

Master of Business Administration Program

Program Overview

The Master of Business Administration (M.B.A.) program provides the prospective student with the core business skills, knowledge, competency and practical experience to become effective managers and leaders in their respective fields of business.

Graduates of the MBA program are trained to communicate effectively, think critically, and use analytic tools and innovative approaches to support business decisions. The program also develops future business leaders with strong ethical standards and social responsibility.

Notice to Prospective Degree Program Students

This institution is provisionally approved by the Bureau for Private Postsecondary Education to offer degree programs. To continue to offer degree programs, this institution must meet the following requirements:

- Become institutionally accredited by an accrediting agency recognized by the United States Department of Education, with the scope of the accreditation covering at least one degree program.
- Achieve accreditation candidacy or pre-accreditation, as defined in regulations, by July 1, 2017 and full accreditation by July 1, 2022.

If this institution stops pursuing accreditation, it must:

- Stop all enrollment in its degree programs, and
- Provide a teach-out to finish the educational program or provide a refund.

An institution that fails to comply with accreditation requirements by the required dates shall have its approval to offer degree programs automatically suspended.

Career Potential

An MBA degree can broaden one's career options as it allows a graduate to pursue wide and diverse fields in business from management, finance, managerial accounting, operations, sales, marketing, consulting, technology to entrepreneurship. Job occupations that stand to benefit from an MBA degree are expected to grow 8% on the average from 2014 to 2024 (Data Source: www.onetonline.org)

Program Goals and Learning Outcomes

1. Uses critical thinking skills and an integrated knowledge of business theory and practice to make sound business decisions.
 - Learning Outcome: Make sound business decisions (LO1 – Decision Making)
 - Learning Outcome: Apply business knowledge (LO2 – Business Knowledge)
2. Exercises effective practical written and oral business communication.
 - Learning Outcome: Write effectively (LO3 – Written Business Communication Skills)
 - Learning Outcome: Orally communicate effectively (LO4 – Oral Business Communication Skills)

3. Understands the ethical consequences of actions and acquits him/herself ethically as student, employee, business owner, and community leader.
 - o Learning Outcome: Demonstrates Ethical Behavior for the Business Environment (LO5 – Ethical Business Behavior)
4. Develops and demonstrates leadership skills appropriate for managerial roles in private industry, public sector agencies, and not-for profit institutions.
 - o Learning Outcome: Demonstrate leadership (LO6 – Leadership Skills)

Admission Requirements

The admission requirements below must be met before an application is considered complete.

- Application for admission.
- A bachelor's degree from an accredited four-year college or university.
- Requested and/or required official transcripts from other institutions must be sent directly to the admission office. Transcripts delivered to the School directly by students or person other than the providing institution are not acceptable.
- Letter of recommendation.
- Entrance Essay.
- Payment of application fee.
- For international admission requirements, refer to section on *International Admissions*.

Academics

Standard of Student Achievement and Graduation Requirements

To graduate, a student must complete a minimum of 52 quarter units or 572 hours of the following coursework with a cumulative GPA average of 3.00 on a 4.0 scale:

1. Complete 36 units of Common Core Courses.
2. Complete 12 units of Concentration Courses.
3. Complete 4 units of Elective Courses.
4. Successfully complete the degree requirements within the allowed program length.
5. Graduating students are required to take and pass the MBA ETS Exit Exam which is a comprehensive exit examination to assess student's knowledge of business content areas learned throughout the course of the program and to measure critical thinking ability. Students must pass with a score of 210 (70%) in order to graduate.

Successful graduates of the program will be awarded a degree in Master of Business Administration.

Program Length

Students are usually expected to complete the program in 2 years. The maximum time frame allowed for students to complete a program is 150% of the normal program length, namely 3 years for the MBA program. An extension may be granted for special circumstances.

MBA Concentrations

The MBA degree program has one or more concentration areas available for students. Students must select and formally declare that they are pursuing a concentration.

