

GRADUATE STUDIES-BUSINESS (GSB)

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GSB Courses

GSB 5500 Independent Study (1-3 units)

Term Typically Offered: F, SP, SU

Prerequisite: OCOB graduate standing.

Advanced study planned and completed under the direction of the Program Director or another faculty member. Open only to graduate students who have demonstrated ability to do independent work. A formal written proposal must be accepted by the Associate Dean of OCOB Graduate Programs before work begins. Repeatable up to 3 units. Formerly GSB 500.

GSB 5501 Individual Research (1-3 units)

Term Typically Offered: F, SP, SU

Prerequisite: OCOB graduate standing and approval of the Associate Dean.

Advanced individual research planned and completed under the direction of a member of the college faculty. A formal written proposal must be accepted by the Associate Dean of OCOB Graduate Programs before work begins. Formerly GSB 501.

GSB 5505 Financial Accounting (3 units)

Term Typically Offered: SU

Prerequisite: OCOB graduate standing.

Introduction to financial accounting with little accounting background. Recording economic events like corporate investments, financing transactions and operating activities on primary financial statements. Development of accounting vocabulary and skills needed to analyze and interpret financial statements. Course may be offered in classroom-based, online, or hybrid format. 3 lectures.

GSB 5510 Data Visualization and Communication in Business (3 units)

Term Typically Offered: SP

Prerequisite: OCOB graduate standing.

Principles of data visualization and storytelling. Data visualization tools for different types of data in the context of business analytics. Communication of results for business actionable insights. Software use includes Excel, Tableau and R. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 510.

GSB 5511 Accounting for Managers (3 units)

Term Typically Offered: SP

Prerequisite: GSB 505 or GSB 5505; and OCOB graduate standing.

Emphasis on interpretation and use as opposed to the construction of accounting information. Development of essential ability to use accounting information as a platform for decision making. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 511.

GSB 5512 Introduction to Business Analytics (3 units)

Term Typically Offered: F

Prerequisite: OCOB graduate standing.

Focus on a variety of analytics concepts and tools to prepare data, apply appropriate statistical methods, and communicate findings and their business relevance. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 512.

GSB 5513 Organizational Behavior (3 units)

Term Typically Offered: F

Prerequisite: OCOB graduate standing.

Application of behavioral, social, and organizational science concepts to management. Decision making, motivation, communications, leadership, diversity, cultural and ethical behavior, group dynamics, organization change, and development. 3 lectures. Formerly GSB 513.

GSB 5514 Legal and Regulatory Environment of Business (3 units)

Term Typically Offered: TBD

Prerequisite: OCOB graduate standing.

Legal and regulatory environment in which business operates. Statutory, regulatory, societal, and global influences impacting business operations. Reduce business risk and improve compliance. Analytic tools and experiential application. Interaction between law, ethics and management decisions. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 514.

GSB 5516 Strategic Marketing Analytics (3 units)

Term Typically Offered: SP

Prerequisite: OCOB graduate standing.

Analysis of customer information, using a broad range of tools and techniques including predictive, statistical, and optimization models. Integration of data into reporting platforms. Application of findings to marketing decision-making. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 516.

GSB 5517 Strategic People Analytics (3 units)

Term Typically Offered: SP

Prerequisite: GSE 519 or ECON 5029; and OCOB graduate standing.

Application of business analytics approaches and techniques to understanding and managing human resources. Emphasizes problems addressed using people analytics, including which methods are best and under what conditions, data quality and validity issues, and interpretation in the HR context. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 517.

GSB 5518 Essential Statistics for Business Analytics (3 units)

Term Typically Offered: SU

Prerequisite: OCOB graduate standing.

Statistics background needed for analysis of business data and econometrics. Probability theory, random variables, sampling and sampling distributions, bootstrapping, estimation methods, properties of estimators, hypothesis testing, and confidence intervals. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 518.

GSB 5520 Data Management for Business Analytics (3 units)

Term Typically Offered: F

Prerequisite: OCOB graduate standing.

Exploration of data management including relational databases, data warehouses, and NOSQL databases. Foundation for analyzing, designing, implementing and using information repositories in a business environment. Database development life cycle, data modeling, SQL programming, data quality and integration. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 520.

