

## Elective Concentrations

Students in eligible programs have the option to choose a major area of concentration by taking 12 units of electives specializing in the one of the five offered elective concentrations: Dispute Resolution, Entrepreneurship, Finance, Leadership and Managing Organizational Change, and Marketing.

### Dispute Resolution

Twelve units are to be selected from the course list below to satisfy the Dispute Resolution concentration. MBA students may also take an additional elective, total of 14 units, at the Straus Institute, School of Law, towards a Certificate in Dispute Resolution. Students may take Law 1492 or LEGL 631, but not both, to satisfy the Dispute Resolution concentration.

#### Required Courses

Law 1422	Mediation Theory and Practice .....	(2)
Law 1712	Interviewing, Counseling, and Planning .....	(2)

#### Choose One:

Law 1492	Negotiation Theory and Practice .....	(2)
LEGL 631	Negotiation and Resolution of Business Disputes .....	(2)

#### Choose One:

Law 1632	Arbitration Practice and Advocacy .....	(2)
Law 372	International Commercial Arbitration .....	(2)

#### Elective Courses

Two elective courses from the Straus Institute .....	(4)
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### Entrepreneurship

ENTR 661 and ENTR 662 must be taken in sequence and precede the other courses. ENTR 663, ENTR 664, and ENTR 665 may be taken concurrently or in any order, but are best taken in sequence starting with ENTR 663, followed by ENTR 664, and ending with ENTR 665. ENTR 667 is a capstone course which must be taken upon completion of the other five courses.

#### Recommended Course

ENTR 660	Opportunities for Entrepreneurship Seminar Series .....	(0)
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#### Required Courses

ENTR 661	Entrepreneurship and the Generation of New Venture Ideas ..	(2)
ENTR 662	The Feasibility of New Venture Ideas .....	(2)
ENTR 663	Financing Entrepreneurial Ventures .....	(2)
ENTR 664	Managing Entrepreneurial Ventures .....	(2)
ENTR 665	Marketing Entrepreneurial Ventures .....	(2)
ENTR 667	New Venture Creation .....	(2)

## Finance

Twelve units are to be selected from the course list below to satisfy the Finance concentration. No more than 4 units of accounting (marked by an asterisk) will count towards the finance concentration. The required accounting elective must first be satisfied before accounting courses will count towards the finance concentration.

*ACCT 601	Advanced Financial Accounting.....	(2)
*ACCT 603	Accounting for Multinational Enterprises.....	(2)
*ACCT 605	E2B Accounting.....	(2)
FINC 620	Strategic Issues in Finance.....	(2)
DESC 621	Valuation of Real Options.....	(2)
FINC 621	Capital Markets.....	(2)
FINC 622	Management of Financial Institutions.....	(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 and Markets.....	(2)
*ACCT 631	Accounting for Taxes.....	(2)
FINC 630	Private Capital Markets.....	(2)
FINC 631	Tax Implications of Financial Decisions.....	(2)
FINC 633	Working Capital Management.....	(2)
FINC 634	The Management of Financial Risk.....	(2)
*ACCT 635	Auditing.....	(2)
*ACCT 636	Governmental and Not-for-Profit Accounting.....	(2)
FINC 635	Real Estate Investing and Finance.....	(2)
FINC 637	Education Investment Fund.....	(2)
FINC 638	Financial Modeling.....	(2)
FINC 639	Debt Securities.....	(2)
FINC 663	Financing Entrepreneurial Ventures.....	(2)
FINC 664	Business Analysis Using Financial Statements.....	(2)
FINC 667	Global Capital Markets and Institutions.....	(4)
FINC 668	Valuation and Corporate Combinations.....	(4)
FINC 669	Investments and Portfolio Management.....	(4)

## Leadership and Managing Organizational Change

Twelve units are selected to satisfy the Leadership and Managing Organizational Change concentration. Six units of required courses: BSCI 617, OTMT 618 and choice of either OTMT 632 or BSCI 633, and six units of elective courses (see course list below). The courses OTMT 632 or BSCI 633 can be taken for elective credit if not taken as a required course. Any units used toward the Applied Behavior or Organizational Management elective may also be used toward the concentration.

