

---

# USC Marshall School of Business



*Professor Lawrence Harris brings his experience as chief economist of the Security and Exchange Commission to the undergraduate classroom. Marshall's undergraduate program is ranked 11th by U.S. News & World Report's America's Best Colleges issue (2003).*

**T**he University of Southern California's Marshall School of Business is one of the oldest schools (founded in 1920) in the nation dedicated to the study of business and management. In 1998, it was rededicated as the Marshall School of Business in recognition of a \$35 million gift from Gordon S. Marshall, '46, which was the single largest gift to any business school at that time.

The Marshall School prepares men and women from around the world to lead global businesses of a new century and a new millennium, whether those enterprises are big or small, corporate or entrepreneurial. The school focuses on international business in all its aspects, including course work in accounting, finance, marketing, management, and information systems/operations management. Beyond courses in the departments, the school offers several semester-long exchange programs with leading business schools throughout the world. At the graduate level, a major curricular innovation brings global business into each student's program through the Pacific Rim Education Program (PRIME) which includes an educational trip outside the United States. To further enable the school's graduates to excel in tomorrow's organizations, the school incorporates technology throughout its programs. Students study the impact of the digital revolution on all aspects of business, including accounting, marketing, finance and operations, and on issues of organizational design and development of new markets.

The Marshall School awards two bachelor's degrees, three additional bachelor's degrees as joint programs, seven master's degrees, 11 dual degrees, and the Ph.D. degree. Included in the Marshall School are the Leventhal School of Accounting, the Lloyd Greif Center for Entrepreneurial Studies, the Center for Management Communication, and the departments of Finance and Business Economics, Information Systems and Operations Management, Management and Organization, and Marketing.

With its clear focus, the Marshall School continues its 83-year history of developing its students' potential to lead global enterprises.

**USC Marshall School of Business****Senior Administration**

Randolph W. Westerfield, Ph.D., *Dean*

David W. Stewart, Ph.D., *Deputy Dean*

Dennis Draper, Ph.D., *Vice Dean, Graduate Programs*

Suh-Pyng Ku, Ph.D., *Vice Dean, Academic Information Services*

J. Douglas Andrews, Ph.D., *Associate Dean, Undergraduate Programs*

Margaret P. Dufford, M.B.A., *Senior Associate Dean, Administration*

Randolph P. Beatty, Ph.D., C.P.A., *Dean, Leventhal School of Accounting*

**Undergraduate Administration**

J. Douglas Andrews, Ph.D., *Associate Dean, Undergraduate Programs*

Guillermina Molina, M.A., *Director, Undergraduate Student Services*

Scott Heimlich, Ed.D., *Undergraduate Enrollment Services Manager*

Kazi A. Mamun, M.A., *Director, Undergraduate Student Advising*

Nahid Razavi, M.S., *Director, Undergraduate Admissions*

Susan Hunt, Ph.D., *Assistant Dean; Director, Scheduling and Registration*

**M.B.A. Administration**

Dennis W. Draper, Ph.D., *Vice Dean, Graduate Programs*

Diane M. Badame, Ph.D., *Associate Dean, Executive M.B.A. and MBA.PM Programs*

Carl W. Voigt, Ph.D., *Associate Dean, Marshall M.B.A. Program*

Anakkarat Barth, M.A., *Director, Logistics for M.B.A. Global Programs*

Evan Bouffides, M.B.A., *Director, EMBA and MBA.PM Admissions*

Jeanette L. Christensen, M.A., *Director, MBA.PM Program*

Brigitte M. Engel, B.S., *Director, EMBA Program*

Susan Hunt, Ph.D., *Assistant Dean; Director, Scheduling and Graduate Registration*

Lida Jennings, M.B.A., *Director, Student Services, Marshall M.B.A. Program*

Tom Kozicki, B.S., *Director, M.B.A. Career Resource Center*

Jack Lewis, Ph.D., *Director, International Business Education and Research Program*

Keith Vaughn, M.B.A., *Director, M.B.A. Admissions*

**USC Leventhal School of Accounting Accounting 101**

(213) 740-4838

FAX: (213) 747-2815

Email (graduate students):

lsoa\_grad@marshall.usc.edu;

(undergraduate students):

lsoa\_ugrad@marshall.usc.edu

www.marshall.usc.edu/lsoa

**Administration**

Randolph P. Beatty, Ph.D., C.P.A., *Dean, Leventhal School of Accounting*

James Manegold, Ph.D., *Associate Dean for Academic Affairs*

**Faculty**

*Alan Casden Dean's Chair at the Leventhal School of Accounting:* Randolph P. Beatty, Ph.D., C.P.A.

*Deloitte & Touche LLP Chair in Accountancy:* Kenneth A. Merchant, Ph.D., C.P.A.

*Accounting Circle Professorship in Accounting:* Thomas W. Lin, Ph.D., C.M.A.

*Arthur Andersen & Co. Alumni Professorship in Accounting:* Theodore J. Mock, Ph.D.

*Joseph A. DeBell Professorship in Business Administration:* Mark L. DeFond, Ph.D., C.P.A.

*Ernst & Young Professorship in Accounting:* William W. Holder, D.B.A., C.P.A.

*KPMG Foundation Professorship in Accounting:* S. Mark Young, Ph.D.\*

*PricewaterhouseCoopers Auditing Professor:* Zoe-Vonna Palmrose, Ph.D., C.P.A.

*USC Accounting Associates Professorship in Accounting:* Sarah E. Bonner, Ph.D., C.P.A.

*Professors:* Jerry L. Arnold, Ph.D., C.P.A.; Sarah E. Bonner, Ph.D., C.P.A.; Michael A. Diamond, Ph.D., C.P.A.; E. John Larsen, D.B.A., C.P.A.; Daniel E. O'Leary, Ph.D., C.P.A., C.M.A., S.I.S.A.; Zoe-Vonna Palmrose, Ph.D., C.P.A.; Charles W. Swenson, Ph.D., C.P.A.

*Associate Professors:* John J. Barcal, J.D., C.P.A.; James G. Manegold, Ph.D.; K.R.

Subramanyam, Ph.D.; Robert H. Trezevant, Ph.D.; Shiing-Wu Wang, Ph.D.

*Assistant Professors:* Rebecca Hann, Ph.D.; MingYi Hung, Ph.D.; Kevin Kobelsky, Ph.D., C.A.; Michal Matejka, Ph.D.; Wim Van der Stede, Ph.D.

*Professors of Clinical Accounting:* Rubin A. Davila, M.B.A., C.P.A.; Brenda Flores, M.B.A., C.P.A.; Chrislynn Freed, M.B.A., C.P.A.; Merle Hopkins, Ph.D.; Cecil W. Jackson, Ph.D.; Joseph L. Keller, M.S.; Patricia Mills, J.D., L.L.H.; Leslie R. Porter, Ph.D.; Robert S. Roussey, B.S., C.P.A.; Robert Scharlach, B.S., C.P.A.; Kendall Simmonds, M.B.A., C.P.A.\*

*Associate Professors of Clinical Accounting:* Solomon Darwin, M.B.A.; Rose M. Layton, M.Acc., C.P.A.

*Emeritus Professors:* Anelise N. Mosich, Ph.D., C.P.A.; Rodolph H. Redmond, J.D.

\*Recipient of university-wide or school teaching award.

**Academic Departments****Finance and Business Economics**

**Hoffman Hall 701**

(213) 740-6515

FAX: (213) 740-6650

Email: fbe@usc.edu

www.marshall.usc.edu/fbe

*Chair:* Thomas W. Gilligan, Ph.D.

**Faculty**

*Robert R. Dockson Dean's Chair in Business Administration:* Randolph W. Westerfield, Ph.D.

*Charles E. Cook/Community Bank Chair in Banking:* Harry DeAngelo, Ph.D.

*Fred V. Keenan Chair in Finance:* Lawrence Harris, Ph.D.

*E. Morgan Stanley Chair in Business Administration:* Kevin Murphy, Ph.D.

*Lusk Chair in Real Estate:* Stuart Gabriel, Ph.D.

*Charles F. Sexton Chair in American Enterprise:* Tim Campbell, Ph.D.

*Kenneth King Stonier Chair in Business Administration:* Linda DeAngelo, Ph.D.\*

*Ivadelle and Theodore Johnson Professorship in Banking and Finance:* Alan C. Shapiro, Ph.D.

*Charles B. Thornton Professorship in Finance:* Ananth Madhavan, Ph.D.

*Professors:* Warren G. Bennis, Ph.D.; Tim Campbell, Ph.D.; Harry DeAngelo, Ph.D.; Linda DeAngelo, Ph.D.\*; Stuart Gabriel, Ph.D.; Thomas Gilligan, Ph.D.; Lawrence Harris, Ph.D.; Ayse Imrohorglu, Ph.D.; Selahattin Imrohorglu, Ph.D.; Douglas H. Joines, Ph.D.; Ananth Madhavan, Ph.D.; Anthony M. Marino, Ph.D.; John Matsusaka, Ph.D.; Kevin Murphy, Ph.D.; Alan C. Shapiro, Ph.D.; James McN. Stancill, Jr., Ph.D.; Randolph W. Westerfield, Ph.D.

*Associate Professors:* David Dale-Johnson, Ph.D.; J. Kimball Dietrich, Ph.D.; Dennis W. Draper, Ph.D.; Richard V. Eastin, Ph.D.\*; Yasushi Hamao, Ph.D.; Aris Protopapadakis, Ph.D.; Mark I. Weinstein, Ph.D.

*Assistant Professors:* Joseph Chen, Ph.D.; Darin Clay, Ph.D.; Christopher Jones, Ph.D.; Krishna Kumar, Ph.D.; Lionel Martellini, Ph.D.; Micah Officer, Ph.D.; Oguzhan Ozbas, Ph.D.; Christian L. Redfearn, Ph.D.; Jan Zabochnik, Ph.D.; Fernando Zapatero, Ph.D.

*Instructor:* Lior Menzly, M.S.

*Lecturer:* Jaihyun Nahm, Ph.D.

*Professors of Clinical Finance and Business Economics:* Henry R. Cheeseman, J.D.\*; Suh-Pyng Ku, Ph.D.; Lloyd Levitin, J.D.

*Associate Professors of Clinical Finance and Business Economics:* Baizhu Chen, Ph.D.; C. Kerry Fields, J.D.

\*Recipient of university-wide or school teaching award.

**Information and Operations Management**  
**Bridge Hall 401**  
**(213) 740-0172**  
**FAX: (213) 740-7313**  
**Email: dataylor@marshall.usc.edu**  
**www.marshall.usc.edu/iom**

*Chair:* S. Rajagopalan, Ph.D.

#### **Faculty**

*Justin Dart Professorship in Operations Management:* Richard B. Chase, Ph.D.

*Professors:* Jack R. Borsting, Ph.D.; Richard B. Chase, Ph.D.; Omar El Sawy, Ph.D.; K. Ravi Kumar, Ph.D.\*; Ann Majchrzak, Ph.D.; Daniel E. O'Leary, Ph.D.; S. Rajagopalan, Ph.D.; John E. Rolph, Ph.D.; Bert M. Steece, Ph.D.\*

*Visiting Professor:* Jayabrata Ghosh, Ph.D.

*Associate Professors:* Yehuda Bassok, Ph.D.; Delores A. Conway, Ph.D.\*; Sriram Dasu, Ph.D.; Mendel Fygenon, Ph.D.\*; Richard D. McBride, Ph.D.; Jonathan S. Yormark, Ph.D.

*Assistant Professors:* Ramnath Chellappa, Ph.D.; Il-Horn Hann, Ph.D.; Gareth James, Ph.D.; Robert Josefek, Ph.D.; Christoph Schlueter-Langdon, Ph.D.; Steven Scott, Ph.D.; Greys Susic, Ph.D.; Catherine Sugar, Ph.D.

*Associate Professors of Clinical Information and Operations Management:* Douglas Shook, Ph.D.\*; Constantin Vaitos, Ph.D.

*Assistant Professors of Clinical Information and Operations Management:* Richard Bergin IV, M.S.; Francis Pereira, Ph.D.

\*Recipient of university-wide or school teaching award.

**Management and Organization**  
**Bridge Hall 306**  
**(213) 740-0728**  
**FAX: (213) 740-3582**  
**Email: mordept@marshall.usc.edu**  
**www.marshall.usc.edu/mor**

*Chair:* Thomas G. Cummings, Ph.D.

#### **Faculty**

*Harold Quinton Chair in Business Policy:* Ian Mitroff, Ph.D.

*University Professor; Distinguished Professor of Business Administration:* Warren G. Bennis, Ph.D.

*Distinguished Professor of Business:* Edward E. Lawler, Ph.D.

*Research Professor:* Richard Drobnick, Ph.D.

*Professors:* Paul Adler, Ph.D.; Philip Birnbaum-More, Ph.D.; Sarah E. Bonner, Ph.D., C.P.A.; Tim Campbell, Ph.D.; Richard B. Chase, Ph.D.; Thomas G. Cummings, Ph.D.; Michael J. Driver, Ph.D.; William B. Gartner, Ph.D.; Larry E. Greiner, D.B.A.; Morgan McCall, Ph.D.; Ian Mitroff, Ph.D.; Kathleen Reardon, Ph.D.\*; S. Mark Young, Ph.D.

*Associate Professors:* Arvind Bhambri, D.B.A.; Julia Liebeskind, Ph.D.; Alan L. Patz, Ph.D.; Nandini Rajagopalan, Ph.D.

*Assistant Professors:* Sandy Green, Jr., Ph.D.; Arturs Kalnins, Ph.D.; Ji-Yub Kim, Ph.D.; Peter Kim, Ph.D.; Kyle Mayer, Ph.D.; Christine Porath, Ph.D.; Robert Salomon, Ph.D.

*Instructor:* Mark Kennedy, M.B.A.

*Professors of Clinical Management and Organization:* Judith Blumenthal, Ph.D.; William Gartner, Ph.D.; Thomas Olson, Ph.D.; Robert B. Turrill, Ph.D.

*Associate Professors of Clinical Management and Organization:* Philip Cashia, M.B.A.; Carl W. Voigt, Ph.D.; Morley A. Winograd, B.A.

*Assistant Professors of Clinical Management and Organization:* Thomas D. Arnold, J.D.; Michael Coombs, Ph.D.; Katharine Harrington, Ph.D.

*Research Associate Professor; Center for Effective Organizations:* Christina Gibson, Ph.D.

*Research Assistant Professor; Center for Effective Organizations:* Edith Greenblatt, Ph.D.

\*Recipient of university-wide or school teaching award.

**Marketing**  
**Accounting 306F**  
**(213) 740-5033**  
**FAX: (213) 740-7828**  
**Email: marketing@marshall.usc.edu**  
**www.marshall.usc.edu/marketing**

*Chair:* Valerie Folkes, Ph.D.

#### **Faculty**

*Robert E. Brooker Chair in Marketing:* David W. Stewart, Ph.D. (*Deputy Dean*)

*Joseph A. DeBell Chair in Business Administration:* C.W. Park, Ph.D.

*Richard and Jarda Hurd Chair in Distribution Management:* Gary L. Frazier, D.B.A.\*

*Jerry and Nancy Neely Chair in American Enterprise:* Gerard Tellis, Ph.D.

*Dave and Jeanne Tappan Chair in Marketing:* Shantanu Dutta, Ph.D.; Allen Weiss, Ph.D.

*Ernest Hahn Professorship in Marketing:* Fred S. Zufryden, Ph.D.

*Professors:* Richard B. Chase, Ph.D.; Valerie Folkes, Ph.D.; Gary L. Frazier, D.B.A.\*; Deborah J. MacInnis, Ph.D.; C.W. Park, Ph.D.; David W. Stewart, Ph.D.; Gerard Tellis, Ph.D.; Fred S. Zufryden, Ph.D.

*Associate Professors:* Shantanu Dutta, Ph.D.; Michael Kamins, Ph.D.\*; Siddarth Sivaramakrishnan, Ph.D.\*; Allen Weiss, Ph.D.

*Assistant Professors:* Alexander Fedorikhin, Ph.D.; Andrea Morales, Ph.D.; Rakesh Niraj, Ph.D.; Joseph C. Nunes, Ph.D.; Catarina Sismeiro, Ph.D.; Eric A. Yorkston, Ph.D.

*Professor of Clinical Marketing:* Dennis Rook, Ph.D.

*Associate Professors of Clinical:* Diane Badame, Ph.D.; James Ellis, M.B.A.; Rex Kovacevich, M.B.A.\*; Dennis Schorr, Ph.D.

*Assistant Professor of Clinical Marketing:* Craig Jennings, Ph.D.

\*Recipient of university-wide or school teaching award.

#### **Emeritus Faculty**

*Emeritus Quinton Professor of Research:* Olaf K. Helmer, Ph.D.

*Emeritus Professors:* Guilford C. Babcock, Ph.D.; Douglas Basil, Ph.D.; James D. Calderwood, Ph.D.; Robert Coffey, Ph.D.; William F. Crum, Ph.D., C.P.A.; Ben M. Enis, Ph.D.; Warren Erickson, Ph.D.; John E. Fleming, D.B.A.; Olaf K. Helmer; William C. Himstreet, Ed.D.; John Jaeger, Ph.D.; Walter B. Meigs, Ph.D., C.P.A.; Anelise N. Mosich, Ph.D., C.P.A.; Burt Nanus, Ph.D.; Rodolph H. Redmond, J.D.\*; Alan Rowe, Ph.D.; George Schick, Ph.D.; Norman Sigband, Ph.D.; Jack D. Steele, D.B.A.; James Stevenson, Ph.D.

#### **Academic Centers**

##### **Center for Management Communication**

Accounting 400  
(213) 740-0627  
FAX: (213) 740-9428  
Email: [cmc@marshall.usc.edu](mailto:cmc@marshall.usc.edu)  
[www.marshall.usc.edu/mcom](http://www.marshall.usc.edu/mcom)  
Director: Shirley C. Maxey, M.A.\*

#### **Faculty**

*Professors of Clinical Management Communication:* J. Douglas Andrews, Ph.D.; Brenda Flores, M.B.A., C.P.A.; Shirley C. Maxey, M.A.\*

*Associate Professors of Clinical Management Communication:* Ellen-Linnea Dipprey, M.P.W.; Paul Frommer, Ph.D.; James Gosline, M.P.W.; Anne Hill, M.A.; David Logan, Ph.D.; Suzanne Savary, Ph.D.

*Assistant Professors of Clinical Management Communication:* Jolanta M. Aritz, Ph.D.; Lee Cerling, Ph.D.; Sandra Chrystal, Ph.D.; Stacy Geck, M.A.; Reginald Hubbard, Ph.D.; Lucy Lee, Ph.D.; Sharoni Little, Ph.D.; Donna Miles, M.A.; Greg Patton, M.A.; Naomi Warren, Ph.D.

*Senior Lecturer:* Jeff Smith, M.A.

*Lecturers:* Yolanda Kirk, M.A.; Martha Townsend, M.A.

\*Recipient of university-wide or school teaching award.

#### **Lloyd Greif Center for Entrepreneurial Studies**

Bridge Hall 1  
(213) 740-0641  
FAX: (213) 740-2976  
Email: [entrepreneur@marshall.usc.edu](mailto:entrepreneur@marshall.usc.edu)  
[www.marshall.usc.edu/entrepreneur](http://www.marshall.usc.edu/entrepreneur)  
Director: Gene Miller, J.D.

#### **Faculty**

*Henry W. Simonsen Chair in Entrepreneurship:* William B. Gartner, Ph.D.

*Professors of Clinical Entrepreneurship:* Kathleen R. Allen, Ph.D.\*; William H. Crookston, Ph.D.; William B. Gartner, Ph.D.; Thomas J. O'Malia, M.B.A.\*

*Assistant Professor of Clinical Entrepreneurship:* Gene Miller, J.D.

\*Recipient of university-wide or school teaching award.

#### **Research Centers and Institutes**

Advanced Technologies in Information Systems Program  
Accounting 208  
(213) 740-4856  
FAX: (213) 747-2815  
Email: [doleary@marshall.usc.edu](mailto:doleary@marshall.usc.edu)  
Director: Daniel O'Leary, Ph.D.

#### **Center for Accounting Research**

Accounting 230  
(213) 740-4838  
FAX: (213) 747-2815  
Email: [kmerchant@marshall.usc.edu](mailto:kmerchant@marshall.usc.edu)  
Director: Kenneth Merchant, Ph.D.

#### **Center for Effective Organizations**

Bridge Hall 204G  
(213) 740-9814  
FAX: (213) 740-4354  
Email: [elawler@marshall.usc.edu](mailto:elawler@marshall.usc.edu)  
[www.marshall.usc.edu/CEO](http://www.marshall.usc.edu/CEO)  
Director: Edward Lawler, Ph.D.

#### **Center for International Business Education and Research**

Student Administrative Services 212  
(213) 740-2852  
FAX: (213) 740-2858  
Email: [cibear@marshall.usc.edu](mailto:cibear@marshall.usc.edu)  
[www.marshall.usc.edu/CIBEAR](http://www.marshall.usc.edu/CIBEAR)  
Director: Richard Drobnick, Ph.D.

#### **Center for Investment Studies**

Hoffman Hall 802  
(213) 740-0674  
FAX: (213) 747-6465  
Director: Randolph W. Westerfield, Ph.D.

#### **Center for Telecommunications Management**

Davidson Conference Center 217  
(213) 740-0980  
FAX: (213) 747-1602  
[www.marshall.usc.edu/CTM](http://www.marshall.usc.edu/CTM)  
Director: Morley Winograd, B.A.

#### **Leadership Institute**

Bridge Hall 308A  
(213) 740-0728  
FAX: (213) 747-3582  
Email: [leadership@usc.edu](mailto:leadership@usc.edu)  
[www.marshall.usc.edu/MOR](http://www.marshall.usc.edu/MOR)  
Executive Director: Thomas Cummings, Ph.D.

#### **SEC and Financial Reporting Institute**

Accounting 117  
(213) 740-4838  
FAX: (213) 747-2815  
Email: [wholder@marshall.usc.edu](mailto:wholder@marshall.usc.edu)  
Director: William Holder, D.B.A.

#### **USC Lusk Center for Real Estate**

Ralph and Goldy Lewis Hall 331B  
(213) 740-5000  
FAX: (213) 740-26170  
[www.usc.edu/lusk](http://www.usc.edu/lusk)  
Director: Stuart Gabriel, Ph.D.

## Undergraduate Degrees

### Bachelor of Science

The Marshall School of Business offers curricula leading to the undergraduate degree Bachelor of Science with a major in Business Administration or Accounting. Three additional Bachelor of Science degrees as joint programs are also offered.

The curricular requirements for the Bachelor of Science degree fall into two parts: lower division (first and second years) and upper division (third and fourth years).

In the first two years, all students share a common curriculum designed primarily to provide a sound general education in basic liberal arts subjects. In addition, students complete prerequisite courses that form the foundation for upper division course work in business. In the last two years, students devote most of their study to the field of business.

#### Admission

In order for students to develop a sound liberal arts foundation and to encourage exploration of a wide range of majors, freshmen, except as noted below, are not generally admitted directly to the Marshall School of Business. Usually, students are admitted to the College of Letters, Arts and Sciences as "pre-business" majors, although this is not a prerequisite for admission to the business school in the junior year or earlier. However, certain students are admitted directly into the school as freshmen through the Business Scholars Program. Admission under this program is based on scholastic merit reflected in combined SAT scores and high school GPA. Students qualifying for admission under this program are notified by letter following submission of their USC application, where business was indicated as their first choice of major. Soon after their admission to the Marshall School as Business Scholars, they are given the opportunity to apply for one of three joint programs that are available to them. These joint programs are: (1) Bachelor of Science in Business Administration (Cinema-Television) or Entertainment Management; (2) Bachelor of Science in Business Administration (East Asian Studies); and (3) Bachelor of Science in Business Administration (International Relations) or Global Management.

Students admitted through this program are permitted to take BUAD 304 Organizational Behavior in their freshman year. In addition, special academic advisement, guest lectures, alumni mentoring and symposia are features of this program.

All pre-business majors are expected to complete at least one prerequisite requirement each semester until admitted to the Marshall School of Business. Pre-business students are also expected to begin their math requirements during their freshman year and, at the very least, complete MATH 117 by the end of the first year with a grade of C or better.

*Students who have completed more than 64 units of course work at USC and who have not been admitted to the Marshall School will automatically have their pre-business designation removed, necessitating the selection of another major.*

Incoming transfer students admitted to USC as pre-business students with 64 transferable units will be permitted to complete 16 additional units at USC, which must include remaining prerequisites. If the transfer student is not admitted to the Marshall School of Business within that time, his or her pre-business designation will automatically be removed, and he or she will need to declare another major. Admission to the program is based on two major criteria: (1) GPA in prerequisite courses (WRIT 140; MATH 117, 118, 218; ECON 203 and 205; and ITP 101x); and (2) overall GPA. Other factors, such as involvement in extra-curricular activities, community service, leadership and work experience will be considered as complements to the academic record but will not be viewed as substitutes for grades and/or GPA. Strong emphasis is placed on prerequisite courses. Students should note that repeated prerequisite courses without substantial grade improvement will not positively influence eligibility for admission.

Students applying to the program who successfully complete the prerequisites with grades of B or better and maintain an overall GPA of at least 3.0 will be accepted. Students who do not meet these standards may apply and may be admitted depending upon other eligibility factors (cited above), student demand and space availability.

A student applying directly to the Marshall School of Business as a transfer from another institution will be more competitive with a 3.0 GPA. Transfer students will be admissible without having completed the equivalent of MATH 218 since most colleges do not offer this course. These students will be expected to complete this course during their first semester of enrollment.

All questions regarding eligibility, admissions criteria or the admissions process should be directed to the Marshall School of Business Office of Undergraduate Advising, Bridge Hall 105, (213) 740-8885.

Students who have not been admitted to the Marshall School of Business may complete a maximum of 20 business units at USC. No further course work may be taken until admitted. Students who complete the maximum number of units without gaining admission to the school will be advised to select another major. Students are encouraged to contact the school's Office of Undergraduate Advising, Bridge Hall 104, (213) 740-0690, for advisement and assistance in planning a program that will satisfy general education requirements and prerequisites required for admission. In certain cases when admission to the Marshall School is unlikely, students may be referred to the Office of College Advising, CAS 120, (213) 740-2534, to consult with an advisor to select another major.

The Marshall School of Business offers two primary degrees: the Bachelor of Science in Business Administration and the Bachelor of Science in Accounting. Students who are admitted to the Bachelor of Science in Business and, at a later date, wish to change to the Bachelor of Science in Accounting, should contact the Leventhal School of Accounting. If the minimum grade requirements of the Leventhal School of Accounting are met, a change of degree request will be approved. Students admitted to the B.S. in Accounting who wish to change to the B.S. in Business should also contact the Marshall School of Business Admission Office, Bridge Hall 105, for the official change in degree objective.

In addition, the Marshall School of Business offers three separate bachelor's degrees for Business Scholars admitted to joint programs with the School of Cinema-Television, the Program in East Asian Studies, and the School of International Relations.

### Marshall Honors Program

The Marshall Honors Program is open to all majors in business. Freshmen entering the Marshall School as business and accounting scholars may be admitted directly into the Marshall Honors Program. Continuing USC students and transfer students may also apply for admission to the program. Admission requires a minimum overall GPA of 3.5 for continuing USC students and a 3.7 GPA for transfer students, as well as approval by the academic director of the Honors Program. Successful completion of the program requires a minimum GPA of 3.5 in all business courses as well as an overall 3.0 USC GPA.

