

# Undergrad. Business Administration (UGBA)

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## Courses

### UGBA C5 Introduction to Entrepreneurship 2 Units

Designed for students who wish to know about entrepreneurship, its importance to our society, and its role in bringing new ideas to market. Students will understand the entrepreneurial business process and how they might become involved in those processes in their future careers--in whatever direction those careers might lead. What is entrepreneurship? What is opportunity recognition and selection? How can you create competitive advantage? How do you focus on doing right and doing well?

#### 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

### UGBA 10 Principles of Business 3 Units

This course provides an introduction to the study of the modern business enterprise. The course is taught in five modules, the order of which may vary from semester to semester. The first examines the role and governance of business enterprise in a market economy. The second concentrates on financial issues, while the third looks at the problems of managing people in organizations. The fourth examines product pricing, marketing, and distribution issues and the last concentrates on the international business environment.

#### 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 not required.

**Formerly known as:** Business Administration 10

### UGBA 24 Freshman Seminars 1 Unit

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.

#### Rules & Requirements

**Repeat rules:** Course may be repeated for credit as topic varies. 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.

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

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.

#### Rules & Requirements

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

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

#### 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.

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

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.

**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.

**UGBA 98 Directed Group Study 1 - 4 Units**

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.

**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. Course may be repeated for credit when topic changes.

**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

**UGBA 100 Business Communication 2 Units**

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.

**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.

**UGBA 101A Microeconomic Analysis for Business Decisions 3 Units**  
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.

**Rules & Requirements**

**Prerequisites:** Economics 1, Mathematics 1A or 16A, Statistics 21, or equivalents

**Credit Restrictions:** Students will receive no credit for Undergraduate Business Administration 101A after completing Economics 100A or 101A, Environmental Economics and Policy 100 or International and Area Studies 106. A deficient grade in Economics 100A, 101A, Environmental Economics and Policy 100, or International and Area Studies 106 may be repeated by taking 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 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.

**Formerly known as:** Business Administration 110

UGBA 101B Macroeconomic Analysis for Business Decisions 3 Units  
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.

**Rules & Requirements**

**Prerequisites:** Economics 1, Mathematics 1A or 16A, Statistics 21, or equivalents

**Credit Restrictions:** Students will receive no credit for Undergraduate Business Administration 101B after completing Economics 100B or 101B or International and Area Studies 107. A deficient grade in Economics 100B, 101B, or International and Area Studies 107 may be repeated by taking Undergraduate Business Administration 101B.

**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 required.

**Formerly known as:** Business Administration 111

UGBA 102A Introduction to Financial Accounting 3 Units  
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.

**Hours & Format**

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

**Summer:** 6 weeks - 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 not required.

**Formerly known as:** Business Administration 120

UGBA 102B Introduction to Managerial Accounting 3 Units  
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.

**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 - 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.

**Formerly known as:** Business Administration 123

UGBA 103 Introduction to Finance 4 Units  
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.

**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 - 8 hours of lecture and 2 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.

**Formerly known as:** Business Administration 130

**UGBA 104 Analytic Decision Modeling Using Spreadsheets 3 Units**

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.

**Rules & Requirements**

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

**Hours & Format**

**Fall and/or spring:** 15 weeks - 2 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.

**UGBA 105 Leading People 3 Units**

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.

**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 - 3 hours of lecture per week

**Summer:**

6 weeks - 8 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.

**UGBA 106 Marketing 3 Units**

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.

**Hours & Format**

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

**Summer:**

6 weeks - 8 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.

**Formerly known as:** Business Administration 160

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

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.

**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 per week  
8 weeks - 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.

**Formerly known as:** Business Administration 170

**UGBA 113 Managerial Economics 3 Units**

Analysis of the theory and practice of decision-making in business firms, utilizing the concepts and techniques of managerial economics. The business decisions to be investigated include pricing policies, internal transfer pricing, and various choices under uncertainty.

**Rules & Requirements**

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

**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 113

**UGBA 115 Competitive Strategy 3 Units**

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.

**Rules & Requirements**

**Prerequisites:** 101A or equivalent

**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.

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

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

**Rules & Requirements**

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

**Repeat rules:** Course may be repeated for credit. 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.

**Formerly known as:** Business Administration 119

**UGBA 118 International Trade 3 Units**

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.

**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 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.

**Formerly known as:** Business Administration 187

**UGBA 119 Leading Strategy Implementation 3 Units**

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.

**Hours & Format**

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

**Summer:** 10 weeks - 4.5 hours of 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 not required.

**Formerly known as:** Business Administration 190

**UGBA 120AA Intermediate Financial Accounting 1 4 Units**

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").

**Rules & Requirements**

**Prerequisites:** 102A

**Hours & Format**

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

**Summer:** 6 weeks - 8 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.

**UGBA 120AB Intermediate Financial Accounting 2 4 Units**

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.

