

### Business Classes – MGT:

#### [MGT 3: Quantitative Methods in Business](#)

Prerequisites: none

Quantitative Methods in Business Introduces techniques for developing and analyzing data to make informed management decisions: statistical inference, probability, regression analysis, and optimization. Using these analytics approaches, theory based formulas and spreadsheets; students explore managerial applications across all areas of business activity.

#### [MGT 12: Personal Financial Management](#)

Prerequisites: none

MGT 12. Personal Financial Management (4) Course examines management of personal financial assets: savings and checking accounts, fixed assets, and credit cards. Budgeting, loan applications, payment terms, and statement reconciliation will be covered as will credit ratings, cash management, compound interest, bank operations, and contract obligations.

#### [MGT 16: Personal Ethics at Work](#)

Prerequisites: none

Course examines the ethical foundation for choices individuals make every day both in the workplace and in their private lives, the connection between economic and ethical obligations with examples related to privacy, reporting, whistle-blowing, workplace relationships, confidentiality, and intellectual property.

#### [MGT 18: Managing Diverse Teams](#)

Prerequisites: none

The modern workplace includes people different in culture, gender, age, language, religion, education, and more. Students will learn why diverse teams make better decisions and are often integral to the success of organizations. Topics include challenges of diversity, and the impact of emotional, social and cultural intelligence on team success. Content will include significant attention to the experiences of Asian Americans and African Americans as members and leaders of such diverse teams.

#### [MGT 45: Principles of Accounting](#)

Prerequisites: none

Covers the principles, methods and applications of general accounting, cost accounting and investment ROI. Development of the three key financial reports and their interrelations, cost identification, product costing, inventory control, operational performance, and investment return calculations are also covered.

#### [MGT103: Product Marketing & Management](#)

Prerequisites: none

Sound marketing is one of the keystones of business's success and students will study the marketing department and its role within a business organization. They will also examine how to define markets for products and services, how to segment these markets, how to target critical customers within various segments and what strategies can be used to position particular products or services within segments. The critical role of pricing will be covered as will market research, product management, advertising/promotion, selling, distribution, and customer support. The importance and methods for meeting customer needs, particularly in the era of e-commerce will also be covered.

## **Business Classes – MGT (continued):**

### [MGT105: Product Promotion and Brand Management](#)

Prerequisites: MGT 103 (will not be enforced)

Principles and decisions to be considered in overall communications and promotion strategy for traditional channels and emerging social networks. Decisions on promotional mix, ad design, implementation and evaluation for establishing brand equity, measure brand performance and sustaining brand equity.

### [MGT106: Sales and Sales Management](#)

Prerequisites: MGT 103 (will not be enforced)

Examines the sales function from strategic competitive importance to the firm to required direct sales skills of individual salespersons. Major subject areas covered are: the sales process, recruitment and training, organization and focus, “territories,” evaluation and compensation.

### [MGT112: Global Business Strategy](#)

Prerequisites: MGT 181 and MGT 103 (will not be enforced)

Course examines management of personal financial assets: savings and checking accounts, fixed assets, and credit cards. Budgeting, loan applications, payment terms, and statement reconciliation will be covered as will credit ratings, cash management, compound interest, bank operations, and contract obligations.

### [MGT117 Business Law](#)

Prerequisites: none

Focuses on elements of business law that are essential for the basic management of business operations. Topics include the law of contracts, sales, partnership, corporations, bankruptcy, and securities. Students will also gain knowledge of intellectual property law and dispute resolution.

### [MGT121A: Innovation to Market A](#)

Prerequisites: none

Utilizing lectures, readings, case studies, guest speakers and team projects, students will learn how to screen good ideas for good opportunities by examining market needs, the competitive environment, a go-to-market strategy and the management team. Students, working from team derived product/service ideas, will learn how to research potential markets, customers, partners and competitors.

Critical considerations such as pricing versus attributes, alternative distribution channels, and how to gain unfair advantage will also be covered. Finally, they will also learn how to communicate, both orally and in written form, their ideas and their market research in an executive summary.

### [MGT121B: Innovation to Market B](#)

Prerequisites: MGT121A (required) and MGT181 and MGT187 (preferred)

This is a second of a two course series where students grapple with the concerns of intellectual property protection, the financing needs of their projects, investment sources, operational planning, financial forecasting, key employee recruitment, business valuation and harvesting possibilities.