### Advisement

Academic advisement is provided through the Marshall School of Business Office of Undergraduate Advising in Bridge Hall 104, (213) 740-0690. Business students will be required to meet with an academic advisor before registering, and this requirement will be in effect until 24 USC units are completed. However, all students are encouraged to see an academic advisor on a regular basis. Pre-business students will have a mandatory advisement restriction until they have been admitted to the Marshall School of Business or have declared another major. *Pre-business students may hold pre-business status only until the completion of 64 units. If a pre-business student has not received admission to the Marshall School of Business by the sixty-fourth unit, his or her pre-business designation will be removed automatically and he or she must declare another major.*

A record of each student is kept on file in Bridge Hall 104. Appointments for advising may be scheduled at most times during the academic year. However, during busy times such as the preregistration, registration and drop/add periods, advisors are available on a walk-in basis only. For simple questions, students may send email to advisors at [asktheadvisor@marshall.usc.edu](mailto:asktheadvisor@marshall.usc.edu). An advisor will respond to students within 24 hours during weekdays. Answers to more complicated questions may require the student to meet with an advisor.

### Marshall Undergraduate Student Services

The Marshall School of Business recognizes the importance of integrating education with experience. Undergraduate Student Services, in cooperation with the USC Career Planning and Placement Center, provides business school undergraduates with assistance in

finding internships, focusing on career issues and obtaining guidance from successful alumni. Students who actively participate in these programs maximize their opportunities for professional development and employment after graduation.

Students who take an active part in the Career Advantage Program, a mentoring program, are teamed with a small group of other students and an executive mentor for career guidance and networking support. These students enter the job market after graduation with important networking skills and extended knowledge of the variety of career possibilities that business and industry have to offer.

In addition to these programs, students are encouraged to participate in Marshall student organizations, numbering more than 20, to build leadership, teamwork and networking skills. The Student Services Office also offers seven international programs in Asia, Australia and Europe. Through these programs, students spend a semester overseas and fulfill courses in their senior concentration.

For further information, contact Marshall Undergraduate Student Services, Bridge Hall 103, (213) 740-5705 or send email to [caradvan@usc.edu](mailto:caradvan@usc.edu).

### Honor Societies

Beta Gamma Sigma is the national honor society for business students. The Marshall School of Business chapter has been active since 1923. Juniors in the top five percent of the class and seniors in the top 10 percent of the class are eligible to join. For further information, contact Undergraduate Student Services, Bridge Hall 103.

### Registration

Students may register for business courses directly by using the Touch-Tone or Web registration systems, according to their scheduled appointment times. Appointment times are based on number of units completed, i.e., seniors have the first opportunity to register for a course. *Therefore, it is important that students register as soon as their appointment time allows or their priority standing will be lost.*

Although there is a high demand for all required business classes, every effort is made to ensure that the demand is met. Students register for core courses until they are filled. There are no wait lists for core courses. The best method of ensuring that students get a core class that they need at their preferred times is to register on time. Students who are late in registering for their core courses will usually get them but at another time. The Marshall School of

Business maintains wait lists for concentration classes because it is difficult to predict how many students will choose a particular concentration. Students may be put on the wait list in Bridge Hall 104. *However, students may not be on a wait list for one section of a course and enroll in another section of the same course. It should be noted that being on a wait list does not guarantee a seat in a class.* Therefore, students are strongly advised to register in an open class whenever possible.

Many required core classes have mandatory Friday labs and students can expect that they may have a class schedule that meets up to five days a week. Outside work commitments and other activities should be planned accordingly.

### Transferring College Credit

#### Community College Courses

USC has established articulation agreements with all community colleges throughout California. Most academic courses are acceptable for transfer credit from a two-year school, but students will not receive credit for remedial course work. Courses that do not appear on the articulation agreement are not transferable. A maximum of 64 semester units may be transferred from community colleges. Check with the Degree Progress Department (Student Administrative Services 010) for information about transferable courses or see a business advisor in Bridge Hall 104.

Official transcripts of college work taken elsewhere must be submitted at the time of application to the USC Office of Admission. A credit evaluation will be completed which will list transfer courses accepted for credit. All business courses completed at a two year college, if transferable, will be considered elective credit.

There is one exception to this policy: Students may transfer two semesters of introductory accounting and receive credit equivalent to one semester of introductory accounting at USC. Then students can register for BUAD 305 Abridged Core Concepts of Accounting Information and complete their accounting course requirement in one semester at USC. In this case, students would not be required to take BUAD 250ab. This policy applies only to students who transfer to USC after completing a substantial number of units at USC and not to students who matriculate to USC as freshmen.

#### Four Year Colleges

Most courses of an academic nature are acceptable for unit credit from all fully accredited four year institutions. If they do not satisfy specific subject requirements at USC, they will be accepted for elective course credit.

Students are urged to complete all their required business courses at USC. All business courses from four year institutions, if transferable, will be considered elective credit unless a challenge examination is passed. All upper division core classes, with the exception of BUAD 497 Managerial Decision-Making and Planning, may be challenged. Students should consult with an academic advisor in Bridge Hall 104 to initiate the challenge examination process.

### International Business Courses

The interest in international business is reflected in the curricula of the school. Such courses as the following permit students to broaden their understanding of this increasingly important part of America's world-wide involvement: international trade and commercial policy, financial management of multinational corporations, international finance, multinational marketing, and international management practices and negotiation.

There is also an international exchange program which allows students to satisfy their concentration requirement through study abroad. For further information, contact the Office of Undergraduate Student Services in Bridge Hall 103.

### General Education Requirements

The university's general education program provides a coherent, integrated introduction to the breadth of knowledge you will need to consider yourself (and to be considered by other people) a generally well-educated person. This new program requires six courses in different categories, plus writing and diversity requirements, which are described in detail in the General Education program, page 179.

### Lower Division Requirements

A total of 60 units of non-business course work is required for the B.S. degree in Business Administration. Students are expected to complete their prerequisites, general education requirements and BUAD 250ab Core Concepts of Accounting Information before enrolling in upper division business classes (except for business scholars). See the sample programs on the following pages for scheduling suggestions. Transfer students may meet individual subject requirements with three semester units or four quarter units.

Successful completion of upper division courses for which lower division courses are prerequisites does not constitute a basis for waiving the lower division courses. For example, a student who passes BUAD 310 Applied Business Statistics prior to taking MATH 218 will not be waived from the MATH 218 requirement.

In addition, international students working toward the business degree are expected to take and successfully complete ALI 262 English for International Business Undergraduates prior to enrolling in BUAD 302 Business Communication. Exceptions to this policy may be granted through the ALI waiver process.

### ADDITIONAL LOWER DIVISION REQUIREMENTS

(BUSINESS PREREQUISITES)		UNITS
ECON 203	Principles of Microeconomics	4
ECON 205	Principles of Macroeconomics	4
ITP 101x	Introduction to Information Technology	4
MATH 117	Introduction to Mathematics for Business and Economics (MATH 108 may be substituted or may be waived by placement examination)	4
MATH 118x	Fundamental Principles of the Calculus (MATH 125 Calculus I may be substituted)	4
MATH 218	Probability for Business	4
WRIT 140	Writing and Critical Reasoning	4

It is recommended that the required accounting courses, BUAD 250ab Core Concepts of Accounting Information or BUAD 305 Abridged Core Concepts of Accounting Information, be completed before enrolling in upper division courses; however, they do not need to be completed for admission to the Marshall School of Business.

A maximum of 24 units of undergraduate course work may be taken pass/no pass and used toward the B.S. degree in Business Administration. However, all prerequisites for business and all business courses must be taken for a letter grade. As of fall 1997, no more than four units of credit (or one course) counting toward the general education categories may be taken on a pass/no pass basis. The writing requirement cannot be taken on a pass/no pass basis.

### Sample Lower Division Program

The following sample program does not represent a required sequence of study; rather, it serves as a guideline.

FIRST YEAR, FIRST SEMESTER		UNITS
MATH 117	Introduction to Mathematics for Business and Economics	4
WRIT 140*	Writing and Critical Reasoning	4
General Education*	Social Issues	4
ECON 203	Principles of Microeconomics	4
		<hr/>
		16

\*Taken concurrently.

FIRST YEAR, SECOND SEMESTER		UNITS
ITP 101x	Introduction to Information Technology	4
ECON 205	Principles of Macroeconomics	4
MATH 118	Fundamental Principles of the Calculus	4
General Education	Choose from Category I, II, III or IV	4
		<hr/>
		16

  

SECOND YEAR, FIRST SEMESTER		UNITS
BUAD 250a	Core Concepts of Accounting Information	4
MATH 218	Probability for Business	4
General Education	Choose from Category I, II, III, or IV	4
General Education	Category V	4
		<hr/>
		16

SECOND YEAR, SECOND SEMESTER		UNITS
BUAD 250b	Core Concepts of Accounting Information	4
BUAD 310	Applied Business Statistics	4
General Education	Choose from Category I, II, III or IV	8
		<hr/>
		16

### Upper Division Requirements

In general, students will not be expected to enroll in any business subjects beyond the introductory accounting courses until the junior year. The program of required core courses is designed to provide the student with a solid foundation in the analytical tools and the organizational aspects of business in a private enterprise economy.

### Junior Year and Senior Year Program

Business majors are expected to complete the following core program during their junior and senior years. Students are urged to complete most of these courses during the junior year so that they are better prepared to continue on to their areas of concentration.

UPPER DIVISION CORE PROGRAM		UNITS
BUAD 302	Business Communication	4
BUAD 304	Organizational Behavior	4
BUAD 306	Business Finance	4
BUAD 307	Marketing Fundamentals	4
BUAD 310	Applied Business Statistics	4
BUAD 311	Operations Management	4
BUAD 350	Macroeconomic Analysis for Business Decisions, or	
BUAD 351	Economic Analysis for Business Decisions	4
BUAD 403	Legal Environment of Business	4
BUAD 497	Managerial Decision-Making and Planning (for seniors only)	4

### Sample Upper Division Program

JUNIOR YEAR, FIRST SEMESTER		UNITS
BUAD 304	Organizational Behavior	4
BUAD 306	Business Finance	4
BUAD 307	Marketing Fundamentals	4
WRIT 340	Advanced Writing	4
		16

JUNIOR YEAR, SECOND SEMESTER		UNITS
BUAD 302	Business Communication	4
BUAD 311	Operations Management	4
BUAD 350	Macroeconomic Analysis for Business Decisions, or	
BUAD 351	Economic Analysis for Business Decisions	4
BUAD 403	Legal Environment of Business	4
		16

SENIOR YEAR, FIRST SEMESTER		UNITS
BUAD 497	Managerial Decision-Making and Planning (for seniors only)	4
Free elective		4
Concentration Class		4
Concentration Class		4
		16

SENIOR YEAR, SECOND SEMESTER	UNITS	
Non-business elective	4	
Free elective	4	
Concentration Class	4	
Concentration Class	4	
		16

### Areas of Concentration

In addition to the core courses, students are required to concentrate in an area of business. The intent is for students to gain a deeper understanding of a specific field in which they have career and/or personal interests.

A concentration consists of four emphasis courses (16 units) offered by the Marshall School of Business, usually from the same academic area. However, concentrations may be individually designed with prior approval of an academic advisor. Students can also satisfy the concentration requirement through participation in a Marshall School of Business sponsored international exchange program. For information about this program contact the Undergraduate Student Services Office, Bridge Hall 103. Please note that the Leventhal School of Accounting requires eight courses (26 units) beyond BUAD 250ab. Students wanting information on the Bachelor of Science in Accounting should refer to the Accounting section of this catalogue.

### Business Administration 490x

Business Administration 490x Directed Research is designed to provide the student with an opportunity to pursue research above and beyond the normal course offerings. This course is open to seniors with a 3.0 or better grade point average who have obtained approval from a faculty sponsor, the department chair and the director of the Undergraduate Student Services and Advisement Office, by the semester prior to enrollment. Units are assigned on a variable basis with a maximum of eight units toward an undergraduate degree, four units per semester.

### Electives

To accumulate the 128 units required for the bachelor's degree, the business curriculum allows for eight units taken as free electives. These elective units are in addition to the business core and concentration requirements. Students may also need to take additional non-business electives in order to reach the required 60 non-business units.

### Grade Point Average Requirements

In addition to meeting university GPA requirements, a minimum grade point average of 2.0 (A = 4.0) in upper division business courses is required for graduation.

### Bachelor of Science in Business Administration (Cinema-Television)

Entertainment Management is a joint program consisting of courses offered by both the Marshall School of Business and the School of Cinema-Television. Students successfully completing the program receive a Bachelor of Science in Business Administration with an emphasis in Cinema-Television. The program is offered to freshmen admitted to the Marshall School of Business as Business or Accounting Scholars.

### Requirements for Completion

To successfully complete the program, students must satisfy all requirements for the Bachelor of Science degree in business as well as an additional 24 units in cinema-television which specifically address the business side of the industry.

BUSINESS REQUIREMENTS		UNITS
BUAD 250ab	Core Concepts of Accounting Information	4-4
BUAD 302	Business Communication	4
BUAD 304	Organizational Behavior	4
BUAD 306	Business Finance	4
BUAD 307	Marketing Fundamentals	4
BUAD 310	Applied Business Statistics	4
BUAD 311	Operations Management	4
BUAD 350	Macroeconomic Analysis for Business Decisions, or	
BUAD 351	Economic Analysis for Business Decisions	4
BUAD 403	Legal Environment of Business	4
BUAD 497	Managerial Decision-Making and Planning	4
Concentration	BUAD	4
Concentration	BUAD	4
Total business units		52

CINEMA-TELEVISION REQUIREMENTS		UNITS
CTCS 190	Introduction to Cinema	4
CTCS 191	Introduction to Television and Video	4
CTPR 410	The Movie Business: From Story Concept to Exhibition	2
CTPR 460*	Film Business Procedures and Distribution	2 or 4
CTPR 461	TV Station Management	2
Concentration	CTPR 460 Film Business Procedures and Distribution	4
Concentration	CTPR 495 Internship in Cinema/Television	4
Total cinema-television units:		24
Total program units:		76

\*CTPR 460 has 2 or 4 units (depending on the semester. CTPR 460 will be taken for 2 or 4 units; it may be taken for a maximum of 8 units).

### Bachelor of Science in Business Administration (East Asian Studies)

Business and East Asian Studies is a joint program consisting of courses offered by both the Marshall School of Business and the East Asian Studies Center. Students successfully completing the program receive a Bachelor of Science in Business Administration with an emphasis in East Asian Studies. The program is offered to freshmen admitted to the Marshall School of Business as Business or Accounting Scholars.

#### Requirements for Completion

To successfully complete the program, students must satisfy all requirements for the Bachelor of Science degree in business as well as an additional 24 units in East Asian Studies.

Although not required, students are strongly encouraged to enroll in two summer sessions of a Language for Special Purposes Program offered at the USC Language Center. This is a non-credit program involving intensive language training to complement the particular area of study selected by the student.

BUSINESS REQUIREMENTS		UNITS
BUAD 250ab	Core Concepts of Accounting Information	4-4
BUAD 302	Business Communication	4
BUAD 304	Organizational Behavior	4
BUAD 306	Business Finance	4
BUAD 307	Marketing Fundamentals	4
BUAD 310	Applied Business Statistics	4
BUAD 311	Operations Management	4
BUAD 350	Macroeconomic Analysis for Business Decisions, or	4
BUAD 351	Economic Analysis for Business Decisions	4
BUAD 403	Legal Environment of Business	4
BUAD 497	Managerial Decision-Making and Planning	4
Concentration	BUAD	4
Concentration	BUAD	4
Total business units		52

EAST ASIAN AREA STUDIES REQUIREMENTS		UNITS
EALC 110	East Asian Humanities: The Great Tradition	4
EALC 340	Japanese Civilization, or	
EALC 345	Korean Civilization, or	
EALC 350	Chinese Civilization	4
ECON 343	Economic Development of East Asia	4
POSC 355	Politics of East Asia	4
Concentration*	EASC	4
Concentration	IR 360 International Relations of the Pacific Rim	4
Total East Asian units:		24
Total program units:		76

\*Select one history course from: HIST 333 Korea: The Modern Transformation, HIST 337 Japan Since 1945, HIST 340 History of China Since 1800.

### Bachelor of Science in Business Administration (International Relations)

Global Management is a joint program consisting of courses offered by both the Marshall School of Business and the School of International Relations. Students successfully completing the program receive a Bachelor of Science in Business Administration with an emphasis in International Relations. The program is offered to freshmen admitted to the Marshall School of Business as Business or Accounting Scholars.

#### Requirements for Completion

To successfully complete the program, students must satisfy all requirements for the Bachelor of Science degree in business as well as an additional 24 units in international relations from the courses listed below.

BUSINESS REQUIREMENTS		UNITS
BUAD 250ab	Core Concepts of Accounting Information	4-4
BUAD 302	Business Communication	4
BUAD 304	Organizational Behavior	4
BUAD 306	Business Finance	4
BUAD 307	Marketing Fundamentals	4
BUAD 310	Applied Business Statistics	4
BUAD 311	Operations Management	4
BUAD 350	Macroeconomic Analysis for Business Decisions, or	4
BUAD 351	Economic Analysis for Business Decisions	4
BUAD 403	Legal Environment of Business	4
BUAD 497	Managerial Decision-Making and Planning	4
Concentration	BUAD	4
Concentration	BUAD	4
Total business units		52

INTERNATIONAL RELATIONS REQUIREMENTS		UNITS
IR 210	International Relations: Introductory Analysis	4

#### International Political Economy Courses (4 units)

Choose one:

IR 324	Multinational Enterprises and World Politics	
IR 325	Rich and Poor States in the World Political Economy	
IR 326	U.S. Foreign Economic Policy	
IR 330	Politics of the World Economy	

#### International Relations Regional Courses (8 units)

Choose two:

IR 333	China in International Affairs	
IR 345	Russian and Soviet Foreign Policy	
IR 360	International Relations of the Pacific Rim	
IR 361	The Asia-Pacific in International Affairs	

IR 362	The International Relations of the Contemporary Middle East	
IR 363	Middle East Political Economy	
IR 364	International Relations of the Middle East: 1914-1950	
IR 365	U.S. Responses to Revolutionary Change in Latin America and the Caribbean	
IR 367	Africa in International Affairs	
IR 369	Contemporary European International Relations	
IR 383	Third World Negotiations	
IR 385	European Foreign Policy and Security Issues	
IR 439	Political Economy of Russia and Eurasia	
IR 442	Japanese Foreign Policy	
IR 464	U.S. Policy towards the Middle East: 1950 to the Present	
IR 465	Contemporary Issues in United States-Latin American Relations	
IR 467	Problems in African International Politics	
IR 468	European Integration	

#### International Relations Electives (8 units)

Choose two:

Students may pick electives from any of the other categories as well.

IR 305	Managing New Global Challenges	
IR 306	International Organizations	
IR 315	Ethnicity and Nationalism in World Politics	
IR 316	Women and Global Issues	
IR 323	Politics of Global Environment	
IR 341	Foreign Policy Analysis	
IR 344	Developing Countries in World Politics	
IR 381	Introduction to International Security	
IR 382	Order and Disorder in Global Affairs	
IR 402	Theories of War	
IR 405	International Bargaining and Decision Theory	
IR 427	Seminar on Economics and Security	
IR 444	Global Forces and Political Change	
IR 483	War and Diplomacy: The U.S. in World Affairs	
MDA 310	Introduction to Peace and Conflict Studies	

Total international relations units: 24

Total program units: 76

**Business Minor**

A minor in business is available to students in all schools and departments at USC. This provides the opportunity for non-business majors to gain understanding of the basic concepts and tools of business. To be approved for the business minor, students must have completed a minimum of 32 units of college-level courses and attained a minimum overall GPA of 2.75. Successful completion of the business minor requires a minimum GPA of 2.0 in the following courses:

MINOR COURSE REQUIREMENTS		UNITS
BUAD 200x*	Economic Foundations for Business	2
BUAD 215x	Foundations of Business Finance	4
BUAD 302	Business Communication	4
BUAD 304	Organizational Behavior	4
BUAD 307	Marketing Fundamentals	4
ACCT 410x	Accounting for Non-Business Majors	4

Choose *one* of the following:

BUAD 403	Legal Environment of Business	4
FBE 400x	Introduction to Real Estate Finance and Development	4

\*Students who have taken ECON 203 and 205 will be waived out of BUAD 200x.

**Minor in Advertising**

The School of Journalism and the Marshall School of Business offer a 24-unit advertising minor for students interested in building a career in or developing a better understanding of the field of advertising. It explores the key role played by advertising in today's global economy. At no time has advertising been more successful or more controversial than it is today, and this program will explore both the positives and the negatives.

Emphasis is placed throughout the program on both the practical skills required to meet the demands of the marketplace and the theoretical underpinnings of those practices. Program content includes: the history of

advertising; creation of written and visual advertising elements; the measurement, selection and analysis of media; the concept of "branding"; the role of advertising in creating and maintaining successful brands; the analysis of advertising campaign case studies; and the creation of integrated marketing communications campaigns. See the School of Journalism, page 412, for course requirements.

**Minor in Biotechnology**

The College of Letters, Arts and Sciences departments of biological sciences and chemistry and the Marshall School of Business jointly offer the cross-departmental minor in biotechnology. This minor brings essential knowledge in the basic sciences together with the corporate skills needed in a rapidly growing industry. The minor is especially well suited for the business, biology, chemistry or engineering student seeking a career in business and/or the biomedical/bio-technical sciences. Refer to Biological Sciences, page 207, for a list of required courses.

**Areas of Concentration**

The following pages list suggested areas of concentration offered by individual departments of the Marshall School of Business. These suggestions are intended to guide students in selecting courses for particular areas of interest. The 16-unit concentration

requirement is generally satisfied by taking any four classes from the same academic department (i.e., four FBE, four MKT).

Concentration courses may have prerequisites, and may, in some cases, have a limited availability for enrollment. Also, these courses are not necessarily offered every semester.

**Center for Management Communication**

The centrality of effective communication to the success of business and industrial organizations has long been recognized. Students selecting this concentration seek to develop a depth of understanding of communication theory, practice and skill in written and oral communication; the ability to communicate strategically in the technological world; and techniques to marshal the resources of the business organization for maximum efficiency in day-to-day communication. Variations in a student's choice of business courses are possible and should be discussed with business advisors.

**Business Communication Concentration**

REQUIRED COURSES FOR THIS CONCENTRATION		UNITS
BUCO 445	Oral Communication in Business	4
BUCO 485	Business Communication Management	4

SELECT TWO ADDITIONAL BUSINESS COURSES FOR THE CONCENTRATION (MOR 431 AND MKT 450 ARE STRONGLY SUGGESTED):		UNITS
BUCO 333	Communication in the Working World—Managing Diversity and Conflict	4
MKT 450	Consumer Behavior and Marketing	4
MOR 431	Interpersonal Competence and Development	4
MOR 469	Negotiation and Persuasion	4

Additional non-business electives may be used as free electives.

## Department of Finance and Business Economics

Training in business economics, finance or real estate offers students many attractive career opportunities and always attracts a substantial share of Marshall undergraduate students. The Marshall School's top-ranked Finance and Business Economics Department consists of faculty members who are leading authorities in microeconomics, macroeconomics, corporate finance, investments, financial institutions, financial markets and real estate finance. These academic disciplines are important for business planning and consulting, evaluation of capital investments and corporate strategies, and securities investment analysis, advising and trading. Professors, augmented by leading practitioners in industry, offer a range of upper-level elective courses to prepare Marshall undergraduates for a variety of careers.

The Finance and Business Economics Department offers six senior concentrations in three basic areas: business economics, finance and real estate. Courses in each of these areas stress the development of analytical skills and practice with real-life and case applications providing an essential background to successful careers using finance and economics training. While all FBE senior concentrations have broad relevance for business and consulting, the individual concentrations described below are designed to prepare students with different career interests and goals.

### Business Economics Concentration

The business economics concentration is appropriate for students interested in careers in consulting, banking, research for government or business, or those considering advanced professional degrees such as law or graduate study in economics, finance or other fields. Courses featuring a thorough exposure to issues in applied economics, international economics, policy analysis, business and finance, and law are relevant to those students who want a career in corporate planning or economic consulting. The concentration emphasizes the economic and legal underpinnings of today's businesses and the development and application of computer-based econometric and forecasting models.

REQUIRED COURSES		UNITS
BUAD 350	Macroeconomic Analysis for Business Decisions	4
BUAD 351	Economic Analysis for Business Decisions	4
SELECT THREE ADDITIONAL COURSES		UNITS
FBE 324	The Financial System	4
FBE 416	Managerial Economics	4

FBE 443	Introduction to Forecasting and Risk Analysis	4
FBE 445	Topics in Economic Analysis of Business Strategy and Policy	4
FBE 446	Advanced Topics in Portfolio Management and Investment Strategy	4
FBE 462	International Trade and Commercial Policy	4
FBE 464	International Finance	4

### Finance Concentrations

Three finance concentrations offer a choice for students with specific career interests or who are at an earlier stage in a career choice in finance.

#### Corporate Finance Concentration

The corporate finance concentration prepares students for careers in financial management in the corporate treasury function or as corporate financial analysts, money managers and commercial and investment bankers. Required courses in the corporate finance concentration focus on the central principles of finance — net present value, market efficiency, agency costs, incremental cash flow, information asymmetries, adverse selection, arbitrage, modern portfolio theory, capital asset pricing, assessing and managing foreign exchange risk and sustainable growth. Theory and cases are used to understand the practice of finance in financial and non-financial firms. Topics covered include the valuation of securities, portfolio management, the choice of debt versus equity, dividend policy, the analysis of investment projects, mergers and acquisitions, financial restructuring, management of working capital, international financial management and financial analysis.

SELECT FOUR COURSES		UNITS
ACCT 415x	Intermediate Financial Accounting for Non-Accounting Majors	4
FBE 421	Financial Analysis and Valuation	4
FBE 425	Management of Financial Institutions	4
FBE 431	Financial Policies and Corporate Control	4
FBE 432	Corporate Financial Strategy	4
FBE 433	Compensation, Incentives, and Corporate Governance	4
FBE 436	Financial Management of Multinational Corporations	4
FBE 437	Entrepreneurial Finance: Financial Management of Developing Firms	4
FBE 458	Law and Finance	4
FBE 459	Financial Derivatives	4

#### General Financial Management Concentration

The general financial management concentration is designed for students who have not made a specific career choice but who are interested in finance. Students who complete the general financial management concentration will understand "real world" institutional details and finance principles applied by corporations and others operating in modern developed-economy financial markets. They will have had exposure to a wide range of financial problems and applications. This broad preparation is ideal for students interested in sampling a variety of applications of financial analysis. The courses in this concentration combine solid preparation in basic finance areas of financial analysis and investment strategies with the opportunity to pursue some application areas in greater depth.

