



PEPPERDINE

Graziadio Business School

BSMBA CURRICULUM PLANNING WORKSHEET

(To be used only as a guide for working with your Program Advisor)

RECOMMENDED COURSE SEQUENCE

Total Program Units: **46**

Student Name:	CWID:	
Pepperdine Email:	Concentration:	
Course Number: Course Description	Completed	
FIRST TERM (Spring) - 16 units		
• ACCT 620: Accounting (3)		Core
• BSCI 622: Personal and Career Development for Leaders (3)		Core
• BSCI 650: Personal and Leadership Development Workshop (1)		Core
• FINC 629: Managerial Finance (3)		Core
• ISTM 619: Technology and Operations Management (3)		Core
• MKTG 626: Marketing Management (3)		Core
• PGBS 560: Career Seminar (0)		Core
SECOND TERM (Summer) - 0 units		
• PGBS 695: Full-Time Internship (0)		Core
THIRD TERM (Fall) - 17 units		
• LEGL 624: Legal, Political, Ethical, and Regulatory Issues of Management (3)		Core
• OTMT 626: Designing and Leading Organizations for Sustainable Effectiveness (3)		Core
• DESC 618: Applied Data Analytics (3)		Core
• ECNM 624: Prices, Profits, and the Market Economy (3)		Core
• ENTR 623: Creating a New Business Opportunity (3)		Core
• PGBS 560: Career Seminar II (0)		Core
• Elective: _____ () *2 units suggested		



PEPPERDINE

Graziadio Business School

FOURTH TERM (Spring) - 13 units		
• STGY 628: Strategic Management (3)		Core
• Elective: _____ () *2 units suggested		
• Elective: _____ () *2 units suggested		
• Elective: _____ () *2 units suggested		
• Elective: _____ () *2 units suggested		
• Elective: _____ () *2 units suggested		



Concentrations (minimum of 12 units)

Elective course availability will vary per term and year based on instructor availability, enrollment, and program needs. Although elective courses are not guaranteed to be scheduled on a regular cycle, students will be provided a choice of relevant options from the program's elective list during course registration.

Business Analytics (BA)	
Course Number: Course Description (units)	Completed
Decision Sciences Electives (choose 2 courses)	
• DESC 620: Advanced Statistical Tools (2)	
• DESC 622: Optimization Modeling (2)	
• DESC 624: Predictive Analytics (2)	
• DESC 626: Simulation Modeling (2)	
• DESC 637: Multiple Attribute Decision Analysis (2)	
Information Systems and Technology Management Electives (choose 2 courses)	
• ISTM 622: Social Media Analytics (2)	
• ISTM 624: Databases and Big Data Management (2)	
• ISTM 626: Applying Analytics to Achieve Business Impact (2)	
• ISTM 627: Marketing Informatics (2)	
• ISTM 664: Business Process Analysis and Innovation (2)	
General Elective Courses (choose 2 courses from this category or above categories)	
• DESC 627: Supply Chain Management Analytics (2)	
• DESC 628: Healthcare Analytics (2)	
• DESC 636: Project Management (2)	
• DESC 621: Valuation of Real Options (2)	
• ISTM 630: Information Security Data Analytics (2)	



PEPPERDINE

Graziadio Business School

<ul style="list-style-type: none"> • ISTM 660: Business Analytics and Intelligence (2) 	
<ul style="list-style-type: none"> • PGBS 693: Global Business Intensive (2)* 	
<p><i>*Students may complete a Global Business Intensive course (PGBS 693 - 2 units required) with a business analytics-focused content and/or final paper.</i></p>	
<p>To fulfill the global business requirement of the program, students can complete ISTM 664, ISTM 630, or PGBS 693. The selected topic for a Global Business Intensive course must be relevant to the concentration, otherwise, approval is needed by the program office prior to registering for the course to confirm it can be applied towards the concentration.</p>	

