Merage School Undergraduate Programs

Overview

The Paul Merage School of Business (http://merage.uci.edu) offers the B.A. in Business Administration, the B.S. in Business Information Management (offered jointly with the Donald Bren School of Information and Computer Sciences), and undergraduate minors in Management, Accounting, and Innovation and Entrepreneurship. The undergraduate minor in Management is designed for those who wish to gain some insight into issues of modern management, as well as those who anticipate future graduate work in management. In establishing the undergraduate minor in Accounting, the faculty anticipated two types of students to be drawn to courses in accounting: (1) students preparing for careers in accounting or in other fields that require some knowledge of accounting, and (2) students planning to pursue a graduate degree in accounting who wish early guidance and undergraduate work appropriate to this career objective. The minor in Innovation and Entrepreneurship provides extensive academic and practical training for students to embark on careers as entrepreneurs (innovating to form new companies) and intrapreneurs (innovating within existing companies).

Honors

Graduation with Honors. Honors at graduation, e.g., cum laude, magna cum laude, summa cum laude, are awarded to approximately the top 16 percent of the graduating seniors. To be eligible for honors, a general criterion is that students must have completed at least 72 units in residence at the University of California. The student’s cumulative record at the end of the final quarter is the basis for consideration for awarding Latin honors. Other important factors are considered visit at Honors Recognition.

Bachelor of Arts in Business Administration (https://merage.uci.edu/programs/undergraduate/business-administration.html)

The undergraduate Business Administration program at The Paul Merage School of Business educates students to understand and apply the theories and concepts of effective business and management and prepares students for a wide variety of careers and life experiences. Business Administration majors can pursue careers in the for-profit and not-for-profit sectors or can proceed on to graduate school in several disciplines including business, economics, and law. The program provides a broad learning experience in a multidisciplinary and global context and focuses on the development of essential managerial skills, especially critical thinking, quantitative and qualitative analysis, and effective communication skills.

Program Information

The Business Administration major at The Paul Merage School of Business offers a traditional business curriculum similar to those at other top business schools in the country. The major is broad, drawing on the social sciences more generally to study organizations, interpersonal communication skills, individual and group behavior, leadership, strategy, financial and accounting issues, ethics, information technology, marketing, and a variety of other topics in the context of a rapidly changing global environment.

The faculty strongly encourages majors to create an educational program composed of courses within and outside the Merage School that provide substance and focus to their careers and enable them to pursue their own personal interests. While preparing students for careers in management, the Merage School, through academic advising, will help students fashion an undergraduate program that they can tailor to their own unique career objectives. Examples of programs of study that allow Business Administration majors to blend management education with specific industry areas include (but are not limited to) bioscience business, government service, international commerce, arts management, entrepreneurship in computer gaming, and other combinations. Through appropriate choice of courses, students can prepare to pursue a law degree, a master’s degree in a variety of areas including accounting, or a doctoral program in business or related disciplines.

Students are required to complete 11 business courses that provide a foundation in essential core business competencies, followed by a minimum of 5 business electives to include one emphasis. Students select a minimum of one of seven emphases in Accounting, Finance, Health Care Management, Information Systems, Marketing, Operations and Decision Technologies, or Organization and Management. This program of study enables students to develop areas of focus as they pursue the Business Administration major. Because much business is conducted on a global scale, students are required to either participate in the University’s Education Abroad Program or to take one of a number of designated courses that stresses the international dimension of a business area. Students interested in learning more about the full array of requirements for professional licensing in Accounting are encouraged to visit the California Board of Accountancy (http://www.dca.ca.gov/cba) and American Institute of CPAs (http://www.aicpa.org/BecomeCPA/CPAExam/Pages/CPAExam.aspx) websites.

While academic course content is crucial to an undergraduate business major, auxiliary noncurricular programs also are important to students’ academic experience. The Merage School incorporates a cocurricular element into the classroom experience. Drawing from Merage School and University resources, students are exposed to opportunities to enhance communication and presentations skills, attend formal speaker events, and engage in mentoring. The Merage faculty is committed to ensuring that undergraduate majors have ample opportunity to enhance their writing and presentation skills through class assignments and a business communication course.

Students are strongly encouraged to become involved with the Merage Undergraduate Student Association and with the many affiliated business clubs. These high-profile student groups promote interaction between students and the surrounding business community through their Corporate Speaker Series, social activities, and student/employer receptions. Students with an entrepreneurial interest are invited to participate in the annual Merage School New Venture Competition offered by the Don Beall Center for Innovation and Entrepreneurship.
Work experience is an important way to learn about business and management. UCI’s Internship Program, sponsored by the UCI Division of Career Pathways, can assist students in finding opportunities to work in either voluntary or paid positions in business, nonprofit, or industrial settings. Students who plan to enter business or apply to a graduate school of business or management in the future will find it necessary to supplement their academic work with a variety of practical experiences.

Another opportunity is UCI’s Undergraduate Administrative Intern Program, which offers selected students the opportunity to assume one-year positions under the guidance of University administrators. Students can choose from a range of offices in which they will be asked to undertake special projects specifically related to the management and administration of UCI and higher education in general. These internships are supplemented by a two-quarter management seminar and by field trips to administrative conferences such as meetings of The Regents of the University of California.