SELECT AT LEAST TWO OF THE FOLLOWING COURSES		UNITS
FBE 421	Financial Analysis and Valuation	4
FBE 431	Financial Policies and Corporate Control	4
FBE 432	Corporate Financial Strategy	4
FBE 441	Investments	4
FBE 446	Advanced Topics in Portfolio Management and Investment Strategy	4
SELECT UP TO TWO OF THE FOLLOWING COURSES (FOR A TOTAL OF FOUR COURSES)		UNITS
ACCT 415x	Intermediate Financial Accounting for Non-Accounting Majors	4
FBE 324	The Financial System	4
FBE 425	Management of Financial Institutions	4
FBE 433	Compensation, Incentives, and Corporate Governance	4
FBE 436	Financial Management of Multinational Corporations	4
FBE 437	Entrepreneurial Finance: Financial Management for Developing Firms	4
FBE 440	Trading and Exchanges	4
FBE 458	Law and Finance	4
FBE 459	Financial Derivatives	4
FBE 462	International Trade and Commercial Policy	4
FBE 464	International Finance	4
FBE 470	Advanced Real Estate Analysis	4
FBE 489	Real Estate Capital Markets	4

*Investments and Financial Markets Concentration*

The investments and financial markets concentration provides training for students interested in careers in portfolio management, securities trading, and institutional and retail securities sales (brokerage). Investments and financial markets courses develop specific skills for analyzing and implementing investment strategies and for analyzing specific classes of securities. This training establishes basic principles governing the performance of securities markets and is excellent background for all careers involving raising or investing corporate or government funds.

REQUIRED COURSE		UNITS
FBE 441	Investments	4
SELECT THREE ADDITIONAL COURSES		
FBE 324	The Financial System	4
FBE 421	Financial Analysis and Valuation	4
FBE 425	Management of Financial Institutions	4
FBE 440	Trading and Exchanges	4
FBE 443	Introduction to Forecasting and Risk Analysis	4
FBE 446	Advanced Topics in Portfolio Management and Investment Strategy	4
FBE 459	Financial Derivatives	4
FBE 464	International Finance	4

**Program in Real Estate**

The objective of the Program in Real Estate is to provide in-depth exposure to theoretical and practical issues in real estate markets for students already exposed to the core business discipline. The program provides students with a broad framework of business theory and practice necessary to develop good management skills along with the knowledge of real estate institutions, relevant urban economics theory and theories of real estate market behavior. Courses emphasize applying business decision-making skills to real estate problems. Application areas emphasized in the two real estate options include real estate financing, marketing, investment management and public policy or real estate development.

The Lusk Center for Real Estate, a campus-wide real estate research unit, is a co-venture of the Marshall School of Business and the School of Policy, Planning, and Development. The center facilitates real estate research and coordinates conferences and programs involving industry outreach and student-industry interaction. Specifically, the Lusk Center plays a significant role in placement and mentoring of both graduate and undergraduate students with interests in real estate careers. The Marshall School Program in Real Estate works hand in hand with the Lusk Center and the School of Policy, Planning, and Development to offer real estate students an integrated and current real estate education.

*Real Estate Finance Concentration*

The study of real estate involves the application of business decision-making tools in the real estate industry. Emphasis is placed on economic and financial analysis of issues in real estate markets including those related to investment and development. Securing real estate debt and equity as well as entity level decision making are key parts of the curriculum.

REAL ESTATE FINANCE (16 UNITS)		UNITS
<i>Required:</i>		
FBE 391	Real Estate Finance and Investment	4
<i>Two from:</i>		
FBE 427	Real Estate Law	4
FBE 466	Management of Real Estate Development: Feasibility Studies	4
FBE 470	Advanced Real Estate Analysis	4
FBE 489	Real Estate Capital Markets	4
<i>At least one from:</i>		
FBE 324	The Financial System	4
FBE 421	Financial Analysis and Valuation	4
FBE 425	Management of Financial Institutions	4
FBE 441	Investments	4
FBE 459	Financial Derivatives	4
PPD 435	Analyzing Real Estate Markets for Planning and Development	4

*Real Estate and Construction Management*

Designed for students interested in construction and project management aspects of the real estate development process. Course work includes upper division courses in construction engineering and management from the Civil Engineering Department.

REAL ESTATE AND CONSTRUCTION MANAGEMENT (20-22 UNITS)		UNITS
<i>Required:</i>		
CE 460	Construction Engineering	3
FBE 391	Real Estate Finance and Investment	4
FBE 466	Management of Real Estate Development: Feasibility Studies	4
FBE 470	Advanced Real Estate Analysis	4
<i>Two from:</i>		
FBE 427	Real Estate Law, or Construction Law and the Development Process	3
CE 412	General Construction Estimating	3
CE 461	Construction Methods and Equipment	3
CE 462	Construction Labor Management	3

*Real Estate Development*

Designed for students interested in working at the nexus of real estate, architecture and urban planning. Course work includes upper division courses or courses for non-majors in the School of Policy, Planning, and Development and the School of Architecture.

REAL ESTATE DEVELOPMENT (17-20 UNITS)		UNITS
FBE 391	Real Estate Finance and Investment	4
FBE 466	Management of Real Estate Development: Feasibility Studies	4
FBE 470	Advanced Real Estate Analysis	4
<i>One from:</i>		
ARCH 106x	Workshop in Architecture	2
ARCH 304x	Intensive Survey: Prehistory to the Present	3
GEOG 281L	Environmental Geographic Information Systems	4
PPD 417	History of Planning and Development	4
PPD 435	Analyzing Real Estate Markets for Planning and Development	4
PPD 470	History and Development of Cities	4
<i>One from:</i>		
CE 460	Construction Engineering	3
FBE 427	Real Estate Law	4
FBE 489	Real Estate Capital Markets	4

The Real Estate and Construction Management and Real Estate Development concentrations permit the student to focus on the real estate development process from site acquisition through market analysis, site planning, building massing and concept preparation, cost estimation, entitlement, financing and project and construction management. Understanding this process prepares students for entry level positions with lenders, home-builders, commercial developers, consultants and asset managers.

Students opting for either of these two concentrations are urged to register with the real estate program director by January of the student's junior year. Usually this would coincide with the student's registration in FBE 391 during the fall semester of their junior year. Due to the number of units required in either of these concentrations, beginning real estate course work during the student's junior year is encouraged. Registration with the program director will facilitate placement of interested students in meaningful internships between their junior and senior years.

## Department of Information and Operations Management

The Information and Operations Management Department focuses on the development of total enterprise quality through effective utilization of resources and technology. The courses offered by this department reflect the systems view of organizations in terms of operational processes and information exchanges. The department offers undergraduate options in operations management and information systems. Operations management focuses on the management of quality and productivity in manufacturing and service organizations. Information systems focuses on the management of the various resources, people and computing technology that satisfy the information needs in all organizations.

### Information Systems Concentration

Information technology has become an integral part of conducting business. The Information Systems senior concentration prepares students to design, implement, evaluate and manage information technology. Although appropriate for a wide array of career paths, the information systems senior concentration focuses on preparing students for careers in information systems consulting (e.g., Big Five), systems analysis and design, networks and data communications, database design, data warehousing, data mining, electronic commerce, telecommunications, decision support systems, expert systems and business process reengineering.

To prepare for a career in information systems, a basic set of fundamental skills is required. A special programming course is offered in conjunction with the Information Technology Program (ITP 110x Introduction to C Programming for Business Majors). The class, or its equivalent (determination of equivalency, e.g., C++ or Java, will be made by the IOM Department), must be completed prior to graduation from USC in order to fulfill the information systems senior concentration requirements.

The senior concentration requires a minimum of four Information Systems classes, including the following three core classes: IOM 431, IOM 433, IOM 435, plus one or more additional classes from the optional course list. IOM 431 may be taken with no prerequisites other than ITP 101. Students must take ITP 101 before enrolling in any IOM course. The corequisite for IOM 433 is IOM 431, and the prerequisite for IOM 435 is IOM 433.

Students graduating in May should take IOM 431 and IOM 433 no later than the fall semester of their senior year. IOM 435 should be taken in the spring semester along with the fourth information systems elective.

### Required Courses

FALL SEMESTER		UNITS
IOM 431	Computer-Based Business Systems	4
IOM 433	Business Information Systems Analysis and Design	4
Optional course	Additional course(s) selected from the following optional course list	
SPRING SEMESTER		UNITS
IOM 435	Business Database Systems	4
SELECT ONE OR MORE OPTIONAL COURSES FROM THE FOLLOWING:		
		UNITS
IOM 427	Designing Spreadsheet-Based Business Models	4
IOM 428	Data Warehousing and Data Mining	4
IOM 434	Business Process Reengineering and Information Technology	4
IOM 444	Business Data Communications	4
IOM 445	Networks and Electronic Commerce	4
IOM 481	Logistics and Supply Chain Optimization	4

### Operations Management Concentration

This concentration prepares undergraduate students for management careers in manufacturing or service operations, supply chain management, operations consulting, and logistics and e-commerce.

The goal is to develop skills, insights and intuition on how to balance the needs for lower costs, higher quality, shorter production times and greater operational flexibility, while at the same time getting the customer orders out on time.

Topics include supply chain analysis, inventory control, logistics, lean operations, material procurement, product development, facilities design, capital investment decisions, quality management, and optimization and simulation tools for operations analysis.

To gain the operations management concentration students must take four courses from the following two groups; at least three courses must be selected from Group I.

GROUP I — SELECT AT LEAST 3 COURSES		UNITS
IOM 427	Designing Spreadsheet-Based Business Models	4
IOM 481	Logistics and Supply Chain Optimization	4
IOM 482	E-Business Supply Chain Management	4
IOM 483	Operations Consulting	4
GROUP II		UNITS
IOM 431	Computer-Based Business Systems	4
IOM 441	Management of Service Operations	4
IOM 455	Distribution Project Management and Quality	4
IOM 480	Logistics and Operations	4

## Department of Management and Organization

The management function in an organization is concerned with achieving effective performance in meeting the goals and objectives that keep the organization competitive and profitable. In carrying out their responsibilities, managers must utilize human resources to accomplish these goals. Managers are expected to balance the demands in the external environment with the resources and capability inside the organization to achieve a

“strategic” fit between goals and accomplishment. The effective manager is skilled in decision-making, strategy formulation, organizational design, developing a supportive work environment, motivating employees and performance appraisal.

Organizational behavior focuses on the management and organization of human resources. Environmental, cultural, economic, technological, interpersonal and individual aspects of

human functioning in organizations are considered. Undergraduate courses are designed to provide behavioral and conceptual awareness and skills for future professional managers.

The Department of Management and Organization offers three undergraduate concentrations.

### Management Consulting Concentration

This concentration prepares students for careers in management consulting, either as a member of a consulting firm or as an internal consultant within a corporation. It provides knowledge and skills for contracting with clients, analyzing their problems and devising appropriate solutions. This concentration is highly relevant for students considering a consulting career in such functional areas as finance, accounting, marketing, information systems, operations management or human resources. The courses in this concentration provide students with practical knowledge about the consulting process as well as field experiences to gain relevant skills.

REQUIRED COURSES FOR THIS CONCENTRATION		UNITS
MOR 462	Management Consulting	4
MOR 465	Advanced Methods in Strategy Analysis	4
SELECT TWO FROM THE FOLLOWING:		UNITS
MOR 421	Social and Ethical Issues in Business	4
MOR 461	Design of Effective Organizations	4
MOR 463	Organization Change and Development	4
MOR 492	Global Strategy	4

### Leadership Development Concentration

This concentration prepares students for leadership positions in a variety of organizations, from large corporations to small entrepreneurial firms. It provides knowledge and skills needed to lead people in both domestic and global settings. This concentration is appropriate for students considering a career in general management or for those who will take leadership positions in such functional areas as accounting, finance, marketing, information systems or operations. The courses in this concentration emphasize practical knowledge of the leadership function as well as development of leadership skills and behaviors.

REQUIRED COURSES FOR THIS CONCENTRATION		UNITS
MOR 469	Negotiation and Persuasion	4
MOR 470	Global Leadership	4
SELECT TWO FROM THE FOLLOWING:		UNITS
MOR 431	Interpersonal Competence and Development	4
MOR 472	Power, Politics and Influence	4
MOR 473	Designing and Leading Teams	4

### Global Management Concentration

This concentration is intended for students who seek careers in organizations that span national boundaries or operate outside the

United States. Changes in technology, transportation, communications and political alliances have significantly internationalized business. Increasingly, firms are required to compete in multiple foreign markets at both the product and supply-chain levels. Understanding the management, marketing, financial and operational challenges associated with global business activity and developing skills in these areas have become essential requirements for success. The global management concentration includes courses that are designed to provide students with both a broad perspective and practical knowledge and skills in global business.

REQUIRED COURSE FOR THIS CONCENTRATION		UNITS
MOR 492	Global Strategy	4
SELECT THREE FROM THE FOLLOWING:		UNITS
FBE 436	Financial Management of Multinational Corporations	4
FBE 440	Trading and Exchanges	4
FBE 462	International Trade and Commercial Policy	4
FBE 464	International Finance	4
MKT 465	Global Marketing Management	4
MOR 470	Global Leadership	4

## Department of Marketing

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. Modern marketing stresses research and analysis to understand consumer behavior and to identify customer needs, new product research and development, competitive pricing, coordinated promotional or sales programs and efficient logistics and distribution. Students interested in careers in marketing management, logistics management, retailing or wholesaling, sales program administration, advertising or marketing research will find courses in marketing valuable. Six areas of concentration are offered: general marketing, advertising and promotion strategy, product and brand management, sales strategy, global marketing, and distribution management.

### General Marketing Concentration

This concentration allows students flexibility in their marketing studies. The required course gives the student general background into marketing strategy. The suggested additional courses provide fundamental tools for a marketing career. Other marketing courses can be selected to acquire special skills. Students who pursue this concentration are often interested in a career in marketing management for small businesses, where a broad marketing background is essential.

#### REQUIRED COURSE (THE OTHER COURSE MAY BE CHOSEN AS AN ELECTIVE)

MKT 440	Marketing Analysis and Strategy, or	
MKT 450	Consumer Behavior and Marketing	4

#### COURSES MOST RELEVANT TO THIS CONCENTRATION

MKT 435	Business-to-Business Marketing	4
MKT 470	Marketing Research	4

#### OTHER COURSES RELEVANT TO THIS CONCENTRATION

MKT 405	Advertising and Promotion Management	4
MKT 410	Personal Selling	4
MKT 425	Direct Response and Internet Marketing	4
MKT 430	Retail Management	4
MKT 445	New Product Development and Branding	4
MKT 455	Distribution Channels	4
MKT 465	Global Marketing Management	4

### Advertising and Promotion Strategy Concentration

Prepares students for evaluating the advertising and promotion process in the capacity of an agency client or as an employee of an advertising agency or an in house agency. This concentration is relevant for anyone who will be exposed to the use of advertising and promotions in their career.

**COURSES MOST RELEVANT TO THIS**

CONCENTRATION		UNITS
MKT 405	Advertising and Promotion Management	4
MKT 406*	Practicum in Advertising and Promotion Design	4
MKT 425	Direct Response and Internet Marketing	4
MKT 450	Consumer Behavior and Marketing	4
MKT 470	Marketing Research	4

\*Prerequisite: MKT 405 or JOUR 340.

**OTHER COURSES RELEVANT TO THIS**

CONCENTRATION		UNITS
MKT 445	New Product Development and Branding	4
MKT 465	Global Marketing Management	4
JOUR 340	Introduction to Advertising	4
JOUR 341*	Advertising Copywriting	4
JOUR 342*	Advertising and Media Analysis	4

\*Prerequisite: JOUR 340.

**Sales Strategy Concentration**

Prepares students to effectively manage the critical interface and relationships between the organization and its customers. Selling provides unique insights into the business functions of the organization and the customer organizations it serves. The sales team plays a key role in implementing the firm's marketing strategy and creates a source of advancement opportunities for sales professionals. Good selling skills enhance communication capabilities and opportunities for success in many aspects of the marketing field. Students who pursue this concentration are often interested in careers in sales, sales management, service delivery or retailing.

**COURSES MOST RELEVANT TO THIS**

CONCENTRATION		UNITS
MKT 410	Personal Selling	4
MKT 415	Sales Force Management	4
MKT 425	Direct Response and Internet Marketing	4
MKT 430	Retail Management	4

**OTHER COURSES RELEVANT TO THIS**

CONCENTRATION		UNITS
MKT 435	Business to Business Marketing	4
MKT 450	Consumer Behavior and Marketing	4

**Global Marketing Concentration**

Prepares students to market products and services to customers throughout the world. Special emphasis is given to understanding customers and developing marketing strategies and programs in the international context. This path is relevant to anyone who plans to work for a company that markets products and services in more than one country or that faces international competition in its domestic market.

**COURSES MOST RELEVANT TO THIS**

CONCENTRATION		UNITS
MKT 435	Business to Business Marketing	4
MKT 440	Marketing Analysis and Strategy	4
MKT 450	Consumer Behavior and Marketing	4
MKT 465	Global Marketing Management	4

**OTHER COURSES RELEVANT TO THIS**

CONCENTRATION		UNITS
FBE 464	International Finance	4
MKT 425	Direct Response and Internet Marketing	4
MKT 470	Marketing Research	4
MOR 470	Global Leadership	4

Other courses in political economy and public policy, political science, international relations, East Asian area studies, East Asian languages and cultures, and languages (French, Italian, German, Slavic languages, Spanish and Portuguese).

**Product and Brand Management Concentration**

Prepares students for a career as a brand manager. Students who pursue this path are interested in having complete responsibility for a brand, from its inception to its management in the marketplace. Such a path might be relevant to students working for a manufacturer (e.g., a consumer packaged goods firm), a service (e.g., a financial services company) or those who wish to be entrepreneurs.

**COURSES MOST RELEVANT TO THIS**

CONCENTRATION		UNITS
MKT 440	Marketing Analysis and Strategy	4
MKT 445	New Product Development and Branding	4
MKT 465	Global Marketing Management	4
MKT 470	Marketing Research	4

**OTHER COURSES RELEVANT TO THIS**

CONCENTRATION		UNITS
BAEP 451	The Management of New Enterprises	4
BUAD 351	Economic Analysis for Business Decisions	4
MKT 405	Advertising and Promotion Management	4
MKT 450	Consumer Behavior and Marketing	4

**Distribution Management Concentration**

This concentration enables students to grasp the complexities involved in how manufacturers, distributors and retailers work together to make products available for purchase by consumers. There is a growing opportunity in distribution management as new avenues for product placement evolve. This concentration prepares students for sales and sales management, marketing, general management and operations positions in all types of business organizations.

**COURSES MOST RELEVANT TO THIS CONCENTRATION**

CONCENTRATION		UNITS
MKT 410	Personal Selling	4
MKT 435	Business to Business Marketing	4
MKT 455	Distribution Channels	4
MKT 456	Advanced Topics in Distribution Management	4

**OTHER COURSES RELEVANT TO THIS CONCENTRATION**

CONCENTRATION		UNITS
IOM 455	Distribution Project Management and Quality	4
IOM 480	Logistics and Operations	4
MKT 415	Sales Force Management	4
MKT 440	Marketing Analysis and Strategy	4

## Academic Programs

### Entrepreneur Program

The Entrepreneur Program is designed for those who want to start or own a high-growth business, join an emerging business or participate in an entrepreneurial venture in a mature corporation (intrapreneurship). The overall goals of the program are to open students' minds to the advantages of an entrepreneurial career, to instill confidence that they can be successful entrepreneurs, to increase their awareness of the entrepreneurial process and to enhance their conceptual skills to take advantage of business opportunities. Wide exposure is given to all types of entrepreneurs and industries. The program actively supplies contact with and support to its alumni.

The program is designed to teach relevant concepts and theory, to develop conceptual ability and to let the student experience what is being taught. A significant part of the program is each student's development of a working business plan. The Entrepreneur Program is a 16-unit modular block program which is taken during the student's senior year. Students who complete all four courses will be considered graduates of the Entrepreneur Program.

Applications for admission to this program are mandatory and must be completed at the start of the spring semester of the junior year.

The four entrepreneur modular block courses must be taken sequentially, beginning in the fall with BAEP 451 and 452 and concluding in the spring with BAEP 453 and 454.

FALL		UNITS
BAEP 451	The Management of New Enterprises	4
BAEP 452	Cases in Entrepreneurship	4
SPRING		UNITS
BAEP 453	Venture Management	4
BAEP 454	The Entrepreneurial Business Plan	4

For those students who seek some exposure to the entrepreneurial world but who do not or cannot take the 16-unit block program, a single class in entrepreneurship is offered each semester.

FALL AND SPRING SEMESTERS		UNITS
BAEP 451	The Management of New Enterprises	4

### Advanced Interdisciplinary Studies Concentration

Some students prefer to continue the "broad brush" approach afforded by the required core courses rather than delve more deeply into one area. The interdisciplinary emphasis provides such an opportunity.

REQUIRED COURSES FOR THIS CONCENTRATION		UNITS
BUAD 350	Macroeconomic Analysis for Business Decisions	4
BUAD 351	Economic Analysis for Business Decisions	4
IOM 481	Logistics and Supply Chain Management	4
MKT 415	Sales Force Management	4
MOR 461	Design of Effective Organizations	4

Please note that all courses should be taken. Any deviations from the above must have prior approval from the Marshall Student Services and Advisement Office, Bridge Hall 104.

### International Exchange Program

The international exchange program is designed to provide business students with the opportunity to participate in a one-semester exchange program with a host institution in either Asia or Europe. The exposure to international cultures and practices in business and non-business settings provides another level of understanding of international business. Students will be required to complete four or five courses at the host institution. As all instruction is in English, foreign language proficiency is not required. Courses completed at the host school will be graded

credit/no credit on the student's USC transcript. Students must complete the M.B.A. core and maintain a 3.0 GPA in order to participate in the exchange program.

The courses are selected from a list approved by the Marshall School of Business. Students will earn USC credit for the international business concentration requirement. This is a one-semester program which is taken during either the spring semester of the junior year or fall semester of the senior year.

### Food Industry Management Concentrated Program

#### *Certificate Program*

The Food Industry Management Concentrated Program offers undergraduate and graduate courses emphasizing marketing, retailing, financial and management aspects of the food industry. Successful completion of the program is acknowledged by a Food Industry Management Certificate.

To qualify for admission and a scholarship grant for the undergraduate food industry management concentrated program, students must be in their junior or senior year with an academic standing adequate for admission to USC; be currently employed in a management position in the food retailing, wholesaling or manufacturing industry; and be recommended by their employer.

To receive a certificate, students must complete 16 units during the one-semester program. Students must take all required FIM courses for the time they are in the program.

#### *Certification Program Requirements*

SPRING SEMESTER		UNITS
FIM 420	Food Retailing Management	4
FIM 480	Food Industry Financial Accounting and Analysis	4
FIM 481	Food Marketing Research	4
FIM 582	Food Industry Decision Making	4
		16

## Graduate Degrees

The Marshall School of Business prepares men and women to become leaders at every level of management. Today's successful businesses demand flexibility, innovation, creativity, teamwork and leadership from their employees. The Marshall School's goal is to help students meet those demands through a rigorous grounding in all functional areas of business and the honing of analytical and interpersonal skills required to address real business problems.

The more than 170 faculty members at the school include authorities recognized around the world for their contributions to business theory and practice. They are also distinguished by their dedication to teaching and excellence.

The Marshall School of Business offers five graduate degrees: The Master of Business Administration (M.B.A.), the Master of Science in Business Administration (M.S.), the Master of Management (M.M.), the Master of Medical Management (M.M.M.) and the Doctor of Philosophy (Ph.D.). The Marshall School jointly offers a Master of Long Term Care Administration. The Graduate Certificate in Management Principles is also offered.

### **Master of Business Administration (M.B.A.)**

M.B.A. students gain an understanding of the forces confronting business across the globe and are encouraged to take an active role in making a difference — to seek out opportunities for personal and professional growth and to empower others in the pursuit of shared goals. The Master of Business Administration is offered through four distinct programs.

While the four programs are designed to meet the needs of different types of students, all programs have the same goals: providing students with the skills and knowledge necessary to become effective leaders; developing a thorough understanding of business fundamentals such as economics, accounting, finance, marketing and operations; and refining basic skills, such as use of information systems and statistical analysis. Each student is challenged to develop self-understanding and an appreciation for the complexities of organizations.

#### *The Marshall M.B.A. Program*

The Marshall M.B.A. program, a traditional, full-time program, is designed for individuals

who can leave the world of work and commit themselves "full time" to two years of graduate education.

At the program's beginning, each student undertakes a comprehensive analysis of his or her personal leadership potential and learns to frame the responsibilities of leadership in terms of both the organization and the greater society. Over the first year's course of study, a "hands-on" approach to business education combines case analysis, management simulations and executive seminars with traditional methods for establishing a conceptual understanding of the general management role.

In year two, students chart their own course of study, selecting concentrations in a specific business field or continuing to pursue broad-based management educations.

#### *The M.B.A. Program for Professionals and Managers*

The M.B.A. Program for Professionals and Managers (MBA.PM) allows fully employed individuals to pursue an M.B.A. degree while continuing their career development. Students can pursue the first year of study at the University Park campus or at the USC Orange County Center in Irvine. Elective course work is completed on the University Park campus. The curriculum, offered in the evening, is the same curriculum offered to full-time M.B.A. students but is modified to allow completion of the program in 33 months.

#### *Executive M.B.A. Program*

The Executive M.B.A. program provides those with significant work experience, particularly mid- to senior-level professionals who have high potential as business and industry leaders, a chance to complete an M.B.A. Fridays and Saturdays over a two-year period without interrupting their careers.

This program uses a non-traditional, interdisciplinary approach to executive and management education through "themes" that integrate various functional areas and address classic, yet dynamic business issues.

Through the integrated curriculum, participants develop a complete understanding of decision-making, a focus on the future and the international context of business as well as strong interpersonal, leadership and analytical skills. More specifically, participants achieve advanced skills in corporate and international finance, marketing, environmental

and strategic analysis, information technology, organizational leadership, managerial communication and corporate relations.

Core faculty include the school's most senior, experienced members as well as nationally renowned academic and business specialists. The program includes an executive speaker series, a program for spouses and a required international residential program.

#### *International Business Education and Research M.B.A. Program (IBEAR)*

For early to mid-career managers who are pursuing international and Pacific Rim-related careers, the IBEAR M.B.A. program offers 12 months of intensive study emphasizing business in and among Asia, North America and South America.

In addition to an internationalized set of core courses, the program includes elective course offerings on international management, international financial management, global e-business, global marketing strategy, international trade, politics for global managers and global strategy.

The program features a two-term international business consulting project, a cross-cultural team-building retreat, a visiting international expert speaker series and participation in IBEAR's annual Asia/Pacific Business Outlook Conference.

Marshall IBEAR M.B.A. graduates join a network of well-placed alumni in 49 nations.

#### *M.B.A. Program for Japanese Managers*

This program builds on USC non-credit course work completed in Japan through satellite broadcasting. Courses completed in Japan parallel the basic courses in the other M.B.A. programs (Business Economics, Macroeconomics for Managers, Marketing Management, Applied Managerial Statistics, Corporate Financial Reporting, Managerial Accounting, and Corporate Finance). Having completed these courses, students may apply to the M.B.A. Program for Japanese Managers. If accepted to the program, students complete the remaining degree requirements in 12 months at Marshall.

#### **Dual Degree Programs**

Dual degree programs offer graduate students the opportunity to complete concurrently the requirements for two degrees.

