

# Business Administration, Undergraduate (UGBA)

## Courses

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### UGBA C5 Introduction to Entrepreneurship 2 Units

Terms offered: Fall 2020, Fall 2019, Fall 2018, Spring 2017

This course offers students a taste of what it's really like to start a business. In addition to learning key foundational entrepreneurial concepts such as idea generation & evaluation, customer & product development, creating a business model, fundraising, marketing, and scaling & exiting a business, students will also hear from successful entrepreneurs who share their perspectives and best practices. Students will apply core concepts by working in teams to evaluate and select a venture idea that they will then develop throughout the semester.

Introduction to Entrepreneurship: Read More [+]

#### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture per week

#### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam not required.

**Also listed as:** L & S C5

Introduction to Entrepreneurship: Read Less [-]

### UGBA 10 Principles of Business 3 Units

Terms offered: Fall 2020, Spring 2020, Fall 2019

This team-taught course provides an introduction to the study of the modern business enterprise. It consists of four modules, the order of which may vary from semester to semester, and an online business simulation that runs during most of the semester. The four modules cover: Finance & Accounting, Marketing, Operations & Sustainability, and Leadership. In addition to lectures and the simulation, students attend discussion section each week.

Principles of Business: Read More [+]

#### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1 hour of discussion per week

#### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Alternative to final exam.

**Formerly known as:** Business Administration 10

Principles of Business: Read Less [-]

### UGBA C12 The Berkeley Changemaker: A Discovery Experience 2 Units

Terms offered: Not yet offered

The course is a discovery experience: Students discover their own leadership styles, and they discover how they can create teams – and act upon the world – to effect positive change. Students will learn how to imagine better futures, and then learn how to mobilize others to help create them. Changemakers make their impact through scientific breakthroughs, artistic imagination, social action projects, and entrepreneurial ventures. Online class sessions will cover both theoretical and practical topics, such as critical thinking, persuasive communication, problem framing, hypothesis testing, and leading and working with teams. The ultimate goal of the course is to help incoming students discover their own identity as Berkeley Changemakers.

The Berkeley Changemaker: A Discovery Experience: Read More [+]

#### Hours & Format

**Summer:** 3 weeks - 10 hours of web-based lecture per week

#### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Offered for pass/not pass grade only. Alternative to final exam.

**Also listed as:** L & S C12

The Berkeley Changemaker: A Discovery Experience: Read Less [-]

### UGBA 24 Freshman Seminars 1 Unit

Terms offered: Spring 2020, Fall 2013, Spring 2007

The Berkeley Seminar Program has been designed to provide new students with the opportunity to explore an intellectual topic with a faculty member in a small-seminar setting. Berkeley Seminars are offered in all campus departments, and topics vary from department to department and semester to semester.

Freshman Seminars: Read More [+]

#### Rules & Requirements

**Repeat rules:** Course may be repeated for credit when topic changes.

#### Hours & Format

**Fall and/or spring:** 15 weeks - 1 hour of seminar per week

#### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** The grading option will be decided by the instructor when the class is offered. Final exam required.

Freshman Seminars: Read Less [-]

## UGBA 39AC Philanthropy: A Cross-Cultural Perspective 3 Units

Terms offered: Fall 2019, Fall 2018, Fall 2017

This class will compare and contrast the variety of gift giving and sharing traditions that make up American philanthropy. Both the cultural antecedents and their expression in this country will be explored from five ethnic and racial groups: Native American, European American, African American, Hispanic American, and Asian American. The goal is to gain a greater understanding of the many dimensions of philanthropy as it is practiced in the United States today.

Philanthropy: A Cross-Cultural Perspective: Read More [+]

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 39AC

Philanthropy: A Cross-Cultural Perspective: Read Less [-]

## UGBA 39E Freshman/Sophomore Seminar 2 - 4 Units

Terms offered: Fall 2020, Fall 2019, Spring 2018

Freshman and sophomore seminars offer lower division students the opportunity to explore an intellectual topic with a faculty member and a group of peers in a small-seminar setting. These seminars are offered in all campus departments; topics vary from department to department and from semester to semester.

Freshman/Sophomore Seminar: Read More [+]

### Rules & Requirements

**Prerequisites:** Priority given to freshmen and sophomores

**Repeat rules:** Course may be repeated for credit without restriction.

### Hours & Format

**Fall and/or spring:** 15 weeks - 2-4 hours of seminar per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** The grading option will be decided by the instructor when the class is offered. Final exam required.

**Formerly known as:** Business Administration 39

Freshman/Sophomore Seminar: Read Less [-]

## UGBA 88 Data and Decisions 2 Units

Terms offered: Fall 2020, Spring 2020, Fall 2019

The goal of this connector course is to provide an understanding of how data and statistical analysis can improve managerial decision-making. We will explore statistical methods for gleanings insights from economic and social data, with an emphasis on approaches to identifying causal relationships. We will discuss how to design and analyze randomized experiments and introduce econometric methods for estimating causal effects in non-experimental data. The course draws on a variety of business and social science applications, including advertising, management, online marketplaces, labor markets, and education. This course, in combination with the Data 8 Foundations course, satisfies the statistics prerequisite for admission to Haas.

Data and Decisions: Read More [+]

### Rules & Requirements

**Prerequisites:** One semester of Calculus (Math 16A or Math 1A).

Also, this is a Data Science connector course and may only be taken concurrently with or after completing Computer Science C8/Statistics C8/Information C8

### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Instructor:** Miller

Data and Decisions: Read Less [-]

## UGBA C95B Introduction to the Biotechnology Field and Industry: Impact, History, Therapeutics R&D, Entrepreneurship and Careers 2 Units

Terms offered: Spring 2019

This course offers an introduction to the field of biotechnology and will cover the history of the field, its impact on medicine and society, key methodologies, important therapeutic areas, and the range of career options available in the biopharmaceutical industry. In addition to lectures on innovation and entrepreneurship, students will hear from lecturers with expertise ranging from molecular biology to clinical trial design and interpretation. Several case studies of historically impactful scientists, entrepreneurs, and biotherapeutic companies will be presented. Students will work in teams to create and develop novel biotechnology company ideas to present in class. Intended for students interested in the Biology +Business program.

Introduction to the Biotechnology Field and Industry: Impact, History, Therapeutics R&D, Entrepreneurship and Careers: Read More [+]

### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Offered for pass/not pass grade only. Alternative to final exam.

**Instructors:** Kirn, Lasky

**Also listed as:** MCELLBI C95B

Introduction to the Biotechnology Field and Industry: Impact, History, Therapeutics R&D, Entrepreneurship and Careers: Read Less [-]

## UGBA 96 Lower Division Special Topics in Business Administration 1 - 4 Units

Terms offered: Fall 2020, Fall 2019, Spring 2019

Study in various fields of business administration for lower division students. Topics will vary from year to year and will be announced at the beginning of each semester.

Lower Division Special Topics in Business Administration: Read More [+]

### Rules & Requirements

**Repeat rules:** Course may be repeated for credit without restriction.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-4 hours of lecture per week

**Summer:** 6 weeks - 2.5-10 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Lower Division Special Topics in Business Administration: Read Less [-]

## UGBA 98 Directed Group Study 1 - 4 Units

Terms offered: Spring 2015, Fall 2014, Spring 2014

Organized group study on topics selected by lower division students under the sponsorship and direction of a member of the Haas School of Business faculty.

Directed Group Study: Read More [+]

### Rules & Requirements

**Credit Restrictions:** Enrollment is restricted; see the Introduction to Courses and Curricula section of this catalog.

**Repeat rules:** Course may be repeated for credit without restriction.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-4 hours of directed group study per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Offered for pass/not pass grade only. Final exam not required.

**Formerly known as:** Business Administration 98

Directed Group Study: Read Less [-]

## UGBA 100 Business Communication 2 Units

Terms offered: Fall 2020, Spring 2020, Fall 2019

Theory and practice of effective communication in a business environment. Students practice what they learn with oral presentations and written assignments that model real-life business situations.

Business Communication: Read More [+]

### Rules & Requirements

**Prerequisites:** Restricted to Undergraduate Business Administration Majors Only

### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture per week

### Summer:

6 weeks - 5 hours of lecture per week

8 weeks - 4 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Business Communication: Read Less [-]

## UGBA 101A Microeconomic Analysis for Business Decisions 3 Units

Terms offered: Fall 2020, Summer 2020 First 6 Week Session, Spring 2020

Economic analysis applicable to the problems of business enterprises with emphasis on the determination of the level of prices, outputs, and inputs; effects of the state of the competitive environment on business and government policies.

