

# Eve/Wknd Masters in Bus. Adm. (EW MBA)

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## **EW MBA 200C Leadership Communications 1 Unit**

**Department:** Eve/Wknd Masters in Bus. Adm.

**Course level:** Graduate

**Terms course may be offered:** Fall and spring

**Grading:** Letter grade.

**Hours and format:** 4 hours of lecture per weekend for 7 weeks or 3.5 hours of lecture per week for 9 weeks.

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.

## **EW MBA 200P Problem Finding, Problem Solving 1 Unit**

**Department:** Eve/Wknd Masters in Bus. Adm.

**Course level:** Graduate

**Terms course may be offered:** Fall and spring

**Grading:** The grading option will be decided by the instructor when the class is offered.

**Hours and format:** 3 hours of lecture per week for 8 weeks.

Problem Finding, Problem Solving (PFPS) teaches basic skills drawn from the fields of critical thinking, design thinking and systems thinking that support innovation. Specifically, it covers ways of collecting information to characterize a problem, framing and re-framing that problem, coming up with a range of solutions and then gathering feedback to assess those solutions. Following Confucius's notion: "I hear and I forget. I see and I remember. I do and I understand." The class consists primarily of hands-on exercises to experiment with and learn the tools and techniques presented, applying them to the design and testing of alternative business models for start-up and other businesses.

## **EW MBA 200S Data and Decisions 2 Units**

**Department:** Eve/Wknd Masters in Bus. Adm.

**Course level:** Graduate

**Terms course may be offered:** Fall and spring

**Grading:** Letter grade.

**Hours and format:** 4 hours of lecture and 1.5 hours of discussion per week for 7 weeks.

The objective of this core course is to make students critical consumers of statistical analysis using available software packages. Key concepts include interpretation of regression analysis, model formation and testing, and diagnostic checking.

## **EW MBA 201A Economics for Business Decision Making 2 Units**

**Department:** Eve/Wknd Masters in Bus. Adm.

**Course level:** Graduate

**Terms course may be offered:** Fall and spring

**Grading:** Letter grade.

**Hours and format:** 4 hours of lecture per weekend for 7 weeks or 3.5 hours of lecture per week for 9 weeks.

**Prerequisites:** E204.

This course uses the tools and concepts of microeconomics to analyze decision problems within a business firm. Particular emphasis is placed on the firm's choice of policies in determining prices, inputs usage, and outputs. The effects of the state of the competitive environment on business policies are also examined.

Formerly known as Business Administration E201A.

## **EW MBA 201B Macroeconomics in the Global Economy 2 Units**