The Marshall School offers the M.B.A. in conjunction with a number of other programs at USC:

- Juris Doctor/Master of Business Administration (J.D./M.B.A.)
- Master of Business Administration/Master of Arts in East Asian Area Studies (M.B.A./M.A.)
- Master of Business Administration/Master of Planning (M.B.A./M.Pl.)
- Master of Business Administration/Master of Real Estate Development (M.B.A./M.R.E.D.)
- Master of Business Administration/Master of Science in Gerontology (M.B.A./M.S.)
- Master of Business Administration/Master of Science in Industrial and Systems Engineering (M.B.A./M.S.)
- Master of Business Administration/Doctor of Dental Surgery (M.B.A./D.D.S.)
- Master of Business Administration/Doctor of Medicine (M.B.A./M.D.)
- Master of Business Administration/Doctor of Pharmacy (M.B.A./Pharm.D.)
- Master of Business Administration/Master of Arts in Jewish Communal Service (M.B.A./M.A.)
- Master of Business Administration/Master of Social Work (M.B.A./M.S.W.)

#### **Master of Science in Business Administration (M.S.)**

The Master of Science in Business Administration is designed to provide students with an opportunity to pursue an area of specialization subsequent to successfully

completing the Master of Business Administration (M.B.A.). The program is especially valuable for those who wish to enhance their knowledge base in a specialized area of business. In cooperation with a faculty member, the student in this program designs a course of study to meet his or her individual needs. The degree can be completed on either a full- or part-time basis, and classes are available during both daytime and evening hours.

#### **Master of Management**

This program is designed for business professionals working in Japan. The program focuses on teaching the necessary knowledge and skills in the various business disciplines and is delivered using distance learning technologies in Japan. Requisite organizational behavior concepts are taught and team-building exercises are used during the in-person class sessions scheduled in Tokyo. An integrative capstone experience (GSBA 574) will demonstrate students' ability to apply their learning.

#### **Master of Medical Management**

This program is designed for physicians and executives in the medical field. After earning the ACPE Certificate in Medical Management, students may choose to continue on for the M.M.M. degree. Significant project and course work is completed primarily through distance learning venues and three one-week intensive residential sessions.

#### **Master of Long Term Care Administration**

This program is designed to prepare competent individuals to administer the long term needs of America's elderly population. It is jointly offered by the Leonard Davis School of Gerontology, the Marshall School of Business, and the School of Policy, Planning, and Development. For information, see the School of Gerontology, page 581.

#### **Doctor of Philosophy (Ph.D.)**

The Doctor of Philosophy program in business administration is designed to produce research-oriented graduates who, from positions in academia, business or industry, can advance the state-of-the-art business practice and enhance the contributions that business can make to the larger community. These goals can be advanced through research contributions in theory, concepts, methods and practices, and education of the next generation of business leaders.

#### **Graduate Certificate in Management Principles**

The Graduate Certificate in Management Principles focuses on teaching the fundamental knowledge and skills in the various business disciplines using distance learning technologies in Japan. Requisite organizational behavior concepts and team-building exercises are taught during the in-person courses in Tokyo.

## **Master's Degree Programs**

### **Admission Requirements**

A bachelor's degree equivalent to a four-year U.S. undergraduate degree from an accredited institution (regardless of field or major) is required for admission to any master's degree program at the Marshall School of Business.

Successful performance in Marshall master's programs requires computer proficiency in word processing, database management, electronic spreadsheets and business graphics. Following admission, Marshall Instructional Technology Services is available for additional preparation. Knowledge of calculus is a prerequisite to some of the courses offered by the Marshall School of Business.

All applicants are required to submit the following documents: (1) Completed application form; (2) A nonrefundable application fee (a check or money order drawn on a U.S. bank in U.S. currency and made payable to the University of Southern California); (3) Responses to required essay questions; (4) History of full- and part-time work experience or resume; (5) One official transcript from the registrar of each college or university attended (undergraduate and postgraduate, if applicable) whether the degree was completed or not. If all college or postgraduate work has not been completed, transcripts must be sent again when work in progress is completed and the degree posted. Transcripts written in languages other than English must be accompanied by a certified

English translation; (6) Letters of recommendation; (7) Graduate Management Admission Test (GMAT) scores. (Scores should be from tests taken within the last five years.) Test score reports are sent directly from the Educational Testing Service and should be received by the Marshall School of Business within 10 days of each test administration. Additional score reports can be sent from the ETS within two weeks upon written request and payment of a fee; (8) All international students who did not graduate from an American, British, Canadian or Australian college or university must submit a recent Test of English as a Foreign Language (TOEFL) score. Test scores are sent by the Educational Testing Service to USC.

To ensure a place in a program and adequate time to receive an admission decision, it is important to send completed application materials well in advance of the semester for which the applicant wishes to register. For the non-traditional student, if work is still in progress to complete a bachelor's degree, the applicant must state specifically what courses

are in progress, what must be done to finish and the estimated date of completion. Admission is contingent upon official verification of a bachelor's degree.

In their review of applications, admissions committees consider all the applicant's completed academic work, test score, evidence of leadership and motivation, letters of recommendation, level of job responsibility and

work history, and unique talents and contributions. Applicants are reviewed on their potential for successful performance in graduate business studies and their competitiveness within the current applicant pool.

Additional program-specific admission criteria are detailed below.

## Marshall M.B.A. Program

Approximately 300 students enroll in the Marshall M.B.A. program each year. The first year establishes a common body of knowledge that prepares students to move into selected areas of concentration in year two. The goals of the program are to establish the following:

- a clearer understanding of personal capacity for leadership and the necessary developmental experiences for leadership growth;
- the capacity to select and apply multiple analytic frameworks in managerial decision making;
- knowledge of the key issues managers face in the functional areas of business;
- a stronger understanding of the interrelatedness of business management issues;
- strengthened communication skills for conveying ideas in humane and compelling terms;
- the ability to collaborate and lead within the context of a team;
- a deepened respect for human values;
- an understanding of changing global markets, an appreciation of differences in business practices across the world, especially in the Pacific Rim, and of the special demands of intercultural management relationships; and
- the ability to use new and developing technologies in the resolution of business problems.

### An Advanced Learning Environment

Course work in the Marshall M.B.A. program differs substantially from undergraduate education. Learning basic concepts individually becomes secondary to synthesizing concepts across courses. Classroom activity dominated by faculty-to-student lectures gives way to frequent case analysis and student-led discussion and management simulations. Work produced by project teams becomes a significant basis for many course grades.

The full-time program is rigorous, intellectually demanding, and time-consuming. Students typically spend 60-80 hours per week on course work and projects. Graduate school changes personal lives as demands on time and intellectual capacity are pushed beyond previous limits.

Although students are not expected to bring a substantial amount of knowledge of business to the program, they need to have an excellent command of the English language.

### Application

Applicants should have significant full-time work experience. For more information, contact the Marshall M.B.A. Admission Office in Popovich Hall (JKP), room 308; (213) 740-7846; Fax (213) 749-8520; [www.marshall.usc.edu](http://www.marshall.usc.edu).

Letters of recommendation submitted with the application should relate to the student's work experience (resume).

### Application Deadlines

Admission decisions for the full-time program are made within four admission rounds. Applicants who submit completed applications (including test scores) to the Admission Office by the December, January, February and April dates listed in the M.B.A. application packet will receive notification in approximately six weeks. Applicants are urged to file a completed application as early as possible, as the applicant pool is extremely competitive. The final deadline for the full-time program is April 1.

### Comprehensive Orientation

The Marshall M.B.A. program begins with an orientation that empowers students to take responsibility for their learning climate at USC and starts the process of self-examination and reflection fundamental to beginning leadership growth. Faculty and second-year M.B.A. students participate in the program, developing relationships and

team values that will provide the foundation for the academic program throughout year one. New students emerge with clearer expectations for the educational experience and a charted course for pursuing their own leadership growth.

### A Focus on Teamwork

The relevance of team-building to the Marshall M.B.A. program is twofold. In study groups, project teams and competitive assignments, teamwork is crucial to success. A greater understanding of teams is bolstered through formal discussions and presentations throughout the year. The ability to work in and manage teams is becoming increasingly important in business practice as well. Taking those skills away from the program — developed and refined from the start — will be a key part of each student's leadership growth.

In addition to formal team projects, a strong community of mutual support develops from the important role informal study groups play in the school's academic culture. Study groups are composed of people with all kinds of backgrounds, so the dynamics of learning how to collectively accomplish a goal in a limited time are tremendously challenging and ultimately rewarding.

### The Core Program: A Sequential Program of Study

Although there are many required courses during the first year of the Marshall M.B.A. program, students are, in many ways, pursuing one nine-month course because the individual courses and materials covered are selectively integrated.

The required core courses of the Marshall M.B.A. program provide a carefully coordinated sequence of study designed to equip students with the fundamental tools and functional knowledge that effective business leaders must have.

Instructors for first-year required courses are selected on two grounds: teaching excellence and their ability to work together as a faculty team. The first-year teaching team develops and evaluates selected assignments jointly, linking concepts across courses, and occasionally shares time together in one classroom, examining complex business programs from multiple perspectives.

### Business Environment and Management Practices in the Pacific Rim (PRIME Program)

PRIME is an innovative program which provides students with international business experience. PRIME is a program that melds on-campus classroom study with nine days abroad. Students make a major presentation either on specific industry analyses or on consulting projects that they have undertaken. To date, students have studied in Shanghai, Nanjing, and Hong Kong/Shenzhen, China; Tokyo and Osaka, Japan; Jakarta, Indonesia; Mexico City, Mexico; Santiago, Chile; Havana, Cuba; Singapore; and Bangkok, Thailand.

### Adding Scope and Focus in the Second Year

The second year of the Marshall M.B.A. program builds on the grounding in business fundamentals and functional areas gained during the first year and offers an opportunity to pursue particular interests in depth. The program's flexibility in the second year allows students to tailor a program of study to their individual needs and long-term career objectives.

Students can opt to focus on a particular area by fulfilling the requirements of a concentration, selected combinations of courses designed to prepare students for particular kinds of careers. Concentrations have been developed by faculty in consultation with business professionals who recruit M.B.A. students. As such, their designs are market-driven and directly linked to career opportunities.

Among the concentrations offered by the Marshall School of Business are: business of entertainment, business entrepreneurship, controllership, corporate finance, corporate financial reporting, designing and reengineering management accounting and control systems, finance and marketing, financial analysis, information systems, investments and markets, management and organization, marketing (managing clients), marketing (managing products), manufacturing operations

management, service operations management, real estate, strategic human resource management, technology and innovation management, and health care advisory services. For more information, refer to the school's Web site: [www.marshall.usc.edu/lekg](http://www.marshall.usc.edu/lekg).

Some students decide to gain additional breadth in general management or to design an individualized program of study, sometimes taking courses in other areas of the university. Up to 9 units of graduate-level electives may be taken at USC outside the Marshall School of Business for elective credit provided the student shows sufficient reason why a course is relevant to the selected Marshall School of Business program. Permission to take courses outside the Marshall School must be requested via petition to the Marshall M.B.A. Program Office, Popovich Hall 200.

### International Exchange Program

The Marshall School offers a range of international exchange programs in cooperation with leading business schools around the world. Through this program students may attend one of 26 partner institutions in Europe, Asia, Latin America and Australia. Students may choose to spend a semester abroad or may enroll in a short (three to four week) summer program. Since many of the programs are taught in English, language proficiency is not a requirement for all countries. Students must complete the M.B.A. core and maintain a 3.0 GPA in order to participate in the exchange program.

### Sample Program

A total of 63 units is required. The following outlines the typical full-time student's schedule:

#### First Year--First Semester "Core" Required Courses

TERM 1		UNITS
GSBA 502	Communication for Management	1.5
GSBA 510	Accounting Concepts and Financial Reporting	3
GSBA 511	Managerial Economics	3
GSBA 540	Contemporary Issues in Competitive Strategy	1.5
		<u>9</u>

TERM 2		UNITS
GSBA 509	Marketing Management	3
GSBA 521	Corporate Finance	3
GSBA 524	Applied Managerial Statistics	3
		<u>9</u>

#### First Year--Second Semester "Core" Required Courses

TERM 3		UNITS
GSBA 504	Operations Management	3
GSBA 531	Issues in Electronic Commerce	1.5
GSBA 536	Management Accounting	1.5
GSBA 544	The Firm in the National Economy	1.5
		<u>7.5</u>

TERM 4		UNITS
GSBA 515	Contemporary Issues in Global Economic Strategy	1.5
GSBA 532	Behavior and Organizations	3
GSBA 580	Business Practices in the Pacific Rim (PRIME)	1.5
GSBA 586	Current Trends in Business	1.5
		<u>7.5</u>

#### Second Year--First Semester

Graduate business electives 15 units

#### Second Year--Second Semester

Graduate business electives 15 units

Total units required for degree: 63

Note: USC reserves the right to change, add or delete its course offerings and programs without notice.

## M.B.A. Program for Professionals and Managers

The M.B.A. Program for Professionals and Managers (MBA.PM) is a part-time, comprehensive M.B.A. program that allows fully employed individuals to pursue their M.B.A. degree. The program offers flexibility and a rich array of elective courses. Students in the MBA.PM program complete the degree in 33 months attending classes in fall and spring semesters and summer sessions.

The MBA.PM offers the following advantages:

- the scheduling design allows students to complete the degree in a timely way, while continuing to work full time;
- program flexibility allows students to tailor their selection of elective courses to their individual interests;
- PM.Globe, a course which includes an international trip, gives all MBA.PM students first-hand exposure to international markets;
- a cohesive group of student colleagues proceeds through the core together, providing opportunities for building relationships with other talented and ambitious individuals;
- special academic and social activities enhance the richness of the M.B.A. experience; and
- interaction between faculty and students enhances the overall learning experience.

The first year of the MBA.PM program is also offered at the Orange County Center, located at 2361 Campus Drive in Irvine. All students take their elective courses at the University Park campus in Los Angeles.

Students attend core classes two nights per week for 12 months. Students must complete the core courses in the prescribed sequence and within the prescribed time frame. Elective courses are offered on a semester basis during the remaining portion of the program, including summer session.

During the elective portion of the program, M.B.A. students are encouraged to pursue a concentration in an area of special interest. Concentrations are selected combinations of courses designed to prepare students for particular kinds of careers. Concentrations have been developed by faculty in consultation with business professionals who recruit M.B.A. students. As such, their designs are market-driven and directly linked to career opportunities. For more information, refer to the school's Web site, [www.marshall.usc.edu/ekg](http://www.marshall.usc.edu/ekg).

Some students decide to gain additional breadth in general management or to design an individualized program of study, sometimes taking courses in other areas of the university. Up to 9 units of graduate-level electives may be taken at USC outside the Marshall School of Business for elective credit provided the student shows sufficient reason why a course is relevant to the selected Marshall School of Business program. Permission to take courses outside the Marshall School must be requested via petition to the MBA.PM Program Office in Popovich Hall 106.

### Application

Applicants should have significant full-time work experience. Letters of recommendation submitted with the application should relate to the student's work performance (resume).

The program enrolls students one time per year in the fall through a rolling admissions process. For more information, contact the Marshall M.B.A. Admission Office in Popovich Hall (JKP), room 308; (213) 740-6166; Fax (213) 749-8520; [www.marshall.usc.edu](http://www.marshall.usc.edu).

### Sample Program

A total of 63 units is required for the program. The following outlines the typical MBA.PM student's schedule:

#### First Year – First Semester “Core” Required Courses

FALL TERM		UNITS
GSBA 510	Accounting Concepts and Financial Reporting	3
GSBA 511	Managerial Economics	3
GSBA 542	Communication for Management	1.5
		<hr/> 7.5

WINTER TERM		UNITS
GSBA 506a	Applied Managerial Statistics	1.5
GSBA 519a	Strategic Formulation for Competitive Advantage	1.5
GSBA 522a	Managerial Perspectives	1.5
		<hr/> 4.5

#### First Year – Second Semester “Core” Required Courses

WINTER TERM		UNITS
GSBA 506b	Applied Managerial Statistics	1.5
GSBA 522b	Managerial Perspectives	1.5
GSBA 581	Electronic Business	1.5
		<hr/> 4.5

SPRING TERM		UNITS
GSBA 528	Marketing Management	3
GSBA 544	The Firm in the National Economy	1.5
GSBA 548	Corporate Finance	3
		<hr/> 7.5

#### First Year – Summer Session “Core” Required Courses

SUMMER SESSION		UNITS
GSBA 518	Accounting Control Systems	3
GSBA 519b	Strategic Formulation for Competitive Advantage	1.5
GSBA 534	Operations Management	3
		<hr/> 7.5

#### Second Year

FALL SEMESTER		UNITS
GSBA 586	Current Trends in Business	1.5
	Graduate business electives (2)	6
		<hr/> 7.5

SPRING SEMESTER		UNITS
GSBA 582	Business Environment and Management Practices in the Pacific Rim	3
	Graduate business elective	3
		<hr/> 6

SUMMER SESSION		UNITS
	Graduate business electives (2)	6

#### Third Year

FALL SEMESTER		UNITS
	Graduate business electives (2)	6

SPRING SEMESTER		UNITS
	Graduate business electives (2)	6

Total units required for degree: 63

Note: USC reserves the right to change, add or delete its course offerings and programs without notice.

## Executive M.B.A. Program

The Executive M.B.A. program is structured for mid-career to upper-career professionals who are fully employed. Rather than a program of traditional course disciplines (e.g., accounting, marketing, finance) the EMBA program offers a more thematic approach — integrating the material and often delivering it with faculty from different disciplines teaching in a team format. This program is delivered on alternating Fridays and Saturdays (full days) for a two-year period. As with the other M.B.A. programs, an extensive international trip is integrated into the program.

### Application

In addition to the general admission requirements, applicants should have a minimum of 10 years of work experience that includes substantial managerial responsibilities. Enrollment is limited to 77 participants. The Executive M.B.A. office may be contacted at (213) 740-6410; Fax (213) 740-9090; or email: [uscmba@marshall.usc.edu](mailto:uscmba@marshall.usc.edu).

### Program Structure

This program uses a non-traditional interdisciplinary approach to executive and managerial education through “themes” that integrate various functional areas and address classic, yet dynamic, business issues.

The program begins the last week of August with a six-day domestic residential session. Thereafter, the 22-month M.B.A. program meets on the University Park campus on alternating Fridays and Saturdays throughout the year with a 10-week summer break. An 11-day international trip is scheduled in the fall of the program’s second year.

#### YEAR 1, FALL SEMESTER

<i>Theme I</i>		<b>UNITS</b>
GSBA 560	The Perspective of Top Management	2

<i>Theme II</i>		<b>UNITS</b>
GSBA 561	Evaluating Market Performance	9

#### YEAR 1, SPRING SEMESTER

<i>Theme III</i>		<b>UNITS</b>
GSBA 562	Management of Operations	11

#### YEAR 1, SUMMER SESSION

<i>Theme IV</i>		<b>UNITS</b>
GSBA 563	Technology and Information Systems Management	6

<i>Theme V</i>		<b>UNITS</b>
GSBA 564	Functional Strategies and Implementation	2

#### YEAR 2, FALL SEMESTER

<i>Theme VI</i>		<b>UNITS</b>
GSBA 570	The Role of the Senior Executive	2

<i>Theme VII</i>		<b>UNITS</b>
GSBA 571	Environmental Analysis: Establishing Competitive Advantage	9

#### YEAR 2, SPRING SEMESTER

<i>Theme VII</i>		<b>UNITS</b>
GSBA 572	Strategic Planning for Growth	11

#### YEAR 2, SUMMER SESSION

<i>Theme IX</i>		<b>UNITS</b>
GSBA 573	Managing Strategic Change and Implementation	6

<i>Theme X</i>		<b>UNITS</b>
GSBA 574	The Executive of the Future	2

Total units required for degree: 60

## International (IBEAR) M.B.A. Program

The International Business Education and Research (IBEAR) M.B.A. program is an intensive 11-month program with a strong international orientation. The program enrolls approximately 65 students each year — generally representing approximately 20 countries. The curriculum contains an extensive breadth of course offerings and an in-depth international consulting project.

### Application

In addition to the general admission requirements, applicants should have a minimum of five years work experience. Scholarships are available to both U.S. and foreign citizens. Enrollment is limited to 77 participants.

For more information, contact the International Business Education and Research (IBEAR) Program in Bridge Hall 101; (213) 740-7140; Fax (213) 740-7559; or email: [ibearmba@marshall.usc.edu](mailto:ibearmba@marshall.usc.edu).

### Sample Program

This intensive one-year full-time program begins in mid-August and ends in late July each year. A week-long orientation program is

offered prior to the beginning of classes to assist international students in adjusting to life in the U.S.

#### AUGUST SESSION

GSBA 523	Communication for Management	3
----------	------------------------------	---

#### TERM 1

GSBA 510	Accounting Concepts and Financial Reporting	3
----------	---	---

GSBA 511	Managerial Economics	3
GSBA 524	Applied Managerial Statistics	3

GSBA 529	Strategic Formulation for Competitive Advantage	3
		12

#### TERM 2

GSBA 518	Accounting Control Systems	3
----------	----------------------------	---

GSBA 528	Marketing Management	3
GSBA 534	Operations Management	3

GSBA 548	Corporate Finance	3
GSBA 549	The Firm in the National and International Economy	3
		15

#### TERM 3

GSBA 543	Managerial Perspectives	3
GSBA 584a	International Business Consulting Project	3

Graduate business electives		9
		15

#### TERM 4 — SUMMER

GSBA 584b	International Business Consulting Project	2
Graduate business electives		9

		11
--	--	----

Total units required for degree: 56

## M.B.A. Program for Japanese Managers

### Application

This program builds on USC non-credit course work that students complete in Japan through satellite broadcasting. These courses are designed to parallel the basic courses in the M.B.A. program (Business Economics, Macroeconomics for Managers, Marketing Management, Applied Managerial Statistics, Corporate Financial Reporting, Managerial Accounting, and Corporate Finance).

Having completed these courses, students may apply for admission to the program. Applications require all documentation required of applicants to the full-time Marshall M.B.A. program. For more information contact the Marshall M.B.A. Admissions Office, (213) 740-7846, Fax (213) 749-8520.

### Sample Program

Applicants accepted to the M.B.A. for Japanese Managers program complete the degree requirements in 12 months of full-time work at Marshall.

SUMMER (REQUIRED COURSES)		UNITS
GSBA 529	Strategic Formulation for Competitive Advantage	3
GSBA 543	Managerial Perspectives	3
FALL SEMESTER		UNITS
Graduate business electives		15
SPRING SEMESTER		UNITS
Graduate business electives		15
SUMMER		UNITS
Graduate business electives		12

Total units: 48

## Dual Degree Programs

Students may complete dual degrees in conjunction with the Marshall M.B.A., MBA.PM or IBEAR M.B.A. programs.

Admission criteria for applicants to dual degree programs co-sponsored by the Marshall School of Business are the same as Master of Business Administration admission criteria.

Students interested in dual degree programs should apply to the specific M.B.A. program suited to the individual's needs.

### Juris Doctor/Master of Business Administration (J.D./M.B.A.)

The Marshall School of Business in conjunction with the USC Law School offers a program leading to the degrees of Juris Doctor/Master of Business Administration.

#### Application

Applicants to this program must apply to both schools individually and take both the Graduate Management Admission Test (GMAT) and the Law School Admission Test (LSAT). Applicants should apply either simultaneously to both programs or during the first year in the Law School. Certification for eligibility for the dual degree program must be provided by the Law School prior to admission to the dual degree program by the Marshall School of Business.

#### Program Requirements

The total number of units required for the M.B.A. portion of the program is 48. Dual degree students may not count courses taken outside the Marshall School of Business toward the 48 units.

To earn the J.D., all students (including dual degree students) must complete 35 numerically graded law units at USC after the first

year. The associate dean may make exceptions to this rule for students enrolled in Law School Honors Programs.

*First Year:* Required Law School courses (31 units).

*Second Year:* Required M.B.A. core courses.

*Third and Fourth Years:* 43 units of law courses and graduate business electives sufficient to bring the total units completed in the Marshall School of Business to at least 48.

The J.D. and M.B.A. degrees are awarded simultaneously upon completion all program requirements.

### Master of Business Administration/Master of Arts in East Asian Area Studies (M.B.A./M.A.)

The Marshall School of Business in conjunction with the East Asian Studies Center (USC College of Letters, Arts and Sciences) offers a joint M.B.A./M.A. degree that combines graduate business education with training in the cultures and societies of East Asia. Students may complete the degree on a full- or part-time basis.

#### Application

Students must apply to both the Marshall School of Business and the College of Letters, Arts and Sciences. GRE scores are not required for admission to the dual degree program. GMAT scores are required.

#### Program Requirements

Students enrolled in the program are required to complete a minimum of 72 units. All students must complete 48 units in the Marshall School of Business. In East Asian Area Studies (EASC), students have the option of taking five courses and writing a

thesis (for a total of 24 units) *or* taking six courses and passing a comprehensive examination (for a total of 24 units).

Required courses that must be taken in the Marshall School of Business include: all M.B.A. core program and graduate business electives sufficient to bring the total units completed in the Marshall School of Business to at least 48. Dual degree students may not count courses taken outside the Marshall School of Business toward the 48 units.

See East Asian Area Studies in the College of Letters, Arts and Sciences for East Asian Area Studies course requirements and the foreign language requirement.

The M.B.A. and M.A. degrees are awarded simultaneously upon completion of all program requirements.

### Master of Business Administration/Master of Planning (M.B.A./M.Pl.)

The Marshall School of Business in conjunction with the USC School of Policy, Planning, and Development offers a program leading to the degrees of Master of Business Administration and Master of Planning.

The Master of Planning/Master of Business Administration dual degree program enables students to understand the conduct and requirements of business, accounting, corporate and strategic planning, real estate marketing and finance. Students also gain expertise in public policy, city planning and the interpretation of government regulations. Exposure to both fields becomes an educational as well as professional asset for careers in either public service or private enterprise.

*Application*

Applicants to this program should apply to both schools simultaneously.

*Program Requirements*

A total of 84 units is required for the dual degree: 48 units of work in the Marshall School of Business and 36 units from the School of Policy, Planning, and Development. Students can complete the program on either a full- or part-time basis. The program normally requires five semesters of full-time study in residence.

Required courses that must be taken in the Marshall School of Business include: all courses required in an M.B.A. core program and graduate business electives sufficient to bring the total units completed in the Marshall School of Business to at least 48. Dual degree students may not count courses taken outside the Marshall School of Business toward the 48 units.

See the School of Policy, Planning, and Development, page 757, for policy, planning, and development course requirements.

The M.B.A. and M.Pl. degrees are awarded simultaneously upon completion of all program requirements.

**Master of Business Administration/Master of Real Estate Development (M.B.A./M.R.E.D.)**

The Master of Business Administration/Master of Real Estate Development dual degree program enables students to expand their skills in planning, land development, marketing, decision sciences, accounting, management, finance and economics. A more sophisticated real estate market makes this diversity of training essential for many students pursuing careers in real estate finance and development.

Completion of the M.R.E.D. portion of the program requires that students have use of an approved laptop computer and demonstrate calculator and spreadsheet skills; a calculator and/or spreadsheet class is offered online.

*Application*

Students must apply to both the Marshall School of Business and the School of Policy, Planning, and Development. Please consult the Admission section of each school for specific requirements.