GSB 5521 Cloud Services and Applications for Business Analytics (3 units)

Term Typically Offered: SP

Prerequisite: OCOB graduate standing. Recommended: GSB 520 or GSB 5520.

Apply cloud resources for business analytics. Identify business benefits of cloud computing, storage, networking, data management and security. Use web services to analyze big data including query, statistical analysis, machine learning and visualization. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 521.

GSB 5522 Advanced Management Information Systems (3 units)

Term Typically Offered: TBD

Prerequisite: OCOB graduate standing.

Analysis of the successes and challenges managers face when planning for and implementing information systems. Design and development of information systems including databases. 3 lectures. Formerly GSB 522.

GSB 5523 Managerial Economics (3 units)

Term Typically Offered: SP

Prerequisite: OCOB graduate standing.

Microeconomics of firm management and firm profitability. Demand, supply, efficiency, competitive markets, monopoly, oligopoly, game theory, pricing strategy, and principal-agent problems. Development of an analytical framework for analyzing how these topics are important for managers. 3 lectures. Formerly GSB 523.

GSB 5524 Marketing Management (3 units)

Term Typically Offered: F

Prerequisite: OCOB graduate standing.

Introduction to marketing management. Concepts and principles necessary to plan, direct and control the product, promotion, distribution and pricing strategies of the firm. 3 lectures. Formerly GSB 524.

GSB 5525 Project Management (3 units)

Term Typically Offered: SU

Prerequisite: OCOB graduate standing.

Project management tools and processes to establish priorities, scope, and constraints; money and time. Planning, organizational, and resource challenges common to a variety of project types in service and production environments. Course may be offered in classroom-based or hybrid format. 3 lectures. Formerly GSB 525.

GSB 5529 Management Communication (3 units)

Term Typically Offered: SU

Prerequisite: OCOB graduate standing.

Development and demonstration of business writing and oral presentation skills. Prepare written business documents and reports, and professional oral presentations, and persuasive slide decks. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 529.

GSB 5530 Data Analytics and Mining for Business (3 units)

Term Typically Offered: TBD

Prerequisite: OCOB graduate standing. Recommended: one of the following: GSB 512, GSB 5512, GSB 518 or GSB 5518.

Exploration of the concepts, tools and techniques of data mining in the business context, using case study and problem-solving approaches. Multidimensional data modeling, predictive analytics, pattern discovery, forecasting, text mining, and data visualization. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 530.

GSB 5531 Managerial Finance (3 units)

Term Typically Offered: SP

Prerequisite: OCOB graduate standing.

Theories and applications of corporate finance. Time value of money. Valuation of investment projects and financial assets. Financial markets and institutions. Capital budgeting and cost of capital estimation. 3 lectures. Formerly GSB 531.

GSB 5533 Aggregate Economics Analysis and Policy (3 units)

Term Typically Offered: SP

Prerequisite: OCOB graduate standing.

Theoretical and empirical framework of the macroeconomy in which businesses must operate. GDP, inflation, unemployment, interest rates and monetary and fiscal policies. Dynamics of the macroeconomic environment over time. 3 lectures. Formerly GSB 533.

GSB 5534 Supply Chain and Operations Management (3 units)

Term Typically Offered: SP

Prerequisite: OCOB graduate standing.

Introduction to the supply chain and its interaction with other areas in an organization. Emphasis on applying operational excellence paradigms and approaches to achieve competitive advantage in cost, quality, time, and flexibility in manufacturing and service operations. 3 lectures. Formerly GSB 534.

GSB 5536 Data Ethics for Business Analytics (3 units)

Term Typically Offered: SP

Prerequisite: GSB 520 or GSB 5520; and OCOB graduate standing.

Examination of ethical risks raised by data analysis, including data collection, ownership and usage. Philosophical examination of topics raised by data analysis, including consent, privacy, transparency, bias and potential harms from data collection and use. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 536.

GSB 5539 Graduate Internship in Business (3 units)

Term Typically Offered: SP

CR/NC

Prerequisite: OCOB graduate standing.

Practical experience involving the application and further development of skills. Placement requires supervisory support in a business, nonprofit, or governmental organization. A formal written proposal must be accepted by the Associate Dean of OCOB Graduate Programs before work begins. Credit/No Credit grading only. Repeatable up to 6 units. Formerly GSB 539.