Digital Innovation and Information Systems (DIIS)	
<i>Students may choose to substitute up to 4 units from the “Elective Substitutes” list below.</i>	
Course Number: Course Description (units)	Completed
Electives (choose 4 courses)	
<ul style="list-style-type: none"> • ISTM 624: Databases and Big Data Management (2) 	
<ul style="list-style-type: none"> • ISTM 661: Designing, Sourcing, and Building Digital Platforms (2) 	
<ul style="list-style-type: none"> • ISTM 662: DIIS Project and Program Management (2) 	
<ul style="list-style-type: none"> • ISTM 663: Managing Cyber Security, Risk, and Privacy (2) 	
<ul style="list-style-type: none"> • ISTM 664: Business Process Analysis and Innovation (2) 	
<ul style="list-style-type: none"> • ISTM 665: Digital Innovation and Strategy (2) 	
<ul style="list-style-type: none"> • ISTM 667: DIIS Applied Research Project (2) 	
Elective Substitutes (may choose a maximum of 4 units)	
<ul style="list-style-type: none"> • BSCI 617: Creating and Leading Teams (2) 	
<ul style="list-style-type: none"> • BSCI 631: Leadership and Organizational Success (2) or • OTMT 617: Leadership Theory and Practice (2) or • OTMT 670: Advanced Principles of Organizations and Leadership (4) 	
<ul style="list-style-type: none"> • BSCI 633: Organizational Development and Change (2) or • OTMT 634: Change Management (2) or • OTMT 672: Organizational Dynamics and Managing Change (4) 	
<ul style="list-style-type: none"> • DESC 620: Advanced Statistical Tools (2) 	



PEPPERDINE

Graziadio Business School

• DESC 621: Valuation of Real Options (2)	
• DESC 624: Predictive Analytics (2)	
• DESC 626: Simulation Modeling (2)	
• DESC 627: Supply Chain Management Analytics (2)	
• DESC 628: Healthcare Analytics (2)	
• DESC 629: Communications with Data (2)	
• DESC 636: Project Management (2)	
• FINC 638: Financial Modeling (2)	
• ISTM 622: Social Media Analytics (2)	
• ISTM 626: Applying Analytics to Achieve Business Impact (2)	
• ISTM 627: Marketing Informatics (2)	
• ISTM 630: Information Security Data Analytics (2)	
• LEGL 631: Negotiation and Resolution of Business Disputes (2) or • LEGL 684: Business Negotiation and the Resolution of Conflict (4)	
• MKTG 670: Technology in Marketing (2)	
• OTMT 678: Managerial Creativity and Innovation for Leadership (4)	
• PGBS 693: Global Business Intensive (2)*	
• STGY 621: Competitive Intelligence (2)	
• STGY 645: Responsible Business Practice Capstone (2)	
*Students may complete a Global Business Intensive course (PGBS 693 - 2 units required) with a DIIS-focused content and/or final paper.	
To fulfill the global business requirement of the program, students can complete ISTM 664, ISTM 665, or PGBS 693. The selected topic for a Global Business Intensive course must be relevant to the concentration, otherwise, approval is needed by the program office prior to registering for the course to confirm it can be applied towards the concentration.	

Dispute Resolution (DR)
<i>In addition to the 12 units for the DR concentration, students may complete 2 more units to</i>



PEPPERDINE

Graziadio Business School

<i>obtain the Dispute Resolution Certificate for a total of 14 elective units in the DR area.</i>	
Course Number: Course Description (units)	Completed
Required Courses	
<ul style="list-style-type: none"> • LAW 1422: Mediation Theory and Practice (2) 	
<ul style="list-style-type: none"> • LEGL 631: Negotiation and Resolution of Business Disputes (2) <i>or</i> • LAW 1492: Negotiation Theory and Practice (2) 	
Arbitration Courses (choose 1 course)	
<ul style="list-style-type: none"> • LAW 1632: Arbitration Practice and Advocacy (2) • LAW 2832: International Commercial Arbitration Theory and Doctrine (2) • LAW 2902: International Commercial Arbitration Practice and Procedure (2) 	
Elective Courses (choose 3 courses from the Straus Institute)	
<ul style="list-style-type: none"> • Elective: _____ (___) *2 units suggested 	
<ul style="list-style-type: none"> • Elective: _____ (___) *2 units suggested 	
<ul style="list-style-type: none"> • Elective: _____ (___) *2 units suggested 	
<p>To fulfill the global business requirement of the program, students can complete a Graziadio School-approved global-related Straus Institute, School of Law elective course.</p>	