Microeconomic Analysis for Business Decisions: [Read More](#) [+]

### Rules & Requirements

**Prerequisites:** Economics 1, Mathematics 1A or 16A, Statistics W21, or equivalents

**Credit Restrictions:** Students will receive no credit for UGBA 101A after completing ECON 100A, ECON 101A, BUS ADM 110, ENVECON 100, BUS ADM S110, IAS 106, or POLECON 106. A deficient grade in UGBA 101A may be removed by taking POLECON 106, ECON 100A, ECON 101A, ENVECON 100, IAS 106, or POLECON 106.

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

**Summer:** 6 weeks - 7.5 hours of lecture and 2.5 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Microeconomic Analysis for Business Decisions: [Read Less](#) [-]

## UGBA 101B Macroeconomic Analysis for Business Decisions 3 Units

Terms offered: Fall 2020, Summer 2020 First 6 Week Session, Summer 2020 Second 6 Week Session

Analysis of the operation of the market system with emphasis on the factors responsible for economic instability; analysis of public and business policies which are necessary as a result of business fluctuations.

Macroeconomic Analysis for Business Decisions: [Read More](#) [+]

### Rules & Requirements

**Prerequisites:** Economics 1, Mathematics 1A or 16A, Statistics W21, or equivalents

**Credit Restrictions:** Students will receive no credit for UGBA 101B after completing ECON 100B, ECON 101B, BUS ADM 111, IAS 107, or POLECON 107. A deficient grade in UGBA 101B may be removed by taking ECON 100B, ECON 101B, IAS 107, or POLECON 107.

### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture and 1 hour of discussion per week

**Summer:** 6 weeks - 7.5 hours of lecture and 2.5 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam not required.

**Formerly known as:** Business Administration 111

Macroeconomic Analysis for Business Decisions: [Read Less](#) [-]

## UGBA 102A Financial Accounting 3 Units

Terms offered: Fall 2020, Summer 2020 First 6 Week Session, Spring 2020

The identification, measurement, and reporting of financial effects of events on enterprises, with a particular emphasis on business organization. Preparation and interpretation of balance sheets, income statements, and statements of cash flows.

Financial Accounting: Read More [+]

### Rules & Requirements

**Credit Restrictions:** Course not open for credit for students who are taking or have completed Undergraduate Business Administration W102A.

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1 hour of discussion per week

**Summer:** 6 weeks - 7.5 hours of lecture and 2.5 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Financial Accounting: Read Less [-]

## UGBA 102B Managerial Accounting 3 Units

Terms offered: Fall 2020, Summer 2020 Second 6 Week Session, Spring 2020

The uses of accounting systems and their outputs in the process of management of an enterprise. Classification of costs and revenue on several bases for various uses; budgeting and standard cost accounting; analyses of relevant costs and other data for decision making.

Managerial Accounting: Read More [+]

### Rules & Requirements

**Prerequisites:** 102A

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1 hour of discussion per week

**Summer:** 6 weeks - 7.5 hours of lecture and 2.5 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Managerial Accounting: Read Less [-]

## UGBA W102A Financial Accounting 3 Units

Terms offered: Summer 2020 First 6 Week Session, Summer 2019 First 6 Week Session, Summer 2018 First 6 Week Session

The identification, measurement, and reporting of financial effects of events on enterprises, with a particular emphasis on business organization. Preparation and interpretation of balance sheets, income statements, and statements of cash flows.

Financial Accounting: Read More [+]

### Rules & Requirements

**Credit Restrictions:** Course not open for credit for students who are taking or have completed Undergraduate Business Administration 102A.

### Hours & Format

**Summer:** 6 weeks - 7.5 hours of web-based lecture per week

**Online:** This is an online course.

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Financial Accounting: Read Less [-]

## UGBA 103 Introduction to Finance 4 Units

Terms offered: Fall 2020, Summer 2020 First 6 Week Session, Summer 2020 Second 6 Week Session

Analysis and management of the flow of funds through an enterprise. Cash management, source and application of funds, term loans, types and sources of long-term capital. Capital budgeting, cost of capital, and financial structure. Introduction to capital markets.

Introduction to Finance: Read More [+]

### Rules & Requirements

**Prerequisites:** 101A

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

### Summer:

6 weeks - 7.5 hours of lecture and 2.5 hours of discussion per week  
8 weeks - 6 hours of lecture and 2 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Introduction to Finance: Read Less [-]

## UGBA 104 Introduction to Business Analytics 3 Units

Terms offered: Fall 2020, Summer 2020 First 6 Week Session, Spring 2020

This course provides an introduction to several quantitative methods used to facilitate complex decision-making in business, with applications in many different industries, at different levels in the organization, and with different scopes of decisions. The power of the methods covered in this class is further enhanced by implementing them in spreadsheet software, which allows complex problems to be approached and solved in a straightforward and understandable manner.

Introduction to Business Analytics: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** Mathematics 1B or 16B, Statistics W21, or equivalents

### Hours & Format

**Fall and/or spring:** 15 weeks - 1.5 hours of lecture and 1.5 hours of laboratory per week

**Summer:** 6 weeks - 2.5 hours of lecture and 2.5 hours of laboratory per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Introduction to Business Analytics: Read Less [\[-\]](#)

## UGBA 105 Leading People 3 Units

Terms offered: Fall 2020, Summer 2020 First 6 Week Session, Spring 2020

A general descriptive and analytical study of organizations from the behavioral science point of view. Problems of motivation, leadership, morale, social structure, groups, communications, hierarchy, and control in complex organizations are addressed. The interaction among technology, environment, and human behavior are considered. Alternate theoretical models are discussed.

Leading People: Read More [\[+\]](#)

### Rules & Requirements

**Credit Restrictions:** Students will receive no credit for Undergrad. Business Administration 105 after completing Business Administration 150 or S150.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1.5-3 hours of lecture and 1.5-0 hours of discussion per week

### Summer:

6 weeks - 4-8 hours of lecture and 4-0 hours of discussion per week  
8 weeks - 3-6 hours of lecture and 3-0 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Leading People: Read Less [\[-\]](#)

## UGBA 106 Marketing 3 Units

Terms offered: Fall 2020, Summer 2020 First 6 Week Session, Summer 2020 Second 6 Week Session

The evolution of markets and marketing; market structure; marketing cost and efficiency; public and private regulation; the development of marketing programs including decisions involving products, price, promotional distribution.

Marketing: Read More [\[+\]](#)

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

### Summer:

6 weeks - 7.5 hours of lecture per week  
8 weeks - 6 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Marketing: Read Less [\[-\]](#)



## UGBA 107 The Social, Political, and Ethical Environment of Business 3 Units

Terms offered: Fall 2020, Summer 2020 First 6 Week Session, Spring 2020

Study and analysis of American business in a changing social and political environment. Interaction between business and other institutions. Role of business in the development of social values, goals, and national priorities. The expanding role of the corporation in dealing with social problems and issues.

The Social, Political, and Ethical Environment of Business: Read More [+]

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1 hour of discussion per week

**Summer:** 6 weeks - 5-7.5 hours of lecture and 2.5-0 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

The Social, Political, and Ethical Environment of Business: Read Less [-]

## UGBA 115 Competitive Strategy 3 Units

Terms offered: Fall 2020, Spring 2020, Fall 2019

This course draws upon theories and frameworks from industrial organization economics, game theory, and resource-based views to address the unique challenges confronted by senior executives of organizations. The focus is strategies for competitive advantage at an organizational level. Topics include industry and competitor analysis, horizontal and vertical boundaries of the firm, strategic positioning, internal competencies, and dynamic capabilities.

Competitive Strategy: Read More [+]

### Rules & Requirements

**Prerequisites:** 101A or equivalent

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

### Summer:

3 weeks - 15 hours of lecture per week

6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam not required.

Competitive Strategy: Read Less [-]

## UGBA 117 Special Topics in Economic Analysis and Policy 1 - 4 Units

Terms offered: Fall 2018, Spring 2018, Fall 2017

A variety of topics in economic analysis and policy with emphasis on current problems and research.

Special Topics in Economic Analysis and Policy: Read More [+]

### Rules & Requirements

**Prerequisites:** 101A-101B or equivalents

**Repeat rules:** Course may be repeated for credit without restriction.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-4 hours of lecture per week

**Summer:** 6 weeks - 2.5-10 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 119

Special Topics in Economic Analysis and Policy: Read Less [-]

## UGBA 118 International Trade 3 Units

Terms offered: Fall 2019, Fall 2018, Summer 2018 Second 6 Week Session

This course will develop models for understanding the economic causes and effects of international trade, will investigate the effects of economic policies that inhibit trade, and will examine the political economy of trade. By integrating the findings of the latest theoretical and empirical research in international economics, this course help students learn how to explore the current political debates in the U.S. and elsewhere regarding the benefits and costs of international trade.

International Trade: Read More [+]

### Rules & Requirements

**Prerequisites:** Undergraduate Business Administration 101A or equivalent

**Credit Restrictions:** Students will receive no credit for Undergraduate Business Administration 118 after taking Economics 181 or Economics C181/Environmental Economics and Policy C181.