Admission to the Major in Business Administration

In the event that the number of students who elect Business Administration as a major exceeds the number of positions available, applicants may be subject to screening beyond minimum University of California admissions requirements.

Freshmen: Preference will be given to those who rank the highest using the selection criteria as stated in the Undergraduate Admissions section of the Catalogue.

Transfer students: Junior-level applicants with the highest grades overall (minimum cumulative GPA of 3.0) and who satisfactorily complete lower-division courses equivalent to UCI’s calculus (MATH 2A-MATH 2B), economics (ECON 20A-ECON 20B or MGMT 4A-MGMT 4B), and statistics and accounting (MGMT 7, MGMT 30A, MGMT 30B) will be given preference for admission. MGMT 1 may be completed at UCI. Admission to the major will be competitive due to limited space availability.

Change of Major

Students who wish to declare the Business Administration major should contact The Paul Merage School of Business Undergraduate Programs Office (http://merage.uci.edu/undergrad), SB2 202, for information about change-of-major requirements, procedures, and policies. Students should carefully review criteria for each major they are considering on the UCI Change of Major Criteria website (http://www.changeofmajor.uci.edu). Review of applications and selection to the major is governed by the Undergraduate Programs Committee. Admission to the major is very competitive due to limited space availability. Completion of the prerequisite courses does not guarantee admission into the major.

Requirements for the B.A. in Business Administration

All students must meet the University Requirements.

Business Administration Major Requirements

A. Lower-Division:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 2A</td>
<td>Single-Variable Calculus</td>
</tr>
<tr>
<td>MATH 2B</td>
<td>Single-Variable Calculus</td>
</tr>
<tr>
<td>MGMT 1</td>
<td>Introduction to Business and Management</td>
</tr>
<tr>
<td>MGMT 4A</td>
<td>Basic Economics for Managers I</td>
</tr>
<tr>
<td>or ECON 20A</td>
<td>Basic Economics I</td>
</tr>
<tr>
<td>MGMT 4B</td>
<td>Basic Economics for Managers II</td>
</tr>
<tr>
<td>or ECON 20B</td>
<td>Basic Economics II</td>
</tr>
<tr>
<td>MGMT 7</td>
<td>Statistics for Business Decision Making</td>
</tr>
<tr>
<td>MGMT 30A</td>
<td>Principles of Accounting I</td>
</tr>
<tr>
<td>MGMT 30B</td>
<td>Principles of Accounting II</td>
</tr>
</tbody>
</table>

B. Upper-Division Core:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 101</td>
<td>Management Science</td>
</tr>
<tr>
<td>MGMT 102</td>
<td>Managing Organizational Behavior</td>
</tr>
<tr>
<td>MGMT 105</td>
<td>Introduction to Marketing</td>
</tr>
<tr>
<td>MGMT 107</td>
<td>Introduction to Management Information Systems</td>
</tr>
<tr>
<td>MGMT 109</td>
<td>Introduction to Managerial Finance</td>
</tr>
<tr>
<td>MGMT 110</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>MGMT 191W</td>
<td>Business Communication</td>
</tr>
</tbody>
</table>

C. Business Electives: Select 5 upper-division Merage School electives numbered 111-196, to include completion of one of the defined emphases below:

Emphasis in Accounting:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 131A</td>
<td>Intermediate Accounting I</td>
</tr>
<tr>
<td>MGMT 131B</td>
<td>Intermediate Accounting II</td>
</tr>
<tr>
<td>MGMT 132A</td>
<td>Individual Taxation</td>
</tr>
</tbody>
</table>
Emphasis in Finance:

- MGMT 141 Investments

and select two of the following:

- MGMT 144 Multinational Finance
- MGMT 147 Applied Financial Valuation
- MGMT 149 Derivatives

Emphasis in Health Care Management:

Select three of the following:

- MGMT 160 Introduction to Business and Government
- MGMT 165 U.S. Healthcare Systems
- MGMT 166 Business of Medicine
- MGMT 167 Business of Science

Emphasis in Information Systems:

Select three of the following:

- MGMT 171 Social Media
- MGMT 173 Business Intelligence for Analytical Decisions
- MGMT 174 Database Management and Applications
- MGMT 178 Management of Information Technology

Emphasis in Marketing:

Select three of the following:

- MGMT 150 Consumer Behavior
- MGMT 151 Marketing Research
- MGMT 152 New Product Development
- MGMT 154 Global Marketing
- MGMT 155 Brand Management

Emphasis in Operations and Decision Technologies:

- MGMT 189 Operations Management

and complete the following:

- MGMT 180 Business Forecasting
- MGMT 182 Supply Chain Management

Emphasis in Organization and Management:

Select three of the following:

- MGMT 125 Negotiations
- MGMT 126 Foundations of Teams
- MGMT 128 International Management
- MGMT 129 Leadership

D. International Business Requirement: Fulfillment of the International Business requirement by:

1. Selecting one of the following (which may also be used for specified category C requirements above):

- MGMT 128 International Management
- MGMT 144 Multinational Finance
- MGMT 154 Global Marketing

2. or, participating in select UC Education Abroad Program options, with prior approval of the Associate Dean.

By exception, students may petition the Associate Dean to accept an upper-division elective that has business content equivalent to a stated Merage elective.