*Program Requirements*

This program normally requires two years (including summer) of full-time study in residence to complete.

A total of 82 units is required. Required courses include:

- all courses required in an M.B.A. core program;
- FBE 565 Economics of Urban Land Use: Feasibility Studies;
- FBE 588 Advanced Real Estate Law;
- additional graduate business electives sufficient to bring the total units completed in the Marshall School of Business to at least 48; and
- policy, planning, and development courses (34 units).

Dual degree students may not count courses taken outside the Marshall School of Business toward the 48 units.

*Comprehensive Examination:* Students are required to complete a comprehensive examination administered by faculty members from both the Marshall School of Business and the School of Policy, Planning, and Development.

See page 761 for policy, planning, and development course requirements.

The M.B.A. and the M.R.E.D. degrees are awarded simultaneously upon completion of all program requirements.

**Master of Business Administration/Master of Science in Gerontology (M.B.A./M.S.)**

The M.B.A./M.S. dual degree combines knowledge of the older population with the skills of business management. The program prepares graduates for a number of roles in both public and private sector organizations including the marketing of products or services to seniors, human resource development with older workers and retirement benefits.

*Application*

Applicants to the M.B.A./M.S. in Gerontology should apply to both schools simultaneously.

*Gerontology Requirements*

The Master of Science in Gerontology requires 30 units of course and field work which cover the core content of the M.S. program.

REQUIRED COURSES		UNITS
GERO 510	Physiology of Development and Aging	4
GERO 520	Life Span Developmental Psychology	4
GERO 530	Life Span Developmental Sociology	4
GERO 540	Social Policy and Aging	4
GERO 555	Integrating Gerontology: A Multidisciplinary Approach	4
GERO 591z	Field Practicum	4
	Gerontology electives	6

*Program Adaptation*

The USC Leonard Davis School of Gerontology will waive 12 units of related courses and 6 units of electives, plus GERO 593 Research Methods (4 units), which are required in the regular M.S. program.

*Business Administration Requirements*

The Master of Business Administration component requires 48 units of credit. Required courses include:

- all courses required in an M.B.A. core program;
- MOR 548 Competitive Advantage Through People;
- one of the following marketing electives:
  - MKT 512 Marketing and Consumer Research,
  - MKT 525 Consumer Behavior,
  - MKT 560 Marketing Strategy and Policy
  - MKT 569 Contemporary Marketing Problems;
- additional graduate business electives sufficient to bring the total units completed in the Marshall School of Business to at least 48.

Dual degree candidates may not count courses taken outside the Marshall School of Business for the 48 units.

The M.B.A. and M.S. degrees are awarded simultaneously upon completion of all program requirements.

**Master of Business Administration/Master of Science in Industrial and Systems Engineering (M.B.A./M.S.)**

The Marshall School of Business in conjunction with the Department of Industrial and Systems Engineering offers a program leading to the degrees of Master of Business Administration/Master of Science in Industrial and Systems Engineering.

*Application*

Applicants to the M.B.A./M.S., Industrial and Systems Engineering program should apply to both schools simultaneously.

*Program Requirements*

This alternative requires 66 units for graduates of industrial and systems engineering undergraduate curricula and leads to both a Master of Science in Industrial and Systems Engineering and the Master of Business Administration.

The total number of units required for the M.B.A. portion of the program is 48.

Required business courses include:

- all courses in an M.B.A. core program — although GSBA 524 Applied Managerial Statistics or GSBA 506ab Applied Managerial Statistics and GSBA 534 Operations Management or GSBA 504 Operations Management may be substituted by electives in the Marshall School of Business on the basis of successful completion of ISE 220, ISE 225; CSCI 455x with grades of B or better;
- and graduate business electives sufficient to bring the total units completed in the Marshall School of Business to at least 48.

Dual degree students may not count courses taken outside the Marshall School of Business toward the 48 units.

See page 546 for industrial and systems engineering course requirements

The M.B.A. and the M.S. degrees are awarded simultaneously upon completion of all program requirements.

#### **Master of Business Administration/Doctor of Dental Surgery (M.B.A./D.D.S.)**

In response to changes in dental care delivery systems and to the increasing complexity of dental care financing, the USC School of Dentistry offers an innovative program for individuals desiring knowledge in both dental science and business administration.

#### *Application*

Applicants to this program should apply during the first year of dental school. Only students who have successfully completed one year in the School of Dentistry will be considered for admission to the Marshall School of Business.

#### *Program Requirements*

The program involves completion of the first year in the School of Dentistry, the second in the Marshall School of Business, and then completion of the balance of the slightly modified dentistry and business programs. The program may be completed in five calendar years.

*First Year:* Required dentistry courses.

*Second Year:* Required M.B.A. core courses.

*Third to Fifth Year:* Completion of the remainder of required dentistry courses and graduate elective courses sufficient to bring the total units completed in the Marshall School of Business to at least 48. Dual degree students may not count courses taken outside the Marshall School of Business toward the 48 units. The dentistry requirement of four units of selective courses will be met by Marshall School courses.

The M.B.A. and D.D.S. degrees are awarded simultaneously upon completion of all program requirements.

#### **Master of Business Administration/Doctor of Medicine (M.B.A./M.D.)**

In response to the ongoing reorganization of health care delivery systems and the growing awareness of the impact of business decisions on health care, the Keck School of Medicine of USC and the Marshall School of Business jointly offer an innovative program for individuals seeking knowledge in both medicine and business administration. The program is designed to prepare its graduates to assume leadership in the design and management of health care systems.

Completion of the M.B.A./M.D. program spans five-and-one-half years. Interested students apply during their second year of medical school and begin core M.B.A. courses following successful completion of the first two years of medical school. The last two-and-one-half years are devoted to the clinical clerkships of the Keck School of Medicine and nine units of elective courses in the Marshall School.

#### *Application*

M.B.A./M.D. students should apply during their second year of medical school in the Keck School of Medicine. All requirements for admission to the Marshall M.B.A. program (application, GPA, GMAT score, etc.) must be fulfilled by the medical student for admission to the Marshall School. Only students who have successfully completed two years in the Keck School of Medicine will be considered for admission to the Marshall School of Business.

#### *Program Requirements*

At the conclusion of the program, students will have completed 48 units in the Marshall School of Business and four years of courses in the Keck School of Medicine.

*First and Second Years:* Required medicine courses.

*Third Year:* Required M.B.A. core courses.

*Remaining Two-and-One-Half Years:* School of Medicine core, selective and elective clerkships, and graduate business elective courses sufficient to bring the total units completed in the Marshall School of Business to at least 48. Dual degree students may not count courses taken outside the Marshall School of Business toward the 48 units.

The M.D. and the M.B.A. degrees are awarded simultaneously upon completion of all program requirements.

#### **Master of Business Administration/Doctor of Pharmacy (M.B.A./Pharm.D.)**

Responding to the growing demand on pharmacists to be knowledgeable in both science and business administration, the USC School of Pharmacy and the Marshall School of Business offer the M.B.A./Pharm.D. dual degree program.

The program involves completion of the first year in the School of Pharmacy, the second in the Marshall School of Business and completion of the balance of the dual degree program over the final three years.

#### *Admission Requirements*

Applicants to this program should apply during the first year of pharmacy studies. Only students who have successfully completed one year in the School of Pharmacy will be considered for admission to the Marshall School of Business.

#### *Program Requirements*

A total of 48 units of business course work is required. Dual degree students may not count courses taken outside the Marshall School of Business toward the 48 units.

*First Year:* Required Pharmacy School courses.

*Second Year:* Required M.B.A. core courses.

*Third to Fifth Years:* 108 units of Pharmacy courses and graduate business electives sufficient to bring the total units completed in the Marshall School of Business to at least 48.

The M.B.A./Pharm.D. degrees are awarded simultaneously upon completion of the School of Pharmacy and the Marshall School of Business requirements.

#### **Master of Business Administration/Master of Social Work (M.B.A./M.S.W.)**

The Master of Business Administration/Master of Social Work dual degree develops knowledge and skills in working with individuals, families and groups, as well as organizational dynamics, marketing, decision sciences, accounting and human relations. Students interested in working in the management of human services and not-for-profit organizations will develop knowledge of human resources, philanthropic and corporate social responsibility, organizational development and information management.

#### *Application*

Prospective students must apply to both the Marshall School of Business and the School of Social Work.

*Program Requirements*

The M.B.A./M.S.W. requires completion of a total of 96 units (48 in the Marshall School of Business and 48 in the School of Social Work) and is typically completed in a three-year period, including summer.

Students in this dual degree program must select the industrial social welfare concentration in the second year of their social work program. Course requirements in the Marshall School of Business include all courses required for the M.B.A. core program and graduate business electives sufficient to bring the total units completed in the Marshall School of Business to at least 48. Dual degree students may not count courses taken outside the Marshall School of Business toward the 48 units.

The M.B.A. and the M.S.W. degrees are awarded simultaneously upon completion of all program requirements.

**Master of Business Administration/Master of Arts in Jewish Communal Service (M.B.A./M.A.)**

In cooperation with Hebrew Union College—Jewish Institute of Religion, the Marshall School of Business offers the dual degree program Master of Business Administration/Master of Arts in Jewish Communal Service. This degree prepares students to apply business and management concepts to the non-profit sector.

*Application*

Applicants to the M.B.A./Master of Arts in Jewish Communal Service program should apply to the Marshall School of Business and to the Irwin Daniels School of Jewish Communal Service at the Hebrew Union College-Jewish Institute of Religion concurrently.

*Degree Requirements*

For the Marshall School portion of the dual degree: all courses required in an M.B.A. core program and graduate business electives sufficient to bring the total units completed in the Marshall School of Business to at least 48. Dual degree students may not

count courses taken outside the Marshall School of Business toward the 48 units.

Students must also complete 47 units in the Hebrew Union College portion of the dual degree.

<b>SAMPLE STUDENT PROGRAM</b>	<b>UNITS</b>
<i>Summer I, Fall, Spring:</i> Hebrew Union College; required courses	35
<i>Summer II:</i> Hebrew Union College; required and elective courses	12
<i>Fall, Spring:</i> Marshall School; required courses	33
<i>Fall:</i> Marshall School; graduate business electives	15

Note: Summer II Hebrew Union College courses could be taken in the summer between Marshall School required courses and electives.

The M.B.A. and the M.A. degrees are awarded simultaneously upon complete of their respective degree requirements.

## Master of Science

The Master of Science in Business Administration (M.S.) is designed to provide those who have already completed an M.B.A. with an opportunity to pursue further study in an area of specialization. The degree is available only to those holding M.B.A. degrees from American Assembly of Collegiate Schools of Business (AACSB) accredited institutions. It may be completed on either a full- or part-time basis. Classes applicable to the degree are offered during both daytime and evening hours.

**Admission**

Successful applicants should have earned a GPA of 3.4 or greater in their M.B.A. course work.

Applicants currently enrolled in M.B.A. programs at USC must submit a letter of recommendation from their respective program office along with a modified version of the application package required for the full-time M.B.A. program.

Applicants who completed the M.B.A. at an institution other than USC must submit all application documentation required for the full-time M.B.A. program.

The deadline to apply for this program is May 1. For admission materials contact the Marshall M.B.A. Admission Office in Popovich (JKP) Hall, room 308; (213) 740-7846; Fax (213) 749-8520; [www.marshall.usc.edu](http://www.marshall.usc.edu).

**Program Structure and Unit Requirements**

Once the applicant has selected an area of specialization, he or she selects a faculty advisor from among the faculty of the Marshall School of Business.

Together the student and the faculty advisor determine which courses the student must complete. An evaluation of work previously completed determines if prior work needs updating to prepare for new course work. If it is determined that preliminary courses are needed, the number of units needed to complete the master of science degree will increase. The student's program is then documented on an official program of study and filed with the Marshall Registrar's office.

Completion of the master of science degree requires a minimum of 26 graduate units for all candidates—up to 24 units of course work in the area of specialization and a minimum of 2 units of GSBA 590 Directed Research.

None of the GSBA prefixed classes required for completion of a Marshall M.B.A. program may be applied toward the Master of Science in Business Administration unless they are required to update prior work and are added to the 26-unit total.

No more than two courses or 8 units may be taken in graduate course work outside the Marshall School of Business.

Because the Master of Science degree program leads to greater specialization, a minimum of two units of GSBA 590 Directed Research must be included in the proposed program. The Directed Research project is intended to provide a capstone experience culminating in a research report in the area of specialization. The research will be conducted under the direction of an individual faculty member from the department in which the area of specialization is taken.

## Master of Management

The Master of Management is an intensive distance-learning graduate program designed for business professionals working in Japan. The program focuses on teaching the necessary knowledge and skills in the various business disciplines and is delivered using distance learning technologies in Japan with several in-person class sessions. Its structure includes nine distance learning courses taught in English delivered using the Internet and a satellite broadcasting system.

### Application

Admission is open to business professionals working in Japan who have one to three years' management experience. In addition to general admission requirements, a TOEFL score of 600 must be submitted before the completion of the fourth course in the program and may be submitted with the completed application. Applications are due by April 1 for a program start date in July. The application is available online at [www.marshall.usc.edu](http://www.marshall.usc.edu). For additional information, contact the Office of Executive Development at (213) 740-8990 or by email at [execdev@marshall.usc.edu](mailto:execdev@marshall.usc.edu).

There are required in-person class sessions for GSBA 522ab and GSBA 574. In addition, students are required to attend a two-day new student orientation in Tokyo prior to beginning the program. This design allows students to complete the degree while continuing to work full time.

### Sample Program

Degree candidates must complete all the required graduate courses (32 units) in sequence. All courses must be taken through the Marshall School.

YEAR 1, FALL SEMESTER		UNITS
GSBA 511	Managerial Economics	3
GSBA 549	The Firm in the National and International Economy	3
YEAR 1, SPRING SEMESTER		UNITS
GSBA 522a	Managerial Perspectives	1.5
GSBA 528	Marketing Management	3
YEAR 1, SUMMER SESSION		UNITS
GSBA 510	Accounting Concepts and Financial Reporting	3
GSBA 524	Applied Managerial Statistics	3
YEAR 2, FALL SEMESTER		UNITS
GSBA 518	Accounting Control Systems	3
GSBA 521	Corporate Finance	3
YEAR 2, SPRING SEMESTER		UNITS
GSBA 522b	Managerial Perspectives	1.5
FBE 531	Corporate Financial Policy and Corporate Control	3
YEAR 2, SUMMER SESSION		UNITS
GSBA 529	Strategic Formulation for Competitive Advantage	3
GSBA 574	The Executive of the Future	2
Total Units:		32

### Graduate Certificate in Management Principles

The Graduate Certificate in Management Principles is an intensive distance-learning graduate program designed for business professionals working in Japan. The program focuses on teaching the necessary knowledge and skills in the various business disciplines and is delivered using distance learning technologies in Japan with two required in-person sessions. Its structure includes seven distance learning courses taught in English delivered using the Internet and a satellite broadcasting system. There is a required three-day intensive, in-person session for GSBA 522a in

Tokyo. In addition, students are required to attend a two-day new student orientation in Tokyo prior to beginning the program. This design allows students to complete the program while continuing to work full time.

### Application

Admission is open to business professionals working in Japan who have one to three years' management experience. Applications are due by April 1 for a program start date in July. The application is available online at [www.marshall.usc.edu](http://www.marshall.usc.edu). For additional information, contact the Office of Executive Development at (213) 740-8990 or by email at [execdev@marshall.usc.edu](mailto:execdev@marshall.usc.edu).

### Sample Program

Certificate candidates must complete all of the required graduate courses listed below (22.5 units) in sequence. All courses must be taken through the Marshall School.

YEAR 1, FALL SEMESTER		UNITS
GSBA 511	Managerial Economics	3
GSBA 549	The Firm in the National and International Economy	3
YEAR 1, SPRING SEMESTER		UNITS
GSBA 522a	Managerial Perspectives	1.5
GSBA 528	Marketing Management	3
YEAR 1, SUMMER SESSION		UNITS
GSBA 510	Accounting Concepts and Financial Reporting	3
GSBA 524	Applied Managerial Statistics	3
YEAR 2, FALL SEMESTER		UNITS
GSBA 518	Accounting Control Systems	3
GSBA 521	Corporate Finance	3

Total units: 22.5

## Master of Medical Management

This program is designed for physicians who are employed full time throughout the United States. Its structure includes intensive residential periods with significant project work required between residential periods. Non-residential instruction is supported via distance-learning tools.

Applications are due by December 1 for a program start date in March. The application is available online at [www.marshall.usc.edu](http://www.marshall.usc.edu). For additional information, contact the Office

of Executive Development at (213) 740-8990 or by email at [execdev@marshall.usc.edu](mailto:execdev@marshall.usc.edu).

This program requires 33 units that will be taken in lockstep fashion. These courses are thematic (interdisciplinary) in nature.

SPRING	UNITS	
GSBA 561	Evaluating Market Performance	9

SUMMER	UNITS	
GSBA 562	Management of Operations	11
FALL	UNITS	
GSBA 572	Strategic Planning for Growth	11
SPRING	UNITS	
GSBA 574	The Executive of the Future	2

Total units: 33

## Academic Policies — Master's Programs

### Waivers

Subject waiver of required courses may be granted to students based on prior academic work. All waived courses must be replaced with approved electives.

Further information regarding the waiver policy in the Marshall School of Business may be obtained from the program advisor for the applicable M.B.A. program.

### Change of Degree Program

Students who are currently enrolled in one degree program who wish to change their degree status to another program must formally reapply through the Admission Office for the applicable program. Details concerning individual student requirements in other degree programs may be obtained by contacting the Admission Office.

### Continuous Enrollment/Leave of Absence/Withdrawal/Reinstatement

Once admitted to a graduate degree program, the student must enroll at USC each fall and spring semester each year until she or he has satisfactorily completed all degree requirements. MBA.PM students must enroll at USC each fall and spring semester and summer session each year until they have satisfactorily completed all degree requirements.

If for military, medical, religious or job-related reasons a student must skip a semester, the student must petition for a leave of absence. The petition should be submitted to the student's program advisor no later than the first day of class for the semester of the leave. Leave of absence request forms are available by electronic mail, fax or hard copy.

If granted, the period of leave is not counted in the time allowed for the completion of degree requirements, and the student is allowed to complete the degree requirements in effect when he or she was originally admitted.

Once a leave is approved, it is the student's responsibility to withdraw from any classes for which the student has already enrolled. An approved leave may not exceed one academic year. A student whose leave exceeds one academic year or who fails to maintain continuous enrollment without obtaining an approved leave must, when ready to return to school, apply for readmission to the program. Applications for readmission are available by email, fax or hard copy. Contact the program advisor for the applicable program.

Students who must completely withdraw from a program must notify their program office of their withdrawal from the program. Students should contact their program office for more information or assistance.

### Course Work at Another Institution

Once matriculated into a Marshall School of Business program, a student must receive prior permission by petition from the appropriate Marshall program office to take course work (a maximum of six units) at another institution. Only course work from an AACSB accredited business school can be accepted. A grade of B or better must be obtained. Permission is granted only in exceptional circumstances.

### Limited Status

The Marshall School of Business does not allow students to take classes on any conditional or special status basis prior to application and an official admission decision except under the following condition: students completing a Master of Business Administration program at another accredited university outside of the Los Angeles area may take up to 12 units in the Marshall School of Business to complete their degrees, provided that a letter from the associate dean or program director at a student's university identifies the classes that will be accepted for credit by the university granting the degree.

### Academic Warning and Dismissal

Master's students must maintain a grade point average of 3.0 (A = 4.0) or better to stay in good academic standing. Students who are not in good academic standing are subject to dismissal.

#### *Academic Warning*

Master's students who, in a term, do not earn or maintain a 3.0 (A = 4.0) grade point average will be given an academic warning in the semester following the one in which they became deficient in grade points. Students who fail to achieve a 3.0 upon completion of the required number of units for any degree may, with the prior permission of the Associate Dean or the Vice Dean of Graduate Programs, be allowed to take a maximum of 12 additional units at USC to obtain the required GPA. Petitions to take additional units should be submitted to the student's program office.

Grades below C (2.0) in all master's degree courses are not acceptable. If a lower grade is earned in a required course, the course must be repeated at USC and a grade of C or above must be earned. Degree credit will not be given for courses with grades of C- and below but the grades are computed into the grade point average. Such courses should be repeated in the next semester in which the course in question is offered and must be repeated within one calendar year. Satisfactory completion of all required courses must occur prior to or concurrently with the beginning of advanced course work.

#### *Dismissal*

A student may be dismissed from a master's program whenever, in the judgment of the program's associate dean and the vice dean for graduate programs, it is unlikely that the student will successfully complete his or her program.

Dismissal may occur after the completion of any term after the student has received written warning that he or she may be dismissed for academic reasons.

## Doctor of Philosophy

The Doctor of Philosophy program in business administration is designed to produce research-oriented graduates who, from positions in academia, business or industry, can advance the state-of-the-art of business practice and enhance the contributions that business can make to the larger community.

These goals can be advanced through research contributions in theory, concepts, methods and practices, and contributions to the education of the next generation of business leaders.

This degree is awarded under the jurisdiction of the Graduate School. Students should also refer to the Graduate School section of this catalogue. All courses applied toward the degree must be courses accepted by the Graduate School.

### Admission

The Ph.D. program in Business Administration welcomes applications from students with high intellectual aptitude who plan careers in research and teaching. Students with strong backgrounds in mathematics, the social sciences, engineering and sciences are encouraged to apply for admission to the program. A master's degree or M.B.A. is not a requirement for entry into the doctoral program; students may enter with only a bachelor's degree.

Consideration is given to the rigor of the undergraduate curriculum, academic performance, scores on the GRE or GMAT, and the quality of the applicant's statement of purpose and personal references. One year of college calculus is a prerequisite for admission; matrix algebra, introductory mathematical statistics and intermediate economic theory are very desirable. Candidates whose qualifications are otherwise exceptionally strong can remedy deficiencies by enrollment in courses prior to their first semester. Current TOEFL scores will be required for applicants whose bachelor's degrees were awarded by universities outside the United States. Doctoral students begin their program in early August. The program is full-time including summers. No part-time or evening programs are available. The final application deadline is January 15. The GMAT or GRE should be taken no later than late December. Test scores are valid for five years. Admissions and fellowship requests are reviewed as a group and not on a rolling basis.

Campus interviews will be initiated by the departments for their top candidates. In cases where in-person interviews cannot be arranged, telephone interviews will be substituted.

Applicants should secure at least three letters of recommendation. The doctoral committee prefers that all recommendations be written by academicians familiar with the applicant's scholastic and research capabilities. However, an applicant who has been away from an academic environment for a significant period of time may substitute nonacademic references.

Students who wish to apply for admission to the Doctor of Philosophy program should consult the Graduate School section of this catalogue for applicable admission information. Additionally, applicants should contact the doctoral office in the Marshall School of Business for specific admission procedures. The doctoral office is located in Hoffman Hall 802E, (213) 740-0674, email: phd@marshall.usc.edu.

### Degree Requirements

The Doctor of Philosophy in business administration is based on a program of study and research culminating in the completion of a dissertation in the major field of study. A minimum of 60 units of course work beyond the baccalaureate is required for the Ph.D. degree, including research courses and a minimum of 4 units and a maximum of 8 units of 794 Doctoral Dissertation. For students who already possess a master's degree, a minimum of 36 semester units of course work beyond that degree is required exclusive of 794 Doctoral Dissertation. Until the time the student is granted permission to take the qualifying examinations, successful completion of at least nine units per successive semester is required. Doctoral students will be subject to disqualification at any time if the Marshall School of Business determines that they are deficient in academic achievement. All students must maintain a 3.0 average.

### Screening Procedure

In addition to whatever papers and examinations are assigned in first-year courses a screening process will occur in May. This process will include a review of each student's grades, an analysis of competence in written communications and reports by each faculty member who has had course or other responsibility for a student. Based upon this review, the Ph.D. committee will determine whether to formally admit a student into the Ph.D. program in the area of specialization. Students who have not performed satisfactorily will be dropped from the program. The review shall normally be completed and results communicated to students by June 1. If additional data is needed, students may be required to take a written or oral examination or complete a written assignment. In some cases a first-year summer project may be taken into account in determining whether a student should continue in the program.

### Advisor and Guidance Committee

An advisor from the Ph.D. faculty is appointed at the beginning of the student's first academic year. After the screening exam has been passed, the guidance committee is established by the Graduate School upon recommendation of the director of the doctoral program. The guidance committee is comprised of five or more faculty members, one of whom must be from outside the Marshall School of Business.

### Course Requirements

Each student must successfully complete one course in microeconomics or behavioral sciences, one course in statistics and one course in research design plus the core courses in his or her field of specialization. Advanced course work is specified by the student's guidance committee in preparation for the qualifying examinations in the area of specialization. The

areas are: accounting, information systems, operations management, finance and business economics, management and organization, and marketing.

### Qualifying Examinations

The examinations qualifying a student for candidacy are comprehensive in nature. They are designed to determine the student's competence in the area of specialization.

The qualifying examinations consist of written examinations and an oral examination. The written examinations are prepared and graded by faculty and all should be passed before an oral examination can be administered by the student's guidance committee.

### Doctoral Dissertation

The final phase of the program is the completion of a dissertation. The dissertation must be based on original investigation that makes a substantive contribution to knowledge and demonstrates capacity for independent, scholarly research. The quality of the dissertation should meet the standards for publication in leading journals in the field.

Typically, dissertations in business administration will be research studies that advance the body of knowledge concerned with the understanding of issues and solution of problems confronting managers and administrators. As such, a dissertation will (1) develop or extend theories, techniques or models relevant to managerial problems; (2) demonstrate original applications or adaptations of existing theories, techniques or models to managerial problems in a specific area; (3) develop innovative formulations and analyses of complex managerial problems and propose creative approaches to their solution; (4) employ scientific research methodology to test empirically the validity of existing theories, techniques or models and their application to specific types of managerial problems.

A dissertation committee chair shall be requested by the student and appointed by the Ph.D. program director within 90 days after the student has passed the qualifying exams. The remaining faculty on the dissertation committee shall be appointed within six months after the student has passed the qualifying exams.

The dissertation committee must consist of at least four tenure-track faculty, one of whom is outside the Marshall School of Business. Students are encouraged to add additional faculty to the committee, especially those who might provide valuable expertise that improves the dissertation. It is important that the student select faculty members who are committed and interested in serving on the committee, since a quality dissertation requires

extensive interaction with and a sizable time commitment from individual faculty members.

#### Format for Theses and Dissertations

All theses and dissertations submitted in fulfillment of requirements for graduate degrees at USC must conform to certain university regulations with regard to format and method of preparation. These requirements are

explained in detail in *Regulations for Format and Presentation of Theses and Dissertations*, available from the Graduate School, Grace Ford Salvatori Hall 315. Further information on procedures is contained in the Graduate School section of this catalogue.

#### Defense of the Dissertation

When the dissertation committee agrees that the candidate has essentially completed the

research and a satisfactory draft of the dissertation has been written, a final oral examination is held. This examination is open to all members of the faculty of the school and the university. Final judgment on the dissertation and the oral defense is rendered by members of the dissertation committee. The dissertation must be accepted unanimously by the dissertation committee.