They will learn what goes into a professional business plan that they will be required to produce. Lectures, readings and case studies will be augmented with guest speakers and team based decision making. As part of the final, student teams will present their business ideas to a panel of experts.

## Business Classes – MGT (continued):

### [MGT127: Innovation and Technology Strategy](#)

Prerequisites: none

Outlines frameworks & tools for formulating strategy to manage technology & think strategically in fast-moving industries (e.g. high tech, biotech and clean tech). Students will gain insights into technology, strategy, & markets, especially how disruptive technologies create opportunities for startups & transform established firms, & how technology firms achieve competitive advantage through tech-enabled innovations. Illustrated by case studies on cutting-edge startups industry leaders.

### [MGT128R: Innovation in Service Enterprises](#) (no syllabus available)

Prerequisites: none

The service sector is the fastest-growing sector of the economy. This course will help students prepare for the transition to a service economy and identify career and entrepreneurial opportunities in the service industry. Students will learn how services differ from goods and gain understanding of the innovation process in the service industry. The course will also address trends of services getting systematized, industrialized, and professionalized for greater productivity and scalability.

#### **What is Service and Service Innovation All About?**

Service thinking and action is transforming businesses all over the world. It is important to understand and prepare for this revolution from educational, skills development, and career opportunity perspectives. Because the service sector is the fastest-growing economic sector, accounting for more than 80% of jobs in the US, this course can also be helpful for students to discover employment and entrepreneurial opportunities. The course begins with a basic introduction to service, and moves quickly through high performance organization design, service management and delivery, and industrialization of service for improved productivity and scalability. Overall, the course focuses on service innovation, generation of new successful service ventures. It will help students gain the skills necessary to be successful in three main aspects of service production and delivery systems: the back office, the front office, and service design. The course has the following objectives:

1. To develop awareness of the characteristics of service and also skills of service thinking.
2. To learn about opportunities offered by technology to improve productivity and value creation in service organizations.
3. To understand service growth and expansion both domestically and internationally, and to appreciate the entrepreneurial opportunities in service.

### [MGT129: Topics in Entrepreneurship - Rotating Topics Course](#) (2 units only)

Prerequisites: none

[Developing an Entrepreneurial Workforce](#) This course is intended to equip students with the insights, knowledge and practical tools that will enable them to go forth as entrepreneurs to develop and lead a workforce that will perform at the highest possible level. They will learn to hire, develop and inspire people who can bring the necessary skills and abilities to their workplace, to encourage innovation and initiative by offering meaning and purpose, and to strengthen employee commitment by fostering a sense of personal dignity in each worker as well as a sense of community among people who are committed to shared goals.

[Fundamentals of Residential Real Estate](#) Real estate ownership represents one of the largest components of wealth in our society. As such it greatly influences the quality of life of most families and the economic conditions of our local communities. In addition to providing places for people to live, real estate is a major industry often requiring long-term planning for appropriate commitment of resources.

## Business Classes – MGT (continued):

*(continued)* This large sector is primarily served by dynamic entrepreneurial firms engaged in planning and design, construction, sales and transfer, and financing of residential real estate. Each of these areas involves complex processes regarding property rights, zoning, conveyance, valuation, and financing. This course is about understanding the opportunities and constraints inherent in these processes. Specifically, we will discuss the legal principles, various forms of ownership, land use controls, market value, market research, mortgage financing, and brokerage and listing of properties. This would allow you to make informed planning and investment decisions regarding housing. In addition to reviewing practical applications, we will evaluate important ethical issues as well as discuss exciting emerging trends impacting residential real estate.

[Fundamentals of Commercial Real Estate](#) *(no syllabus available)*

[Frontiers in Real Estate](#) *(no syllabus available)*

Real estate is a multi-faceted industry that is undergoing important changes. The sector offers tremendous opportunities that extend well beyond vocations as real estate agents, brokers, and developers, and encompasses mortgage companies and banks (involved in financing the real estate deals), appraisers, investment banks, servicers, title companies, city regulators and planners, and various other government agencies. Over the past twenty years, the real estate industry has developed strong linkages with US financial markets and the IT sector, which has led to significant improvements in financing and investment opportunities, risk management, and the diffusion of information. Beyond that, the trend of corporate social responsibility is permeating real estate and is having a transformational effect on most aspects of planning, development and investment. Moreover, recent availability of large datasets and cutting-edge information technology. Technology is opening exciting opportunities for a new breed of real estate tech companies. This class explores the amalgamation of traditional real estate with innovations in finance, IT, and appreciation for social responsible investing to trace out the new frontiers in the industry.