NOTE: Students majoring in Business Administration may not minor in Management, Accounting, or Innovation and Entrepreneurship or double major in Business Information Management. Students may pursue more than one Merage School emphasis via the Business Electives in the category C requirements above. Students are strongly advised to work closely with faculty, staff, and career advisors to tailor a course of study optimal for their educational and career plans. Pairing of particular emphases could be beneficial; examples include Accounting and Finance, Marketing and Information Systems, Operations and Decision Technologies and Information Systems, or Health Care Management and Organization and Management. Students are permitted to pursue additional courses within an area of emphasis to exceed the required three.
Bachelor of Science in Business Information Management (https://merage.uci.edu/programs/undergraduate/business-information-management.html)

As the business environment becomes increasingly global and information-centric, the need has increased for graduates who understand and can use technology that gathers and provides information, who are able to distill and recognize patterns in that information, and who can apply those analyses to achieve business objectives.

The undergraduate Business Information Management major administered by the Donald Bren School of Information and Computer Sciences is a collaborative, interdisciplinary degree program between the Bren School and The Paul Merage School of Business. The program seeks to educate students to understand and then apply the theories and concepts of a broad, integrated curriculum covering computing, informatics, business fundamentals, and analytical decision-making. The major prepares students for a wide variety of careers and life experiences. Business Information Management majors can pursue careers in the for-profit and not-for-profit sectors or can proceed to graduate school in several disciplines, including information systems, computing, economics, business, and law.

The curriculum is presented across three general academic areas: Computing (computer science, informatics, and software); Business Foundations (accounting, finance, marketing, strategy, and operations); and Analytical Methods (mathematics, statistics, economics, management science, and decision analysis). The fundamentals of information and computer science, including the rudiments of software design and construction with an emphasis on data management, provide the foundation for understanding, describing, and evaluating the technology through which most business information is gathered and presented. The business fundamentals, covering all the functional areas in the Merage School, provide a background and context in which information and its analysis will be applied.

For complete information about the major, see the Interdisciplinary Studies section of the Catalogue.

On This Page:

• Undergraduate Minor in Accounting
• Undergraduate Minor in Management
• Undergraduate Minor in Innovation and Entrepreneurship

Undergraduate Minor in Accounting (https://merage.uci.edu/programs/undergraduate/minors.html)

The Paul Merage School of Business faculty offers an undergraduate minor in Accounting consisting of seven upper-division courses. In addition, two lower-division introductory accounting courses, one lower-division microeconomics course, and one lower-division single variable calculus course are prerequisites to the minor program.

In establishing the undergraduate minor in Accounting, the faculty anticipated two types of students to be drawn to courses in accounting: (1) students preparing for careers in accounting or in other fields that require some knowledge of accounting, and (2) students planning to pursue a graduate degree in accounting who wish early guidance and undergraduate work appropriate to this career objective.

Students are eligible to apply for the minor in Accounting if they have upper-division standing and have completed MGMT 30A and MGMT 30B with a grade no lower than B (3.0) and all other prerequisite courses with a grade no lower than C (2.0). Completion of the prerequisite courses does not guarantee admission to the minor in Accounting. Admission is on a competitive basis, and students must submit an application, transcripts, and a statement of purpose. Applications are accepted on a quarterly basis. Interested students are encouraged to obtain further information from the Undergraduate Programs Office, SB2 202; or visit the Undergraduate Programs website (http://merage.uci.edu/undergrad).

Prerequisite Courses

The following are prerequisites for enrolling in the upper-division undergraduate minor courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 20A</td>
<td>Basic Economics I</td>
</tr>
<tr>
<td>MATH 2A</td>
<td>Single-Variable Calculus</td>
</tr>
<tr>
<td>MGMT 30A</td>
<td>Principles of Accounting I</td>
</tr>
<tr>
<td>MGMT 30B</td>
<td>Principles of Accounting II</td>
</tr>
</tbody>
</table>

Transfer students should check with their college counselor for established equivalencies for these prerequisite courses. Students not taking MGMT 30A and MGMT 30B at UCI during regular session or summer session must complete MGMT 131A with a minimum grade of B.

NOTE: Individual courses that students may select within the minor may require additional prerequisites.

Requirements for the Undergraduate Minor in Accounting

Completion of seven courses:

A. Three core accounting courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 131A</td>
<td>Intermediate Accounting I</td>
</tr>
</tbody>
</table>
MGMT 131B  Intermediate Accounting II
MGMT 132A  Individual Taxation

B. Select two accounting elective courses from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 133</td>
<td>Corporate and Partnership Taxation</td>
</tr>
<tr>
<td>MGMT 136</td>
<td>Accounting Information Systems &amp; Spreadsheets</td>
</tr>
<tr>
<td>MGMT 137</td>
<td>Advanced Accounting</td>
</tr>
<tr>
<td>MGMT 138</td>
<td>Auditing</td>
</tr>
<tr>
<td>MGMT 194</td>
<td>Financial Statement Analysis</td>
</tr>
</tbody>
</table>

C. Select two additional courses from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 1</td>
<td>Introduction to Business and Management</td>
</tr>
<tr>
<td>MGMT 101</td>
<td>Management Science</td>
</tr>
<tr>
<td>MGMT 102</td>
<td>Managing Organizational Behavior</td>
</tr>
<tr>
<td>MGMT 105</td>
<td>Introduction to Marketing</td>
</tr>
<tr>
<td>MGMT 107</td>
<td>Introduction to Management Information Systems</td>
</tr>
<tr>
<td>MGMT 109</td>
<td>Introduction to Managerial Finance</td>
</tr>
<tr>
<td>MGMT 110</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>MGMT 113–129, 141–184</td>
<td>Operations Management</td>
</tr>
<tr>
<td>MGMT 189</td>
<td>Business Law</td>
</tr>
<tr>
<td>MGMT 190</td>
<td>Special Topics in Management (provided topics have not been covered in other accounting courses)</td>
</tr>
</tbody>
</table>

With Merage School faculty approval, a student may substitute a maximum of one minor course.