1. International Business and Management Concentration
2. Accounting Concentration
3. Entrepreneurship Concentration
4. Management Information Systems Concentration

Changing a concentration can be done any time before the student applies for graduation subject to Academic Advisor approval. Students should review all course requirements needed to complete a concentration area. Courses offered in one concentration may not transfer to another concentration area. To change concentration, submit a *Change of Concentration* form and make an appointment with the Academic Advisor. An Academic Advisor will review all concentration courses taken to evaluate if applicable credit exists. If approved, the Registrar will complete the change of concentration on your behalf.

Course Numbering system

MBA courses are numbered 500 to 799. Course numbers prefixed with "MA" denote Common Core courses, "BA", International Business and Management concentration courses "AC" Accounting concentration courses, "EN" Entrepreneurship concentration courses, while course numbers prefixed with "MS" denote Management Information Systems concentration courses. For MBA electives, "EL", is added to the course number. Here is a sample course numbering:

- MA 580 - Operations Management
- MS 630 – Advanced E-commerce
- AC 625 – Financial Accounting
- EL 748 – Social Media and Digital Marketing

Pre-Requisite Courses (If Required)

All Prerequisite Courses are 4 units each. These courses may be waived if completed at the undergraduate level with a grade of “B” or higher.

Course Number	Course Title	Units
AC 400	Principles of Accounting	4
EC 400	Principles of Microeconomics	4
FN 400	Financial Management	4

MBA Common Core Courses

MBA students regardless of concentration must complete the following Common Core Courses (9 in total) equivalent to 36 Academic Units or 396 Academic Hours.

Course Number	Course Title	Units
MA 530	Managerial Accounting	4
MA 535	Managerial Economics	4
MA 542	Organizational Development and Change	4
MA 547	Marketing Management and Strategies	4
MA 555	Strategic Human Resource Management	4
MA 558	Business Ethics	4
MA 560	Executive Leadership	4
MA 580	Operations Management	4
MA 582	Management Information Systems	4

MBA Concentration in International Business and Management Courses

The MBA Concentration in International Business and Management introduces students to the complexities of international business so that they can apply their understanding to other fields of management to make more effective business decisions. Students pursuing an International Business and Management concentration must complete 3 of the following 4 courses equivalent to 12 Academic Units or 132 Academic Hours.

Course Number	Course Title	Units
BA 650	Managerial Communication Strategies	4
BA 651	Global Marketing	4
BA 672	International Financial Management	4
BA 675	International Business and Decision Making	4

MBA Concentration in Accounting Courses

The MBA Concentration in Accounting prepares students to pursue a career in the accounting and taxation profession. Students pursuing an Accounting concentration must complete 3 of the following 4 courses equivalent to 12 Academic Units or 132 Academic Hours.

Course Number	Course Title	Units
AC 625	Financial Accounting	4
AC 626	Payroll Accounting	4
AC 627	Computerized Accounting	4
AC 667	Principles of Taxation	4

MBA Concentration in Entrepreneurship Courses

The MBA Concentration in Entrepreneurship prepares students to pursue a career in small business management. Students pursuing an Entrepreneurship concentration must complete 3 of the following 4 courses equivalent to 12 Academic Units or 132 Academic Hours.

Course Number	Course Title	Units
EN 620	Business Plan	4
EN 635	Business Entrepreneurship and New Venture Formation	4
EN 640	Management of Innovation	4
EN 645	Small Business Management	4

MBA Concentration in Management Information Systems Courses

The MBA Concentration in Management Information Systems prepares students to manage business in information systems. Students learn how to manage and evaluate technology investments to make more effective and informed business decisions. Students pursuing a Management Information Systems concentration must complete 3 of the following 4 courses equivalent to 12 Academic Units or 132 Academic Hours.

Course Number	Course Title	Units
MS 615	Information Systems Planning and Strategies	4
MS 626	Data Management	4
MS 630	Advanced E-commerce	4
MS 635	Cyber Security	4

MBA Elective Courses

Students select one (1) elective that is to be applied to meet the graduation requirement.

