

Concentrations:

Applied Analytics

In order to obtain a concentration in Applied Analytics, students must complete 4 units from each of the following categories for a total of 12 units.

Decision Science Electives

Prefix	Course #	Units	Course Title	Courses Completed
DESC	620	2	Advanced Statistical Tools	
DESC	622	2	Optimization Modeling	
DESC	624	2	Predictive Analytics	
DESC	626	2	Simulation Modeling	
DESC	637	2	Multiple Attribute Decision Analysis	

Information Systems and Technology Management Electives

Prefix	Course #	Units	Course Title	Courses Completed
ISTM	620	2	Workflow and Business Process Modeling and Analysis	
ISTM	622	2	Social Media Analytics	
ISTM	624	2	Big Data Management	
ISTM	626	2	The Art and Science of Business Analytics	
ISTM	627	2	Marketing Informatics	

General Electives

Prefix	Course #	Units	Course Title	Courses Completed
DESC	621	2	Valuation of Real Options	
DESC	627	2	Supply Chain Management Analytics	
DESC	628	2	Healthcare Analytics	
ISTM	630	2	Information Security Data Analytics	
DESC	636	2	Project Management	
ISTM	660	2	Business Analytics and Intelligence	

Note: The global content requirement for the program is fulfilled by completing ISTM 620, ISTM 630, or GSBM 693: Global Business Intensive (with applied analytics-focused content and/or final paper).

Digital Innovation & Information Systems (DI-IS)

Prefix	Course #	Units	Course Title	Courses Completed
Required courses:				
ISTM	660	2	Business Analytics and Intelligence	
ISTM	661	2	Enterprise Architecture and Infrastructure Management	
ISTM	662	2	DIIS Portfolio and Project Management	
ISTM	663	2	Managing DIIS Security, Privacy and Ethics	
ISTM	664	2	Business Process Analysis and Innovation	
ISTM	665	2	Digital Innovation and Strategic Transformation	

Note: The global content requirement for the program is fulfilled by completing ISTM 664, ISTM 665, or GSBM 693: Global Business Intensive (with DIIS-focused content and/or final paper). Students may substitute up to 4 units with alternative electives. Please refer to the Academic Catalog for more information.

Dispute Resolution				
Prefix	Course #	Units	Course Title	Courses Completed
Required courses:				
LEGL	684	4	Business Negotiation and the Resolution of Conflict	
XXXX	XXX	2	Mediation Seminar	
XXXX	XXX	2	Arbitration Course (one of three)	
Elective Courses:				
XXXX	XXX	2, 2	Two elective courses from the Straus Institute, School of Law	
<i>Note: The global content requirement for the program is fulfilled by completing a GSBM global-related Straus Institute, School of Law elective course.</i>				

Entertainment, Media and Sports (EMS)				
Prefix	Course #	Units	Course Title	Courses Completed
Required courses:				
DESC	660	2	Entertainment, Media and Sports Analytics	
FINC	661	2	Entertainment, Media and Sports Finance	
ISTM	621	2	Digital Media and Entertainment	
LEGL	662	2	Law, Intellectual Property, and Ethics for Entertainment, Media and Sports	
MKTG	672	2	Entertainment, Media and Sports Brand and Audience Development	
Two units to be selected from the following list:				
OTMT	663	2	Entertainment, Media and Sports Talent Management and Representation	
ENTR	661	2	Entrepreneurship and the Generation of New Venture Ideas	
GSBM	698	2	Contemporary Issues in Business and Management - Producing and Distributing EMS Products	
GSBM	670Y	2	Education to Business	
GSBM	693	2	Global Business Intensive (with EMS-focused content and/or final paper)	
GSBM	694	2	Going Global with Graziadio (with EMS-focused content)	
<i>Note: The global content requirement for the program is fulfilled by completing ISTM 621, GSBM 693: Global Business Intensive (with EMS-focused content and/or final paper) or GSBM 694 (with EMS-focused content).</i>				