## Special Programs

#### Executive Development

The Office of Executive Development offers programs that are not part of the regular degree programs. The Executive Development Office is located in the Davidson Conference Center 107, (213) 740-8990; Fax (213) 749-3689 or email: colleen.dietz@marshall.usc.edu.

#### Center for International Business Education and Research (CIBEAR)

The Marshall School's Center for International Business Education and Research (CIBEAR) was selected in October

1990 by the U.S. Department of Education and is one of its 30 national centers. The center's mandate is to broaden and deepen knowledge about international business among USC students, faculty and business stakeholders to increase their international competitiveness. Between 1990 and 2002, the U.S. Department of Education provided CIBEAR with \$3.8 million of support, which has been more than matched by USC cash and in-kind contributions to support over

130 projects that are helping to internationalize teaching and research programs throughout the Marshall School of Business and USC. CIBEAR won a four-year renewal worth \$1.4 million in October 2002. CIBEAR Director Richard Drobnick, Associate Director John Windler and USC faculty coordinate and direct the projects. Phone (213) 740-2852; Fax (213) 740-2858 or email: cibear@usc.edu.

## Courses of Instruction

### ACCOUNTING

Accounting courses are listed in the USC Leventhal School of Accounting section of this catalogue.

### BUSINESS ADMINISTRATION (BUAD)

The terms indicated are *expected* but are not *guaranteed*. For the courses offered during any given term, consult the *Schedule of Classes*.

#### 020x Survey of Business Administration

**(3, FaSp)** Survey of the important topics in business administration, including marketing, accounting, finance, management information systems, leadership, business communication, and human resource management. Not available for degree credit to USC undergraduates. *Recommended preparation:* 2-5 years management experience.

**040 Executive Development (4)** Problems and cases in contemporary management and business economics in American society. Graded credit/no credit. Open only to participants in managerial institutes and executive programs sponsored by the Marshall School of Business. Open to USC employees.

#### 100x Foundations of Finance and Accounting

**(2)** Accounting information in decision-making from the perspective of users and preparers. Basics of financial asset valuation. Consideration of time-value of money and risk. Graded CR/NC. Not available for major or minor credit.

**101 Freshman Honors Colloquium (2)** Colloquium of leading researchers, authors, and administrators in the Marshall School of Business and other schools at USC. Graded CR/NC.

#### 200x Economic Foundations for Business

**(2, FaSp)** Examines fundamental concepts of both microeconomics and macroeconomics as they pertain to business and financial decisions. Not available for degree credit to business majors.

#### 215x Foundations of Business Finance

**(4, FaSp)** Principles and practices of modern financial management; use of financial statements; valuation of investment; asset pricing under uncertainty; elements of financial decisions. Not available for credit to business majors. *Prerequisite:* BUAD 200x and ACCT 410x.

#### 250ab Core Concepts of Accounting Information

**(a: 4, Fa; b: 4, Sp)** *a:* Accounting information in decision-making from the perspective of users and preparers; development of the basic accounting model and issues concerning income and cash flows. *Corequisite:* ITP 101x, ECON 203. *b:* Continuation of financial and managerial accounting information in decision making, focusing on accounting issues involving economic resources, debt, and equity capital. *Prerequisite:* BUAD 250a; *corequisite:* ECON 205.

**301 Technical Entrepreneurship (3)** Starting and managing a technological business: developing a viable concept, market and financial planning, product development, organizing the venture, protecting intellectual property rights.

#### 302 Business Communication (4, FaSpSm)

Theory, practices, and techniques essential to external and organizational communication; interpersonal communication; development of skill in presenting oral and written reports. *Prerequisite:* WRIT 340.

**302T Business Communication for Accountants (4, FaSp)** (For Accounting majors only) Theory, practices, and techniques essential to communication by accounting professionals; interpersonal communication, written and oral presentations; communication technologies; development of communication strategies for varied audiences. (Duplicates credit in BUAD 302.) *Prerequisite:* WRIT 340.

**304 Organizational Behavior (4, FaSpSm)** The environments and technologies of business and industrial organizations, processes of work group development and management, and their effects on individual behavior.

**305 Abridged Core Concepts of Accounting Information (4, FaSp)** Uses of accounting information in decision-making; accounting issues concerning income and cash flows, economic resources and capital. (Duplicates credit in BUAD 250*ab*.) Open only to students with two transferable "Principles of Accounting" courses from a two-year or four-year institution.

**306 Business Finance (4, FaSpSm)** Financial problems of business enterprise; function of financial manager; sources of funds; instruments, institutions, and practices of finance; problems of financial management using case studies. (Duplicates credit in former BUAD 406.) *Prerequisite:* BUAD 250*a* or BUAD 305.

**307 Marketing Fundamentals (4, FaSpSm)** Develops a managerial viewpoint in planning and evaluating marketing decisions of the firm: products, pricing, channels, promotion, information processing, legal implications, and marketing in contemporary society.

**309 Business Decisions under Uncertainty (4, FaSp)** Introduction to risk management and investment decisions in equities and real estate using the tools of probability, classical and Bayesian statistical inferences. Business honors only. *Prerequisite:* MATH 118*x*.

**310 Applied Business Statistics (4, FaSpSm)** Statistical methods for business analysis; data exploration and description; sampling distributions; estimation; hypothesis testing, simple and multiple regression; model building. Extensive computer applications. *Prerequisite:* MATH 218.

**311 Operations Management (4, FaSpSm)** Learn the fundamentals of operations management and acquire skills to analyze, manage and improve production processes. Topics include: project/total quality/materials management and just-in-time production.

**311T Operations Management for Accounting Majors (4)** Learn the fundamentals of operations management and acquire skills to analyze, measure, control and improve production processes. Open to accounting majors only. (Duplicates credit in BUAD 311.)

**350 Macroeconomic Analysis for Business Decisions (4, FaSpSm)** Behavior of economic indicators over business fluctuations, economic growth, monetary and fiscal policy, exchange rate movements. *Prerequisite:* ECON 203, ECON 205.

**351 Economic Analysis for Business Decisions (4, FaSpSm)** Theory of the firm in the enterprise system; profits, demand, and cost analysis; market competition and resource allocation; problems of size efficiency and growth. *Prerequisite:* ECON 203, ECON 205 and MATH 118.

**390 Special Problems (1-4)** Supervised, individual studies. No more than one registration permitted. Enrollment by petition only.

**403 Legal Environment of Business (4, FaSpSm)** Legal principles of business: litigation process, constitutional law, torts, product liability, crimes, contracts, sales and leases, intellectual property, international law, agency, employment law, and ethics.

**490x Directed Research (2-8, max 8, FaSpSm)** Individual research and readings. Not available for graduate credit. *Prerequisite:* departmental approval.

**491 Honors Seminar (2, max 4, FaSp)** Advanced study of a selected topic in business administration. In-depth exploration of relevant theories and methods of analysis. May be repeated for credit once. *Prerequisite:* admission to Honors Program.

**493x Dean's Seminar in Entrepreneurship (2, Fa)** Overview of starting and developing a new business. Discussions with successful business leaders and entrepreneurs. Not available for students admitted to the Entrepreneur Program. *Prerequisite:* Senior or graduate standing in business or engineering or departmental approval. Graded CR/NC.

**495 Practicum in Business Issues (Internship) (2)** Combined classroom discussion and field application of business theories and practices; part-time employment. Project to be jointly defined by student, employer and professor. Junior or Senior standing. Graded CR/NC.

**496 Leadership Seminar (2, Fa)** Designed to expose students to both the study and the practice of leadership and to provide a structural opportunity for leadership skill building.

**497 Managerial Decision-Making and Planning (4, FaSpSm)** Examination of managerial decision-making, planning, and policy under changing environments; readings, cases, exercises, simulations. *Prerequisite:* BUAD 250*b* or BUAD 305, BUAD 302, BUAD 304, BUAD 306, and BUAD 307; *corequisite:* BUAD 311.

**499 Special Topics (2-4, max 8, Irregular)** Examination of current literature relevant to the total and changing environment in which business operates. *Prerequisite:* departmental approval.

## BUSINESS ENTREPRENEURSHIP (BAEP)

**423 Management of Small Businesses (4, FaSp)** Strategic, organizational and human issues facing the small business; influence of the founder's personality, managing growth, competitive strengths and weaknesses are covered.

**451 The Management of New Enterprises (4, FaSp)** Development of analytical and conceptual skills in entrepreneurship and venture management.

**452 Cases in Entrepreneurship (4, FaSp)** Case analysis of problems encountered in the management of new enterprises. *Corequisite:* BAEP 451.

**453 Venture Management (4, Sp)** Design and application of organization structures and systems in management of new ventures. *Prerequisite:* BAEP 451.

**454 The Entrepreneurial Business Plan (4, Sp)** Development of a detailed plan for starting and owning an enterprise. *Prerequisite:* BAEP 452.

**551 Introduction to New Ventures (3, FaSpSm)** Study and development of analytical and conceptual skills in the management of new enterprises and new ventures within large organizations. (Duplicates credit in former BAEP 550*x*, GSBA 586 and GSBA 587.)

**552 Cases in Feasibility Analysis (3, FaSp)** Study of analytical techniques used to evaluate business concepts and new business development. Graded CR/NC. *Corequisite:* BAEP 551 or GSBA 586 or GSBA 587.

**553 Cases in New Venture Management (3)** Cases and readings expose students to the challenges of developing long-range strategies for entrepreneurial ventures. Emphasis is on developing new industries, growth through strategic alliances, and issues involved in the long-range strategic positioning of emerging companies.

**554 The New Venture Business Plan (3, Sp)**

Creation of an operating plan for starting or managing fast-growing ventures. *Prerequisite:* BAEP 552 or BAEP 556.

**555 Management of Rapidly Growing Ventures (3, Sp)** Exploration and analysis of the operational and financial issues entrepreneurs confront when managing a rapidly growing venture.

**556 Technology Feasibility (3, Fa)** Gives students the critical thinking and analytical skills they need to evaluate, value and manage technology as intellectual property. Students will learn the technology commercialization process, use data mining and assessment techniques for patent databases, and study the unique business issues facing high technology start-ups.

**557 Technology Commercialization (3, Sp)** Focus of the course is on the identification, evaluation and commercialization of new technologies. Emphasis will be placed on the legal, financial and marketing aspects of technology transfer and development.

**558 The Entrepreneurial Advisor (3, Irregular)** Site visits to five middle market firms and meeting their CEOs. Papers based on the problem or opportunity posed by the entrepreneur will be required.

**559 Investing in New Ventures (3, FaSp)** Focus on the entrepreneurial skill set applied to new venture opportunities. Taught from the business plan reader's point of view; focus on selecting opportunities, structuring the relationship, adding value and realizing the value of that investment.

**590 Directed Research (1-12, FaSpSm)** Research leading to the master's degree. Maximum units which may be applied to the degree to be determined by the department. Graded CR/NC.

**597 Business Field Project in Entrepreneurship (1-6, FaSp)** Individual or team projects solving real business problems for companies; situation analyses; research proposal composition; field research techniques; statistical analysis; oral and written presentations. Graded CR/NC.

**BUSINESS COMMUNICATION (BUCO)**

**221 Cross-Cultural Business Communication for Non-Native Speakers (2, FaSpSm)** Written, spoken and cultural business communication skills for non-native speakers of English. Emphasis on individualized skills development according to need. Graded CR/NC.

**333m Communication in the Working World — Managing Diversity and Conflict (4, FaSp)**

Communication strategies to manage workplace diversity and conflict. Historical, social, legal precedents. Institutional barriers to diversity. Race, gender, sexual orientation, age, physical disabilities, culture.

**445 Oral Communication in Business (4, Fa)** Oral reporting; management briefings; listening; interviewing; conference and committee leadership; employee training in communication; laboratory cases and simulations. *Prerequisite:* BUAD 302.

**460 International Business Communication (4, FaSp)** Interpersonal, cultural and organizational communication skills needed for international or global business settings. *Recommended preparation:* BUAD 302.

**485 Business Communication Management (4, Sp)** Communication environment; managing communication activities; communication through intrafirm publications; research methods; report and proposal preparation; communicating institutional policy. *Prerequisite:* BUAD 302.

**533 Managing Communication in Organizations (3, FaSp)** Analyze, design, develop, and present theory-based communication solutions and strategies to sophisticated interpersonal, group, organizational, and environmental communication issues and problems. *Recommended preparation:* GSBA 502 or GSBA 523 or GSBA 542.

**555 E-Communication — Communicating Your Message in the New Economy (3, FaSp)** Strategies/skills to create, build, share and manage personal/corporate brand messages when marketplaces become conversations across platforms — e-teams, Web sites, business plans/models and funding presentations. *Prerequisite:* GSBA 502 or GSBA 523 or GSBA 542.

**590 Directed Research (1-12, FaSpSm)** Research leading to the master's degree. Maximum units which may be applied to the degree to be determined by the department. Graded CR/NC.

**597 Business Field Project in Business Communication (1-6, FaSp)** Individual or team projects solving real business problems for companies; situation analyses; research proposal composition; field research techniques; statistical analysis; oral and written presentations. Graded CR/NC.

**FINANCE AND BUSINESS ECONOMICS (FBE)**

**324 The Financial System (4)** Financial intermediaries in the flow of funds; aggregate financial asset analysis; money markets and interest rates; government debt and its economic effects. *Prerequisite:* BUAD 350 or BUAD 351.

**391 Real Estate Finance and Investment (4, FaSp)** Introduction to income-producing real estate from the perspective of finance, market analysis, capital markets, development and investment. Includes focus on analytical techniques and computer applications. (Duplicates credit in former FBE 365.) *Prerequisite:* BUAD 306.

**400x Introduction to Real Estate Finance and Development (4, Fa)** Case analysis examining economic and financial aspects of real estate decisions for non-business majors. Focuses on dynamics of financing, markets and the development process. Open to all majors. Not available for credit as a senior options course for business majors or for students in the real estate option. (Duplicates credit in former FBE 200x.)

**413 Business and Property Law (2, Sp)** Business problems involving law of accountants' liability, bailments, debtor-creditor relations, bankruptcy, community property, real property, titles, conveyancing, liens, inheritance, trusts. *Prerequisite:* BUAD 403.

**416 Managerial Economics (4)** Application of microeconomic theory to problems of the firm, quantification of demand and cost relationships; pricing policies. *Prerequisite:* BUAD 311, BUAD 351.

**421 Financial Analysis and Valuation (4, FaSp)** This course develops and uses tools of financial analysis to evaluate the performance and assess the value of individual companies in an industry context. *Prerequisite:* BUAD 306.

**425 Management of Financial Institutions (4)** Management problems of banks, savings and loans, and insurance companies; pricing of services; branching; lending criteria; asset and liability management.

**427 Real Estate Law (4, FaSp)** Principles of law regarding real property transactions; buyer-seller, debtor-creditor, landlord-tenant relationships; environmental law and land use control; investments and syndication.

**431 Financial Policies and Corporate Control (4, Fa)** Provide student with a solid foundation in the theory of modern corporate finance. Emphasis on determinants of corporate debt and dividend policies, allocation and value of corporate voting rights and alternative methods of security issuance and retirement. Must have 3.2 GPA to register for course. *Prerequisite:* BUAD 306.

**433 Compensation, Incentives, and Corporate Governance (4, Sp)** Explores how value is created (or destroyed) through incentive compensation and corporate governance. Focus on bonuses, stock options, executive compensation, and financing policies. *Prerequisite:* BUAD 306.

**432 Corporate Financial Strategy (4, FaSp)** Linkage between financial theory and policy and corporate strategy, the role of financial managers in developing corporate strategy; applications of concepts and techniques using cases. *Prerequisite:* BUAD 306.

**436 Financial Management of Multinational Corporations (4)** International scope and dimension of financial planning; working capital management; financing and investment decisions of multinational corporations. *Prerequisite:* BUAD 306.

**437 Entrepreneurial Finance: Financial Management for Developing Firms (4, Fa)** Internal financial management of developing firms. Cash flow analysis; capital budgeting; sources of financing; risk analysis; measurement of profits; and mergers and acquisitions. *Prerequisite:* BUAD 306.

**440 Trading and Exchanges (4, Sp)** Theories, practices, and technologies of trading at exchanges and in dealer networks. Sources of liquidity, volatility, profitability, and institutional change. Domestic and international public policy issues. *Prerequisite:* BUAD 306.

**441 Investments (4, FaSp)** Theories and applications of investment decision-making; the behavior of security prices, portfolio theory, asset pricing models, market efficiency, bond valuation and term structure, derivative securities. *Prerequisite:* BUAD 306.

**443 Introduction to Forecasting and Risk Analysis (4)** Introduction to econometric tools and versions of Capital Asset Pricing Models to estimate financial risk, stock market risk premia and to project economic activity. *Prerequisite:* BUAD 306, BUAD 310.

**445 Topics in Economic Analysis of Business Strategy and Policy (4)** Development of economic analysis to define and analyze strategy and policy options. Topics may include pricing and investment strategy using game-theory, and employee compensation and motivation, or investment in emerging markets. *Prerequisite:* BUAD 350, BUAD 351.

**446 Advanced Topics in Portfolio Management and Investment Strategy (4)** Covers real-world topics in investment theory and practice. It bridges the gap between theory and real-world portfolio management and investments. *Prerequisite:* BUAD 306.

**458 Law and Finance (4, FaSp)** Impact of law on finance: business organizations, partnerships, corporations, companies, franchising, securities regulation, mergers, tender offers, antitrust law, negotiable instruments, credit, bankruptcy, and government regulation.

**459 Financial Derivatives (4, Fa)** A rigorous introduction to the pricing and corporate use of financial derivatives – futures, options, forwards, and swaps – on stocks, exchange rates, bonds, and commodities. *Prerequisite:* BUAD 306.

**462 International Trade and Commercial Policy (4, FaSp)** Commercial policies and treaty relationships; examination of export-import problems and national policies influencing world trade and finance. *Prerequisite:* ECON 203, ECON 205.

**464 International Finance (4, FaSp)** Introduction to the international financial system: foreign currency spot, forward, futures, options markets; exchange rate determination under flexible and fixed rate regimes; foreign exchange risk and elementary hedging techniques; Eurobanking. *Prerequisite:* BUAD 310.

**466 Management of Real Estate Development: Feasibility Studies (4, Sp)** By means of a significant real-world case study chosen each term, the development process is examined from the interrelated perspectives of finance, market analysis, and design and construction technology. Team-generated development proposals are proposed and presented in a consulting environment that includes industry participants. *Prerequisite:* FBE 391 and FBE 470 or FBE 400x.

**470 Advanced Real Estate Analysis (4, FaSp)** Mixed lecture/case approach covering market analysis, asset valuation, ownership structure, negotiation, asset management, corporate real estate, portfolio management, and affordable housing, appraisal and advanced financial modeling. (Duplicates credit in former FBE 465.) *Prerequisite:* FBE 391.

**489 Real Estate Capital Markets (4, Fa)** Topics in real estate capital markets including markets for debt and equity; residential and commercial mortgages and mortgage-backed securities; REITs; institutional sources of capital. *Prerequisite:* BUAD 306.

**516 Economics of Pricing, Compensation and Control (3)** Applications of economics to business pricing and compensation decisions. Pricing topics include price discrimination, demand relationships across time and product lines, strategic uses of prices, and antitrust considerations. Compensation topics include incentive alignment, employee risk aversion, human capital investment, and job market signaling. *Recommended preparation:* GSBA 511.

**524 The Financial System (3)** Financial intermediaries in the flow of funds; aggregate financial asset analysis; money markets and interest rates; government debt and its economic effects. *Prerequisite:* GSBA 511; GSBA 521 or GSBA 548; GSBA 544 or GSBA 549.

**525 Financial Institutions (3)** Application of economic and financial analytic techniques to the managerial problems of financial institutions in the modern market environment. *Prerequisite:* GSBA 521 or GSBA 548.

**527 Entrepreneurial Finance: Financial Management for Developing Firms (3, FaSp)** Internal financial management of developing firms. Cash flow analysis; capital budgeting; sources of financing; risk analysis; measurement of profits; and mergers and acquisitions. *Prerequisite:* GSBA 521 or GSBA 548.

**529 Financial Analysis and Valuation (3, FaSp)** An applications-oriented course to develop the financial and accounting tools required to do financial planning valuation and assessment of financial performance. *Prerequisite:* GSBA 521 or GSBA 548.

**531 Corporate Financial Policy and Corporate Control (3, Fa)** Theory of modern corporate finance; determinants of corporate debt and dividend policies, allocation and value of corporate voting rights and alternative methods of security issuance and retirement. *Prerequisite:* GSBA 521 or GSBA 548.

**532 Corporate Financial Strategy (3, FaSp)** Linkage between financial theory and policy and corporate strategy; the role of financial managers in developing corporate strategy; applications of concepts and techniques using cases. *Prerequisite:* GSBA 521 or GSBA 548.

**533 Compensation, Incentives, and Governance (3, Sp)** How value is created (or destroyed) through compensation and incentive systems. Specific topics include incentive contracts, performance measurement, performance standards, and executive compensation. *Prerequisite:* GSBA 521 or GSBA 548.

**535 Applied Finance in Fixed Income Securities (3, Sp)** The basic principles underlying fixed income securities and how these principles apply to the practical aspects of fixed income management. *Prerequisite:* GSBA 521 or GSBA 548.

**543 Forecasting and Risk Analysis (3, Irregular)** Application of econometric tools and versions of Capital Asset Pricing Models to estimate financial risk and stock market risk premia for portfolio management. *Prerequisite:* GSBA 511 and GSBA 521.

**552 Economics and Finance of the Entertainment Industries (3, Irregular)** Underlying economics and finance of the entertainment industries; focuses on the economic forces that shape and structure the industry and on financial analysis. *Prerequisite:* GSBA 521 or GSBA 548 and GSBA 511.

**554 Trading and Exchanges (3)** Theories, practices, and technologies of trading at exchanges and in dealer networks. Sources of liquidity, volatility, profitability, and institutional change. Domestic and international public policy issues. *Prerequisite:* GSBA 521 or GSBA 548.

**555 Investment Analysis and Portfolio Management (3, FaSp)** Analysis and management of common stocks and fixed income securities; development of modern portfolio theory and the efficient market hypothesis; organization of securities markets. *Prerequisite:* GSBA 521 or GSBA 548.

**556 Advanced Topics in Portfolio Management (3, Sp)** A case-oriented course focused on current changes in the investment industry, risk and analytics of different portfolio strategies, globalization, international diversification, market efficiency and performance measurement. *Prerequisite:* FBE 555.

**557 Business and the Law: Concepts and Applications (3, FaSp)** Legal principles of business: litigation process, constitutional law, torts, product liability, contracts, sales and leases, intellectual property, international law, agency, employment law and ethics. (Duplicates credit in former GSBA 557.)

**558 The Legal Environment of Finance (3, FaSp)** Impact of law on finance: business organizations, partnerships, corporations, companies, franchising, securities regulation, mergers, tender offers, antitrust law, negotiable instruments, credit, bankruptcy, and government regulation. *Prerequisite:* GSBA 521 or GSBA 548.

**559 Management of Financial Risk (3, Fa)** Analysis of commodity, futures, and options contracts; theoretical and empirical approaches; spot and futures price relationships, speculation and hedging strategies; market efficiency. *Prerequisite:* GSBA 521 or GSBA 548.

**562 Current Issues in International Finance (3, Fa)** International monetary relations, financial markets, and institutions; theory and evidence of alternative approaches to balance of payments; current policy evaluation. *Prerequisite:* GSBA 511; GSBA 544 or GSBA 549.

**563 Theory of International Trade (3, Sp)** Comparative advantage and gains from trade; factor proportions and efficiency; factor price equalization; terms of trade; tariffs, customs, unions and trade agreements. *Prerequisite:* GSBA 511; GSBA 544 or GSBA 549.

**564 International Financial Management (3, FaSp)** Financial management of the multinational firm; legal entities and taxation abroad; risk in foreign operations; strategies in foreign exchange, money and capital markets and institutions. *Prerequisite:* GSBA 521 or GSBA 548.

**565 Economics of Urban Land Use: Feasibility Studies (3, Fa)** Economic, market and financial analysis related to feasibility of real estate development; theory and case analysis. *Prerequisite:* FBE 589 or GSBA 511 or GSBA 521 or GSBA 548.

**570 Advanced Topics in Real Estate Finance (3, Sp)** Current topics in real estate finance including sources of equity and debt, the role of capital markets, REITs, conduits, portfolio analysis, and acquisition of distressed assets. Cases and analytic methods. *Prerequisite:* GSBA 521 or GSBA 548; *recommended preparation:* FBE 591.

**571 Introduction to Financial Analysis: Practicum (3, Sp)** This introductory financial analysis (tools, techniques) practicum, emphasizes practical application of asset valuation and portfolio management techniques for those with little previous experience. (Duplicates credit in FBE 572 and FBE 573.) Graded CR/NC. *Prerequisite:* GSBA 548 or GSBA 521.

**572 Intermediate Financial Analysis: Practicum (3, Sp)** This practicum emphasizes asset valuation, including applications of tools and inputs (including economics, accounting, and quantitative techniques) in asset valuation for those with prior experience. (Duplicates credit in FBE 571 and FBE 573.) Graded CR/NC. *Prerequisite:* GSBA 548 or GSBA 521.

**573 Advanced Financial Analysis: Practicum (3, Sp)** This is an advanced practicum emphasizing portfolio management skills, including applied strategies (tools, inputs) in equity and fixed-income management for those with extensive prior experience. (Duplicates credit in FBE 571 and FBE 572.) Graded CR/NC. *Prerequisite:* GSBA 548 or GSBA 521.

**588 Advanced Real Estate Law (3, Sp)** Legal aspects of real estate transactions; partnerships, syndicates, and other ownership forms. Legal aspects of land use control, zoning and environmental impact reports.

**589 Mortgages and Mortgage-Backed Securities and Markets (3, Fa)** Valuation and analysis of residential and commercial mortgages and mortgage-backed securities and related markets. *Prerequisite:* GSBA 521 or GSBA 548.

**590 Directed Research (1-12, FaSpSm)** Research leading to the master's degree. Maximum units which may be applied to the degree to be determined by the department. Graded CR/NC

**591 Real Estate Finance and Investment (3, Fa)** Analysis of investment in and financing of real estate assets including projections, valuation, deal structure, contracts, portfolio and tax and entity considerations. *Prerequisite:* GSBA 521 or GSBA 548.

**597 Business Field Project in Finance and Business Economics (1-6, FaSp)** Individual or team projects solving real business problems for companies; situation analyses; research proposal composition; field research techniques; statistical analysis; oral and written presentations. Graded CR/NC.

**599 Special Topics (1-3, max 9, Irregular)** Current developments in the field of Finance and Business Economics; topics to be selected each semester.

**652 Financial Economics I (3, Irregular)** Doctoral level seminar in financial economics; concentration on corporate finance theory and evidence. *Prerequisite:* departmental approval.

**653 Financial Economics II (3, Irregular)**

Doctoral level seminar in financial economics; concentration on contingent claims and continuous time models. *Prerequisite:* departmental approval.

**654 Ph.D. Seminar-Empirical Research**

**Methods in Finance (3, Irregular)** Empirical financial research methods are introduced. Applications are discussed and critiqued. Special attention is given to new statistical methods and to identifying fruitful research programs. *Prerequisite:* departmental approval.