[Personal Communications](#) is the study and practice of selective skills for developing and maintaining professional relationships in the contemporary business environment. The course examines principles and characteristics that underlie specific communication skills: *listening, speaking, writing and managing conflict* with the intent of building relationships and seeking to achieve the mission or objective of the workplace.

### [MGT153: Business Analytics](#)

Prerequisites: Calculus (Math 10A or 20A) (will not be enforced)

This course is designed to help a business manager to use data to make good decisions in complex decision-making situations. Students will gain foundation knowledge of several analytical and econometric methods including decision analysis, probability theory, statistical inference, regression analysis, and hypothesis testing. Students will also learn how to use available computing technology to arrive at optimal solutions.

### [MGT162: Negotiation](#) – (2 units only)

Prerequisites: none

The ability to negotiate effectively is a critical skill for business professionals. Students will develop a systematic and insightful approach to negotiation. The course provides an introduction to strategic thinking and the basic concepts, tactics and cognitive aspects of negotiation. Interactive negotiation exercises are used to isolate and emphasize specific analytic points and essential skills. (2 units)

## **Business Classes – MGT (continued):**

### [MGT164: Business and Organizational Leadership](#)

Prerequisites: none

Today's dynamic business environment presents a number of organizational challenges — personal, interpersonal and cultural. Students will study alternative organizational structures, their stakeholders and corporate cultures and their use in meeting various strategic priorities facing a company. This course provides students with insights into motivational factors, communications networks, organizational cultures and alternative leadership styles. The concept of change management and its challenges is also studied along with power and influence.

### [MGT166: Business Ethics and Corporate Social Responsibility](#)

Prerequisites: none

Will cover ethical conduct issues for leaders from a wide array of organizations and industries including consideration of differences among global trading partners. The issues impacting corporate responsibility will be examined as will full-cycle cost analysis of products and services.

### [MGT167: Social Entrepreneurship](#)

Prerequisites: none

This course examines how entrepreneurs create and sustain social value. Students will learn how to apply entrepreneurial business and innovative skills to effectively tackle challenging social and environmental issues such as environmental degradation, rural health care availability, educational improvements in economically disadvantaged regions, famine in an era of obesity, and clean water development.

### [MGT172: Business Project Management](#)

Prerequisites: none

This course covers both the process aspects of project management — planning, scheduling methods, milestone setting, resource allocation, budgeting, and risk mitigation — as well as the human capital management imperatives — communication, feedback, team work and leadership. Project portfolio management theory and practice will be covered as well as R&D road mapping.

### [MGT174: Supply Chain and Operations Management](#)

Prerequisites: none

The decline of manufacturing activities in the United States and the corresponding increase in international contract manufacturing brings greater emphasis to the importance of sound Supply Chain Management and its impact on shareholder value. This includes how operational excellence leads to customer satisfaction. Lectures, readings, guest speakers and class discussion will teach students the concepts of supply and demand, logistics and operational organizations as well as methods of manufacturing planning, inventory control, vendor development, and quality control. Innovative approaches to introducing new product introductions will also be covered.

## **Business Classes – MGT (continued):**

### [MGT181: Enterprise Finance](#)

Prerequisites: MGT45 or ECON4/MGT4 and MGT5 and Math10A Calculus, Math20A, or MGT3  
(Prerequisites will not be enforced, students must self-select the appropriate academic level.)

This course examines the financial issues associated with a broad range of organizations. It reviews the process of raising capital from several perspectives including: donations, bootstrapping, angel investing, debt financing and equity financing.

Topics include assessing and responding to the mindset of various kinds of investors, identifying sources of and ways to structure debt financing for growing firms, and deal structures for venture capital financing. Students will learn how to read financial statements and do financial statement analysis, recognize the importance of cash flow management, and understand how to value a company.