Entrepreneurship				
Prefix	Course #	Units	Course Title	Courses Completed
Required courses:				
ENTR	661	2	Entrepreneurship and the Generation of New Venture Ideas	
ENTR	662	2	The Feasibility of New Venture Ideas	
ENTR	663	2	Financing Entrepreneurial Ventures	
ENTR	664	2	Managing Entrepreneurial Ventures	
ENTR	665	2	Marketing Entrepreneurial Ventures	
ENTR	667	2	New Venture Creation	
<i>Note: The global content requirement for the program is fulfilled by completing the Entrepreneurship concentration.</i>				

Finance

Prefix	Course #	Units	Course Title	Courses Completed
Twelve units from the following courses:				
FINC	634	2	The Management of Financial Risk	
FINC	635	2	Real Estate Investing and Finance	
FINC	638	2	Financial Modeling	
FINC	663	2	Financing Small Businesses	
FINC	664	2	Business Analysis Using Financial Statements	
FINC	667	4	Global Capital Markets and Institutions	
FINC	668	4	Valuation and Corporate Combinations	
FINC	669	4	Investments and Portfolio Management	

Note: The global content requirement for the program is fulfilled by completing FINC 667.

General Management

A General Management concentration allows for a broad selection of any 12 units of MBA electives. Elective courses may be 4-units or 2-units each. Students do not need to focus on any particular discipline.

Prefix	Course #	Units	Course Title	Courses Completed

Note: The global content requirement for the program is fulfilled by completing a minimum of 2 units of the global content requirement from any other concentration. Students may substitute GSBM 693: Global Business Intensive or GSBM 694: Going Global with Graziadio (G3) for up to 4 units of electives.

Global Business

Prefix	Course #	Units	Course Title	Courses Completed
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Required course:

ECNM	670	4	Global and Macroeconomic Environment	
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Eight units are to be selected from the global content requirement from any other concentration.

Note: The global content requirement for the program is fulfilled by completing a minimum of 2 units of the global content requirement from any other concentration. Students may substitute GSBM 693: Global Business Intensive or GSBM 694: Going Global with Graziadio (G3) for up to 4 units of electives.

Leadership and Managing Organizational Change

Prefix	Course #	Units	Course Title	Courses Completed
Required course:				
OTMT	670	4	Advanced Principles of Organizations and Leadership	
Eight units are to be selected from the following courses:				
BSCI	617	2	Creating and Leading Teams	
BSCI	635	2	Leadership and Ethics	
OTMT	617	2	Leadership Theory and Practice	
OTMT	671	2	Cross-Cultural Management	
LEGL	684	4	Business Negotiation and the Resolution of Conflict	
OTMT	672	4	Organizational Dynamics and Managing Change	
OTMT	676	4	Talent Management	
OTMT	678	4	Creativity and Innovation for Leadership	
OTMT	680	4	Leadership: Great Leaders, Great Literature	
<i>Note: The global content requirement for the program is fulfilled by completing OTMT 671 or GSBM 693: Global Business Intensive. Students may substitute GSBM 693 for up to 4 units of electives.</i>				

Marketing

Prefix	Course #	Units	Course Title	Courses Completed
Twelve units from the following courses:				
MKTG	680	4	Global Brand Management	
MKTG	681	4	Market Innovation and Commercialization	
MKTG	682	4	Marketing Communications and The Digital Age	
MKTG	671	2	Global Marketing	
GSBM	693	2	Global Business Intensive	
or		or	or	
GSBM	694	2	Going Global with Graziadio (G3)	
<i>Note: The global content requirement for the program is typically fulfilled by MKTG 680. As an alternative to MKTG 680, students may elect to take MKTG 671 and make up the additional 2 units through either GSBM 693: Global Business Intensive or GSBM 694: Going Global with Graziadio (G3). Students may substitute GSBM 693 or GSBM 694 for up to 2 units of electives.</i>				