**FOOD INDUSTRY MANAGEMENT (FIM)****420 Food Retailing Management (4, Sp)**

Strategic techniques of merchandising, pricing, and distributing products in the food industry with emphasis on new product development, including market segmentation and positioning.

**480 Food Industry Financial Accounting and Analysis (4, Sp)**

Analysis of financial statements from food industry; cost and management accounting techniques in business planning, decision-making, cost control, and performance evaluation.

**481 Food Marketing Research (4, Sp)**

Application of marketing research tools and techniques to problems of the food industry. Development of a major consumer research project.

**582 Food Industry Decision-Making (4)**

Involvement with specific management situations related to the food industry, its environment, and its consumers. Emphasizes managerial functions and decision-making through case studies.

**GRADUATE SCHOOL OF BUSINESS ADMINISTRATION (GSBA)**

The terms indicated are *expected* but are not *guaranteed*. For the courses offered during any given term, consult the *Schedule of Classes*.

Registration for most courses designated GSBA is restricted to students admitted to M.B.A., M.Acc. and M.B.T. programs only. For a listing of courses in which non-business students may enroll, consult the *Schedule of Classes*.

**502 Communication for Management**

**(1.5, Fa)** Internal and external communication, research methods; reports for decision-making, oral presentations and briefings; strategies to assure communication; field studies. (Duplicates credit in GSBA 523 and GSBA 542*ab*.)

**504 Operations Management (3, Sp)** Formulation, modeling, analysis, and optimization of business decision problems; survey of concepts and techniques necessary to manage the operations function of a firm. (Duplicates credit in GSBA 534 and former GSBA 547*b*.)

**506ab Applied Managerial Statistics (1.5-1.5, FaSp)**

Principles of probability theory and classical statistics applied to business decision problems; survey analysis, estimation and prediction methods, evaluation, and control techniques. (Duplicates credit in GSBA 524.)

**509 Marketing Management (3, Sp)**

Marketing is treated as a managerial decision-making process. Emphasis is given to understanding the concepts, tools, and techniques that comprise a comprehensive marketing strategy. (Duplicates credit in GSBA 528.)

**510 Accounting Concepts and Financial Reporting (2-3, Fa)**

Information systems for public reporting and for management decision-making; theory of asset and income measurement; interpretation and uses of accounting data and financial statements; analysis of cases.

**511 Managerial Economics (2-3, Fa)**

Micro-economic theory with business applications; consumer demand, production theory, cost theory, and market theory; decision-making within the firm under different market and regulatory environments.

**514 Foundations of Business I and II (6, Sm)**

Introduction of business fundamentals to graduate students with non-business undergraduate degrees. Economics, finance, marketing, operations management and general management concepts are introduced with a global perspectives. *Prerequisite:* GSBA 510.

**515 Contemporary Issues in Global Economic Strategy (1.5, Sp)**

Study of political and economic forces in a global context and their effects on markets, policies, and strategies. (Duplicates credit in GSBA 582.) *Recommended preparation:* M.B.A. core courses.

**518 Accounting Control Systems (3, Sm)**

Accumulation and interpretation of accounting data by management; profit planning; analysis of operations; systems for control of production and distribution costs; cost and profit centers for decentralized control. (Duplicates credit in former GSBA 517*ab* and GSBA 536.) *Recommended preparation:* GSBA 510.

**519ab Strategic Formulation for Competitive Advantage (1.5-1.5, FaSm)**

Analyses of environments and competition, the basis of competitive strategy, strategy models, and the achievement of sustainable competitive advantage. (Duplicates credit in GSBA 529 and GSBA 540*ab*.)

**521 Corporate Finance (3, Fa)** Basic principles of corporate finance; theory and application; management of short-term and long-term assets; financial instruments and markets; financial policy applications. (Duplicates credit in GSBA 548.) *Recommended preparation:* GSBA 510.

**522ab Managerial Perspectives (1.5-1.5, FaSp)**

Managerial careers, development of critical executive and managerial abilities, and the dynamics of organizational environment and systems as they impact managerial progression and work. (Duplicates credit in GSBA 532*ab* and GSBA 543.)

**523 Communication for Management (2-3, FaSp)**

Internal and external communication, research methods; reports for decision-making; oral presentations and briefings; strategies to assure communication; field studies. (Duplicates credit in GSBA 502 and GSBA 542.)

**523T Communication for Accounting Professionals (3, Fa)**

Communications strategy for internal audit reports, management letters, proposals; engagement team planning; oral presentations; case and field studies; critical thinking for audit communication requirements, research.

**524 Applied Managerial Statistics (2-3, FaSp)**

Principles of probability theory and classical statistics applied to business decision problems; survey analysis, estimation and prediction methods, evaluation, and control techniques. (Duplicates credit in GSBA 506*ab*.)

**525 Politics for Global Managers**

**(3, Irregular)** The dynamic forces shaping the political environment of business. Impact of politics, cultures and world events on multinational enterprise. Case studies of political risk assessment.

**528 Marketing Management (3, Sp)**

Marketing is treated as a managerial decision-making process. Emphasis is given to understanding the concepts, tools, and techniques that comprise a comprehensive marketing strategy. (Duplicates credit in GSBA 509.)

**529 Strategic Formulation for Competitive Advantage (3, FaSpSm)**

Analyses of environments and competition, the bases of competitive strategy, strategy models, and the achievement of sustainable competitive advantage. (Duplicates credit in GSBA 519*ab* and GSBA 540.) *Recommended preparation:* completion of first year courses.

**530 Electronic Commerce (3, FaSpSm)**

Explores business issues related to the economics, marketing, and management of business transactions involving products/services created and nurtured by information technology (i.e., digital products). (Duplicates credit in former GSBA 550 and GSBA 581 and GSBA 531.)

**531 Issues in Electronic Commerce (1.5, Sp)**

Discuss and analyze various issues related to feasibility, marketing and management of transactions involving products/services created and delivered through electronic commerce. (Duplicates credit in former GSBA 550, GSBA 581.)

**532 Behavior and Organizations (3, Sp)**

Individual behavior (motives, cognitive process, learning), interpersonal processes (perception, communication), small group dynamics (power, productivity, and morale), and organization theory and development (culture, design). (Duplicates credit in GSBA 522*ab* and GSBA 543.)

**534 Operations Management (2-3, Sm)**

Formulation, modeling, analysis, and optimization of business decision problems; survey of concepts and techniques necessary to manage the operations function of the firm. (Duplicates credit in GSBA 504 or former GSBA 547*ab*.) *Recommended preparation:* GSBA 506*b* or GSBA 524.

**536 Management Accounting (1.5, Sp)** The use of accounting information to formulate strategic managerial decisions in a global business environment. (Duplicates credit in former GSBA 517*ab* and GSBA 518.)

**540 Contemporary Issues in Competitive Strategy (1.5, FaSp)**

Introduces the role industry and competitive analysis serves in an organization. Topics covered include global competition, innovation, the use of standards, competence, and building organizational capabilities to sustain competitive advantage. (Duplicates credit in GSBA 519*ab* and GSBA 529.)

**542 Communication for Management (1.5, Fa)**

Internal and external communication, research methods, reports for decision-making, oral presentations and briefings, strategies to assure communication; field studies. Graded CR/NC. (Duplicates credit in GSBA 502 and GSBA 523.)

**543 Managerial Perspectives (3)** Managerial careers, development of critical executive and managerial abilities, and the dynamics of organizational environment and systems as they impact managerial progression and growth. (Duplicates credit in GSBA 522*ab* and GSBA 532.)

**544 The Firm in the National Economy (1.5, Sp)**

The economic environment of business and the forces influencing the firm. (Duplicates credit in former GSBA 526 and GSBA 549.)

**548 Corporate Finance (3, Sp)** Modern theory of corporate investment and financing decisions. (Duplicates credit in GSBA 521.)

*Recommended preparation:* introductory finance course.

**549 The Firm in the National and International Economy (3, Sp)**

The economic environment of business and international forces influencing the firm. (Duplicates credit in former GSBA 526 and GSBA 544.)

**553 International Business Survey (3, Fa)**

An interdisciplinary survey of international business issues for non-business graduate students and faculty. Not open to graduate business students.

**560 The Perspective of Top Management (2, Fa)**

Using cases, students are introduced to top management issues of executive leadership, environmental and strategic analysis, use of financial statements, organizational assessment and design, technology management and decision support systems. Graded CR/NC.

**561 Evaluating Market Performance (9, Fa)**

Evaluation of the firm by the market forces that affect its success; financial accounting and reporting; competitive market analysis; external communication; microeconomics; labor, customer and financial markets, statistical and decision analysis, financial and organization measures of effectiveness.

**562 Management of Operations (11, Sp)**

Analysis of operations management and business functions; managerial accounting; finance; marketing; production; data processing and information systems; human resources management.

**563 Technology and Information Systems Management (6, Sm)**

Impact of technology on organizations; new product development; investment decisions and capital budgeting; decision support systems, expert systems; information technology; organizational design; management of information systems.

**564 Functional Strategies and Implementation (2, Sm)**

Developing functional strategies and interdependence to achieve organizational goals; negotiations, conflict resolution; communication strategies; organizational effectiveness; implementation and change strategies; self-assessment and individual presentations.

**568 The Economics and Marketing of a Professional Services Firm (3, Sp)**

Development of marketing skills required for a professional services firm. Examination of professional's role and responsibility to social and civic concerns, as well as role of a new consultant. Review of operational and administrative aspects within the organization.

**570 The Role of the Senior Executive (2, Fa)**

Introduction to strategic management; executive leadership; environmental analysis; international context; financial growth strategies; social, legal and macroeconomic issues; role of CEO with boards, media and other publics; business ethics, strategic planning project. Graded CR/NC.

**571 Environmental Analysis: Establishing Competitive Advantage (9, Fa)**

Development of strategic planning processes; analysis of economic, social, political environment; forecasting; futures research; macroeconomics; international economics; technological developments; multinational management simulation; field projects.

**572 Strategic Planning for Growth (11, Sp)**

Formulation and implementation of strategies in different organizational and environmental contexts; financial growth strategies; comparative management; impact of taxation; technology strategies; product development and new market strategies.

**573 Managing Strategic Change and Implementation (6, Sm)**

Management of the strategic change process for the total organization including implementing growth strategies, use of consultants, corporate governance, implementation in a multinational environment, leadership and power, use of technology, innovation, corporate cultures, executive succession, corporate relations.

**574 The Executive of the Future (2, Sm)**

Forecasting future environments; the role of the executive in the future, changing organizations; executive development; personal development goal setting. Graded CR/NC.

**580 Business Practices in the Pacific Rim (PRIME) (1.5, Sp)**

Improves awareness/ understanding of economic, institutional, and cultural issues pertinent to business, markets, policies, and trade in Latin America and Asia. Requires overseas project (hands-on experience). (Duplicates credit in GSBA 582.) *Recommended preparation:* M.B.A. core courses.

**581 Electronic Business (1.5, Fa)** Review of foundations for electronic business technology and its impact on managing organizations from a strategic and operational perspective.

**582 Business Environment and Management Practices in the Pacific Rim (3, SpSm)**

Explores the social, cultural, and political environment of business and management practices in the Pacific Rim. *Recommended preparation:* M.B.A. core courses.

**583 International Business Research**

**(3, max 6, FaSpSm)** Research on international business problems faced by IBEAR participants or their sponsoring firms. *Prerequisite:* departmental approval.

**584ab International Business Consulting Project (3-2, SpSm)**

*a:* IBEAR team consulting projects addressing international business problems. Projects culminate in written and oral presentations to corporate clients. Graded IP. *b:* continuation of *a*.

**586 Current Trends in Business (1.5, Sp)**

Study current issues in business, applying cross-discipline foundations and techniques — changing issues such as development of new business opportunities, technological change, and internationalization of commerce. *Recommended preparation:* M.B.A. core courses.

**590 Directed Research (1-12, FaSpSm)**

Research leading to the master's degree. Maximum units which may be applied to the degree to be determined by the department. Graded CR/NC.

**595 Internship in Business (1-15, FaSpSm)**

Supervised on-the-job business experience in the areas of interest of the respective student. Graduate business students only. Graded CR/NC. *Prerequisite:* departmental approval; *recommended preparation:* completion of M.B.A. core courses.

**597 Business Field Project (1-6, FaSp)**

Individual or team projects solving real business problems for companies; situation analyses; research proposal composition; field research techniques; statistical analysis; oral and written presentations. Graded CR/NC.

**599 Special Topics (1-3, max 9, Irregular)**

Selected topics reflecting current trends and recent developments in business administration. Emphasis on cross-disciplinary inquiry.

**601 Selected Issues in Behavioral Science**

**(3, Fa)** Basic paradigms of science; emphasis on behavioral science: attitude, decision, motivation, and communication theories, small group behavior, leadership and behavioral theory of the firm. Open to doctoral program in business administration students only.

**602 Selected Issues in Economic Theory**

**(3, Fa)** Methodology and research perspectives of economics; contribution of the economics paradigm to accounting, management, finance, marketing, and decision sciences. Open to doctoral program in business administration students only.

**603 Foundations of Statistical Inference**

**(3, Fa)** Theory and applications of statistical methods; review of probability theory and common distributions; exponential families; convergence concepts; law of large numbers; parameter estimation; hypothesis testing. *Prerequisite:* departmental approval.

**604 Regression and Generalized Linear Models for Business Applications (3, Sp)**

Theory and application of linear regression models; role of substantive theory in statistical model building; model specification, estimation, diagnostic checking; the general linear hypothesis. *Prerequisite:* departmental approval.

**605 Multivariate Statistical Methods (3, Fa)**

Multivariate methods frequently used in business research; discriminant analysis, logistic regression, multivariate ANOVA, principle components, factor analysis, canonical correlation, MDS, simultaneous equation models, log-linear models. *Prerequisite:* departmental approval.

**610 Seminar in Business Research (3, max 9, Irregular)**

Critical analysis of research studies in the functional areas of business; practice in formulating and conducting research; presentation of original research of publishable quality (may be repeated for credit up to 9 units). *Prerequisite:* departmental approval.

**790 Research (1-12)**

Research leading to the doctorate. Maximum units which may be applied to the degree to be determined by the department. Graded CR/NC.

**794abcdz Doctoral Dissertation (2-2-2-2-0)**

Credit on acceptance of dissertation. Graded IP/CR/NP.

**INFORMATION AND OPERATIONS MANAGEMENT (IOM)****420 Statistical Methods for Managers**

**(4, Irregular)** Computer-assisted analysis of business data; correlation analysis, multiple regression, model building, residual analysis, forecasting, and control. *Prerequisite:* BUAD 310.

**421 Enterprise Systems (4, Irregular)** Theory, methods, and techniques for solving organizational information processing problems using enterprise resource planning software: selection, design, configuration, project and change management, architecture, process, implementation, and post-implementation. Junior or senior standing required.

**425 Quality Management (4, Irregular)**

Managerial and quantitative issues in organizational quality improvement; implementation of quality plans; process analysis; data analysis; introduction to statistical process control; quality as strategy. *Recommended preparation:* BUAD 310.

**427 Spreadsheet Modeling, Optimization and Analysis (4, FaSp)**

Application of decision analysis, simulation and optimization techniques to managerial problems. Students learn how to create and present useful spreadsheet models to analyze practical business problems. *Recommended preparation:* BUAD 310.

**428 Data Warehousing, Business Intelligence and Data Mining (4, Sp)**

Introduction to data warehousing, multidimensional database, online analytical processing, and survey of data mining methods that extract useful information from data warehouses: e.g., decision tree. Business applications emphasized.

**431 Computer-Based Business Systems**

**(4, FaSp)** Fundamentals of computer equipment, systems, and languages; overview of business use of computers; file management; management considerations in the use of computers. *Prerequisite:* ITP 101x.

**432 Computer Multi-Media for Management (2, Irregular)** Explore issues concerning the design, development, and managerial use of computer-based multi-media technologies.

**433 Business Information Systems Analysis and Design (4, FaSp)**

Information analysis and the logical specification of business systems, including logical design, physical design, and implementation; computer exercises and case studies. *Corequisite:* IOM 431.

**434 Business Process Reengineering and Information Technology (4, Sp)**

Overview of business process reengineering using information technology work-flow modeling and work-flow automation tools, knowledge audits, and class projects.

**435 Business Database Systems (4, FaSp)**

Computer-based management of data including data structures, logical data models, user-oriented languages, and DBMS. Application development term project. *Prerequisite:* IOM 433.

**440 Business Telecommunications (4, Irregular)** Provides understanding of new telecom/information technology platform and how to exploit it to create information-based businesses, investment opportunities and increased corporate competitiveness.

**441 Management of Service Operations (4, Irregular)** This course is for students who plan to work as managers in service organizations or to start their own service business. The course explores the specific tasks faced by operations managers in designing, producing and delivering services and their implications for customer satisfaction and profitability. *Prerequisite:* BUAD 311.

**444 Business Data Communications (4, Sp)** Provides students with an understanding of the key technical and managerial issues in the effective development and use of data communications by organizations.

**445 Networks and Electronic Commerce (4, FaSp)** Fundamentals of computer networks, protocols, TCP/IP and the Internet; introduction to electronic commerce, Web application development (CGI scripting, Java and JavaScript); discussion of security issues, fire-walls, SSL and digital certificates. *Prerequisite:* IOM 433.

**448 Business Software Engineering (4)** Overview of current software development practice: multi-tiered architectures, software patterns, object-oriented development, components, database access, and web development. *Prerequisite:* IOM 433; *corequisite:* IOM 435; *recommended preparation:* programming course.

**455 Distribution Project Management and Quality (4, Sp)** Topics related to improved project management and total quality management. Integration of new scanning or computer information systems in operational planning and control distribution.

**480 Logistics and Operations (4, Fa)** How to move product and information effectively and efficiently through the supply chain to the user. Topics covered include: operations, inventory management, transportation, and warehousing.

**481 Logistics and Supply Chain Optimization (4, FaSp)** Emphasizes the optimization of fulfillment requirements for e-Commerce businesses. Students will learn to use a commercial system for evaluating, benchmarking, and optimizing complex supply chains, such as SAILS. *Prerequisite:* BUAD 311.

**482 Supply Chain Management (4, Fa)** Issues in supply chain management. Supply chain performance and dynamics. Tools for planning, control and coordination. Supply chain design and strategy. *Prerequisite:* BUAD 311.

**483 Operations Consulting (4, Irregular)** Study of concepts, frameworks and techniques for improving operations, formulation and implementation of operations strategy, and development of frameworks for process design, selection and performance evaluation. *Prerequisite:* BUAD 311.

**499 Special Topics (2-4, max 8, Irregular)** Selected topics reflecting current trends and recent developments in information systems, operations management, and statistics.

**520 E-Business Supply Chain Optimization (3, Irregular)** Focus on supply chain modeling and optimization. Special emphasis will be placed on the fulfillment requirements for E-commerce businesses. The student will learn to use a commercial system for evaluating, benchmarking, and optimizing complex supply chains, such as SAILS.

**521 Enterprise Systems (3, Irregular)** Theory, methods, and techniques for solving organizational information processing problems using ERP software: selection, design, configuration, project and change management, architecture, process, implementation, post-implementation. *Recommended preparation:* completion of first-year M.B.A. courses.

**522 Applied Time Series Analysis for Forecasting (3, Sp)** Survey of forecasting and time series methods. Models for stationary and non-stationary time series; ARIMA model identification, estimation, and forecast development. Seasonal and dynamic models. *Recommended preparation:* GSBA 506b or GSBA 524.

**525 Quality Improvement Methods (3, Irregular)** Quantitative and managerial approaches for improvement of quality and productivity in service and manufacturing operations; control charts, process capability assessment; implementation of quality improvement plans. *Recommended preparation:* GSBA 506b or GSBA 524.

**527 Managerial Decision Analysis (3, Irregular)** Decision making under uncertainty with applications to finance, marketing and operations. The decision analysis process for competitive decision situations and managerial risk taking. *Recommended preparation:* GSBA 506b or GSBA 524; and GSBA 534 or GSBA 547b or GSBA 504.

**528 Data Warehousing, Business Intelligence and Data Mining (3, Sp)** Introduction to data warehousing, multidimensional database, online analytical processing, and survey of business intelligence applications that extract useful information from data warehouses: e.g., decision tree. Business applications emphasized.

**531 Web-Based Computing (3, SpSm)** Understand how the Internet, networks, computer hardware, client/server operating systems, browser and windows applications facilitate business processes. Develop web-based information systems using database and visual programming operations.

**532 Designing E-Business Models (3, Irregular)** Strategic models and economic concepts for the development of electronic commerce businesses. Focuses on the challenge of how to create online ventures and profitable business models based on Internet technology.

**533 Survey of Information Systems Consulting Methods (3, Fa)** Methods and tools of information systems development life cycle including business case analysis, requirements specification, managing construction, outsourcing, and transition.

**535 Database Management (3, FaSp)** Information systems design emphasizing database techniques; data access, update and privacy issues; conceptual design; programming language interface and advanced languages.

**537 Information Systems Management for Global Operations (3, Sp)** Issues interrelating strategic operations decisions in manufacturing and service industries and global information systems design. Impact of new communication technologies on global management. *Recommended preparation:* completion of first year M.B.A. courses.

**538 Information Systems Strategy (3, FaSp)** Strategic aspects of managing information technology in organizations; concepts and principles of information management processes; behavior issues in implementation.

**540 Managing Electronic Commerce (3, Irregular)** Offers a conceptual framework to the study of electronic commerce. The purpose of the course is to give students a broad understanding of various aspects of electronic commerce: technological infrastructure, managerial implications of existing and emerging business models, and internal process changes to prepare companies for electronic commerce.

**541 E-Business Process Integration (3, Sp)** Concepts of e-business process redesign; process modeling and redesign using software tools; e-business process integration technologies; process management practices for e-business.

**542 Knowledge Management (3, Irregular)**

Best practices in organizational knowledge creation, valuation and management; search engines, intelligent agents, and collaborative technologies; reengineering knowledge work. *Recommended preparation:* completion of first year M.B.A. courses.

**543 Global Telecommunications: The Business Perspective (3, Irregular)** The telecommunications industry (current, emerging technologies, strategies, and markets) from three perspectives: industry analyst, telecommunications professional, and corporate customer.

**544 Business Data Communications (3, FaSp)**

The purpose is to provide students with an understanding of the key technical and managerial issues in the effective development and use of data communications by organizations. Topics covered will include basic concepts of data communication technology (data and voice), internet and intranet technologies, issues related to the operational and strategic use of the technology, and the changing structure of the data communications industry.

**546 Information Systems Consulting Experience (3, Sp)**

Students will work with faculty-provided clients during the semester to design, develop, and install an information system needed by the client. *Prerequisite:* IOM 531 or IOM 533 or IOM 535.

**547 Designing Spreadsheet-Based Business Models (3)**

Application of decision analysis, simulation and optimization techniques to managerial problems. Students learn how to create and present useful spreadsheet models to analyze practical business models. *Recommended preparation:* completion of first-year M.B.A. courses.

**551 Managing Global E-Business (3, Sp)**

Global e-business practices; e-business value propositions and business models; managing e-business processes and transformation; e-business technology infrastructure evaluation. Cases, readings, technology briefs, and speakers. Open to IBEAR students only.

**580 Project Management (3, Sp)** Applications of systems theory and concepts, matrix organizational structures, PERT/CPM project modeling, and management information systems to the management of complex and critical projects. *Recommended preparation:* GSBA 504 or GSBA 534 or GSBA 547b.

**581 Supply Chain Management (3, FaSp)**

Issues in supply chain management. Supply chain performance and dynamics. Tools for planning, control and coordination. Supply chain design and strategy. *Recommended preparation:* GSBA 504 or GSBA 534 or GSBA 547b.

**582 Management of Service Operations (3, Fa)**

Management of operations in service organizations such as banks, hospitals, and consulting firms; service function in manufacturing firms; interfacing with other functional areas of business. *Recommended preparation:* GSBA 504 or GSBA 534 or GSBA 547b.

**583 Operations Consulting (3, Fa)** Development of conceptual and analytic skill for improving operations. Analysis of business strategy, formulating and implementing operations strategy, process analysis and design, and project management. *Recommended preparation:* GSBA 504 or GSBA 534 or GSBA 547b.

**585 Principles of Service Operations Management (4, Fa)**

Investigation of the relationships among the target market, the systems, strategy, and the workforce that deliver services. Development of "state-of-the-art service thinking," service management skills, and understanding processes. (Duplicates credit in GSBA 504, GSBA 534, IOM 441, and IOM 582.)

**590 Directed Research (1-12, FaSpSm)**

Research leading to the master's degree. Maximum units which may be applied to the degree to be determined by the department. Graded CR/NC.

**597 Business Field Project in Information and Operations Management (1-6, FaSp)**

Individual or team projects solving real business problems for companies; situation analyses; research proposal composition; field research techniques; statistical analysis; oral and written presentations. Graded CR/NC.

**599 Special Topics (1-3, max 9, Irregular)**

Selected topics reflecting current trends and recent developments in operations management, information systems, and decision support systems.

**628 Data Mining and Psychometric Methods for Behavioral Research (3, Sp)** Covers state-of-the-art research methods for analyzing large-scale data sets collected from various disciplines such as marketing, finance, communication, education and social studies.

**670 Current Research in Operations Management (3, Irregular)** Critique of the current research-based literature in operations management to include scheduling, forecasting, MRP, technology planning, inventory management, and facilities location and layout. *Prerequisite:* departmental approval.

**672 Optimization Models in Operations Management (3, Fa)** Convex optimization, stochastic dynamic programming and non-linear programming. Focused training in optimization methods and proof techniques for research in operations management. Open Ph.D. students only.

**MANAGEMENT AND ORGANIZATION (MOR)**

**421 Social and Ethical Issues in Business (4, Sp)** The free-enterprise system examined from the perspective of modern corporations and their critics; business ethics in relation to personal/external values. *Prerequisite:* BUAD 304.

**431 Interpersonal Competence and Development (4, FaSp)** An exploration of the nature of relationships at work; focus on analytical skills and self-assertion necessary to have effective, rewarding relationships. Laboratory simulations. *Prerequisite:* BUAD 304.

**461 Design of Effective Organizations (4, Fa)** Designing management systems and practices that lead to organizational excellence; techniques for organizational change. *Prerequisite:* BUAD 304.

**462 Management Consulting (4, Fa)** Role of professional consultants; data gathering methods; consulting approaches from strategy, finance, operations, information systems, marketing, and human resources; action planning; ethical and career issues. *Recommended preparation:* BUAD 304.

**463 Organization Change and Development (4, Sp)** Theories and methods of introducing change in organizations. Techniques for analyzing organizations, developing change programs, and implementing changes. Ethical and career issues of change management. *Recommended preparation:* BUAD 304.

**465 Advanced Methods in Strategy Analysis (4, Fa)** Theories and methods for analyzing and developing strategy. Fundamental tools for strategic planning. Advanced methods for analyzing industries and competitors, and determining the scope of the firm. *Recommended preparation:* BUAD 497.

**469 Negotiation and Persuasion (4)** Theories, strategies, and ethics underlying negotiation and persuasion in contemporary organizations and societies. Emphasizes the knowledge and skills needed for effective negotiation and persuasion.

**470 Global Leadership (4, Sp)** Major theories and practices of leading people in multinational firms. Skills for facilitating cooperation, communication, and motivation among people from different cultures. *Recommended preparation:* BUAD 304.