### [MGT183: Financial Investments](#)

Prerequisites: MGT181 (will not be enforced)

Examines financial theory and empirical evidence useful for making investment decisions. Portfolio theory, equilibrium models, and market efficiency are examined for stock securities and fixed income instruments. Risk adjusted ROIs for capital investments' impact on stock prices and free options will also be studied. Prerequisites: MGT 181 or Econ 173B.

### [MGT184: Money and Banking](#)

Prerequisites: MGT181 (will not be enforced)

Focuses on role of financial institutions, implications for firm financing and valuation as well as the Federal Reserve, financial regulation, the money supply process, and monetary policy. Mechanisms through which monetary policy affects businesses and credit channels will be covered.

### [MGT185: Investment Banking](#)

Prerequisites: MGT181 (will not be enforced)

This course provides an overview of the investment banking industry including IPOs, equity offerings, debt offerings, valuation, mergers and acquisition, private equity, asset securitization, prime brokerage, sales and trading, and market making. Students will also learn about the changes in the investment banking industry since the financial crisis including Dodd-Frank as well as the rise of boutique investment banking firms. Emphasis will be on traditional corporate finance which includes equity and debt offerings as well as mergers and acquisitions.

### [MGT187: New Venture Finance](#)

Prerequisites: none

This course examines how innovation is funded and the financial tools necessary over the life cycle of a new venture- development, growth, maturity, and exit. Students will learn to perform financial analysis to determine the feasibility of financing new, transformed, and growing ventures. The course will also cover term sheets, valuation methods, and the role of private equity investors – angels, VC's and vendors. Prerequisite: upper-division standing.

## Accounting Classes – MGT:

### [MGT 5: Managerial Accounting](#)

Prerequisites: none

This is one of the initial courses for the Accounting Minor that covers internal accounting fundamentals, including cost behavior, cost application methods, overhead allocation methods, break-even analysis, budgeting, cost variance analysis, inventory management, and capital budgeting. Students pursuing careers in business areas other than accounting, such as project management, may also have interest in this course.

### [MGT131A: Intermediate Accounting A](#)

Prerequisites: MGT4: Financial Accounting and MGT5: Managerial Accounting

(Prerequisites will not be enforced, students must self-select the appropriate academic level.)

This course is required for the Accounting Minor and builds on the basic accounting fundamentals of MGT 4 and MGT 5 by applying those fundamentals in typical practice. This practice includes preparation and interpretation of accounting information under both RASB and IASB guidelines pertaining to revenue expense recognition, receivables and inventories.

### [MGT131B: Intermediate Accounting B](#)

Prerequisites: MGT131A: Intermediate Accounting A

(Prerequisites will not be enforced, students must self-select the appropriate academic level.)

This course is required for the Accounting Minor and builds on the basic accounting fundamentals of MGT 4 and MGT 5 and the FASB and IASB practices of MGT 131A. This practice includes preparation and interpretation of accounting information under both FASB and IASB guidelines pertaining to property, plant and equipment, leases, intangible assets, investments, long term debt and stockholders' equity.

### [MGT132: Auditing](#)

Prerequisites: MGT131B: Intermediate Accounting B

(Prerequisites will not be enforced, students must self-select the appropriate academic level.)

This course is required for the Accounting Minor and builds on the basic FASB and IASB practices of MGT 131A and B and provides the theory and practice of the attest process: planning and implementing the audit of the financial statements and internal control over financial reporting to ensure compliance with applicable requirements of the Sarbanes–Oxley Act. Includes audit methodologies, documentation of findings, client representations and the auditor's report.

### [MGT133: Advanced Cost Accounting](#)

Prerequisites: MGT131B: Intermediate Accounting B

(Prerequisites will not be enforced, students must self-select the appropriate academic level.)

This course may be taken by a student who wishes to fulfill the accounting education requirement for the Certificate of Public Accounting (CPA). It builds on the learning of MGT 5 and MGT 131B and covers cost accumulation and analysis, for both manufacturing cost components and service activities, budgeting and cost projections, cost variance analysis, relevant costs, and capital investment analysis.

## Accounting Classes – MGT (continued):

### [MGT134: Federal Taxation – Individuals](#)

Prerequisites: MGT132: Auditing

(Prerequisites will not be enforced, students must self-select the appropriate academic level.)