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1 hour of discussion per week

**Summer:** 6 weeks - 7.5 hours of lecture and 2.5 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

International Trade: Read Less [-]

## UGBA 119 Leading Strategy Implementation 3 Units

Terms offered: Fall 2020, Spring 2019, Spring 2018

Class format consists of lectures, experiential exercises, student presentations, and case discussions. This course will cover the concepts and techniques required for successful implementation of business strategies with a particular focus on the role of effective leadership in leading strategic change.

Leading Strategy Implementation: Read More [+]

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 10 weeks - 4.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam not required.

**Formerly known as:** Business Administration 190

Leading Strategy Implementation: Read Less [-]

## UGBA 120AA Intermediate Financial Accounting 1 4 Units

Terms offered: Fall 2020, Fall 2019, Summer 2019 First 6 Week Session

This Course introduces the student to concepts, theory and applications of financial accounting. The topics covered include accrual accounting concepts, financial statement analysis, inventory valuations, capital assets and their corresponding depreciation and impairment. Attention is given to examples on current reporting practices and to the study of reporting requirements promulgated by the Financial Accounting Standards Board ("FASB") with comparison to the International Accounting Standards Board ("IASB").

Intermediate Financial Accounting 1: Read More [+]

### Rules & Requirements

**Prerequisites:** 102A

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

**Summer:** 6 weeks - 7.5 hours of lecture and 5 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Intermediate Financial Accounting 1: Read Less [-]

## UGBA 120AB Intermediate Financial Accounting 2 4 Units

Terms offered: Spring 2020, Spring 2019, Spring 2018

This course expands students' knowledge of the concepts, theory, and application of financial accounting. It continues the technical accounting sequence, which also includes UGBA 120AA, Intermediate Accounting 1 and UGBA 120B, Advanced Financial Accounting. Topics include an in-depth treatment of the financing elements of the balance sheet and the income statement, as well as a detailed examination of the statement of cash flows.

Intermediate Financial Accounting 2: Read More [+]

### Rules & Requirements

**Prerequisites:** UGBA 102A is required. UGBA 120AA is recommended

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

**Summer:** 6 weeks - 7.5 hours of lecture and 5 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Intermediate Financial Accounting 2: Read Less [-]

## UGBA 120B Advanced Financial Accounting 4 Units

Terms offered: Fall 2020, Spring 2020, Fall 2019

Continuation of 120A. Sources of long term capital; funds statements, financial analysis, accounting for partnerships, consolidated financial statements, adjustments of accounting data using price indexes; accounting for the financial effects of pension plans; other advanced accounting problems.

Advanced Financial Accounting: Read More [+]

### Rules & Requirements

**Prerequisites:** UGBA 120AA and 120AB are recommended

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

**Summer:** 6 weeks - 7.5 hours of lecture and 5 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Advanced Financial Accounting: Read Less [-]



## UGBA 121 Federal Income Tax Accounting 4 Units

Terms offered: Spring 2020, Fall 2019, Spring 2019

Determination of individual and corporation tax liability; influence of federal taxation on economic activity; tax considerations in business and investment decisions.

Federal Income Tax Accounting: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** 102A (120AA recommended)

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

**Summer:** 6 weeks - 7.5 hours of lecture and 2 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Federal Income Tax Accounting: Read Less [\[-\]](#)

## UGBA 122 Financial Information Analysis 4 Units

Terms offered: Fall 2020, Summer 2020 First 6 Week Session, Spring 2020

This course is designed to: 1) develop basic skills in financial statement analysis; 2) teach students to identify the relevant financial data used in a variety of decision contexts, such as equity valuation, forecasting firm-level economic variables, distress prediction and credit analysis; 3) help students appreciate the factors that influence the outcome of the financial reporting process, such as the incentives of reporting parties, regulatory rules, and a firm's competitive environment.

Financial Information Analysis: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** 120AA

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

**Summer:** 6 weeks - 7.5 hours of lecture and 5 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Financial Information Analysis: Read Less [\[-\]](#)

## UGBA 123 Operating and Financial Reporting Issues in the Financial Services Industry 3 Units

Terms offered: Fall 2020, Fall 2019, Fall 2018

This course examines how accounting in the financial services industry – banking, insurance, investment industry, and real estate – actually operates. Students learn about underwriting and pricing in each sector, investment processes and controls, incentive-based profit sharing, risk management, and the factors that contribute to profitability. Students learn what financial statements reveal about estimates companies make regarding liabilities and, more generally, what they reveal about how companies deal with uncertainty associated with predicting and measuring financial results. Students examine the controversy over employing Fair Value Accounting across sectors and learn about other sector-specific accounting requirements.

Operating and Financial Reporting Issues in the Financial Services Industry: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** Students are encouraged to complete UGBA 102A or to possess a basic understanding about how financial statements are prepared

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Operating and Financial Reporting Issues in the Financial Services Industry: Read Less [\[-\]](#)

## UGBA 125 Ethics in Accounting 3 Units

Terms offered: Fall 2020, Spring 2020, Fall 2019

This course focuses on ethics related to the accounting for and reporting of financial statements and related financial information, and touches on the ethics of tax preparers. It is taught within the context of the American Institute of Certified Public Accountants (AICPA), as well as broader ethical concepts. This course fulfills the accounting ethics education requirement of the California Board of Accountancy, needed for a California CPA license. The course covers (i) theories and rules and (ii) the application of these theories and rules to case studies drawn from real life. Students are taught not only to identify the risks of fraud, but also how an organization's culture and structure might be altered to reduce the risks.

Ethics in Accounting: Read More [ + ]

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Ethics in Accounting: Read Less [ - ]

## UGBA 126 Auditing 4 Units

Terms offered: Spring 2020, Fall 2019, Spring 2019

Concepts and problems in the field of professional verification of financial and related information, including ethical, legal and other professional issues, historical developments, and current concerns.

Auditing: Read More [ + ]

### Rules & Requirements

**Prerequisites:** 120AA (120AB and 120B recommended)

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1.5 hours of discussion per week

**Summer:** 6 weeks - 7.5 hours of lecture and 2 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Auditing: Read Less [ - ]

## UGBA 127 Special Topics in Accounting 1 - 4 Units

Terms offered: Spring 2020, Spring 2019, Fall 2018

A variety of topics in accounting with emphasis on current problems and research.

Special Topics in Accounting: Read More [ + ]

### Rules & Requirements

**Prerequisites:** At the discretion of the instructor

**Repeat rules:** Course may be repeated for credit without restriction.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-4 hours of lecture and 0-1 hours of discussion per week

**Summer:** 6 weeks - 2.5-10 hours of lecture and 0-2.5 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Special Topics in Accounting: Read Less [ - ]

## UGBA 128 Strategic Cost Management 3 Units

Terms offered: Spring 2020, Spring 2019, Fall 2017

Managerial accounting is a company's internal language and is used for decision-making, production management, product design and pricing, performance evaluation and motivation of employees. The objective of the course is to develop the skills and analytical ability of effectively and efficiently use managerial accounting information in order to help a company achieve its strategic and financial goals.

Strategic Cost Management: Read More [ + ]

### Rules & Requirements

**Prerequisites:** 102B

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Strategic Cost Management: Read Less [ - ]

## UGBA 131 Corporate Finance and Financial Statement Analysis 3 Units

Terms offered: Fall 2020, Summer 2020 Second 6 Week Session, Spring 2020

This course will cover the principles and practice of business finance. It will focus on project evaluation, capital structure, and corporate governance. Firms' policies toward debt, equity, and dividends are explored. The incentives and conflicts facing managers and owners are also discussed.

Corporate Finance and Financial Statement Analysis: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** 103

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1 hour of discussion per week

**Summer:** 6 weeks - 7.5 hours of lecture and 2 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 134

Corporate Finance and Financial Statement Analysis: Read Less [\[-\]](#)

## UGBA 131A Corporate Strategy and Valuation 3 Units

Terms offered: Spring 2020, Spring 2019

The course is designed to cover advanced corporate finance issues. Its purpose is two-fold. First, it will help students develop a tool-box, both conceptual and quantitative, to address real-world corporate financial issues that they will likely use immediately in any finance-related career. Second, the course is designed to give the "the big picture," i.e., sharpen understanding of how corporate financial strategy helps increase a firm's value in a dynamic environment. The course examines qualitative factors that help determine financial strategy, including the costs of financial distress and the value of financial flexibility, as well as quantitative techniques, such as option pricing, that will be helpful in various analyses.