**Required Courses**

BSCI 617	Creating and Leading Teams.....	(2)
OTMT 618	Designing and Managing International Organizations.....	(2)

**Choose One:**

OTMT 632	Organizational Development and Human Resource Management.....	(2)
BSCI 633	Organizational Development and Change.....	(2)

**Elective Courses**

STGY 620	Strategic Issues In Global Business.....	(2)
OTMT 630	Family Business.....	(2)
BSCI 631	Leadership and Organizational Success.....	(2)
LEGL 631	Negotiation and Resolution of Business Disputes.....	(2)
OTMT 632	Organizational Development and Human Resource Management.....	(2)
BSCI 633	Organizational Development and Change.....	(2)
OTMT 634	Change Management.....	(2)
BSCI 635	Leadership and Ethics.....	(2)
OTMT 636	Project Management.....	(2)
STGY 640	Social Entrepreneurship.....	(2)
OTMT 671	Cross-Cultural Management.....	(2)

**Marketing**

Twelve units are selected to satisfy the Marketing concentration.

**Recommended Course**

MKTG 669	Marketing Research.....	(2)
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**Elective 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 665	Marketing Entrepreneurial Ventures.....	(2)
MKTG 667	Sales and Sales Force Management.....	(2)
MKTG 668	Business-To-Business Marketing.....	(2)
MKTG 670	Technology in Marketing.....	(2)
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)

**Certificate in Socially, Environmentally, and Ethically Responsible Business Practice**

The Certificate in Socially, Environmentally, and Ethically Responsible (SEER) Business Practice allows students to complement their degree with courses and activities that will prepare them to understand the complexities of issues such as sustainability, corporate social responsibility, and ethics –

and how these tie into producing a superior product that generates financial growth. The SEER certificate has two components, 1) 8 units of course requirements, and 2) service requirements.

**1) Course Requirements:**

**Required Course**

STGY 645 Responsible Business Practice Capstone..... (2)

**Elective Courses**

Six units are selected from the following courses:

OTMT 641 The Role of Business in Society..... (2)  
 OTMT 644 SEER Metrics: Defining and Communicating ..... (2)  
 OTMT 618 Designing and Managing International Organizations ..... (2)  
 OTMT 643 Acquiring Wealth, Power and Success, Morally, and Ethically(2)  
 STGY 640 Social Entrepreneurship ..... (2)  
 BSCI 635 Leadership and Ethics..... (2)  
 ECON 649 Doing Business in Emerging Markets ..... (2)  
 DESC 636 Project Management..... (2)  
 DESC 637 Multiple Attribute Decision Analysis ..... (2)  
 GSBM 693 Chile: Patagonia National Park..... (2)  
 ISTM 624 Information Systems Security and Ethics..... (2)

**2) Service Requirements:**

**Required**

Membership in Net Impact. Official members of Net Impact are required to pay dues to the national Net Impact organization.

**Choose One**

- Attend Net Impact Conference and Submit Report to Faculty Chair
  - Champion at the Pepperdine Law School Palmer Center Microfinance Program
  - Help Plan and Coordinate a Net Impact Project
  - Help Plan/Assist in the VCLL Case Competition
  - Help Plan/Assist in a joint VCLL/Career Service Alumni Event
  - Hold a Net Impact, C4C, or VCLL Officer position
  - Participate in Graziadio Without Borders Program
  - Participate in Social Enterprise Week (SEW) Planning Committee
  - Perform 15 C4C volunteer hours
  - Provide Research Assistance to a Faculty Member in a SEER Area
  - SEER-Approved Internship during School (5+ hours/week)
  - Additional SEER Service
- Requirements are subject to approval by the SEER Committee.

**The Business Internship (0–4 units)**

**MBA**

The Business Internship is designed especially for students with insufficient work experience enrolled in the 20-month program. It is a part of the commitment to a program where students learn by doing throughout the program. The Business Internship normally includes full-time internships taken between the first and second year of the MBA program.