GSB 5544 Computing and Machine Learning for Business Analytics (3 units)

Term Typically Offered: F

Prerequisite: OCOB graduate standing.

Use of computers for advanced data analysis in business analytics. Computer programming using statistical software, data gathering and cleaning, and machine learning. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 544.

GSB 5545 Advanced Machine Learning for Business Analytics (3 units)

Term Typically Offered: SP

Prerequisite: GSB 544 or GSB 5544; and OCOB graduate standing.

Use of computers for advanced machine learning in business analytics. Boosting, ensemble learning, Bayesian methods, and various types of neural networks. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 545.

GSB 5547 Financial Analytics (3 units)

Term Typically Offered: TBD

Prerequisite: one of the following: GSB 518, GSB 5518, GSE 518, or ECON 5020; and GSB 544 or GSB 5544.

Data analytics tools and models in finance including encryption theory, blockchains, and machine learning. Deep dive into Machine Learning (ML) algorithms for financial data anomaly detection, predictive modeling, and backtesting. Develop hash functions for encryption. Apply techniques to real-world finance problems and data. Course may be offered in classroom-based, online, or hybrid format. 3 lectures.

GSB 5548 Modeling Financial Time Series (3 units)

Term Typically Offered: SP

Prerequisite: one of the following: GSB 518, GSB 5518, GSE 518, or ECON 5020; and GSE 520 or ECON 5021.

Time-series analysis to model the risk and return of financial assets. Linear Time-Series models, Autoregressive Integrated Moving Average (ARIMA), Stationary and Non-stationary Series, Cointegration, Vector Auto-regression (VAR), Vector Error Correction (VECM), Generalized Autoregressive Conditional Heteroskedasticity family (GARCH), Value-at-Risk (VaR), and Extreme Value Theorem. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Crosslisted as ECON 5024/GSB 5548.

GSB 5551 Prescriptive Analytics (3 units)

Term Typically Offered: SP

Prerequisite: one of the following: GSE 519, ECON 5029, GSE 522, or ECON 5022.

Monte Carlo simulation. Decision making under uncertainty. Linear and non-linear programming. Model risk. Applications to finance, operations, strategic planning, and marketing. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 551.

GSB 5555 Negotiation for Managers (3 units)

Term Typically Offered: SP

Prerequisite: GSB 513 or GSB 5513; and OCOB graduate standing.

Theory and practice of negotiation in a variety of contexts (e.g., business acquisitions, compensation, business disputes, inter- and intra-organizational) and from a managerial perspective. Culture, ethics, dispute resolution, coalitions. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 555.

GSB 5556 Entrepreneurship and New Venture Management (3 units)

Term Typically Offered: SP

Prerequisite: OCOB graduate standing.

Entrepreneurship and new venture management techniques. Entrepreneurial mindset, skills, opportunity, and identification. Founding teams, customer and value proposition development, problem validation and solution ideation, feasibility and viability, business model testing and iteration, legal issues, social impact potential, and pitching. 3 seminars. Formerly GSB 556.

GSB 5562 Strategy in the Global Environment (3 units)

Term Typically Offered: SP

Prerequisite: OCOB graduate standing; GSB 511 or GSB 5511; GSB 513 or GSB 5513; GSB 523 or GSB 5523; GSB 531 or GSB 5531; one of the following: GSB 512, GSB 5512, IME 503, or IME 5503; one of the following: GSB 524, GSB 5524, or GSB 573; and one of the following: GSB 534, GSB 5534, IME 580, or IME 5580.

Application of interdisciplinary skills to strategic management. Focus on the perspective of general managers, including social and environmental responsibilities and governance. Uses case studies, group problem-solving, experiential activities. Serves as the integrating course of MBA core curriculum. Course may be offered in classroom-based, online, or hybrid format. 3 seminars. Formerly GSB 562.

GSB 5563 International Business Tour (3 units)

Term Typically Offered: TBD

CR/NC

Prerequisite: OCOB graduate standing.

Business tour exposure to different management systems and their operating environments. Pre-trip and on-the-road meetings, readings, case studies and discussions. Tours of firms, NGOs, government offices, and ministries. Interviews and panels with managers and government officials. Conducted in English. Valid passport required. Field trip required. The Class Schedule will list subtitle selected. Repeatable up to 6 units. Credit/No Credit grading only. 1 seminar, 2 activities. Formerly GSB 563.