Corporate Strategy and Valuation: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** Undergraduate Business Administration 103

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Corporate Strategy and Valuation: Read Less [\[-\]](#)

## UGBA 132 Financial Institutions and Markets 3 Units

Terms offered: Summer 2020 First 6 Week Session, Summer 2019 First 6 Week Session, Summer 2018 First 6 Week Session

Organization, behavior, and management of financial institutions. Markets for financial assets and the structure of yields, influence of Federal Reserve System and monetary policy on financial assets and institutions. Financial Institutions and Markets: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** 101A-101B, and 103

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1 hour of discussion per week

**Summer:** 6 weeks - 8 hours of lecture and 2.5 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 132

Financial Institutions and Markets: Read Less [\[-\]](#)

## UGBA 133 Investments 3 Units

Terms offered: Fall 2020, Summer 2020 First 6 Week Session, Summer 2020 Second 6 Week Session

Sources of and demand for investment capital, operations of security markets, determination of investment policy, and procedures for analysis of securities.

Investments: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** 103

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1 hour of discussion per week

**Summer:** 6 weeks - 7.5 hours of lecture and 2.5 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Investments: Read Less [\[-\]](#)

## UGBA 134 Introduction to Financial Engineering 3 Units

Terms offered: Spring 2019

This course provides students with an introduction to the application of mathematics and statistics in the field of finance. It consists of three integrated modules: 1) an introduction to the quantitative foundations of finance, using calculus, linear algebra, statistics and probability; 2) extension into financial theory as it relates to asset pricing, fixed income, derivatives, structured finance and risk management; and 3) application and implementation of these foundational tools and theory through software like Excel to build basic quantitative financial models (touching on programming). The goal is to use financial models that can guide business and financial decisions.

Introduction to Financial Engineering: Read More [ + ]

### Rules & Requirements

**Prerequisites:** UGBA 103

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Introduction to Financial Engineering: Read Less [ - ]

## UGBA 135 Personal Financial Management 2 Units

Terms offered: Fall 2020, Spring 2020, Fall 2019

Survey of major life financial decisions (e.g., career choice, consumption versus saving, investments, mortgages, insurance) and how decision-making biases (e.g., overconfidence, present bias, limited attention) can lead to suboptimal choice. The course draws on research from economics, psychology, and sociology.

Personal Financial Management: Read More [ + ]

### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Instructors:** Odean, Selinger

Personal Financial Management: Read Less [ - ]

## UGBA 136F Behavioral Finance 3 Units

Terms offered: Summer 2020 Second 6 Week Session, Summer 2019 Second 6 Week Session, Summer 2018 Second 6 Week Session

This course explores why markets are sometimes inefficient. We consider the role that investors' heuristics and biases play in generating mispricing in financial markets. We also explore how various trading frictions limit the ability of arbitrageurs to reduce mispricing. Finally, we look at the influence of market inefficiencies on corporate decisions.

Behavioral Finance: Read More [ + ]

### Rules & Requirements

**Prerequisites:** 103

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Behavioral Finance: Read Less [ - ]

## UGBA 137 Special Topics in Finance 1 - 4 Units

Terms offered: Fall 2020, Summer 2020 Second 6 Week Session, Spring 2020

A variety of topics in finance with emphasis on current problems and research.

Special Topics in Finance: Read More [ + ]

### Rules & Requirements

**Prerequisites:** 103

**Repeat rules:** Course may be repeated for credit without restriction.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-4 hours of lecture per week

**Summer:** 6 weeks - 2.5-10 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 139

Special Topics in Finance: Read Less [ - ]

## UGBA 141 Production and Operations Management 2 - 3 Units

Terms offered: Spring 2017, Spring 2016, Spring 2015

A survey of the concepts and methodologies for management control of production and operations systems. Topics include inventory control, material requirements planning for multistage production systems, aggregate planning, scheduling, and production distribution.

Production and Operations Management: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** 104 or equivalent, or consent of instructor

### Hours & Format

**Fall and/or spring:** 15 weeks - 2-3 hours of lecture and 0-1 hours of discussion per week

**Summer:** 6 weeks - 5-7.5 hours of lecture and 0-2.5 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 142

Production and Operations Management: Read Less [\[-\]](#)

## UGBA 143 Game Theory and Business Decisions 3 Units

Terms offered: Fall 2014, Fall 2013, Spring 2010

This course provides an introduction to game theory and decision analysis. Game theory is concerned with strategic interactions among players (multi-player games), and decision analysis is concerned with making choices under uncertainty (single-player games). Emphasis is placed on applications.

Game Theory and Business Decisions: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** Mathematics 1B or 16B, Statistics 21, or equivalent

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1 hour of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Game Theory and Business Decisions: Read Less [\[-\]](#)

## UGBA 146 Project Management 2 Units

Terms offered: Summer 2020 First 6 Week Session, Fall 2005, Spring 2005

The primary objective of this course is to develop the critical skills and knowledge needed to successfully pitch and lead projects, and to deliver those projects on time and within budget. The course delves into formal planning and scheduling techniques including: project definition, project selection, Work Breakdown Structure (WBS), Resource Estimation, Critical Path Method (CPM), Pert, Gantt Charts, Resource Constrained Scheduling, Project Monitoring and Project Closing.

Project Management: Read More [\[+\]](#)

### Hours & Format

**Summer:** 6 weeks - 5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Project Management: Read Less [\[-\]](#)

## UGBA 147 Special Topics in Operations and Information Technology Management 1 - 4 Units

Terms offered: Summer 2020 First 6 Week Session, Spring 2020, Summer 2019 First 6 Week Session

A variety of topics in manufacturing and information technology with emphasis on current problems and research.

Special Topics in Operations and Information Technology Management: Read More [\[+\]](#)

### Rules & Requirements

**Repeat rules:** Course may be repeated for credit without restriction.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-4 hours of lecture per week

**Summer:** 6 weeks - 2.5-10 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Special Topics in Operations and Information Technology Management: Read Less [\[-\]](#)

## UGBA 151 Management of Human Resources 3 Units

Terms offered: Spring 2020, Fall 2018, Fall 2016

The designs of systems of rewards, assessment, and manpower development. The interaction of selection, placement, training, personnel evaluation, and career ladders within an on-going organization. Role of the staff manager. Introduction of change. Implications of behavioral research for management problems and policies.

Management of Human Resources: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** 105

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 151

Management of Human Resources: Read Less [\[-\]](#)

## UGBA 152 Negotiation and Conflict Resolution 3 Units

Terms offered: Fall 2020, Summer 2020 First 6 Week Session, Spring 2020

The purpose of this course is to understand the theory and processes of negotiation as practiced in a variety of settings. It is designed to be relevant to the broad spectrum of negotiation problems faced by managers and professionals. By focusing on the behavior of individuals, groups, and organizations in the context of competitive situations, the course will allow students the opportunity to develop negotiation skills experientially in useful analytical frameworks (e.g.- simulations, cases).  
Negotiation and Conflict Resolution: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** 105

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 152

Negotiation and Conflict Resolution: Read Less [\[-\]](#)

## UGBA 154 Power and Politics in Organizations 3 Units

Terms offered: Fall 2020, Summer 2020 Second 6 Week Session, Fall 2019

This course will provide students with a sense of "political intelligence." After taking this course, students will be able to: (1) diagnose the true distribution of power in organizations, (2) identify strategies for building sources of power, (3) develop techniques for influencing others, (4) understand the role of power in building cooperation and leading change in organizations, and (5) make sense of others' attempts to influence them. These skills are essential for effective and satisfying career building.

Power and Politics in Organizations: Read More [\[+\]](#)

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 10 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Power and Politics in Organizations: Read Less [\[-\]](#)

## UGBA 155 Leadership 3 Units

Terms offered: Fall 2020, Summer 2020 First 6 Week Session, Spring 2020

The purpose of this course is for the students to develop understanding of the theory and practice of leadership in various organizational settings. It is designed to allow students the opportunity to develop leadership skills through experiential exercises, behavioral and self-assessments, case studies, class discussions, and lectures.

Leadership: Read More [\[+\]](#)

### Rules & Requirements

**Credit Restrictions:** Students will receive no credit for UGBA 155 after completing UGBA W155. A deficient grade in UGBA 155 may be removed by taking UGBA W155.

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Leadership: Read Less [\[-\]](#)



## UGBA C155 Leadership: Purpose, Authority, and Empowerment 3 Units

Terms offered: Summer 2020 10 Week Session

The purpose of this course is for the students to develop understanding of the theory and practice of leadership in various organizational settings. It is designed to allow students the opportunity to develop leadership skills through experiential exercises, behavioral and self-assessments, case studies, class discussions, and lectures.

Leadership: Purpose, Authority, and Empowerment: Read More [\[+\]](#)

### Rules & Requirements

**Credit Restrictions:** Students will receive no credit for UGBA C155 after completing UGBA W155. A deficient grade in UGBA C155 may be removed by taking UGBA W155.