This course may be taken by a student who wishes to fulfill the accounting education requirement for the Certificate of Public Accounting (CPA). It builds on the learning of MGT 132 and provides the theory and practical application of federal income tax regulations for individuals pertaining to gross income, adjusted gross income, itemized deductions, business operations, passive activities, property transactions, deferred income recognition and reporting standards.

### [MGT135: Federal Taxation – Companies](#)

Prerequisites: MGT132: Auditing

(Prerequisites will not be enforced; students must self-select the appropriate academic level.)

This course is required for the Accounting minor and builds on the learning through MGT 132 by providing the theory and practical application of federal income tax regulations for corporations and other enterprises pertaining to formulations, annual operations, distributions, liquidations, reorganizations, affiliations, and reporting standards.

### [MGT136: Advanced Accounting](#)

Prerequisites: MGT135: Federal Taxation – Companies

(Prerequisites will not be enforced; students must self-select the appropriate academic level.)

This course is required for the Accounting minor and builds on the learning through MGT 132 by providing the theory and practical application of federal income tax regulations for corporations and other enterprises pertaining to formulations, annual operations, distributions, liquidations, reorganizations, affiliations, and reporting standards.

### [MGT137: Financial Statement Analysis](#)

Prerequisites: ECON4/ MGT4 + MGT5

Examines tools and techniques to analyze a firm's financial position and performance. This course combines both accounting and finance in a practical framework for debt and equity valuation methods from both a conceptual and practical framework.

### [MGT138: Information Technology and Accounting](#)

Prerequisites: none

This course provides an introduction to the role and use of models and modeling in managerial decision making. Students will gain hands on experience in evaluating accounting data using Microsoft Excel. Content includes creating data boxes in financial accounting, using multiple sheets with formulas, preparing professional quality financial reports, and creating graphs to interpret business results. Students will also explore the utility of Quick Books and the functionality for small businesses.

### [MGT139: Accounting Information Systems](#)

Prerequisites: MGT131B

(Prerequisites will not be enforced, students must self-select the appropriate academic level.)

Develop an understanding of transaction cycles (e.g., sales order and purchase order processing) with a focus on processing steps, internal controls, and data used. Gain hands on experience developing flowcharts, processing transactions in a manual accounting information system, and analyzing transaction data using Microsoft Excel and other tools.



## Accounting Classes – MGT (continued):

### [MGT143: Forensic Accounting](#)

Prerequisites: MGT131B: Intermediate Accounting B

(Prerequisites will not be enforced, students must self-select the appropriate academic level.)

Course covers key forensic accounting concepts including fraudulent financial reporting, money laundering, business valuation, and litigation support. Learning objectives are the application of analytical accounting and communication skills in identifying and presenting financial issues in both criminal or civil litigation.

### [MGT146: Ethics in Accounting](#)

Prerequisites: MGT132: Auditing

(Prerequisites will not be enforced, students must self-select the appropriate academic level.)

This course will focus on three major components: 1) What matters (the purpose of ethics in the accounting profession); 2) Why ethics matter (the reasons, skills and abilities that make a difference); and 3) How a professional "walks the walk." The course provides students with the opportunity to gain knowledge, awareness and recognition of ethical terms, theories, codes, etc. Students will be given the opportunity to practice making choices and exercise professional judgment.

### [MGT147: Not-for-Profit and Government Accounting](#) *(no syllabus available)*

Prerequisites: MGT131B: Intermediate Accounting B

(Prerequisites will not be enforced, students must self-select the appropriate academic level.)

Addresses issues faced in government and not-for-profit accounting. Students will gain insight into how and why these issues may have been resolved either similarly or differently from the for-profit business sector. Focus will be placed on how revenue and expense recognition, asset and liability valuation, the scope of the reporting entity, reporting cash flows, etc., differ in comparison to for-profit business accounting.

### [MGT148: Mergers & Acquisitions](#) *(no syllabus available)*

Prerequisites: MGT136 + MGT137

(Prerequisites will not be enforced, students must self-select the appropriate academic level.)

This course helps students understand the complexities involved in international deals. Examines current financial reporting practices for business entities engaged in international activities. Focuses on policy issues such as foreign currency translation, global inflation, transfer pricing, complying with reporting requirements, taxation, and international accounting and auditing standards.

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