NOTE: Students may not receive both the minor in Accounting and the minor in Management.

Undergraduate Minor in Management (https://merage.uci.edu/programs/undergraduate/minors.html)

The Paul Merage School of Business faculty offers an undergraduate minor in Management which consists of seven courses. In addition, prerequisites include one lower-division microeconomics course and one course or one sequence selected from the statistics courses outlined below. MGMT 1 serves as a prerequisite and also counts as one of the seven courses required for the minor.

In establishing the undergraduate minor, the faculty anticipated three types of students to be drawn to courses in administration: (1) students who wish to learn about the management of organizations as a way of preparing for a career in business, (2) students preparing for careers in other fields that require some knowledge of management, and (3) students who expect to go on to graduate work in management who wish early guidance and undergraduate work appropriate to this career objective.

Students are eligible to apply for the minor in Management if they have completed all prerequisite courses (including MGMT 1) with a grade no lower than C (2.0) and have upper-division standing. Completion of the prerequisite courses does not guarantee admission to the minor in Management. Admission is on a competitive basis, and students must submit an application, transcripts, and a statement of purpose. Applications are accepted on a quarterly basis. Interested students are encouraged to obtain further information from the Undergraduate Programs Office, SB2 202; or visit the Undergraduate Programs website (http://merage.uci.edu/undergrad).

Prerequisite Courses

The following are prerequisites for enrolling in the upper-division undergraduate minor courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 1</td>
<td>Introduction to Business and Management</td>
</tr>
<tr>
<td>ECON 20A</td>
<td>Basic Economics I</td>
</tr>
</tbody>
</table>

and one course or one sequence selected from:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANTHRO 10A- 10B- 10C</td>
<td>Probability and Statistics and Probability and Statistics and Probability and Statistics</td>
</tr>
<tr>
<td>ENGRCEE 11</td>
<td>Methods II: Probability and Statistics</td>
</tr>
<tr>
<td>MGMT 7</td>
<td>Statistics for Business Decision Making</td>
</tr>
<tr>
<td>Course</td>
<td>Title</td>
</tr>
<tr>
<td>----------</td>
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</tr>
<tr>
<td>STATS 7</td>
<td>Basic Statistics</td>
</tr>
<tr>
<td>STATS 8</td>
<td>Introduction to Biological Statistics</td>
</tr>
<tr>
<td>STATS 67</td>
<td>Introduction to Probability and Statistics for Computer Science</td>
</tr>
<tr>
<td>SOCECOL 13</td>
<td>Statistical Analysis in Social Ecology</td>
</tr>
<tr>
<td>SOCIOI 10A-10B-10C</td>
<td>Probability and Statistics and Probability and Statistics and Probability and Statistics</td>
</tr>
</tbody>
</table>

Transfer students should check with their college counselor for established equivalencies for these prerequisite courses.

NOTE: Individual courses that students may select within the minor may require additional prerequisites, including MATH 2A.

**Requirements for the Undergraduate Minor in Management**

Completion of seven courses:

A. One lower-division core course:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 1</td>
<td>Introduction to Business and Management</td>
</tr>
</tbody>
</table>

B. Select four core courses from the following:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>MGMT 30A</td>
<td>Principles of Accounting I</td>
</tr>
<tr>
<td>MGMT 101</td>
<td>Management Science</td>
</tr>
<tr>
<td>MGMT 102</td>
<td>Managing Organizational Behavior</td>
</tr>
<tr>
<td>MGMT 105</td>
<td>Introduction to Marketing</td>
</tr>
<tr>
<td>MGMT 107</td>
<td>Introduction to Management Information Systems</td>
</tr>
<tr>
<td>MGMT 109</td>
<td>Introduction to Managerial Finance</td>
</tr>
<tr>
<td>MGMT 110</td>
<td>Strategic Management</td>
</tr>
</tbody>
</table>

C. Select two of the following:

- a course from the core course list above
- MGMT 113–129, 141–184

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 189</td>
<td>Operations Management</td>
</tr>
<tr>
<td>MGMT 192</td>
<td>Business Law</td>
</tr>
<tr>
<td>MGMT 190</td>
<td>Special Topics in Management (provided specific topics have not been covered in other courses)</td>
</tr>
</tbody>
</table>

With Merage School faculty approval, a student may substitute a maximum of one course. Students participating in the UC Education Abroad Program may substitute a maximum of two courses, with Merage School faculty approval.

NOTE: Students may not receive both the minor in Management and the minor in Accounting. Students may not receive both the minor in Management and the minor in Innovation and Entrepreneurship.