Course Number	Course Title	Units
EL 740	Introduction to Real Estate	4
EL 748	Social Media and Digital Marketing	4
EL 753	Business of Entertainment, Media and Sport Industries	4
EL 760	Graduate Seminar: Job Search Strategies for MBA Students	4
EL 764	Business Law	4

Course Descriptions

MBA Pre-requisite Courses (If Required)

AC 400 Principles of Accounting 4 quarter units/40 clock hours

This course is an introduction to the basic concepts and standards underlying financial accounting systems. Several important concepts will be studied in detail, including: revenue recognition, inventory, long-lived assets, present value, and long-term liabilities. The course emphasizes the construction of the basic financial accounting statements - the income statement, balance sheet, and cash flow statement - as well as their interpretation.

Pre-requisites/Co-requisites: None.

EC 400 Principles of Microeconomics 4 quarter units/40 clock hours

This course introduces economic analysis of individual, business, and industry choices in the market economy. Topics include the price mechanism, supply and demand, optimizing economic behavior, costs and revenue, market structures, factor markets, income distribution, market failure, and government intervention.

Pre-requisites/Co-requisites: None.

FN 400 Financial Management 4 quarter units/40 clock hours

The basic concepts and analytical tools of finance in both corporate finance and investments. Topics include risk and return, financial institutions, efficient markets, valuation theory, capital budgeting, portfolio theory, cost of capital, and international finance.

Pre-requisites/Co-requisites: None.

MBA Common Core Courses

MA 530 Managerial Accounting 4 quarter units/40 clock hours

This course provides knowledge for accounting with management-planning, control, decision-making, cost-profit-volume relationships, cost and revenue information for routine decisions, budgeting, and profit planning. This course will focus on managerial accounting and how to use accounting in managing employees, finances, and decisions. This course provides students a review of the fundamental concepts in managerial accounting. The concepts include that of creating, interpreting organizing and analyzing accounting practices of organizations. The goal of this course is to create change and value with customers, employees and the supply chain.

Pre-requisites/Co-requisites: None.

MA 535 Managerial Economics 4 quarter units /40 clock hours

This course provides instruction in the application of microeconomics and macroeconomics theories to managerial decisions and planning such as the economic theory, price theory, and theory of exchange. Students will explore firm and country-level economic factors that impact business decisions. Topics reviewed in this course include the firm's resources, product markets, production functions, cost, output decisions, pricing strategies under various market constraints, investment in fixed assets, risk and demand analysis, production analysis, production efficiency, pricing decisions, purchasing decisions, capital budgeting, and business forecasting are included. This course helps aim at making more considerate decisions based on sales promotion, outputs, choices in products and services, business areas and assessment of funds.

Pre-requisites/Co-requisites: None.

MA 542 Organizational Development and Change 4 quarter units/40 clock hour

This course will review how organizations function, have impacted people, and how people in organizations behave differently. This course emphasizes the contingency view for understanding the reasons of behavior and the "how's" of increasing effectiveness. Organizational behavior is a form of applied behavior analysis and looks at various fields, such as performance management and behavior systems analysis, and scientific management. The topic investigates topics such as motivation, job satisfaction, responsibilities, team building, leadership, and decision-making. This course will expose students to important theories and conceptual models for analyzing, understanding, and managing human behavior in organizations and how to use them in organizational situations that connect them to foundational theories and effective practical management methods.

Pre-requisites/Co-requisites: None.

MA 547 Marketing Management and Strategies 4 quarter units/40 clock hours

This course provides instruction in the management of marketing decisions to private, commercial, and government customers in both domestic and global markets. This course teaches the concepts of marketing management through a series of readings and cases that profile the decision-making problems marketing managers face. The course discusses marketing regarding the organization's total operation and emphasizes the interrelationships of marketing concepts, decision-making, strategy, planning, and systems of control. Students will learn about thinking strategically when making and implementing marketing decisions and using specific analytical approaches and tools for understanding customers. Students will research the domestic and international landscape for marketing opportunities and competitive pressures and develop a strategic marketing plan to assess this.

