity management, production planning, inventory control, distribution management, just-in-time
manufacturing, quality management. Evening or weekend course format.
Restriction: Fully Employed M.B.A. students only.

MGMT FE 209A. Managerial Finance for Managers . 4 Units.
Introduces students to financial theory and concepts. Topics include time value of money, valuation of stocks and bonds, capital budgeting, portfolio
theory, and capital structure choice. Evening or weekend course format.
Prerequisite: MGMT FE 201A and MGMT FE 203A and MGMT FE 204A.
Restriction: Fully Employed M.B.A. students only.

MGMT FE 209B. Investments for Managers . 4 Units.
Foundations of investment management. Theory and empirical evidence related to portfolio theory, market efficiency, and valuation models for equities,
bonds, and options. Emphasis on practical applications, including optimal investment strategies. Evening or weekend course format.
Prerequisite: MGMT FE 209A.
Restriction: Masters of Business Administration students only.

MGMT FE 210. Business Strategy for Managers . 4 Units.
Provides conceptual frameworks and techniques to analyze and develop firm strategies. Through case analysis and discussion, improves analytical and
strategic thinking. Evening or weekend course format.
Prerequisite: MGMT FE 200 and MGMT FE 202 and MGMT FE 205 and MGMT FE 209A.
Restriction: Fully Employed M.B.A. students only.

MGMT FE 213. Managing New Ventures: A Course in Entrepreneurship. 4 Units.
Focuses on how to launch a new business by providing an overview of the start-up process, including how to identify new business opportunities and
how to develop a sound operating model. Evening or weekend course format.
Prerequisite: MGMT FE 202 and MGMT FE 205 and MGMT FE 210.
Restriction: Masters of Business Administration students only.

MGMT FE 214. Entrepreneurship: Planning the New Venture. 4 Units.
Student teams develop a business plan to launch a new venture. The final business plan is presented to an expert panel. Evening or weekend course
format.
Prerequisite: MGMT FE 210.
Restriction: Masters of Business Administration students only.

MGMT FE 218. Business Dynamics for Managers . 4 Units.
Business Dynamics enhance analytical skills by analyzing complex challenges that businesses face and to quickly implement a winning response.
Evening or weekend course format.
Prerequisite: MGMT FE 210.
Restriction: Masters of Business Administration students only.
MGMT FE 220. Organizational Change for Managers . 4 Units.
Focuses on the implementation of change. Identifies the features of successful changes in organizations of varying sizes and configurations, with an emphasis on the reasons why individuals resist or embrace change. Evening or weekend course format.
Prerequisite: MGMT FE 200 and MGMT FE 202.
Restriction: Masters of Business Administration students only.

MGMT FE 225. Negotiations For Managers . 4 Units.
Using a combination of theory and practice via negotiation simulations, students expand their repertoire of negotiating skills and develop their ability to analyze different negotiation situations and contexts. Evening or weekend course format.
Prerequisite: MGMT FE 200 and MGMT FE 202.
Restriction: Masters of Business Administration students only.

MGMT FE 228. International Management for Managers . 4 Units.
Introduction to the effects of different national cultures, and political and economic systems on the assumptions, expectations, organizational practices, and organizational forms needed to conduct cross-national organizational work. Evening or weekend course format.
Prerequisite: MGMT FE 200 and MGMT FE 202.
Restriction: Masters of Business Administration students only.

MGMT FE 231A. FSA-Earnings Quality and Asset Analysis for Managers . 4 Units.
Develops skills essential to using financial statements for business analysis by examining financial information quality, profitability and risk analysis, earnings management, revenue recognition, asset recognition and valuation, and how financial reporting is related to the business environment and managerial incentives.
Prerequisite: MGMT FE 203A.
Restriction: Masters of Business Administration students only.

MGMT FE 231B. Liability and Equity Analysis for Managers . 4 Units.
Focuses on the financial statement analysis of liabilities and stockholders' equity. Topics include forecasting financial statements, earnings-based valuation models, accounting analysis of mergers and acquisitions, leases, bankruptcy prediction, and derivatives. Evening or weekend course format.
Prerequisite: MGMT FE 203A.
Restriction: Masters of Business Administration students only.

MGMT FE 242. Portfolio Management for Managers. 4 Units.
Advanced portfolio decision making. Topics include index models, portfolio performance measures, bond portfolio management and interest immunization, stock market anomalies, and market efficiency. Evening or weekend course format.
Prerequisite: MGMT FE 209A and MGMT FE 209B.
Restriction: Masters of Business Administration students only.