**Rules & Requirements**

**Prerequisites:** UGBA 102A (<http://guide.berkeley.edu/search/?P=UGBA%20102A>) is required. UGBA 120AA (<http://guide.berkeley.edu/search/?P=UGBA%20120AA>) is recommended

**Hours & Format**

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

**Summer:** 6 weeks - 8 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.

**UGBA 120B Advanced Financial Accounting 4 Units**

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.

**Rules & Requirements**

**Prerequisites:** UGBA 120AA (<http://guide.berkeley.edu/search/?P=UGBA%20120AA>) and 120AB are recommended

**Hours & Format**

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

**Summer:** 6 weeks - 8 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.

**UGBA 121 Federal Income Tax Accounting 4 Units**

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

**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.

**UGBA 122 Financial Information Analysis 3 Units**

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.

**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 4 hours of discussion per week

**Additional Details**

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

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

**UGBA W125 Professional Judgment in Accounting 3 Units**

An online course in reviewing auditing principles with a simulated audit experience over the complex areas of estimates and judgments.

**Rules & Requirements**

**Prerequisites:** Preferable to have auditing completed or in progress. Must have intermediate accounting

**Hours & Format**

**Summer:** 8 weeks - 5 hours of web-based lecture and 2 hours of web-based discussion 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.

**UGBA 126 Auditing 4 Units**

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.

**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.

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

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

**Rules & Requirements**

**Prerequisites:** 102A

**Repeat rules:** Course may be repeated for credit. 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.

**UGBA 128 Strategic Cost Management 3 Units**

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.

**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.

**UGBA 129 Financial Reporting for Complex Transactions 3 Units**

This course develops sophisticated users of financial information. Students will enhance their ability to understand the economic essence of important complex business transactions, focusing on topics related to major financial events in the lifecycle of an organization (IPOs, mergers and acquisitions, bankruptcies, etc.) Students' ability to identify and understand the financial reporting and tax issues related to these business dealings and accounting situations will dramatically increase. Many fascinating transactions will be examined in an effort to understand the economic underpinnings of the transactions and their accounting representation in the financial statements.

**Rules & Requirements**

**Prerequisites:** UGBA 120A

**Hours & Format**

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

**Summer:** 8 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.

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

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.

**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

**UGBA 132 Financial Institutions and Markets 3 Units**

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.

**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

**UGBA 133 Investments 3 Units**

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

**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 - 8 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.

**Formerly known as:** Business Administration 133

**UGBA 136F Behavioral Finance 3 Units**

This course looks at the influence of decision heuristics and biases on investor welfare, financial markets, and corporate decisions. Topics include overconfidence, attribution theory, representative heuristic, availability heuristic, anchoring and adjustment, prospect theory, "Winner's Curse," speculative bubbles, IPOs, market efficiency, limits of arbitrage, relative mis-pricing of common stocks, the tendency to trade in a highly correlated fashion, investor welfare, and market anomalies.

**Rules & Requirements**

**Prerequisites:** 103

**Hours & Format**

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

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

**Additional Details**

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

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

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

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

**Rules & Requirements**

**Prerequisites:** 103

**Repeat rules:** Course may be repeated for credit. 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.

**Formerly known as:** Business Administration 139

**UGBA 141 Production and Operations Management 3 Units**

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.

**Rules & Requirements**

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

**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.

**Formerly known as:** Business Administration 142

**UGBA 143 Game Theory and Business Decisions 3 Units**

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.

**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.

**UGBA 147 Special Topics in Manufacturing and Information Technology 1 - 4 Units**

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

**Rules & Requirements**

**Prerequisites:** Business Administration 140

**Repeat rules:** Course may be repeated for credit. 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.

**Formerly known as:** Business Administration 149

**UGBA 151 Management of Human Resources 3 Units**

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.

**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

**UGBA 152 Negotiation and Conflict Resolution 3 Units**

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).

**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

**UGBA 154 Power and Politics in Organizations 2 or 3 Units**

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.

**Hours & Format**

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

**Summer:** 6 weeks - 7.5-10 hours of lecture per week

**Additional Details**

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

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

**UGBA 155 Leadership 3 Units**

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.

**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.

**UGBA 156AC Diversity in the Workplace 3 Units**

This course introduces students to various theories on diversity in business and the importance of human capital equity and inclusion to organizations. Students will engage in community-based projects to be more conscious of the social impact of positive human relations and to foster equity, social justice, and civic responsibility. Emphasis placed on experiential learning with issues of race, ethnicity, gender, generational status, spirituality, sexual orientation, and physical and mental ability.

**Rules & Requirements**

**Prerequisites:** 10, 105, 151 recommended

**Requirements this course satisfies:** Satisfies the American Cultures requirement

**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.

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

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

**Rules & Requirements**

**Prerequisites:** 105

**Repeat rules:** Course may be repeated for credit. 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.

**Formerly known as:** Business Administration 159

**UGBA 160 Consumer Behavior 3 Units**

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.