Pre-requisites/Co-requisites: None.

MA 555 Strategic Human Resource Management 4 quarter units/40 clock hours

This course explores the content of strategic human resource management and the implementation of

strategic human resource management while estimating demand and supply of labor, designing staffing systems for attaining strategic objectives and developing human resources that are involved. The topics discussed in this course are: fundamentals of management, investment perspectives, social responsibility, roles of managers, strategies for workforce planning and management, design and redesign of work systems, employment laws, staffing, training and development, performance management, feedback, compensation, labor relations, employee separation, retention management, and global human resource management. Students will assess and accurately describe the culture of an organization and develop strategic thinking skills and use them to assess how a real organization can align their human resource practices with their mission, values, and long-range goals. Students will understand how to measure the success or failure of human resource interventions that are implemented and critically analyze human resource practices, both in writing and in a discussion.

Pre-requisites/Co-requisites: None.

MA 558 Business Ethics 4 quarter units/40 clock hours

The course of business ethics includes an overview of good and bad, right and wrong, and the conduct of humans in business. This course will go over the standard controversial issues like discrimination, corporate social responsibility, corporate governance, bribery, insider trading, and fiduciary responsibilities. This course will also explore the required level of trust between individuals such as the market participants and consumers, and those involved in the business. This course also examines ethics in leadership, ethics in various industries, and employee ethics. This includes but is not limited to codes of law, environmental regulation, fair wages, and restrictions for trading. This also covers fundamentals of ethics within business. This course applies to ethical theory and practices with the business management system. In this course students will review different ethical systems, ways that cultures vary and how organizations develop and implement ethics programs.

Pre-requisites/Co-requisites: None.

MA 560 Executive Leadership 4 quarter units/40 clock hours

This course will include real-life perspectives, situational-assessments, situational examples, and conversational tone and experiential practices. Other topics include that of future management careers, leadership characteristics, supervision of people and diversity in leadership. There are several different types of executive leadership, including servant leadership, authentic leadership, and paternalistic leadership. This course will examine different characteristics of strong executive leaders, which include accountability, motivational leadership skills, problem-solving abilities and extensive job experience in their profession. Strong executive leaders also possess analytical skills to determine how to maximize employee productivity and drive the most business benefit from company resources. This course includes how executive leaders will use processes such as company and individual employee performance measurement and risk assessment/analysis to make decisions, as well as, the use of other leadership traits, such as empathy, willingness to collaborate and the ability to listen to be successful in their executive leader roles.

Pre-requisites/Co-requisites: None.

MA 580 Operations Management 4 quarter units/40 clock hours

This course will teach students how to improve business processes, whether one is in the manufacturing or service business. Students will learn about improving productivity, how to provide choices for the target customers, reducing response time, and how to improve quality. Students will be able to define operations management, determine appropriate resource allocations, scheduling and capacity planning. Students will also discuss the roles and activities of an operations manager, discuss the input-transformation-output model, differentiate between goods and services, explain operation strategy, discuss performance objectives of operations strategy, measure productivity, analyze different cases related to operations management, and measure productivity.

Pre-requisites/Co-requisites: None.

MA 582 Management Information Systems 4 quarter units/40 clock hours

This course addresses information as an organizational resource, decision-making frameworks, transaction processing systems, office automation, competitive information systems, accounting and financial applications, marketing applications, production applications, needs assessment, system design, and implementation. Students will be able to describe the use and function of management information systems, describe and evaluate information systems development processes and techniques, identify and evaluate hardware and software requirements for information systems, evaluate data management technologies, explain the security risks associated with management information systems.

Pre-requisites/Co-requisites: None.