**Undergraduate Minor in Innovation and Entrepreneurship** ([https://merage.uci.edu/programs/undergraduate/minors.html](https://merage.uci.edu/programs/undergraduate/minors.html))

The minor in Innovation and Entrepreneurship provides extensive academic and practical training for students to embark on careers as entrepreneurs (innovating to form new companies) and intrapreneurs (innovating within existing companies).

The program provides students with knowledge and practical experience on certain core topics on the process of innovation and entrepreneurship, i.e., planning a new venture, lean startup methodology, venture capital, private equity, etc. Students are strongly encouraged to apply the associated business skills in the New Venture Competition and in internships.

Students will be eligible to apply for the minor in Innovation and Entrepreneurship if they have completed MGMT 1 with a grade no lower than “C” (2.0) and will have junior status upon entry. Elective offerings in the minor may have additional prerequisites. Completion of the prerequisite course does not guarantee admission to the minor in Innovation and Entrepreneurship. Admission is on a competitive basis and students must submit an application,
transcripts, and a statement of purpose. Applications are accepted on a quarterly basis. Interested students are encouraged to obtain further information from the Undergraduate Programs Office, SB2 202; or visit the Undergraduate Programs website (http://merage.uci.edu/undergrad).

### Requirements for the Minor in Innovation and Entrepreneurship

A. Complete the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 1</td>
<td>Introduction to Business and Management</td>
</tr>
<tr>
<td>MGMT 113</td>
<td>New Ventures: A Course in Entrepreneurship</td>
</tr>
<tr>
<td>MGMT 115</td>
<td>Lean Startup</td>
</tr>
</tbody>
</table>

B. Select at least four electives from the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMT 30A</td>
<td>Principles of Accounting I</td>
</tr>
<tr>
<td>MGMT 102</td>
<td>Managing Organizational Behavior</td>
</tr>
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<td>MGMT 105</td>
<td>Introduction to Marketing</td>
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<td>Introduction to Managerial Finance</td>
</tr>
<tr>
<td>MGMT 110</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>MGMT 125</td>
<td>Negotiations</td>
</tr>
<tr>
<td>MGMT 126</td>
<td>Foundations of Teams</td>
</tr>
<tr>
<td>MGMT 129</td>
<td>Leadership</td>
</tr>
<tr>
<td>MGMT 151</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>MGMT 152</td>
<td>New Product Development</td>
</tr>
<tr>
<td>MGMT 192</td>
<td>Business Law</td>
</tr>
</tbody>
</table>

With Merage School faculty approval, a student may substitute a maximum of one minor course.

NOTE: Students may not receive both the minor in Management and the minor in Innovation and Entrepreneurship. Students in the B.A. in Business Administration and B.S. in Business Information Management Programs are not eligible to minor in Innovation and Entrepreneurship.

### Courses

**MGMT 1. Introduction to Business and Management. 4 Units.**

Rigorous overview of major business functions and management topics. Addresses the global and fast-changing environment in which modern business enterprises operate as well as the challenges posed by concerns about sustainable growth, ethics, and social responsibility.

Restriction: Business Administration Majors have first consideration for enrollment.

**MGMT 4A. Basic Economics for Managers I. 4 Units.**

Microeconomic principles for managers. Useful applications of basic economic principles to situations in business as well as in various professions. Materials fee.

Overlaps with ECON 23, ECON 20A.

Restriction: Business Administration Majors have first consideration for enrollment. For School of Social Sciences majors, MGMT 4A may not be used as a substitute for ECON 20A.

(III)

**MGMT 4B. Basic Economics for Managers II. 4 Units.**

Macroeconomic principles for managers. Useful applications of basic economic principles to situations in business as well as in various professions.

Prerequisite: MGMT 4A or ECON 20A

Overlaps with ECON 20B.

Restriction: Business Administration Majors have first consideration for enrollment. For School of Social Sciences majors, MGMT 4B may not be used as a substitute for ECON 20B.

(III)

**MGMT 5. Management of Contemporary Organizations. 4 Units.**

Equips students with working knowledge of several major subject areas within the context of business and society studies. Topics include: role of management in organizations, corporate social responsibility and responsiveness, ethics and values in business, government regulation, and international business.
MGMT 7. Statistics for Business Decision Making. 4 Units.
Basics of data analysis and the fundamental notion of statistical inference emphasizing applications to administrative and management decision problems. Classical estimation and hypotheses testing, regression, correlation, analysis of variance, nonparametric methods, and statistical probability.

Overlaps with STATS 7, STATS 8, ECON 15A, ECON 15B.

Restriction: Business Administration Majors have first consideration for enrollment.

(Va)

MGMT 10. Business Management in the World Today. 4 Units.
Accounting scandals, e-commerce, and globalization are only a few examples that show the profound impact of business practices on individuals and on society at large. Provides students with a broad overview of business functions and management practices.

MGMT 30A. Principles of Accounting I. 4 Units.
First in a two course introductory series. Emphasis on financial accounting concepts and practices essential to the administration of business enterprises; including recording and valuation of financial transactions, and preparation, analysis, and interpretation of financial statements.

Overlaps with ECON 25.