### Hours & Format

**Summer:** 10 weeks - 4.5 hours of web-based lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/Undergraduate

**Grading/Final exam status:** Letter grade. Alternative to final exam.

**Also listed as:** UGIS C151

Leadership: Purpose, Authority, and Empowerment: Read Less [\[-\]](#)

## UGBA W155 Leadership: Purpose, Authority, and Empowerment 3 Units

Terms offered: Not yet offered

The purpose of this course is for the students to develop understanding of the theory and practice of leadership in various organizational settings. It is designed to allow students the opportunity to develop leadership skills through experiential exercises, behavioral and self-assessments, case studies, class discussions, and lectures.

Leadership: Purpose, Authority, and Empowerment: Read More [\[+\]](#)

### Rules & Requirements

**Credit Restrictions:** Students will receive no credit for UGBA W155 after completing UGBA 155. A deficient grade in UGBA W155 may be removed by taking UGBA 155.

### Hours & Format

**Summer:** 10 weeks - 4.5 hours of web-based lecture per week

**Online:** This is an online course.

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/Undergraduate

**Grading/Final exam status:** Letter grade. Alternative to final exam.

**Instructor:** Mulhern

Leadership: Purpose, Authority, and Empowerment: Read Less [\[-\]](#)

## UGBA 157 Special Topics in the Management of Organizations 1 - 4 Units

Terms offered: Fall 2020, Spring 2020, Fall 2019

A variety of topics in organizational behavior and industrial relations with emphasis on current problems and research.

Special Topics in the Management of Organizations: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** 105

**Repeat rules:** Course may be repeated for credit without restriction.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-4 hours of lecture per week

**Summer:** 6 weeks - 2.5-10 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 159

Special Topics in the Management of Organizations: Read Less [\[-\]](#)

## UGBA 160 Customer Insights 3 Units

Terms offered: Fall 2020, Summer 2020 First 6 Week Session, Spring 2020

Consumer behavior is the study of how consumers process information, form attitudes and judgments, and make decisions. Its study is critical to understand how consumers think and behave, which is critical for a company wishing to develop a customer focus. Given how different people are, it is amazing how similarly their minds work. Consumer psychology is the systematic study of how consumers perceive information, how they encode it in memory, integrate it with other sources of information, retrieve it from memory, and utilize it to make decisions. It is one of the building blocks of the study of marketing and provides the student with a set of tools with diverse applications.

Customer Insights: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** 106

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Customer Insights: Read Less [\[-\]](#)

## UGBA 161 Market Research: Tools and Techniques for Data Collection and Analysis 3 Units

Terms offered: Spring 2020, Spring 2019, Spring 2017

Information technology has allowed firms to gather and process large quantities of information about consumers' choices and reactions to marketing campaigns. However, few firms have the expertise to intelligently act on such information. This course addresses this shortcoming by teaching students how to use customer information to better market to consumers. In addition, the course addresses how information technology affects marketing strategy.

Market Research: Tools and Techniques for Data Collection and Analysis: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** 106

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Market Research: Tools and Techniques for Data Collection and Analysis: Read Less [\[-\]](#)

## UGBA 162 Brand Management and Strategy 3 Units

Terms offered: Fall 2020, Summer 2020 First 6 Week Session, Spring 2020

This course is an introduction to product management in marketing consumer and industrial goods and services. The course will cover analysis of market information, development of product strategy, programming strategy, and implementation.

Brand Management and Strategy: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** 106

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 162

Brand Management and Strategy: Read Less [\[-\]](#)

## UGBA 162A Product Branding and Branded Entertainment 2 Units

Terms offered: Fall 2020, Fall 2019, Fall 2018

As consumers demand information and products tailored specifically to their individual needs, brands strive to create alternative advertising methods to build lasting relationships and retain "top of mind" status. Smart consumers, especially those in niche markets, have dismissed traditional avenues of sponsorship and product placement. Course explores how and why brand executives across multiple industries are leveraging entertainment to connect with niche markets. It educates students about how marketers develop creative and entertaining ways to connect with multi-hyphenate customers. Course culminates in a Creative Pitch, based on a case study, and a Client Presentation where students present marketing campaigns to industry executives.

Product Branding and Branded Entertainment: Read More [\[+\]](#)

### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture per week

**Summer:** 6 weeks - 5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Product Branding and Branded Entertainment: Read Less [\[-\]](#)

## UGBA 164 Marketing Strategy 3 Units

Terms offered: Spring 2020, Fall 2019, Spring 2019

This course specifically addresses how to deal with competition. Additionally, marketing managers usually have to make decisions with incomplete or unreliable information. In "Marketing Strategy" students learn how firms develop plans that can be updated in light of changing circumstances. The course covers the following topics: Market size estimation; Competitor identification and analysis; Internal analysis; Alternative business models; Risk identification, assessment and management using scenario planning; Handling unknown futures using sensitivity analysis; Price setting dynamics; Competitive tactics. The course utilizes a combination of lectures and cases. There are group presentations (self-selected teams) and some group projects.

Marketing Strategy: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** 106

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/Undergraduate

**Grading/Final exam status:** Letter grade. Alternative to final exam.

Marketing Strategy: Read Less [\[-\]](#)

## UGBA 165 Advertising Strategy 3 Units

Terms offered: Summer 2020 First 6 Week Session, Fall 2019, Summer 2019 First 6 Week Session

Basic concepts and functions of advertising in the economy; consumer motivation; problems in utilizing advertising and measuring its effectiveness.

Advertising Strategy: [Read More](#) [+]

### Rules & Requirements

**Prerequisites:** 106

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 165

Advertising Strategy: [Read Less](#) [-]

## UGBA 167 Special Topics in Marketing 1 - 4 Units

Terms offered: Spring 2020, Fall 2019, Spring 2018

A variety of topics in marketing with emphasis on current problems and research.

Special Topics in Marketing: [Read More](#) [+]

### Rules & Requirements

**Prerequisites:** 106

**Repeat rules:** Course may be repeated for credit without restriction.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-4 hours of lecture per week

### Summer:

6 weeks - 2.5-10 hours of lecture per week

8 weeks - 4-6 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 169

Special Topics in Marketing: [Read Less](#) [-]

## UGBA 169 Pricing 3 Units

Terms offered: Fall 2019, Summer 2019 Second 6 Week Session, Fall 2018

This three-module course aims to equip students with proven concepts, techniques, and frameworks for assessing and formulating pricing strategies. The first module develops the economics and behavioral foundations of pricing. The second module discusses several innovative pricing concepts including price customization, nonlinear pricing, price matching, and product line pricing. The third module analyzes the strengths and weaknesses of several Internet-based, buyer-determined pricing models.

Pricing: [Read More](#) [+]

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Pricing: [Read Less](#) [-]

## UGBA C172 History of American Business 3 Units

Terms offered: Spring 2019, Spring 2017, Spring 2016

This course will examine selected aspects of the history of American business. Included will be discussions of the evolution of the large corporation, the development of modern managerial techniques, and the changing relationship of business, government, and labor.

History of American Business: [Read More](#) [+]

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Instructor:** Rosen

**Formerly known as:** American Studies C172, Business Administration C172

**Also listed as:** AMERSTD C172

History of American Business: [Read Less](#) [-]

## UGBA 175 Legal Aspects of Management 3 Units

Terms offered: Fall 2020, Fall 2019, Fall 2018

An analysis of the law and the legal process, emphasizing the nature and functions of law within the U.S. federal system, followed by a discussion of the legal problems pertaining to contracts and related topics, business association, and the impact of law on economic enterprise.

Legal Aspects of Management: Read More [\[+\]](#)

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 175

Legal Aspects of Management: Read Less [\[-\]](#)

## UGBA 176 Innovations in Communications and Public Relations 2 Units

Terms offered: Fall 2020, Fall 2019, Fall 2018

This course introduces students to public relations and how it is used by companies, non-profits and individuals to build and support their brands through innovative communication techniques. Students will hear from and have direct access to entrepreneurs and established executives who share insights on how they've used creative public relations campaigns and communications skills to create attention and value for their brand or avoid it in a crisis. They also learn to work in teams crafting effective media responses for an existing company needing real help now (not a case study). The semester ends with each student applying this technique to create their own personal brand that they can refine as they prepare to move into the workforce.

Innovations in Communications and Public Relations: Read More [\[+\]](#)

### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture per week

**Summer:** 6 weeks - 5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Innovations in Communications and Public Relations: Read Less [\[-\]](#)

## UGBA 177 Special Topics in Business and Public Policy 1 - 4 Units

Terms offered: Fall 2020, Spring 2016, Fall 2015

A variety of topics in business and public policy with emphasis on current problems and research.

Special Topics in Business and Public Policy: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** 107

**Repeat rules:** Course may be repeated for credit without restriction.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-4 hours of lecture per week

**Summer:** 6 weeks - 2.5-10 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 179

Special Topics in Business and Public Policy: Read Less [\[-\]](#)

## UGBA 178 Introduction to International Business 3 Units

Terms offered: Fall 2020, Summer 2020 Second 6 Week Session, Spring 2020

A survey involving environmental, economic, political, and social constraints on doing business abroad; effects of overseas business investments on domestic and foreign economies; foreign market analysis and operational strategy of a firm; management problems and development potential of international operations.