MBA Concentration in International Business and Management

BA 650 Managerial Communication Strategies 4 quarter units/40 clock hours

This course covers organizational theory and the role communication plays in modern business as well as the development of advanced written and oral interpersonal problems facing a business competing in a global market. This course is based on an alternative theoretical foundation grounded in theory, but with connections to communication in the world of business. Students will examine the strategic communication process and communication tactics for differing channels and contexts. Students will also explore how various business courses are related and highlight communication as a practice that applies to all business regardless of the discipline, department, or organizational level of which it takes place.

Pre-requisites/Co-requisites: None.

BA 651 Global Marketing 4 quarter units/40 clock hours

This course provides an overview of various issues involved in global marketing. This course introduces the analytical approach to strategic marketing problems facing a business competing in a global market. In this course, students will understand major macro-environmental factors in the global markets and develop skills to adapt marketing strategies to specific international market needs observing local constraints. Students will use marketing and research abilities on a global scale for strategic positioning and foreign market penetration and apply basic and advanced marketing concepts to develop integrated marketing plans in global markets. Students will appreciate the position of the global marketer in issues of social responsibility and ethics.

Pre-requisites/Co-requisites: None.

BA 672 International Financial Management 4 quarter units/40 clock hours

This course will examine three key issues in international finance: international macroeconomics exchange rate determination, the balance of payments, and exchange rate regimes. The topics of international financial management include that of the balance of payments, internal monetary agreements, currency arrangements, international short-term borrowing and investment, and international taxation.

Pre-requisites/Co-requisites: None.

BA 675 International Business and Decision Making 4 quarter units/40 clock hours

This course covers the nature, dimensions, motives of international business, evaluation of multinational corporations, management of organizations in the global environment and marketing. Given the expansion of global business, the student will demonstrate an understanding of what globalization means to managers and the changes that have resulted from the expansion of the global business. Given the existence of wide variance in national cultures, political systems, economic systems, social structures, languages and corporate cultures, the students will demonstrate an appreciation of the impact this has on managing in a global environment. Given the increased importance of international trade, the students will demonstrate an understanding of how international law impacts trade policy and finance and the development of world trading systems as it pertains to managerial issues and this will explore GATT and WTO. Given the rise of economic organizations, the students will demonstrate an understanding of the different forms of business ownership in a foreign market and explore the impact of FDI on the home and host country, the growth of FDI and the implications of FDI decisions on managerial issues.

Pre-requisites/Co-requisites: None.

MBA Concentration in Accounting

AC 625 Financial Accounting 4 quarter units/40 clock hours

This course provides an understanding of accounting procedures and judgments underlying corporate financial statements as well as the ability to read and analyze these statements such as disclosures, balance sheets, income statements, ratios and cash flows. This course reviews the differences between earnings, cash flows, and cash from operations. Also, students will be able to make inferences about financial health, and other important attributes of various business entities.

Pre-requisites/Co-requisites: None.

AC 626 Payroll Accounting 4 quarter units/40 clock hours

This course prepares students with the basic knowledge needed to administer the accounting for payroll. Students will learn methods to calculate wages and salaries, debits, credits, liabilities, and assets. The course will also cover record-keeping, government reports, deductions and the planning process.

Pre-requisites/Co-requisites: None.

AC 627 Computerized Accounting 4 quarter units/40 clock hours

This course will give students an introduction to utilizing the computer in maintaining accounting records, making management decisions, and processing common business applications with primary emphasis on a general ledger package (QuickBooks). The course will discuss maintaining accounting records and provide an in-depth exposure to accounts receivable/accounts payable, payroll and inventory modules.

Pre-requisites/Co-requisites: AC 626. Payroll Accounting.

AC 667 Principles of Taxation 4 quarter units/40 clock hours

This course is a comprehensive study of federal taxation. Students will gain an understanding of the principles underlying the design of the Federal tax system, including current policy issues, the principles of personal and business taxation and the systems approach to auditing. The course includes analysis of personal and dependency exemptions, determination of gross income, deductions and losses, tax credits, penalties, property transactions; as well as, tax planning and taxation of business transactions, such as basis, gains, losses, nontaxable exchanges, depreciation, amortization, other business deductions, and tax credits.