Entertainment, Media, and Sports Management (EMS)	
<i>In order to obtain the EMS concentration, students must complete the required courses and choose one elective course.</i>	
Course Number: Course Description (units)	Completed
Required Courses	
<ul style="list-style-type: none"> • DESC 660: Entertainment, Media, and Sports Analytics (2) 	
<ul style="list-style-type: none"> • FINC 661: Entertainment and Media Finance (2) 	
<ul style="list-style-type: none"> • ISTM 621: Digital Media and Entertainment (2) 	
<ul style="list-style-type: none"> • LEGL 662: Law, Intellectual Property, and Ethics for EMS (2) 	
<ul style="list-style-type: none"> • MKTG 672: EMS Brand and Audience Development (2) 	



PEPPERDINE

Graziadio Business School

Elective Courses (choose 1)	
● OTMT 663: EMS Talent Management and Representation (2)	
● PGBS 670Y: Education to Business (2)	
● PGBS 693: Global Business Intensive (2)*	
● EMS-related graduate course at another Pepperdine school - approval required (2)	
*Students may complete a Global Business Intensive course (PGBS 693 - 2 units required) with an EMS-focused content and/or final paper.	
To fulfill the global business requirement of the program, students can complete ISTM 621, PGBS 693, or PGBS 694 G3. The selected topic for Global Business Intensive or Going Global with Graziadio course must be relevant to the concentration, otherwise, approval is needed by the program office prior to registering for the course to confirm it can be applied towards the concentration.	

Entrepreneurship (ENTR)	
<p><i>In order to obtain the Entrepreneurship concentration, students must complete the required courses, as well as choose two elective courses. Students who complete the Entrepreneurship concentration and produce a business plan (as part of the course requirements for ENTR 625) that adequately addresses the SEER macro-values (as determined by the SEER Committee) will have satisfied the course requirements necessary for the Certificate in Socially, Environmentally, and Ethically Responsible Business Practice. All Entrepreneurship courses are SEER certified, and the capstone course for the Entrepreneurship concentration (i.e., ENTR 625) is a pre-approved substitute for STGY 645 as the final required course for the SEER certificate. In addition to completing all the SEER-certified courses, students must also meet designated service requirements to earn the Certificate.</i></p>	
Course Number: Course Description (units)	Completed
Required Courses	
● ENTR 624: Building a Business Model (4)	
● ENTR 625: Launching a New Venture (4)	
Elective Courses (choose 2 courses)	
● ACCT 632: Financial Statement Analysis (2)	
● BSCI 631: Leadership and Organizational Success (2)	



PEPPERDINE

Graziadio Business School

• FINC 623: Business Valuation (2)	
• FINC 630: Private Capital Markets (2)	
• FINC 663: Financing Small Businesses (2)	
• ISTM 628: Technology for Start-ups and Small Business (2)	
• LEGL 668: Legal Aspects of Entrepreneurship (2)	
• MKTG 661: Product Innovation and Management (2)	
• MKTG 665: Marketing Small Business (2)	
• OTMT 618: Designing and Managing International Organizations (2)	
• OTMT 630: Family Business (2)	
• STGY 640: Social Entrepreneurship (2)	
• STGY 645: Responsible Business Practice Capstone (2)	
The global business requirement is fulfilled by completing the Entrepreneurship concentration	

Finance (FINC)	
Course Number: Course Description (units)	Completed
Elective courses (choose 12 units)	
• DESC 621: Valuation of Real Options (2)	
• FINC 620: Strategic Issues in Finance (2)	
• FINC 623: Business Valuation (2)	
• FINC 624: Mergers and Acquisitions (2)	
• FINC 625: Modern Portfolio Theory (2)	
• FINC 626: Equity and Bond Investments (2)	
• FINC 627: International Finance (2)	
• FINC 628: Foreign Exchange Markets (2)	
• FINC 630: Private Capital Markets (2)	