**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.

**UGBA 161 Marketing Research: Tools and Techniques for Data Collection and Analysis 3 Units**

Marketing research objectives; qualitative research, surveys, experiments, sampling, data analysis.

**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.

**Formerly known as:** Business Administration 161

**UGBA 162 Brand Management and Strategy 3 Units**

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.

**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

**UGBA 165 Advertising Strategy 3 Units**

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

**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

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

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

**Rules & Requirements**

**Prerequisites:** 106

**Repeat rules:** Course may be repeated for credit. 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

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

**UGBA 168B International Marketing 3 Units**

Provides frameworks, knowledge, and sensitivities to formulate and implement marketing strategies for competing in the international arena. Regions and countries covered include the Americas, Europe, Japan, China, India, Russia, Africa, and Asia-Pacific. Issues covered include global versus local advertising, international pricing strategies, selecting and managing strategic international alliances and distribution channels, managing international brands and product lines through product life cycle, international retailing, and international marketing organization and control.

**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. Alternative to final exam.

**UGBA 169 Pricing 3 Units**

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.

**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.

**UGBA 170 Ethical Leadership in Business 2 Units**

The purpose of this class is to enhance the ability of students to anticipate, critically analyze, and appropriately respond to the wide-range social and ethical issues that challenge managers as well as individuals in their roles as citizens, consumers, investors, and employees. Instruction is based on lectures and case analysis, supplemented by topical and philosophical articles and essays.

**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.

**UGBA C172 History of American Business 3 Units**

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.

**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

**Also listed as:** AMERSTD C172

**UGBA 175 Legal Aspects of Management 3 Units**

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.

**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

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

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

**Rules & Requirements**

**Prerequisites:** 107

**Repeat rules:** Course may be repeated for credit. 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.

**Formerly known as:** Business Administration 179

**UGBA 178 Introduction to International Business 3 Units**

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.

**Rules & Requirements**

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

**Hours & Format**

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

**Summer:** 6 weeks - 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 188

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

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.

**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.

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

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

**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

**UGBA 183 Introduction to Real Estate Finance 3 Units**

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.

**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

**UGBA 184 Urban and Real Estate Economics 3 Units**

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.

**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.

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

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

**Rules & Requirements**

**Repeat rules:** Course may be repeated for credit as topic varies. 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.

**UGBA 190S Strategy for the Information Technology Firm 3 Units**

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.

**Hours & Format**

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

**Summer:** 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.

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

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.

**Rules & Requirements**

**Repeat rules:** Course may be repeated for credit. 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

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.

**UGBA 190V Corporate Strategy in Telecommunications and Media 2 Units**

This course is an intensive and in-depth study of the rapidly evolving global telecommunications and media industry viewed through the perspective of an entrepreneur/innovator (whether at a start-up or an established company) attempting to introduce a new product or service into the market. The course is fundamentally about strategy and general management, but will draw from a variety of disciplines including public policy, law, marketing, economics, finance, engineering, and physics to identify the key issues, analyze the potential options and understand the consequences of the decisions made by management.

**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.

**UGBA 191C Communication for Leaders 2 Units**

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.

**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.

**UGBA 191I Improvisational Leadership 3 Units**

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.

**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.

**UGBA 191P Leadership and Personal Development 3 Units**

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.

**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.

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

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.

**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

**UGBA 192L Applied Impact Evaluation 2 Units**

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.

**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.

**UGBA 192N Topics in Non-Profit Management 1 - 5 Units**

Advanced study in the field of non-profit management that will address current and emerging issues. Topics will vary with each offering and will be announced at the beginning of each term.

**Rules & Requirements**

**Repeat rules:** Course may be repeated for credit as topic varies. 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.

**UGBA 192P Sustainable Business Consulting Projects 3 Units**

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.

**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.

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

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.

**Rules & Requirements**

**Repeat rules:** Course may be repeated for credit. 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.

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

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.

**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.

**UGBA 193I Business Abroad 1 - 4 Units**

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.

**Rules & Requirements**

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

**Hours & Format**

**Summer:** 6 weeks - 3-12 hours of lecture and 3-12 hours of lecture per week

**Additional Details**

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

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

**UGBA 194 Undergraduate Colloquium on Business Topics 1 Unit**

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.

**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.

**UGBA 195A Entrepreneurship 3 Units**

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.

**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.

**UGBA 195P Perspectives on Entrepreneurship 3 Units**

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.

**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.

**UGBA 195S Entrepreneurship To Address Global Poverty 3 Units**  
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.

**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.

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

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.

**Rules & Requirements**

**Repeat rules:** Course may be repeated for credit as topic varies. 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.

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

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

**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

**UGBA 198 Directed Study 1 - 4 Units**

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.

**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. Course may be repeated for credit when topic changes.

**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

UGBA 199 Supervised Independent Study and Research 1 - 4 Units  
Enrollment restrictions apply.

**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. Course may be repeated for credit when topic changes.

**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