Pre-requisites/Co-requisites: None.

MBA Concentration in Entrepreneurship

EN 620 Business Plan 4 quarter units/40 clock hours

This course introduces students to the principles and techniques for developing a business plan. Students will learn about the purposes and audiences for business plans, understand the structure and content of a business plan, including the reasons for the structure and content, guide students in preparing the first draft of his or her business plan, and train students in the critical evaluation of business plans.

Pre-requisites/Co-requisites: None.

EN 635 Business Entrepreneurship and New Venture Information 4 quarter units/40 clock hours

This course looks at the entrepreneurship philosophies, attitudes, characteristics, identifying and evaluating entrepreneurial opportunities, developing a new venture business plan and successfully managing it are covered. In this course, students will build the skills, framework, and knowledge in entrepreneurship and new venture creation to acquire the knowledge and spirit for venturing. Students will also gain knowledge on the characteristics of entrepreneurs and the entrepreneurial process. Students will examine the context for entrepreneurship. Students will understand the importance of the planning process and learn how to develop, write and present an effective business plan for a new venture.

Pre-requisites/Co-requisites: None.

EN 640 Management of Innovation 4 quarter units/40 clock hours

This course focuses on the analysis of the issues and options which must be faced in developing a new technological or service venture while focuses on the principles of innovation, various phases of innovation and management innovation process. This course will likewise examine various case studies for practical understanding, and the issue related to management of innovation. In this class, students will discuss business entrepreneurship, new venture formation, and gain knowledge on the characteristics of entrepreneurs and the entrepreneurial process. Students will understand the importance of the planning process and learn how to develop, write and present an effective business plan for a new venture and develop a business plan.

Pre-requisites/Co-requisites: None.

EN 645 Small Business Management 4 quarter units/40 clock hours

The course will focus on the essentials of small business management, and define various growth stages, as well as look at the strategic planning process; and managing small business resources in the organization. The course will likewise examine various case studies for practical understanding, and the issues related to small business management. There will also be a discussion on the essentials of small business management, and students will gain knowledge and understand the importance of the strategic planning process, understand the various phases of growth through marketing and sales. Then students will develop strategic business plans.

Pre-requisites/Co-requisites: None.

MBA Concentration in Management Information Systems

MS 615 Information Systems Planning and Strategies 4 quarter units/40 clock hours

This course offers details about planning and management of information systems and the function in business organizations. This course will focus on the organization's efficiency and survival needed to obtain information about competitors and improvement within. This course will look at how business skills can be applied to support the information systems costs, reduce costs, and improve the overall quality. Concepts such as comprehensiveness, focus, formalization, top-down flow, high consistency, and broad participation are discussed throughout this course.

Pre-requisites/Co-requisites: None.

MS 626 Data Management 4 quarter units/40 clock hours

This course introduces principles and techniques for managing corporate data resources, covering the principles and functions of Relational Database Management Systems (RDBMS), and their use as a business tool. Topics covered include an overview of database management and its history, logical data models (entity-relationship models, relational schema design, and table normalization), relational database creation and administration, SQL queries, database design and normalization, ACID, and basics of database application development. The course will also survey advanced database management topics such as "big data" and NoSQL technologies, query processing and optimization.

Pre-requisites/Co-requisites: None.