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 30B. Principles of Accounting II. 4 Units.
Second in a two course introductory series. Emphasis on the introduction of managerial accounting concepts and techniques as tools to aid management in carrying out the primary internal functions of planning, control, and decision-making. Course may be offered online.

Prerequisite: MGMT 30A

Overlaps with ECON 26A.

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 90. Special Topics in Management. 1 Unit.
Studies in selected areas of management. Topics addressed vary each quarter.

Repeatability: Unlimited as topics vary.

MGMT 101. Management Science. 4 Units.
Concepts and methods of management science, which applies mathematical modeling and analysis to management problems. Topics include linear and integer programming, project scheduling, inventory management, queuing analysis, decision analysis, and simulation.

Prerequisite: MGMT 7

Restriction: Upper-division students only. Business Administration Majors have first consideration for enrollment.

MGMT 102. Managing Organizational Behavior. 4 Units.
Basic theory and concepts which provide the manager with tools for understanding behavior of people in organizations. Areas such as individual, group, and organizational determinants of attitudes, turnover, and job performance.

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 105. Introduction to Marketing. 4 Units.
Basic marketing concepts; discussion of the role marketing plays in modern society. Topics include industrial and consumer marketing, promotion, distribution, and pricing theory.

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 107. Introduction to Management Information Systems. 4 Units.
Information Technology (IT) continues to drive rapid productivity growth and structural changes in the economy. Topics include what IT is, and how companies can use IT to improve business processes, enhance customer services, and gain competitive advantage over rivals.

Restriction: Business Administration Majors have first consideration for enrollment.
MGMT 109. Introduction to Managerial Finance. 4 Units.
Basics of financial administration. Capital budgeting, cost of capital, cash budgeting, working capital management, and long-term sources of funds. Provides a basic understanding of issues and techniques involved in financial decision making.
Prerequisite: MATH 2B and MGMT 30A

Overlap with ECON 134A.

Restriction: Upper-division students only. Business Administration Majors have first consideration for enrollment.

MGMT 110. Strategic Management. 4 Units.
Addresses management of the entire business. Role of the general manager in organizations, industry analysis, core competencies, growth through vertical integration, innovation, acquisition and diversification, globalization, strategy implementation, and the ethical and moral responsibility of a manager.
Prerequisite: MGMT 102 and MGMT 105 and MGMT 109

Overlap with ECON 147B.

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 111. China and the Global Order. 4 Units.
Introduces students to China's economic and military relations with the world, assessment of likelihood for conflict, and how to strategically manage business risk from regional conflict. Includes an original documentary series and engaging discussion.

(VIII)

MGMT 113. New Ventures: A Course in Entrepreneurship. 4 Units.
Introduction to the survival and growth of new ventures. Methods include analysis of live cases, guest speakers, discussion, and field projects with contemporary new ventures to learn about new venture management and surviving the liabilities of newness.

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 115. Lean Startup. 4 Units.
Based on the well-known Lean Launchpad course currently used by a growing segment of the startup world. Students work in teams to ideate, develop a Business Model Canvas, and gather customer/market feedback.

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 123. Learning to Think Creatively and Innovate. 4 Units.
Learn about your own thinking process; develop the ability to think both logically and creatively and to understand how emotions affect your thinking. Class sessions involve discussion and experiential exercises. Business problems and issues are used for discussion and exercises.

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 124. Human Resources Management. 4 Units.
Theory and practice of managing human resources. Students will identify and analyze HR dilemmas, apply labor law, and design systems and processes to develop the human resources needed to help organizations achieve their goals.

Restriction: Business Administration Majors have first consideration for enrollment. Business Information Mgmt Majors have first consideration for enrollment.

MGMT 125. Negotiations. 4 Units.
The objective is to assist students in developing an understanding of different theoretical perspectives and develop their skills in negotiating. Exploration of feelings and beliefs about negotiation, negotiation skills, and putting theory into action by practicing new negotiation skills.
Prerequisite: MGMT 102

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 126. Foundations of Teams. 4 Units.
Social and psychological processes that detract from effective teamwork and collaboration. Tools to understand how to be a better team member are introduced. Provides the foundation for students to become effective team leaders and to manage difficult team situations.

Restriction: Business Administration Majors have first consideration for enrollment.
MGMT 128. International Management. 4 Units.
Impact of different cultures and political/economic systems on assumptions, expectations, and organizational practices relevant to conducting business in different national settings. Understanding of the challenges of cross-national management and resources utilized to work and conduct business outside the United States.

Restriction: Business Administration Majors have first consideration for enrollment.

(VIII)

MGMT 129. Leadership. 4 Units.
Case analyses, free-form discussion, and written assignments designed to develop critical thinking skills, as well as knowledge of approaches to differing leadership challenges. Experiential exercises encourage students to develop their ability to innovate, foster collaboration, manage conflict, and value diversity.

Prerequisite: MGMT 102

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 131A. Intermediate Accounting I. 4 Units.
First course in a series of two intermediate-level courses in financial accounting theory and practice. Concepts include the measurement, valuation and reporting of current and long-term assets, current liabilities, and revenue recognition issues.

Prerequisite: MGMT 30A and MGMT 30B

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 131B. Intermediate Accounting II. 4 Units.