GSB 5564 Entrepreneurial Finance (3 units)

Term Typically Offered: TBD

Prerequisite: OCOB graduate standing; and GSB 531 or GSB 5531.

Financing new and fast-growing firms. Preparation of pro-forma financial statements for a new venture; venture capital process. Valuation of firms seeking venture capital, and those planning their initial public offering (IPO). Valuing convertible securities and real options. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 564.

GSB 5569 Managing Technology in the International Legal Environment (3 units)

Term Typically Offered: TBD

Prerequisite: OCOB graduate standing.

Practical legal decisions required to conduct business for or with high technology companies. Methods to protect high technology developments in international markets, including copyrights, patents, trade secrets, trademarks and contracts. Course may be offered in classroom-based, online, or hybrid format. 3 seminars. Formerly GSB 569.

GSB 5570 Special Advanced Topics (1-3 units)

Term Typically Offered: TBD

Prerequisite: OCOB graduate standing and consent of instructor.

Directed group study of special topics for advanced students. Repeatable up to 6 units. The Class Schedule will list topic selected. 1 to 3 seminars. Formerly GSB 570.

GSB 5575 Career Development for Business Analytics I (1 unit)

Term Typically Offered: SP

Prerequisite: OCOB graduate standing.

Career development and preparation with specific focus on the impact of organizational structures on the professions of business analytics and data science. Personal marketing in a dynamic technological environment. Course may be offered in classroom-based, online, or hybrid format. 1 lecture. Formerly GSB 575.

GSB 5576 Career Development for Business Analytics II (1 unit)

Term Typically Offered: F

Prerequisite: GSB 575 or GSB 5575.

Career development and preparation focusing on verbal communication skills for business analytics, and refining interview and presentation skills. Course may be offered in classroom-based or hybrid format. 1 lecture.

GSB 5577 Career Development for Business Analytics III (1 unit)

Term Typically Offered: SP

Prerequisite: GSB 5576.

Career development and preparation focusing on collaboration skills for business analytics, emphasizing the identification and application of digital tools that enhance team productivity. Course may be offered in a classroom-based, online, or hybrid format. 1 lecture.

GSB 5583 Management of Human Resources (3 units)

Term Typically Offered: TBD

Prerequisite: OCOB graduate standing.

An overview of human resource (HR) management, including strategic HR, job analysis, recruitment, selection, performance appraisal, training, compensation, employee rights, and employee health and safety. Course may be offered in classroom-based, online, or hybrid format. 3 seminars. Formerly GSB 583.

GSB 5590 Energy and Environmental Finance (3 units)

Term Typically Offered: SP

Prerequisite: GSB 511 or GSB 5511; GSB 523 or GSB 5523; GSB 531 or GSB 5531; and OCOB graduate standing.

Theory and practical tools to improve financing and investment decisions as they relate to the energy industry and markets, and achieve environmental objectives. Valuation models, real options, energy derivatives, project finance, impact investing, and managing climate and technological risks. Course may be offered in classroom-based, online, or hybrid format. 3 lectures. Formerly GSB 590.

GSB 5591 Developing Consumer Insights with Textual Data (3 units)

Term Typically Offered: SP

Prerequisite: OCOB graduate standing.

Informing data collection with consumer theory. Utilizing APIs for data collection. Application of the word and text analysis methodology to unstructured textual data. Component-based data mining software Orange3 is covered. 3 lectures.

GSB 5594 Managing Change (3 units)

Term Typically Offered: SP

Prerequisite: OCOB graduate standing.

Essential knowledge, skills, and competencies needed to intervene in an organization to improve its effectiveness. Exploration of alternative planned change strategies. Design and implementation of a variety of change mechanisms to enhance continuous development and change. 3 seminars. Formerly GSB 595.

GSB 5598 Project (1-6 units)

Term Typically Offered: F, SP, SU

Prerequisite: OCOB graduate standing and consent of the department.

Collaborative business project with a client organization supervised by faculty. Apply knowledge, and competencies to address a business problem. A formal written proposal must be accepted by the Associate Dean of OCOB Graduate Programs before work begins. The project may last up to one year. Total credit limited to 6 units. Formerly GSB 503.