MGMT FE 248. Corporate Valuation for Managers. 4 Units.
Studies cases that expand concepts covered in the introductory corporate finance course and focuses on estimating the value of firms and projects in diverse settings. Evening or weekend course format.
Prerequisite: MGMT FE 209A and MGMT FE 209B.
Restriction: Masters of Business Administration students only.

MGMT FE 249. Derivatives for Managers . 4 Units.
Studies financial derivatives instruments including forward contracts, futures, swaps, and options. Advanced applications of these instruments, including pricing and risk management, are emphasized. Evening or weekend course format.
Prerequisite: MGMT FE 209A and MGMT FE 209B.
Restriction: Masters of Business Administration students only.
MGMT FE 250. Consumer Behavior for Managers . 4 Units.
Examines consumer decision-making processes with emphasis on application of concepts and research findings from behavioral sciences for solution of marketing problems. Includes models of consumer decision-making, information processing theories, and sociological influences on consumer decision-making. Evening or weekend course format.
Prerequisite: MGMT FE 205.
Restriction: Masters of Business Administration students only.

MGMT FE 251A. Marketing Research for Managers . 4 Units.
Qualitative and quantitative marketing techniques that generate customer insights. Discusses problem formulation, data collection, statistical analyses, formulating managerial recommendations, implementation, and how research is used by companies. Evening or weekend course format.
Prerequisite: MGMT FE 205.
Restriction: Masters of Business Administration students only.

MGMT FE 252A. Managing Advertising and Communications . 4 Units.
Integrated marketing communications, including advertising, sale promotions, public relations, and direct mail. Exposure to elements of a communications plan; marketing research including copy testing and tracking; creating brand value; media strategies; metrics. Evening or weekend course format.
Prerequisite: MGMT FE 205.
Restriction: Masters of Business Administration students only.

MGMT FE 252D. New Product Development for Managers . 4 Units.
Designed to introduce the new product development process and techniques to identify markets, develop new product ideas, measure consumer preferences, position and design new products as well as test them prior to launch. Evening or weekend course format.
Prerequisite: MGMT FE 205.
Restriction: Masters of Business Administration students only.

MGMT FE 253. Advanced Micromarketing. 4 Units.
Develop marketing plans for retailers and neighborhoods based on past purchases and demographics. Covers retail site selection, category management, promotion management, shelf space allocation, pricing, promotions, targeted advertising, consumer segmentation, media selection, list management, and GIS software.
Prerequisite: MGMT FE 205.
Restriction: Masters of Business Administration students only.

MGMT FE 256. Managing Design and Innovation . 4 Units.
Presents a design-driven approach, from design as organizational vision to strategic innovation to managing the design process. Students are exposed to design fundamentals and work in teams that involve creativity workshops and real-world projects. Evening or weekend course format.
Restriction: Masters of Business Administration students only.

MGMT FE 257. Marketing on the Internet for Managers . 4 Units.
Examines impact of the Internet on traditional methods of marketing. Discusses how to capitalize on and increase the Internet's utility as a tool that can increase marketing effectiveness, efficiency, and competitiveness. Evening or weekend course format.
Prerequisite: MGMT FE 205.
Restriction: Masters of Business Administration students only.

MGMT FE 258. Marketing Strategies for High Technology for Managers. 4 Units.
Framework and tools for managing technology-intensive businesses. Product and pricing policies; Network externalities; Compatibility concerns; Systems competitions; Technological and market uncertainty; Technology licensing strategies; Contracting in high-tech markets; Product line design; Product bundling strategies; Usage-based pricing; Pricing of networks; Auctions.
Prerequisite: MGMT FE 205.
Restriction: Masters of Business Administration students only.
MGMT FE 259. Strategic Brand Management for Managers . 4 Units.
Addresses important branding decisions faced by organizations. A computer simulation allows students hands-on experience in making decisions about their brand and seeing the results of those decisions. Evening or weekend course format.
Prerequisite: MGMT FE 205.
Restriction: Masters of Business Administration students only.

MGMT FE 272. Critical IT Decisions for Business Managers . 4 Units.
Develops frameworks to help business executives make critical IT decisions. Examples include how much to invest in IT, how to maximize return on IT investment, sourcing and business process outsourcing, strategies for digital environments. Evening or weekend course format.
Prerequisite: MGMT FE 207.
Restriction: Masters of Business Administration graduate students only.