Prerequisite: MGMT 131A

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 132A. Individual Taxation. 4 Units.
Fundamentals of federal income taxation pertaining to individuals. Topics include income, deductions, credits, property transactions, and the impact of taxes on business and investment decisions.

Prerequisite: MGMT 30B

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 133. Corporate and Partnership Taxation. 4 Units.
Fundamentals of federal income taxation pertaining to partnerships and corporations, including subchapter S corporations. Emphasis on the tax issues associated with formation, operation, and termination of these entities.

Prerequisite: MGMT 132A

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 136. Accounting Information Systems & Spreadsheets. 4 Units.
Fundamentals of accounting information systems including internal controls and transaction processing cycles. Development of efficient spreadsheets as applied to financial and managerial accounting concepts.

Prerequisite: MGMT 30B

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 137. Advanced Accounting. 4 Units.
A course covering advanced concepts in accounting theory and practice. Topics include business combinations, consolidated financial statements, foreign exchange transactions, international and governmental/nonprofit accounting standards.

Prerequisite: MGMT 131B

Restriction: Business Administration Majors have first consideration for enrollment.
MGMT 138. Auditing. 4 Units.
An introduction to auditing practice with emphasis on the verification of financial statements and related information. Topics include professional ethics, assessment of audit risk, study and evaluation of internal control, gathering and evaluating audit evidence, and audit reporting.

Prerequisite: MGMT 131B

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 141. Investments. 4 Units.
Foundations of investment management. Theory and empirical evidence related to portfolio theory, market efficiency, asset pricing models, factor models, and option pricing theory. Students are expected to combine market research results and electronic information sources to create optimal investment strategies.

Prerequisite: MGMT 109

Overlaps with ECON 132A.

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 144. Multinational Finance. 4 Units.
Focuses on financial issues facing multinational corporations, the most important of which is the management of foreign exchange risk. Introduction to investments and financing decisions in international capital markets.

Prerequisite: MGMT 109 and ECON 20A and ECON 20B

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 146A. Introduction to the Real Estate Process. 4 Units.
Introductory survey course providing a working knowledge of the real estate market, both residential and commercial. Topics include real estate economics, appraisal, feasibility, investment, tax considerations, financing, and development. Lectures and cases, with supplemental presentations by real estate professionals.

Restriction: Upper-division students only. Business Administration Majors have first consideration for enrollment.

MGMT 147. Applied Financial Valuation. 4 Units.
Case study course designed to confront students with real-world financial valuation problems. Situations are chosen to enhance students’ understanding of the application of finance theory. The principal focus is on estimating the value of firms and projects in diverse settings.

Prerequisite: MGMT 109 and MGMT 141

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 149. Derivatives. 4 Units.
Introduction to financial derivatives. Covers forward contracts, futures, swaps, and options. Applications of these instruments, including pricing and risk management, are emphasized.

Prerequisite: MGMT 109

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 150. Consumer Behavior. 4 Units.
Application of the behavioral sciences to understanding buyer behavior. Topics include perception, memory, affect, learning, persuasion, motivation, behavioral decision theory, social and culture influences, and managerial implications.

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 151. Marketing Research. 4 Units.
Research to aid managerial decisions for products and services; problem formulation, research design, data collection, sampling, statistical analyses, managerial recommendations, and implementation in several real-world settings.

Restriction: Business Administration Majors have first consideration for enrollment.
MGMT 152. New Product Development. 4 Units.
Identifying markets, developing product ideas, measuring consumer preferences, positioning and designing products, and forecasting their sales. Hands-on experience with software to conduct various analyses useful in new product development, such as cluster analysis, factor analysis, and conjoint analysis.

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 153. Sales Management. 4 Units.
Designed for students interested in learning about sales force management and personal selling by firms engaged in business-to-business and consumer goods/services marketing. Covers advantages of personal selling, how to perform sales calls, challenges of sales managers, roles of buying centers.

Restriction: Business Information Mgmt Majors have first consideration for enrollment. Business Administration Majors have first consideration for enrollment.

MGMT 154. Global Marketing. 4 Units.
Students are exposed to the challenges and opportunities facing marketers in the international marketplace. Special attention is given to the management of cultural differences in product development, distribution systems, pricing, and promotion.

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 155. Brand Management. 4 Units.
Introduction to issues in planning, implementing, and evaluating brand strategies, relevant theories, models, and tools for the making of brand decisions; application of these principles.

Prerequisite: MGMT 105

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 156. Pricing Strategy . 4 Units.
Provides a framework for designing and analyzing pricing strategies. Emphasizes role of pricing in the marketing-mix decisions and broader marketing strategy of a firm. Incorporates study of various economic, psychological, competitive, and organizational foundations that enter into effective pricing decisions.

Prerequisite: MGMT 105

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 160. Introduction to Business and Government. 4 Units.
Introduces undergraduate students to the study of public administration. Designed for those expecting to take further courses in the field or considering a public service career.

Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 165. U.S. Healthcare Systems. 4 Units.
Providers, suppliers, payers, consumers, and the unique market dynamics among these players. Structure, organization, and financing of health care. The health care industry's relationship to the overall economy will be explored.

Restriction: Business Administration Majors have first consideration for enrollment. Business Information Mgmt Majors have first consideration for enrollment.