Introduction to International Business: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** Undergraduate Business Administration 101A-101B or equivalents

**Credit Restrictions:** Students will receive no credit for Undergraduate Business Administration 178 after completing Business Administration 188. A deficient grade in Business Administration 188 may be removed by taking Undergraduate Business Administration 178.

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Introduction to International Business: Read Less [\[-\]](#)

## UGBA 179 International Consulting for Small and Medium-Sized Enterprises 3 Units

Terms offered: Fall 2020, Spring 2020, Fall 2019

By exploring the intersection of global business, entrepreneurship, and consulting, this course provides an understanding of how decision-makers in small and medium sized enterprises (SMEs) can develop the frameworks necessary for making decisions about how to venture across borders in pursuit of economic opportunities in today's hypercompetitive global business environment. In addition to the technical analysis of cases, there is a strong emphasis on how to create a new service company, market and sell to potential clients, manage client relationships, and leverage financial and human resources in a service setting. International Consulting for Small and Medium-Sized Enterprises: Read More [\[+\]](#)

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

International Consulting for Small and Medium-Sized Enterprises: Read Less [\[-\]](#)

## UGBA 180 Introduction to Real Estate and Urban Land Economics 3 Units

Terms offered: Spring 2020, Spring 2019, Spring 2018

The nature of real property; market analysis; construction cycles; mortgage lending; equity investment; metropolitan growth; urban land use; real property valuation; public policies.

Introduction to Real Estate and Urban Land Economics: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** Economics 1, Mathematics 16A or 1A, or equivalents

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 180

Introduction to Real Estate and Urban Land Economics: Read Less [\[-\]](#)

## UGBA 183 Introduction to Real Estate Finance 3 Units

Terms offered: Spring 2020, Spring 2019, Spring 2018

Real estate debt and equity financing; mortgage market structure; effects of credit on demand; equity investment criteria; public policies in real estate finance and urban development.

Introduction to Real Estate Finance: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** 180

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 183

Introduction to Real Estate Finance: Read Less [\[-\]](#)

## UGBA 184 Urban and Real Estate Economics 3 Units

Terms offered: Spring 2016, Spring 2015, Spring 2014

This course examines how market forces influence the development of cities and the development and pricing of real estate assets. Topics include city formation; city size; land rent and land use; the operation of residential, commercial and industrial property markets; and the impacts of government policies, including the provision of public services, the imposition property taxes and fees, transportation pricing and investment, and land use regulations.

Urban and Real Estate Economics: Read More [\[+\]](#)

### Rules & Requirements

**Prerequisites:** A background in microeconomics and basic calculus is preferable. Please contact the instructor if you are unsure about your preparation for this course

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Urban and Real Estate Economics: Read Less [\[-\]](#)



## UGBA 187 Special Topics in Real Estate Economics and Finance 1 - 4 Units

Terms offered: Fall 2010, Fall 2009

A variety of topics in real estate economics and finance with emphasis on current problems and research.

Special Topics in Real Estate Economics and Finance: [Read More](#) [\[+\]](#)

### Rules & Requirements

**Repeat rules:** Course may be repeated for credit when topic changes.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-4 hours of lecture per week

**Summer:** 6 weeks - 2.5-10 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Special Topics in Real Estate Economics and Finance: [Read Less](#) [\[-\]](#)

## UGBA 190C Collaborative Innovation 4 Units

Terms offered: Spring 2020

This is a project-based course in collaborative innovation where students experience group creativity and team-based design by using techniques from across the disciplines of business, theater, design, and art practice. Students will leverage problem framing and solving techniques derived from critical thinking, systems thinking, and creative problem solving (popularly known today as design thinking). The course is grounded in a brief weekly lecture that sets out the theoretical, historical, and cultural contexts for particular innovation practices, but the majority of the class involves hands-on studio-based learning guided by an interdisciplinary team of teachers leading small group collaborative projects.

Collaborative Innovation: [Read More](#) [\[+\]](#)

### Rules & Requirements

**Credit Restrictions:** Students will receive no credit for UGBA 190C after completing ART 100, or THEATER 100. A deficient grade in UGBA 190C may be removed by taking ART 100, or THEATER 100.

### Hours & Format

**Fall and/or spring:** 15 weeks - 6 hours of studio per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Alternative to final exam.

**Instructor:** Beckman

Collaborative Innovation: [Read Less](#) [\[-\]](#)

## UGBA 190D Innovation and Design Thinking in Business 2 Units

Terms offered: Fall 2020, Fall 2019

The goal of this course is to equip students with innovation skills and practices. This is a learn-by-doing lab. Students learn research methods, ethnography, analysis and synthesis, reflective thinking, scenario creation, ideation processes, rapid prototyping cycles and designing experiments, iterative design and how to tell the story of "Never Before Seen" ideas. Class time is spent using hands-on innovation and human-centered design practices. Teams present work for critique and iterative development. The course features short lectures, guest talks, campus-based fieldwork, site visits, research and readings. Projects will be launched in the sessions and each team will be coached and mentored.

Innovation and Design Thinking in Business: [Read More](#) [\[+\]](#)

### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Alternative to final exam.

Innovation and Design Thinking in Business: [Read Less](#) [\[-\]](#)

## UGBA 190S Strategy for the Information Technology Firm 2 - 3 Units

Terms offered: Not yet offered

This course is a strategy and general management course for students interested in pursuing careers in the global information technology industry. Students are taught to view the IT industry through the eyes of the general manager/CEO (whether at a start-up or an industry giant). They learn how to evaluate strategic options and their consequences, how to understand the perspectives of various industry players, and how to anticipate how they are likely to behave under various circumstances. These include the changing economics of production, the role network effects and standards have on adoption of new products and services, the tradeoffs among potential pricing strategies, and the regulatory and public policy context.

Strategy for the Information Technology Firm: [Read More](#) [\[+\]](#)

### Hours & Format

**Fall and/or spring:** 15 weeks - 2-3 hours of lecture per week

**Summer:** 8 weeks - 4-6 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Strategy for the Information Technology Firm: [Read Less](#) [\[-\]](#)



## UGBA 190T Special Topics in Innovation and Design 1 - 4 Units

Terms offered: Spring 2020, Fall 2019, Summer 2019 First 6 Week Session

Advanced study in the fields of innovation and design that will address current and emerging issues. Topics will vary with each offering and will be announced at the beginning of each term.

Special Topics in Innovation and Design: Read More [\[+\]](#)

### Rules & Requirements

**Repeat rules:** Course may be repeated for credit without restriction.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-4 hours of lecture per week

### Summer:

6 weeks - 2.5-10 hours of lecture per week

8 weeks - 2-7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Special Topics in Innovation and Design: Read Less [\[-\]](#)

## UGBA 191C Communication for Leaders 2 Units

Terms offered: Fall 2016, Summer 2016 10 Week Session, Summer 2016 Second 6 Week Session

This course is a workshop in the fundamentals of public speaking skills in today's business environment. Each student will give speeches, coach, and debate each other, and take part in a variety of listening and other communication exercises. The course focuses on authenticity, persuasion, and advocacy.

Communication for Leaders: Read More [\[+\]](#)

### Hours & Format

**Fall and/or spring:** 15 weeks - 1 hour of lecture and 2 hours of discussion per week

### Summer:

6 weeks - 2.5 hours of lecture and 5 hours of discussion per week

8 weeks - 1.5 hours of lecture and 3.5 hours of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam not required.

Communication for Leaders: Read Less [\[-\]](#)

## UGBA 191I Improvisational Leadership 3 Units

Terms offered: Fall 2020, Fall 2019, Fall 2018

This class explores the broad principles of improvisation, a performing art form that has developed pedagogical methods to enhance individual spontaneity, listening and awareness, expressive skills, risk-taking, and one's ability to make authentic social and emotional connections. The ultimate aim of the course is to help students develop an innovative and improvisational leadership mindset, sharpening in-the-moment decision making and the ability to quickly recognize and act upon opportunities when presented. In practical terms, this course strives to enhance students' business communication skills and increase both interpersonal intuition and confidence.

Improvisational Leadership: Read More [\[+\]](#)

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Improvisational Leadership: Read Less [\[-\]](#)

## UGBA 191L Leadership Communication 1 Unit

Terms offered: Spring 2020, Fall 2019

Leadership Communication is a workshop in the fundamentals of public speaking in today's business environment. Through prepared and impromptu speeches aimed at moving others to action, peer coaching, and lectures, students will sharpen their authentic and persuasive communication skills, develop critical listening skills, improve abilities to give, receive, and apply feedback, and gain confidence as public speakers.