MS 630 Advanced E-commerce 4 quarter units/40 clock hours

This course examines critically how new information technologies and networks affect the exchange of goods and services between buyers and sellers in the twenty-first century. This also provides a basis for electronic commerce and their application to a variety of sectors and industries. Students will be acquainted with a fundamental understanding of the environment and strategies in the New Economy. Students will also provide analytical tools to understand opportunities in un-served or underserved New Economy markets and provide a fundamental understanding of the different types and key components of business models in the New Economy. This course will also provide guiding principles behind the design and strategy of the customer web interface and provide insights on how to implement the strategy in the New Economy. In this course students will understand the traditional and new communication/marketing approaches that create competitive advantage in the New Economy and the metrics that the New Economy firms use to measure progress, customer satisfaction, and financial performance. This course will provide an overview of the hardware, software, servers, and the parts that make up the enabling "railroad" for the New Economy and an understanding of the fundamentals of financially valued New Economy companies.

Pre-requisites/Co-requisites: None.

MS 635 Cyber Security 4 quarter units/40 clock hours

This course examines the global scope of the Internet and the security of cyberspace to ensure openness in a networked world, including areas such as business, politics, crime, and warfare. This is an emerging field and the focus of the course is identification of problems and the examination of global cyber security initiatives in the U.S., other countries, and the coordinating role of international organizations, both technical and strategic.

Pre-requisites/Co-requisites: None.

MBA Electives

EL 740 Introduction to Real Estate 4 quarter units/40 clock hours

The goal of this course is to help students become informed consumers of real estate advice. The course material breaks down into four major sections: 1) The financial risk and return of property level real estate investments. Be able to interpret, understand and evaluate a real estate property investment pro forma. 2) The legal landscape for investing in real estate and using legal structures to manage risk. 3) The economics of commercial real estate markets. Understanding the forces that will determine the value and income-producing potential of a real estate investment. 4) Important real estate issues of the day.

Pre-requisites/Co-requisites: None

EL 748 Social Media and Digital Marketing 4 quarter units/40 clock hours

This course examines the role of marketing in the 21st century. Students explore digital and mobile marketing, discussing the most prevalent types of tools, their purposes and their effectiveness in relation to the entertainment industry. Comparison to traditional marketing tactics and examples of current marketing mixes are addressed. In addition, this course builds student understanding of search engine optimization and social media marketing tools. Students will also explore the marketing application of social media and other newly emerging media channels. The course covers the planning and integration of social media into marketing plans. Students will learn to set objectives, develop social marketing plans, integrate social media into overall marketing and communication plans, measure program results, utilize new media technologies and about the macro-environmental issues affecting social media.

Pre-requisites/Co-requisites: None.

EL 753 Business of Entertainment, Media and Sport Industries 4 quarter units/40 clock hours

The primary objective of this course is to provide students with an understanding of how general business relates to the sport and entertainment industries. Students will gain a framework for understanding business strategies in the global marketplace, become familiar with key strategic issues that cut across the entire business landscape, understand the basic economic principles underlying the aspects of the global economy, appreciate the challenge involved in marketing and managing an enterprise in rapidly changing technological and global environments.

Pre-requisites/Co-requisites: None

EL 760 Graduate Seminar: Job Search Strategies for MBA Students 4 quarter units/40 clock hours

This course is designed to introduce students to the fundamentals of planning and organizing job search strategies. Emphasis is placed on identification of individual goals, assessment of talents, exploration of career options, analysis of the job market, effective use of employment search tools (e.g., resumes, cover letters, interviewing, networking and management of career pathways). Topics such as resume writing, jobs search, interviews, career direction, career portfolio and several other topics for students who are graduating and seeking to enter the job market will be covered.

Pre-requisites/Co-requisites: None. Taking this course within the final year of graduate study is highly recommended

EL 764 Business Law 4 quarter units/40 clock hours

This course teaches students different rules and laws that govern different forms of business. In this class, students will learn to understand basic legal terminology and concepts while learning how to evaluate issues of legal significance in business transactions, including contracts, property and corporations. Students will apply legal reasoning to situations and form legal conclusions. Students will compare and apply various legal theories and interpretations to factual situations. Students will learn how to issue spot, weigh, and analyze risks, and gain a sense of comfort and familiarity with the legal system.

Pre-requisites/Co-requisites: None.