MGMT 166. Business of Medicine. 4 Units.
In order to improve the quality and efficiency of health care delivery one must understand the design and management of health care operations. Opportunities for innovation and changes needed to design a simple, accessible, fair, and effective health care system.

Restriction: Business Administration Majors have first consideration for enrollment. Business Information Mgmt Majors have first consideration for enrollment.

MGMT 167. Business of Science. 4 Units.
Business acumen and strategic planning are determining success. Billions spent on advertising, and the lack of effectiveness of drugs are generally ignored. Considering this is a matter of life and death for many, should there be a “Business” of Science.

Restriction: Business Administration Majors have first consideration for enrollment. Business Information Mgmt Majors have first consideration for enrollment.
MGMT 168. Economics of Strategy. 4 Units.
Applies key concepts of game theory to the analysis of the strategic behavior of profit-maximizing firms. Simultaneous move games, sequential games, credibility and commitment, repeated games, pure and mixed strategies, signaling, and screening. Lecture and problem sets. Group projects.
Prerequisite: ECON 20A and ECON 20B
Overlaps with ECON 147B.
Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 171. Social Media. 4 Units.
Covers theoretical aspects and business applications of social media tools including blogs, wikis, social networking platforms, immersive environments, and other social computing technologies. Also covers business value of social-media-enabled processes.
Restriction: Business Administration Majors have first consideration for enrollment. Business Information Mgmt Majors have first consideration for enrollment.

MGMT 173. Business Intelligence for Analytical Decisions. 4 Units.
Bi from both managerial and technical perspectives. Learn to apply a variety of data mining techniques to learn business intelligence embedded in data, and apply that intelligence to run your business more efficiently. These techniques are useful in different areas.
Prerequisite: MGMT 107
Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 174. Database Management and Applications. 4 Units.
Query, manipulate, and understand data and learn about leading edge applications for databases. Database fundamentals including entity relationship design, creating database tables, normalization, and data querying. Contemporary applications of database using case studies. Applications include data warehousing, data mining.
Prerequisite: MGMT 107
Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 178. Management of Information Technology. 4 Units.
Strategic use and impact of information technology (IT) in organizations. Covers what IT is, and how it works, business value of IT, and IT strategies that organizations can employ to create value.
Prerequisite: MGMT 107
Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 180. Business Forecasting. 4 Units.
Forecasts are critical inputs into the wide range of business decision making. Users include accountants, financial experts, human resource managers, production managers, and marketing people. Methodologies used to support business decision making. Computer-oriented approach.
Prerequisite: MGMT 101
Overlaps with ECON 125.
Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 182. Supply Chain Management. 4 Units.
Flows of materials and information among all of the firms that contribute to a product or service. Forecasting, demand management, logistical networks, inventory management, supplier contracting, sourcing, information technology, flexibility, globalization, and performance management.
Prerequisite: MGMT 101
Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 189. Operations Management. 4 Units.
Managing the productive resources, from which raw materials as inputs are being transformed into useful outputs of final products and services. Explanation of issues pertaining to both manufacturing and services-oriented systems.
Prerequisite: MGMT 101
Restriction: Business Administration Majors have first consideration for enrollment.
MGMT 190. Special Topics in Management. 2-4 Units.
Studies in selected areas of management. Topics addressed vary each quarter.
Prerequisite: Prerequisites vary.
Repeatability: Unlimited as topics vary.
Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 191W. Business Communication. 4 Units.
Provides students with a solid foundation in business communication. Emphasis is placed on improving students' written and oral communication skills to help them succeed in (1) upper division Business Administration courses, (2) graduate school, and (3) work and career activities.
Prerequisite: Satisfactory completion of the lower-division Writing requirement.
Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 192. Business Law. 4 Units.
A study of the legal environment of business. Topics include contracts, agency, partnerships, corporations, and other basic principles of law as they relate to business transactions.
Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 194. Financial Statement Analysis. 4 Units.
Study of financial statements and their related footnotes; tools and procedures common to financial statement analysis; relationships among business transactions, environmental forces (political, economic, social), and reported financial statement information; how financial statement information can help solve certain business problems.
Prerequisite: MGMT 30A and MGMT 30B
Restriction: Business Administration Majors have first consideration for enrollment.

MGMT 198A. Administrative Internship. 4 Units.
Selected undergraduates serve as managers within administrative units on campus with a three-quarter course which complements the intern experience. Topics include management ethics, study of non- and for-profit institutions, career management, and the changing nature of the workforce.
Grading Option: Pass/no pass only.
Repeatability: May be taken for credit 3 times.

MGMT 198B. Administrative Internship. 4 Units.
Selected undergraduates serve as managers within administrative units on campus with a three-quarter course which complements the intern experience. Topics include management ethics, study of non- and for-profit institutions, career management, and the changing nature of the workforce.
Grading Option: Pass/no pass only.
Repeatability: May be taken for credit 3 times.

MGMT 198C. Administrative Internship. 4 Units.
Selected undergraduates serve as managers within administrative units on campus with a three-quarter course which complements the intern experience. Topics include management ethics, study of non- and for-profit institutions, career management, and the changing nature of the workforce.
Grading Option: Pass/no pass only.
Repeatability: May be taken for credit 3 times.

MGMT 199. Independent Study. 1-4 Units.
Individual study under the direction of a selected faculty member.
Repeatability: May be repeated for credit unlimited times.