Leadership Communication: Read More [\[+\]](#)

### Hours & Format

**Fall and/or spring:** 2 weeks - 8 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** The grading option will be decided by the instructor when the class is offered. Alternative to final exam.

Leadership Communication: Read Less [\[-\]](#)

## UGBA 191P Leadership and Personal Development 3 Units

Terms offered: Spring 2020, Spring 2019, Spring 2018

This course is highly interactive and challenges you to explore questions central to your own leadership journey. The ultimate aim of the class is to help you develop a lifelong leadership development practice, where continuous personal growth is valued and actively pursued.

Leadership and Personal Development: [Read More](#) [+]

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Leadership and Personal Development: [Read Less](#) [-]

## UGBA 192A Leading Nonprofit and Social Enterprises 3 Units

Terms offered: Spring 2020, Spring 2019, Spring 2018

This course prepares students conceptually and practically to found, lead, and manage organizations in the nonprofit sector. The course focuses on mission and theory of change (strategy), role of the board in governance, managing and marketing to multiple constituencies, role of advocacy in meeting mission, leadership styles and managing organizational culture, resource development (philanthropy), nonprofit financial management, managing for impact, HR management (volunteering), and cross-sector alliances.

Leading Nonprofit and Social Enterprises: [Read More](#) [+]

### Rules & Requirements

**Prerequisites:** 101A or equivalent

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam not required.

**Formerly known as:** Business Administration 115

Leading Nonprofit and Social Enterprises: [Read Less](#) [-]

## UGBA 192AC Social Movements and Social Media 3 Units

Terms offered: Spring 2020, Spring 2019, Fall 2017

This course provides a survey of innovative social movements and their complex relationships to social media technologies. It will examine the evolution from pre-social-media to present-day mobilizing strategies and the interplay between explicitly policy- and advocacy-focused approaches and related efforts rooted in music, visual arts, popular culture and celebrities. The course will place into comparative relief the discourses of explicitly racially- or ethnically-defined movements and movements that mobilize based on other, sometimes overlapping categories of marginalization including class, immigration status, gender identity and occupational category.

Social Movements and Social Media: [Read More](#) [+]

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam not required.

**Instructor:** David Harris

Social Movements and Social Media: [Read Less](#) [-]

## UGBA 192B Strategic Philanthropy 2 Units

Terms offered: Spring 2020, Spring 2019, Spring 2018

This course teaches students the concepts and practices of effective philanthropy. It offers students the experience of studying relevant theories and frameworks for assessing potential grant recipients and a real-world grant making experience in which they complete a series of nonprofit organizational assessments and then make actual grants totaling \$10,000 to a limited number of organizations. Students learn about the evolution of the philanthropic sector from traditional entities, such as private, corporate and community foundations, to an array of new funding intermediaries, technology-driven philanthropies, open source platforms, "impact" investors, and venture philanthropy partnerships.

Strategic Philanthropy: [Read More](#) [+]

### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Alternative to final exam.

Strategic Philanthropy: [Read Less](#) [-]

## UGBA 192E Social Entrepreneurship 2 Units

Terms offered: Fall 2019

This course is designed to provide broad exposure to the theories and activities of social entrepreneurship. The inquiry is grounded in real-world examples that illustrate the topics and stimulate thinking, discussion, and learning. Working in groups, students develop a business plan or pitch deck for a social enterprise that addresses an issue that is of interest/concern to the student team. Students with preexisting social enterprise ideas or plans that they would like to further develop and refine are welcomed and encouraged to use this class project as an opportunity to do so.

Social Entrepreneurship: Read More [+]

### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Alternative to final exam.

Social Entrepreneurship: Read Less [-]

## UGBA 192G Strategic Approaches for Global Social Impact 2 Units

Terms offered: Prior to 2007

The main objective of this course is to help students become effective practitioners in global development and understand career options in the global social sector. The course aims to (i) analyze the historical, sociological and statistical underpinnings of the major issues in global development (conflict, food security, human rights, poverty, health and education), (ii) understand what various organizations can contribute to each issue (government agencies, multilateral institutions, private foundations, NGOs, and private sector companies and entrepreneurs), and (iii) design and analyze approaches to addressing these issues. Strategic Approaches for Global Social Impact: Read More [+]

### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Strategic Approaches for Global Social Impact: Read Less [-]

## UGBA 192H Managing Human Rights in Business 2 Units

Terms offered: Not yet offered

This course, one of the first of its kind offered at a business school, will prepare students for the growing field of practice at the intersection of business and human rights. Students will gain an overview of the international human rights framework and global business and human rights standards and guidelines; analyze the ways in which companies can impact human rights, and to assess the degree to which companies are and should be responsible for human rights impacts; learn to manage a company's human rights impacts as corporate human rights managers, external consultants, or civil society advocates; and practice the communication skills necessary to successfully address human rights issues within a complex multinational corporation.

Managing Human Rights in Business: Read More [+]

### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Managing Human Rights in Business: Read Less [-]

## UGBA 192L Applied Impact Evaluation 2 Units

Terms offered: Prior to 2007

This course covers the methods and applications of impact evaluations, which is the science of measuring the causal impact of a program or policy on outcomes of interest. At its essence, impact evaluation is about generating evidence on which policies work, and which don't. This subject matter should appeal to three main audiences: (1) those in decision-making positions, such as policy makers and business leaders, and need to consume the information generated from impact evaluations to make informed evidence-based decisions, (2) project managers, development practitioners and business managers who commission impact evaluations and (3) researchers who actually design and implement impact evaluations.

Applied Impact Evaluation: Read More [+]

### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Alternative to final exam.

Applied Impact Evaluation: Read Less [-]

## UGBA 192N Topics in Social Sector Leadership 1 - 5 Units

Terms offered: Fall 2019, Spring 2019, Fall 2018

Advanced study in the field of social sector leadership that will address current and emerging issues. Topics will vary with each offering and will be announced at the beginning of each term.

Topics in Social Sector Leadership: [Read More](#) [+]

### Rules & Requirements

**Repeat rules:** Course may be repeated for credit when topic changes.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-5 hours of lecture per week

**Summer:** 6 weeks - 2.5-12.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Topics in Social Sector Leadership: [Read Less](#) [-]

## UGBA 192P Sustainable Business Consulting Projects 3 Units

Terms offered: Fall 2020, Fall 2018, Fall 2016

Discuss the field of strategic corporate social responsibility (CSR) through a series of lectures, guest speakers, and projects. The course will examine best practices used by companies to engage in socially responsible business practices. It will provide students with a flavor of the complex dilemmas one can face in business in trying to do both "good for society" and "well for shareholders." It looks at CSR from a corporation perspective, and how this supports core business objectives, core competencies, and bottom-line profits.

Sustainable Business Consulting Projects: [Read More](#) [+]

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam not required.

Sustainable Business Consulting Projects: [Read Less](#) [-]

## UGBA 192S Business and Sustainability 2 Units

Terms offered: Summer 2020 First 6 Week Session

This course—a mixture of lectures, readings, business cases and corporate speakers—uses theory, frameworks, tools and business cases to teach students how to systematically evaluate and implement sustainability strategies that also maintain or maximize financial returns. Students are taught to identify opportunities to create business value from environmental and social challenges, and to evaluate the competitive implications related to sustainability initiatives. What type of long-term strategies can organizations set to simultaneously foster sustainable development strategy and sound financial practice? How should decision makers make trade-offs between these two organizational objectives? When is "sustainability" also "good business"? Business and Sustainability: [Read More](#) [+]

### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture per week

**Summer:** 6 weeks - 5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Business and Sustainability: [Read Less](#) [-]

## UGBA 192T Topics in Corporate Social Responsibility 1 - 4 Units

Terms offered: Fall 2020, Summer 2020 8 Week Session, Spring 2020

Advanced study in the field of corporate social responsibility that will address current and emerging issues. Topics will vary with each offering and will be announced at the beginning of each term.

Topics in Corporate Social Responsibility: [Read More](#) [+]

### Rules & Requirements

**Repeat rules:** Course may be repeated for credit without restriction.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-4 hours of lecture per week

**Summer:** 6 weeks - 2.5-10 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Topics in Corporate Social Responsibility: [Read Less](#) [-]

## UGBA 193B Energy & Civilization 4 Units

Terms offered: Fall 2020, Fall 2019, Fall 2018

Energy is one of the main drivers of civilization. Today we are at the precipice of what many hope will be a major paradigm shift in energy production and use. Two transitions are needed. On the one hand, we must find ways to extend the benefits of our existing energy system to the impoverished people living in the developing world while continuing to provide these benefits to the people of the developed world. On the other hand, we must completely overhaul the existing system to fight climate change and other forms of air and water pollution. Are these shifts truly within our reach? Can we achieve both simultaneously? If so, how? This Big Ideas course will grapple with these questions using an interdisciplinary systems approach.