PEPPERDINE

Graziadio Business School

<ul style="list-style-type: none"> ● FINC 631: Tax Implications of Financial Decisions (2) 	
<ul style="list-style-type: none"> ● FINC 633: Working Capital Management (2) 	
<ul style="list-style-type: none"> ● FINC 634: The Management of Financial Risk (2) 	
<ul style="list-style-type: none"> ● FINC 635: Real Estate Investing and Finance (2) 	
<ul style="list-style-type: none"> ● FINC 637: Education Investment Fund (2) 	
<ul style="list-style-type: none"> ● FINC 638: Financial Modeling (2) 	
<ul style="list-style-type: none"> ● FINC 639: Debt Securities (2) 	
<ul style="list-style-type: none"> ● FINC 664: Business Analysis Using Financial Statements (2) 	
<ul style="list-style-type: none"> ● FINC 667: Global Capital Markets and Institutions (4) - <i>Equivalent to FINC 621 (2)+FINC 622 (2)</i> 	
<ul style="list-style-type: none"> ● FINC 668: Valuation and Corporate Combinations (4) - <i>Equivalent to FINC 623 (2)+FINC 624 (2)</i> 	
<ul style="list-style-type: none"> ● FINC 669: Investments and Portfolio Management (4) - <i>Equivalent to FINC 625 (2)+FINC 626 (2)</i> 	
<p>To fulfill the global business requirement of the program, students can complete FINC 627, FINC 628, or FINC 667</p>	

Leadership and Managing Organizational Change (LMOC)	
<p><i>In order to obtain the Leadership concentration, students must complete three courses from the required section and the remaining three courses from the elective section. If you complete both BSCI 633 and OTMT 634, one of the courses will be applied towards the elective category.</i></p>	
Course Number: Course Description (units)	Completed
Required Courses (choose 3 courses)	
<ul style="list-style-type: none"> ● BSCI 617: Creating and Leading Teams (2) 	
<ul style="list-style-type: none"> ● OTMT 618: Designing and Managing International Organizations (2) 	
<ul style="list-style-type: none"> ● BSCI 633: Organizational Development and Change (2) or ● OTMT 634: Change Management (2) 	
Electives Courses (choose 3 courses)	



PEPPERDINE

Graziadio Business School

• BSCI 631: Leadership and Organizational Success (2)	
• BSCI 635: Leadership and Ethics (2)	
• DESC 636: Project Management (2)	
• ECNM 649: Doing Business in Emerging Markets (2)	
• LEGL 631: Negotiation and Resolution of Business Disputes (2)	
• OTMT 630: Family Business (2)	
• OTMT 632: Organizational Development and Human Resource Management (2)	
• OTMT 641: The Role of Business in Society (2)	
• OTMT 671: Cross-Cultural Management (2)	
• STGY 620: Strategic Issues in Global Business (2)	
• STGY 640: Social Entrepreneurship (2)	
To fulfill the global business requirement of the program, students can complete OTMT 671 or PGBS 693 (any GBI is acceptable)	

Marketing (MKTG)	
Course Number: Course Description (units)	Completed
Elective Courses (choose 6 courses)	
• MKTG 660: Services Marketing (2)	
• MKTG 661: Product Innovation and Management (2)	
• MKTG 662: Marketing Communications (2)	
• MKTG 663: Strategic Issues in Marketing (2)	
• MKTG 667: Sales and Sales Force Management (2)	
• MKTG 668: Business-To-Business Marketing (2)	
• MKTG 669: Marketing Research (2)	
• MKTG 670: Technology in Marketing (2)	



PEPPERDINE

Graziadio Business School

• MKTG 671: Global Marketing (2)	
• MKTG 673: Pricing (2)	
• MKTG 674: Formulating and Defending Marketing Strategies (2)	
• MKTG 676: Brand Management (2)	
• MKTG 677: Consumer Behavior (2)	
<p>To fulfill the global business requirement of the program, students can complete MKTG 671 or PGBS 693. The selected topic for the Global Business Intensive course must be relevant to the concentration, otherwise, approval is needed by the program office prior to registering for the course to confirm it can be applied towards the concentration.</p>	

General Management (GM)	
<p><i>A General Management concentration allows for flexibility in the choice of any 12 units of MBA electives. Elective courses may be 4 units or 2 units each. Studies need not focus on any particular discipline.</i></p>	
Course Number: Course Description (units)	Completed
Elective Courses (choose 12 units)	
•	
•	
•	
•	
•	
•	
<p>To fulfill the global business requirement of the program, students can complete a minimum of two units of a global content designated course from any concentration area, PGBS 693, or PGBS 694 G3</p>	