MGMT FE 273. Business Intelligence for Analytical Decisions for Managers. 4 Units.
Introduces methods to mine data repositories for business intelligence to facilitate analytical decision-making. Topics include clustering for market segmentation; association rules to discover relationships between different purchase decisions; Naive-Bayes classification techniques for decision making using decision-trees. Evening or weekend format. Course may be offered online.
Restriction: Masters of Business Administration students only.

MGMT FE 274. Managing Database and Strategic Applications . 4 Units.
Examines contemporary business applications of databases including CRM, knowledge management, data-warehousing, and data-mining. Also provides overview of the database design process and data retrieval (querying) to enable analytics and business decision making. Evening or weekend course format.
Prerequisite: MGMT FE 207.
Restriction: Masters of Business Administration students only.

MGMT FE 279. Digital Strategies and Markets. 4 Units.
Examines how online social media are impacting organizations and markets. Topics include collective intelligence, online social influence, social networks, and social media monetization. The target audience consists of students interested in IT consulting, competitive strategy, marketing, and entrepreneurship.
Restriction: Masters of Business Administration students only.

MGMT FE 280. Forecasting for Managers . 4 Units.
Basic theory and techniques used to forecast future activities in technological, economic, social, and political arenas. Impact of forecasting on managerial decision making. Evening or weekend course format.
Restriction: Masters of Business Administration students only.

MGMT FE 281. Analytical Decision Models for Managers . 4 Units.
An introduction to Excel spreadsheet-based models for decision making. Topics include linear and non-linear optimization and simulation models. Excel Solver will be used as the optimization tool and Crystal Ball will be used as the simulation tool. Evening or weekend.
Restriction: Masters of Business Administration students only.

MGMT FE 283. Decision Analysis for Managers . 4 Units.
Models of preferences and uncertainty; exercises in creative problem solving. Assessment and use of preference models for private, public, and not-for-profit decision making. Assessment and use of subjective probabilities in decision making. Evening or weekend course format.
Restriction: Masters of Business Administration students only.

MGMT FE 285. Managing Supply Chains . 4 Units.
Introduces students to the tools and strategies to effectively match supply and demand. Focuses on the coordination of material and information flows in supply chains. Recent innovations are also discussed, including globalization, the impact of electronic commerce, and sustainability issues.
Restriction: Masters of Business Administration students only.
MGMT FE 287. Project Management. 4 Units.
Examines the fundamental components of project management and its role in the modern corporation. Emphasis is on how to initiate, implement, control, and terminate a project. Use of computer package for project management. Evening or weekend course format.

Restriction: Masters of Business Administration students only.

MGMT FE 290. Special Topics in Business. 2-4 Units.
Studies in selected areas of Business. Topics addressed vary each quarter.

Repeatability: Unlimited as topics vary.

Restriction: Masters of Business Administration students only.

MGMT FE 292. Business Law for Managers. 4 Units.
Detailed study from a business viewpoint of contract theories, assignments, delegation of duties, third-party beneficiary contracts, defenses to consensual contracts, types of conditions, methods of excusing conditions, remedies, and types of damages. Evening or weekend course format.

Restriction: Masters of Business Administration students only.

MGMT FE 295A. Global Business I for Managers. 4 Units. 4 Workload Units.
Fundamentals of global strategy, economics, and financial issues. Topics include global manager’s environment, global strategy, impact of national culture on business systems, strategies and practices, foreign direct investment, corporate governance, human resources, and international marketing. Evening and weekend course format.

Restriction: Fully Employed M.B.A. students only.

MGMT FE 295B. Global Business II for Managers. 8 Units.
Emphasizes and reinforces international perspectives contained in the FEMBA curriculum by providing a week-long intensive seminar abroad in the second year. Scholars and business people from the host country instruct FEMBA students in specially designed class sessions and company visits.

Prerequisite: MGMT FE 295A.

Restriction: Fully Employed M.B.A. students only.

MGMT FE 296. Executive Leadership. 6 Units.
Provides perspectives on leadership. Helps students answer three questions: Where am I currently as a leader? What tools can I use to improve my leadership? What is my plan for the future as a leader? Evening or weekend course format.

Restriction: Masters of Business Administration students only.

MGMT FE 298. Experiential Learning. 4 Units.
Provides students the opportunity to put into practice concepts, skills, and tools acquired in other parts of the MBA program. Seminars augment internship experiences with analyses of relevant administrative issues.

Restriction: Masters of Business Administration students only.

MGMT FE 299. Individual Directed Study. 1-8 Units.
Individual study under the direction of a selected faculty member.

Same as MGMT 299, MGMT EP 299.