Energy & Civilization: Read More [+]

### Rules & Requirements

**Credit Restrictions:** Students who take UGBA 193B will not receive credit for L&S 126.

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture and 1 hour of discussion per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Energy & Civilization: Read Less [-]

## UGBA 193C Curricular Practical Training for International Students 0.0 Units

Terms offered: Summer 2014 10 Week Session, Summer 2013 10 Week Session, Summer 2012 10 Week Session

This is a zero-unit internship course for non-immigrant international students participating in internships under the Curricular Practical Training program. Requires a paper exploring how the theoretical constructs learned in UGBA courses were applied during the internship. Curricular Practical Training for International Students: Read More [+]

### Rules & Requirements

**Prerequisites:** International students only

### Hours & Format

**Fall and/or spring:** 15 weeks - 0 hours of internship per week

**Summer:** 6 weeks - 0 hours of internship per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/Undergraduate

**Grading/Final exam status:** Offered for pass/not pass grade only. Final exam required.

Curricular Practical Training for International Students: Read Less [-]

## UGBA 193I Business Abroad 4 - 6 Units

Terms offered: Summer 2019 8 Week Session, Summer 2018 Second 6 Week Session, Summer 2017 Second 6 Week Session

This course includes both formal learning in lectures, experiential learning, and action research through site visits abroad. Students and instructor will visit with international companies and/or organizations to learn about the business opportunities and challenges of operating in a specific country or region. Evaluation is based on student participation, presentations, and a research paper. Country and business industry focus may vary from term to term depending upon the instructor.

Business Abroad: Read More [+]

### Rules & Requirements

**Prerequisites:** To be determined by instructor depending on topic

**Repeat rules:** Course may be repeated for credit when topic changes.

### Hours & Format

**Fall and/or spring:** 15 weeks - 4-6 hours of lecture per week

**Summer:** 5 weeks - 16-25 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/Undergraduate

**Grading/Final exam status:** Letter grade. Alternative to final exam.

Business Abroad: Read Less [-]

## UGBA 194 Undergraduate Colloquium on Business Topics 1 Unit

Terms offered: Spring 2020, Spring 2019, Spring 2018

This is a speakers series course designed to give students insights from practitioners into complex issues facing American business leaders. Each week a guest speaker will discuss an issue related to a particular theme, ranging from corporate governance to the social responsibilities of business. Students will be challenged to synthesize, question, and extend those insights under the guidance of the instructor.

Undergraduate Colloquium on Business Topics: Read More [+]

### Rules & Requirements

**Repeat rules:** Course may be repeated for credit when topic changes.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1 hour of lecture per week

**Summer:** 6 weeks - 2.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/Undergraduate

**Grading/Final exam status:** Offered for pass/not pass grade only. Final exam required.

Undergraduate Colloquium on Business Topics: Read Less [-]



## UGBA 195A Entrepreneurship 3 Units

Terms offered: Spring 2020, Fall 2019, Spring 2019

Do you have an idea for a new business, but want to learn how to more fully develop this idea? Would you like to receive funding for your business idea, but lack a framework to ask for capital? This course takes students through the new venture process using a business plan as the main deliverable. A well-written business plan sets key milestones and indicates the resources needed to achieve them, in an increasingly complex business environment. Through the planning process that tightly links market and financial planning a business plan creates a set of standards to which investors and teammates can evaluate actual performance, laying the foundation for an "operating plan" once the business is launched.

Entrepreneurship: [Read More](#) [\[+\]](#)

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam not required.

Entrepreneurship: [Read Less](#) [\[-\]](#)

## UGBA 195B Startup and Small-Business Consulting 2 Units

Terms offered: Not yet offered

This course is designed to provide students with an understanding of the concepts and principles for consulting with startups and small businesses. Students will work in self-created teams of 3-4 and can either bid for projects provided by the instructor, or source their own project so long as it fits the course criteria. Course time will include guest lecturers and consulting skills workshops. Student teams will be expected to meet together and with the client outside of class time.

Startup and Small-Business Consulting: [Read More](#) [\[+\]](#)

### Hours & Format

**Fall and/or spring:** 15 weeks - 2 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Alternative to final exam.

Startup and Small-Business Consulting: [Read Less](#) [\[-\]](#)

## UGBA 195P Entrepreneurship: How to Successfully start a New Business 3 Units

Terms offered: Fall 2019, Fall 2018, Fall 2017

This course explores and examines key issues facing entrepreneurs and their businesses. It is intended to provide a broad spectrum of topics across many business disciplines including accounting, finance, marketing, organizational behavior, production/quality, technology, etc. Students will acquire a keen understanding of both the theoretical and real world tools used by today's entrepreneurial business leaders in achieving success in today's global business environment.

Entrepreneurship: How to Successfully start a New Business: [Read More](#) [\[+\]](#)

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

**Summer:** 6 weeks - 7.5 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Alternative to final exam.

Entrepreneurship: How to Successfully start a New Business: [Read Less](#) [\[-\]](#)

## UGBA 195S Entrepreneurship To Address Global Poverty 3 Units

Terms offered: Spring 2013, Spring 2012, Spring 2011

This course examines whether and how entrepreneurial ventures can meaningfully address global poverty vs. more traditional approaches such as foreign aid, private philanthropy or corporate social responsibility initiatives. Combining lectures, case studies, and interviews with social entrepreneurs, it explores poverty and entrepreneurship before focusing on their intersection in various bottom-of-pyramid markets, from health, housing, and education to energy, agriculture, and finance.

Entrepreneurship To Address Global Poverty: [Read More](#) [\[+\]](#)

### Hours & Format

**Fall and/or spring:** 15 weeks - 3 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/  
Undergraduate

**Grading/Final exam status:** Letter grade. Final exam not required.

Entrepreneurship To Address Global Poverty: [Read Less](#) [\[-\]](#)



## UGBA 195T Topics in Entrepreneurship 1 - 3 Units

Terms offered: Spring 2020, Fall 2019, Spring 2019

Courses of this kind will cover issues in entrepreneurship that either appeal to a specialized interest by type of firm being started (e.g., new ventures in computer software) or in the aspect of the entrepreneurial process being considered (e.g., new venture funding). The courses typically will be designed to take advantage of the access offered by the University and the locale to knowledgeable and experienced members of the business community.

Topics in Entrepreneurship: Read More [ + ]

### Rules & Requirements

**Repeat rules:** Course may be repeated for credit when topic changes.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-3 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

Topics in Entrepreneurship: Read Less [ - ]

## UGBA 196 Special Topics in Business Administration 1 - 4 Units

Terms offered: Spring 2020, Fall 2019, Spring 2019

Study in various fields of business administration. Topics will vary from year to year and will be announced at the beginning of each semester.

Special Topics in Business Administration: Read More [ + ]

### Rules & Requirements

**Prerequisites:** Upper division standing

**Repeat rules:** Course may be repeated for credit when topic changes.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-4 hours of lecture per week

### Summer:

6 weeks - 2.5-10 hours of lecture per week

10 weeks - 2-4 hours of lecture per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Letter grade. Final exam required.

**Formerly known as:** Business Administration 196

Special Topics in Business Administration: Read Less [ - ]

## UGBA 198 Directed Study 1 - 4 Units

Terms offered: Spring 2016, Fall 2015, Spring 2015

Organized group study on topics selected by upper division students under the sponsorship and direction of a member of the Haas School of Business faculty.

Directed Study: Read More [ + ]

### Rules & Requirements

**Prerequisites:** Consent of instructor

**Credit Restrictions:** Enrollment is restricted; see the Introduction to Courses and Curricula section of this catalog.

**Repeat rules:** Course may be repeated for credit without restriction.

### Hours & Format

**Fall and/or spring:** 15 weeks - 1-4 hours of directed group study per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Offered for pass/not pass grade only. Final exam not required.

**Formerly known as:** Business Administration 198

Directed Study: Read Less [ - ]

## UGBA 199 Supervised Independent Study and Research 1 - 4 Units

Terms offered: Spring 2015, Spring 2014, Fall 2013

Enrollment restrictions apply.

Supervised Independent Study and Research: Read More [ + ]

### Rules & Requirements

**Prerequisites:** Consent of instructor

**Credit Restrictions:** Enrollment is restricted; see the Introduction to Courses and Curricula section of this catalog.

**Repeat rules:** Course may be repeated for credit without restriction.

### Hours & Format

**Fall and/or spring:** 15 weeks - 0 hours of independent study per week

### Summer:

6 weeks - 1-4 hours of independent study per week

8 weeks - 1-4 hours of independent study per week

### Additional Details

**Subject/Course Level:** Undergrad. Business Administration/ Undergraduate

**Grading/Final exam status:** Offered for pass/not pass grade only. Final exam not required.

**Formerly known as:** Business Administration 199

Supervised Independent Study and Research: Read Less [ - ]