**472 Power, Politics and Influence (4, Sp)** Theories and practices about how power, politics and influence affect organizational life. Knowledge and skills for diagnosing and managing these features of an organization.

**473 Designing and Leading Teams (4, Sp)** Theories and practices for developing and leading teams. Skills for creating team structures and facilitating team processes. Knowledge for diagnosing team problems and devising solutions. *Recommended preparation:* BUAD 304.

**492 Global Strategy (4, Fa)** Examination of corporate strategy practices in an international context. Effects of cultures, political systems, markets, and economic systems on developing effective global strategies.

**542 Strategic Issues for Global Business (3, Fa)** Globalization strategies from entry to maturity; alternative approaches from going alone to alliances; strategy implementation issues in different cultures and political systems. Cases, videos and speakers.

**548 Competitive Advantage Through People (3, Sp)** How firms develop employee talent as source of competitive advantage. Strategic implications of contemporary practices in recruitment, work systems, training, compensation, and employee relations. Speakers and cases.

**551 Performance Management and Motivation (3, Fa)** New approaches to performance motivation at executive and worker levels, including pay/incentive systems, job design, employee involvement, leadership behavior, and self-managed teams. Cases, project and speakers.

**554 Change Management (3, Fa)** Diagnostic and intervention skills for implementing major organizational changes, including action-planning, empowerment methods, survey feedback, goal-setting and team-building to achieve commitment. Cases, exercises, project.

**555 Designing High Performance Organizations (3, Irregular)** Latest organization design knowledge, including Internet-enabled firms, alliances, joint ventures and team-based organizations, provided through cases and research from USC's Center for Effective Organizations. Speakers and project.

**557 Strategy and Organization Consulting (3, FaSm)** How consultants assist clients to formulate strategic plans and realign organizations; approaches used by major consulting firms; information about consulting industry, fee-setting and proposals. Consultant speakers and project.

**559 Strategic Renewal and Transformation (3, Sp)** Dynamic strategic planning; how businesses reinvent themselves; why change is difficult; politics of change process; and leadership steps for implementing successful strategic changes. Cases and readings.

**560 Executive Decision Making (3)** Exploring and analyzing theories of motivation, intelligence and creativity as the psychological bases of human decision-making. Dynamic decision-making will form the main focus. *Recommended preparation:* GSBA 532.

**561 Strategies in High-Tech Businesses (3)** How high-tech companies achieve competitive advantage through leveraging technical, management and financial resources. Technology trends and industry evolution. Focus on electronics and bio-technology. Cases and speakers.

**562 Strategic Choice and Valuation Analysis (3, Sp)** Advanced strategic planning using tools of scenario development and activity valuation for assessing market entry, expansion and business portfolio configuration. Exercises, cases and project.

**567 Interpersonal Influence and Power (3)** Emphasizes legitimate and effective use of power to resolve conflicts and mobilize action through understanding the talent and self-interest of people involved in decision-making. Readings and cases.

**569 Negotiation and Deal-Making (3, Sp)** Strategies and dynamics of deal-making; practical skills necessary to win in range of business transactions conducted in domestic and international settings. Cases, role-playing, films and simulations.

**571 Leadership and Executive Development (3)** Contemporary approaches to leadership, including corporate practices to develop leaders; examples of successful and derailed executives. Students self-assess personal leadership and draft development plans. Readings, speakers, cases.

**579 The Business of Sports Entertainment (3, FaSpSm)** Business practices and issues in different sports markets; including growth opportunities; and innovative marketing strategies for attracting and retaining fans and corporate sponsors. Industry speakers.

**582 Global Human Resources Management (3, Sm)** Examinations of how multinational firms manage and develop employees through recruitment and selection, training and development, performance management and evaluation, compensation, and labor relations. Cases, videos, and projects.

**590 Directed Research (1-12, FaSpSm)** Research leading to the master's degree. Maximum units which may be applied to the degree to be determined by the department. Graded CR/NC

**597 Business Field Project in Management and Organization (1-6, FaSp)** Individual or team projects solving real business problems for companies; situation analyses; research proposal composition; field research techniques; statistical analysis; oral and written presentations. Graded CR/NC.

**599 Special Topics (1-3, max 9, Irregular)** Selected topics reflecting current trends and recent developments in management and policy sciences.

**601 Seminar in Organizational Behavior (3, Irregular)** In-depth review of the theories and empirical research in the discipline of organizational behavior. Topics include: personality, motivation, job design, leadership, and others. Open to doctoral program in business administration students only.

**602 Organization Theory (3, Irregular)** Ph.D. level survey course on organization theory with focus on the history and development of research on organizations. Open to doctoral program in business administration students only.

**603 Seminar in Strategic Management (3, Irregular)** Survey of strategic management. Topics include historical overview of strategic management, research methods used, current theory, and empirical research on the developing of paradigms. Open to doctoral program in business administration students only.

**604 Research Methods (3, FaSpSm)** Critical issues and decisions faced by behavioral researchers in designing and implementing research projects. Open to doctoral program in business administration students only.

**MARKETING (MKT)**

**405 Advertising and Promotion Management (4, FaSp)** Role of advertising in the marketing mix: determining objectives, strategies, and plans from situation analysis through research and creative processes, media selection, and sales promotion. *Prerequisite:* BUAD 307 or JOUR 340.

**406 Practicum in Advertising and Promotion Design (4, Sp)** Provides real-life marketing experience as a member of a student managed marketing/advertising/promotions agency. Work with a client organization on the design of an advertising/promotions campaign. Requires market research, creative design, implementation planning, and client presentation. *Prerequisite:* MKT 405 or JOUR 340.

**409x Personal Selling for Non-Business Majors (4)** Introduction to personal selling in marketing and promotion mix; techniques used for prospecting, telemarketing, handling objections, closing, and presentations; selling services and creative output. Not available for credit to business majors.

**410 Personal Selling (4, FaSp)** Function of personal selling in marketing mix; theories of personal selling; approaches and techniques used in personal selling; the selling process. *Prerequisite:* BUAD 307.

**415 Sales Force Management (4, FaSp)** Studies the role of managing the selling function as part of the marketing mix; planning, implementing, and controlling sales force operations; critical issues in selecting, training, compensating and supervising salespeople. *Prerequisite:* BUAD 307.

**425 Direct Response and Internet Marketing (4, Sp)** Role of direct response marketing in promotion and distribution including mail order marketing, Internet marketing, project testing, fulfillment management, career opportunities; case analyses. *Prerequisite:* BUAD 307 or JOUR 340.

**430 Retail Management (4, Fa)** Introduction to the functions of retail management including location, buying, merchandise management, layout, pricing, and promotion; application of concepts to various retail institutions.

**435 Business to Business Marketing (4, Fa)** Analysis of markets, nature of buying and selling, marketing intelligence, developing marketing strategy; product channel, price, promotion, setting strategic goals and measuring performance. *Prerequisite:* BUAD 307.

**440 Marketing Analysis and Strategy (4, FaSp)** Synthesis of concepts and applications relating to the analysis of market opportunities and the development of product, promotion, distribution, and pricing strategies. *Prerequisite:* BUAD 307; recommended during student's final semester.

**445 New Product Development and Branding (4, Fa)** Examines how new product ideas are developed, test marketed and ultimately brought to the marketplace. Issues about why new products fail and how brand images are managed in the marketplace are discussed. Legal aspects of brand management such as trademark protection and infringement are also addressed. *Prerequisite:* BUAD 307.

**450 Consumer Behavior and Marketing (4, FaSp)** Examines the relationship of consumer behavior to acquisition, usage, and disposition of products and the psychological, social and cultural influences that affect these decisions.

**455 Distribution Channels (4, Sp)** Examination of the role of distributors in our economy and how successful distributors run their businesses. Special emphasis is given to strategic planning, supplier relations, sales force management, and physical distribution. *Prerequisite:* BUAD 307.

**456 Advanced Topics in Distribution Management (4, Sp)** A case-oriented course that explores current topics and trends in distribution. The value chain in the channel, supplier use of multiple channels, electronic commerce, and how distributors can become more customer focused are among the topics emphasized. *Prerequisite:* MKT 455.

**463 Pricing Strategies (4, FaSp)** Examination of role of pricing decisions; innovative pricing theories; Internet and technology impact on pricing, price negotiations, customized pricing, price image and reference prices. *Prerequisite:* BUAD 307.

**465 Global Marketing Management (4, FaSp)** Product and service mix in multinational business; promotional alternatives; channel of distribution systems; pricing policies and legal barriers; multinational marketing opportunities; problems and information sources. *Prerequisite:* BUAD 307.

**470 Marketing Research (4, Sp)** Skills needed to conduct and apply research for marketing decision-making; problem formulation, secondary data, primary research, fundamentals of analysis are covered. *Prerequisite:* BUAD 307 or JOUR 340; *recommended preparation:* BUAD 310.

**512 Marketing and Consumer Research (3, FaSp)** Marketing research concepts and techniques; developing managers' ability to critically evaluate and utilize research information in the decision-making process. *Recommended preparation:* GSBA 506ab or GSBA 524; and GSBA 509 or GSBA 528.

**525 Consumer Behavior (3, FaSp)** Theories and applications of consumer behavior in marketing; psychological, social, cultural and ethnic factors influencing consumer behavior. *Recommended preparation:* GSBA 509b or GSBA 528.

**526 Advertising and Promotion Strategy (3, FaSpSm)** Explains use of argument, emotion, endorsements for persuasive ads; tools for analyzing ad effectiveness, budgeting, media planning and scheduling; principles of pricing for creative promotion. *Recommended preparation:* GSBA 509 or GSBA 528.

**529 Account Management (3, Irregular)** Planning, management and policy formulation for the management of accounts. The sales process, managing major accounts, distribution channel management, and organizational support systems. Focus is on customer management and the organizational and interpersonal processes required for such management. *Recommended preparation:* GSBA 509 or GSBA 528.

**530 New Product Development and Branding (3, FaSpSm)** Systematic approach to product development; reasons for product failure; processes, techniques, and concepts firms use to develop, test, and execute product innovations and imitations. *Recommended preparation:* GSBA 509 or GSBA 528.

**531 Services Marketing Strategy (3, Sp)** Analysis and development of sound marketing strategies and an integrated service management plan for service organizations. Examination of best practices among leading service providers. *Prerequisite:* GSBA 509 or GSBA 528.

**535 Business Marketing Management (3, Irregular)** Business-to-business and government market opportunities and marketing strategies; product development and adaptation, pricing, promotion and distribution to organizations as opposed to individual consumers. *Recommended preparation:* GSBA 509b or GSBA 528.

**536 Pricing Strategies (3, Sp)** The complexity of pricing is increasing due to globalization and the Internet. This course will develop a framework for developing strategic pricing decisions. *Recommended preparation:* GSBA 509 or GSBA 528.

**540 Marketing Models (3, Irregular)** Analysis, use, and evaluation of quantitative and theoretical models of marketing management, consumer response, marketing resource use and control, and competitive interaction. *Recommended preparation:* GSBA 509 or GSBA 528.

**543 Market Demand and Sales Forecasting (3, FaSp)** New product concept testing and life cycle forecasting, pricing and advertising response forecasting, consumer purchase intentions, judgmental marketing decision models, time series and regression analysis, computer methods. *Recommended preparation:* GSBA 506*b* or GSBA 524; and GSBA 509 or GSBA 528.

**548 Marketing Strategies in High-Technology Markets (3, Irregular)** Firms in high-technology markets rely on heavily scientific and technological know-how to deliver value proposition to their customers. This entails that established firms in these markets have to strategically manage and market their technological know-how over the technology life cycle, in order to create and sustain their competitive advantage. The objective of this course is to offer frameworks to understand major marketing decisions for established companies in high technology markets.

**555 Marketing Channels (3, Sp)** Examination of strategic decision making in marketing channels with emphasis on the structure and management of channels. Intensity in distribution, vertical integration, how roles in the channel are formulated, types of intermediaries and multiple channels of distribution. *Prerequisite:* GSBA 528.

**560 Marketing Strategy and Policy (3, FaSp)** Integrated approach to the use of marketing tools and concepts in the formulation and execution of a marketing plan. *Recommended preparation:* GSBA 509 or GSBA 528.

**565 Global Marketing (3, FaSp)** Variations in markets and trade patterns around the globe; product development and adaptation, pricing, promotion, and distribution issues across national cultures and international markets. *Recommended preparation:* GSBA 509 or GSBA 528.

**569 Contemporary Marketing Problems (3, Irregular)** Current trends in marketing; elements of a marketing program; solution of problems facing the marketing executive; societal issues in marketing.

**590 Directed Research (1-12, FaSpSm)** Research leading to the master's degree. Maximum units which may be applied to the degree to be determined by the department. Graded CR/NC

**597 Business Field Project in Marketing (1-6, FaSp)** Individual or team projects solving real business problems for companies; situation analyses; research proposal composition; field research techniques; statistical analysis; oral and written presentations. Graded CR/NC.

**599 Special Topics (1-3, max 9, Irregular)** Examination of current literature and emerging and timely topics in marketing, social marketing, consumerism, macromarketing, marketing of individuals, organizations, and ideas. *Recommended preparation:* GSBA 509 or GSBA 528.

**608 Market Response Models (3, Irregular)** Reviews theories, methods and findings on market response models. These models describe how firms define marketing strategy and how consumers and markets respond to them. Open to doctoral program in business administration students only.

**611 Perspectives on Marketing Research (3, Fa)** Seminar to critique research on various marketing problems, theories, and methods; faculty will present their research, students will develop and present an original research study. (Duplicates credit in former MKT 620.) Open to doctoral program in business administration students only.

**613 Marketing Models in Consumer and Business-to-Business Markets (3, Fa)** Modeling research on marketing with a focus on channel structure, franchising and sales force compensation, innovation and diffusion, inter-store composition, sales promotions, and market segmentation. (Duplicates credit in former MKT 605 and former MKT 613*a*.) Open to doctoral program in business administration students only.

**614 Advanced Research Methods in Marketing (3, Sp)** Applications of advanced research techniques and designs to marketing problems; review and critique of current literature; development and defense of student's own research proposal. (Duplicates credit in former MKT 661.)

**615 Strategic and Marketing Mix Models (3, Sp)** Modeling research on marketing with a focus on discrete choice models, consideration set models, purchase timing models, accounting for consumer heterogeneity, Bayesian models, dynamic models of consumer choice, market entry effects, product quality, advertising and carry over effects, price, and promotion. (Duplicates credit in former MKT 605 and former MKT 613*b*.) Open to doctoral program in business administration students only.

**616 Understanding Consumer and Organizational Buying Behavior (3, Fa)** Behavioral research and theory on marketing with a focus on goals, emotions, categorization and knowledge, inferences, attitudes, consumption, marketing and technology, organizational learning, new product development. (Duplicates credit in former MKT 602 and former MKT 612*a*.) Open to doctoral program in business administration students only.

**618 Buyer Behavior and Interorganizational Marketing (3, Fa)** Behavioral research and theory on marketing with a focus on branding and brand extensions, framing, consideration set formation, variety seeking, consumer overspending, marketing orientation, buyer seller relationships, channel integration, supply chain management, inter-firm power and relationship marketing. (Duplicates credit in former MKT 602 and former MKT 612*b*.) Open to doctoral program in business administration students only.

**620 Advanced Quantitative Methods in Marketing (3, Irregular)** Covers theory and applications of advanced methods used in business research. Estimation via Maximum Likelihood and Bayesian methods of challenging problem sets. *Corequisite:* GSBA 603; *recommended preparation:* matrix algebra.

---

# USC Leventhal School of Accounting



*USC's Leventhal School of Accounting, ranked fifth in accounting education by the Public Accounting Report (2002) and fifth in undergraduate education by U.S. News & World Report (2003), attracts outstanding students and faculty such as Kendall Simmonds (right).*

**T**he Leventhal School of Accounting is dedicated to maintaining a leadership position in accounting education and research. We are committed to educational programs that seek to establish in each graduate the potential for career development into the highest executive levels of public accounting, controllership, financial management and management of accounting information systems. The accounting curriculum explores not only the state of the art but also seeks to explore the accounting discipline's future structures and directions. Relevant concepts and techniques from other academic disciplines are drawn upon and integrated into all accounting programs.

Accounting education has been an integral part of the School of Business Administration since its establishment in 1920. With the inception of the School of Business Administration, the Department of Accounting offered a Bachelor of Science degree in business administration with an emphasis in accounting. The Leventhal School of Accounting was established in 1979, joining less than a dozen other leading institutions in the nation emphasizing formal professional accounting education. The Leventhal School of Accounting continues to rank as one of the premier AACSB-accredited accounting programs in the nation.

Currently the Leventhal School of Accounting undergraduate program offers a Bachelor of Science, Accounting degree within which a student may choose the accounting track, the accounting information systems track or the early-admitted track designed to allow early admission to our graduate programs. The graduate programs include a Master of Accounting, a Master of Business Taxation and, in conjunction with the Law School, a Juris Doctor/Master of Business Taxation. A Ph.D. degree with an accounting major is offered through the doctoral program in the Marshall School of Business.

**USC Leventhal School of Accounting**  
**Accounting 101**  
**(213) 740-4838**  
**FAX: (213) 747-2815**  
**Email (graduate students):**  
**lsoa\_grad@marshall.usc.edu;**  
**(undergraduate students):**  
**lsoa\_ugrad@marshall.usc.edu**  
**www.marshall.usc.edu/lsoa**

#### **Administration**

Randolph P. Beatty, Ph.D., C.P.A., *Dean*

James G. Manegold, Ph.D., *Associate Dean,*  
*Academic Affairs*

Chrislynn Freed, M.B.A., C.P.A., *Director,*  
*Master's and Professional Programs*

Mildred G. Penner, M.A., *Director, Student*  
*Services*

#### **Faculty**

*Alan Casden Dean's Chair at the Leventhal School*  
*of Accounting:* Randolph P. Beatty, Ph.D.,  
 C.P.A.

*Deloitte & Touche LLP Chair in Accountancy:*  
 Kenneth A. Merchant, Ph.D., C.P.A.

*Accounting Circle Professorship in Accounting:*  
 Thomas W. Lin, Ph.D., C.M.A.

*Arthur Andersen & Co. Alumni Professorship in*  
*Accounting:* Theodore J. Mock, Ph.D.

*Joseph A. DeBell Professorship in Business*  
*Administration:* Mark L. DeFond, Ph.D., C.P.A.

*Ernst & Young Professorship in Accounting:*  
 William W. Holder, D.B.A., C.P.A.

*KPMG Foundation Professorship in Accounting:*  
 S. Mark Young, Ph.D.\*

*PricewaterhouseCoopers Auditing Professor:*  
 Zoe-Vonna Palmrose, Ph.D., C.P.A.

*USC Accounting Associates Professorship in*  
*Accounting:* Sarah E. Bonner, Ph.D., C.P.A.

*Professors:* Jerry L. Arnold, Ph.D., C.P.A.;  
 Randolph P. Beatty, Ph.D., C.P.A.; Sarah E.  
 Bonner, Ph.D., C.P.A.; Mark L. DeFond,  
 Ph.D., C.P.A.; Michael A. Diamond, Ph.D.,  
 C.P.A.; William W. Holder, D.B.A., C.P.A.;  
 E. John Larsen, D.B.A., C.P.A.; Thomas W.  
 Lin, Ph.D.; Kenneth A. Merchant, Ph.D.,  
 C.P.A.; Theodore J. Mock, Ph.D.; Daniel E.  
 O'Leary, Ph.D., C.P.A., C.I.S.A.; Zoe-Vonna  
 Palmrose, Ph.D., C.P.A.; Charles W. Swenson,  
 Ph.D., C.P.A.; S. Mark Young, Ph.D.

*Associate Professors:* John J. Barcal, J.D.,  
 C.P.A.; James G. Manegold, Ph.D.; K.R.  
 Subramanyam, Ph.D.; Robert H. Trezevant,  
 Ph.D.; Shiing-Wu Wang, Ph.D.

*Assistant Professors:* Rebecca Hann, Ph.D.;  
 MingYi Hung, Ph.D.; Kevin Kobelsky, Ph.D.,  
 C.A.; Michael Matejka, Ph.D.; Wim Van der  
 Stede, Ph.D.

*Professors of Clinical Accounting:* Rubin A.  
 Davila, M.B.A., C.P.A.; Brenda Flores,  
 M.B.A., C.P.A.; Chrislynn Freed, M.B.A.,  
 C.P.A.; Merle Hopkins, Ph.D.; Cecil W.  
 Jackson, Ph.D.; Joseph L. Keller, M.S.;  
 Patricia Mills, J.D., L.L.M.; Leslie R. Porter,  
 Ph.D.; Robert S. Roussey, B.S., C.P.A.;  
 Robert Scharlach, B.S., C.P.A.; Kendall  
 Simmonds, M.B.A., C.P.A.\*

*Associate Professors of Clinical Accounting:*  
 Solomon Darwin, M.B.A.; Rose M. Layton,  
 M.Acc., C.P.A.

*Emeritus Professors:* Anelise N. Mosich, Ph.D.,  
 C.P.A.; Rodolph H. Redmond, J.D.

\*Recipient of university-wide or school teaching award.

## Degree Programs

### **Undergraduate Degree**

#### *Bachelor of Science, Accounting*

The USC Leventhal School of Accounting offers the Bachelor of Science, Accounting (B.S.) degree designed to prepare students for entry into the professional program leading to a Master of Accounting degree. The undergraduate curriculum also provides a general background in business necessary for entry into the accounting profession. There are three tracks from which students can choose: the accounting track, the accounting information systems track or the early admitted graduate track. The early admitted graduate track is for USC B.S., Accounting students who apply, and are accepted, for early admission to the Leventhal School of Accounting's Master of Accounting or Master of Business Taxation programs.

### **Graduate Degrees**

#### *Master of Accounting*

The Master of Accounting (M.Acc.) program provides an integrated curriculum designed to prepare graduates for careers in professional accounting, public accounting, industry and government. Students have the opportunity to study accounting in greater depth than is typically provided in an undergraduate

accounting program or an M.B.A. program with a concentration in accounting.

Admission does not require an undergraduate accounting or business major, nor is work experience a requirement. For students with an undergraduate degree in accounting the program requires 33-36 units for completion; for non-accounting students the program requires 48-54 units.

#### *Master of Business Taxation*

This specialized 45-unit program in taxation is offered to full- or part-time students and leads to the Master of Business Taxation (M.B.T.). The program is designed for accountants, attorneys and others who wish to learn or improve skills and knowledge through participation in advanced tax study. This group may be engaged in tax practice, in business management or in government administration.

#### *Juris Doctor/Master of Business Taxation*

The USC Law School and the Leventhal School of Accounting offer this dual degree program. Admission to the J.D. program offered by the Law School is

required before applying to the M.B.T. program offered by the Leventhal School of Accounting.

#### *Master of Business Administration*

The Master of Business Administration (M.B.A.) with an optional accounting concentration, offered by the Marshall School of Business is also serviced by the Leventhal School of Accounting. For additional information, consult the Marshall School of Business section in this catalogue.

#### *Doctor of Philosophy*

The Marshall School of Business offers the Doctor of Philosophy (Ph.D.) degree in conjunction with the Graduate School. A student electing to major in accounting may design a research program that emphasizes auditing, financial accounting, information systems, management accounting and taxation. More information on the doctoral program is available in the Marshall School of Business section of this catalogue, or contact the doctoral office at (213) 740-0674 or the director of doctoral studies in accounting at (213) 740-4838.

## Undergraduate Degree

### Bachelor of Science, Accounting

The USC Leventhal School of Accounting offers the Bachelor of Science, Accounting (B.S.) degree designed to prepare students for entry into the professional program leading to a Master of Accounting degree. The undergraduate curriculum also provides a general background in business necessary for entry into the accounting profession. There are three tracks which students can choose: the accounting track, the accounting information systems track or the early admitted graduate track.

#### *Early Admitted Graduate Track*

The early admitted graduate track is for USC B.S., Accounting students who apply, and are accepted, for early admission to the Leventhal School of Accounting's Master of Accounting or Master of Business Taxation programs. Near the end of their first year of upper division course work, eligible students may apply for early admission to USC's Master of Accounting (M.Acc.) program or to USC's Master of Business Taxation (M.B.T.) program. Application procedures and deadlines for early admission are described in the Graduate Degrees section, page 138. Students who are accepted for early admission to the M.Acc. or M.B.T. programs will enter the early admitted graduate track in the B.S. program. Students who are accepted for early admission to, and who successfully complete the M.Acc. or M.B.T. program, will have satisfied the 150 semester hours of education that most states now require for Certified Public Accountant (CPA) licensure.

The early admitted graduate track and M.Acc. program is designed for students who desire a professional accounting career. For these students, the additional year of academic education provided by an M.Acc. allows students to enhance their critical thinking, analytical and negotiation skills that are required to succeed in the accounting profession.

The early admitted graduate track and M.B.T. program is designed for students who desire a professional career in taxation. For these students, the additional year of academic education provided by an M.B.T. is designed to develop the skills and expertise that professionals need to assist individuals and firms trying to deal with complex federal

and local tax rules and regulations, including the skills needed to communicate professional insights to others.

#### *Accounting Track and Accounting Information Systems Track*

B.S. students who are denied, or who do not apply for, early admission to the Master of Accounting or Master of Business Taxation programs choose either the accounting track or the accounting information systems track. The accounting track focuses on accounting and assurance careers in, for example, industry, government or not-for-profit entities. The accounting information systems track focuses on the design, implementation and utilization of accounting information systems.

#### *B.S. Curricular Requirements for All Tracks*

For all tracks, the B.S., Accounting is a 128-unit program. The curricular requirements fall into two parts: lower division (first and second years) and upper division (third and fourth years). In the first two years, accounting students share with all business students a curriculum designed primarily to provide a sound general education in basic liberal arts subjects. In the last two years, the students devote their study to business and accounting subjects.

#### **Admission**

Admission to the Bachelor of Science, Accounting program is granted through the Marshall School of Business. In order for students to develop a sound liberal arts foundation and to encourage an exploration of a wide range of majors, freshmen, except as noted below, are not generally admitted directly to the Marshall School of Business or the Leventhal School of Accounting. Usually, students are admitted to the College of Letters, Arts and Sciences as "pre-business" majors, although this is not a prerequisite for admission to the business school in the junior year.

All questions regarding eligibility, admissions criteria or the admissions process should be directed to the Marshall School of Business Admissions Office, Bridge Hall 105, (213) 740-8885.

A student applying directly to the Marshall School of Business as a transfer from another

institution will be more competitive with a 3.0 GPA. Transfer students will be admissible without having completed the equivalent of MATH 218 since most colleges do not offer this course. These students will be expected to complete this course during their first semester of enrollment.

Students who have not been admitted to the Marshall School of Business may complete a maximum of 20 business units at USC. No further business courses may be taken until admitted. Students who complete the maximum number of units without gaining admission to the school will be advised to select another major.

Students are encouraged to consult the school's Undergraduate Student Services Office, Accounting 101, for advisement and assistance in planning a program that will satisfy both sets of general education requirements and prerequisites required for admission.

#### *Accounting and Business Scholars Programs*

The Accounting and Business Scholars Program allows certain students to be admitted directly into the school as freshmen. Admission to this program is based on scholastic merit reflected in combined SAT scores and high school GPA. Students qualifying for admission to this program are notified by letter following submission of their normal USC application, where business or accounting was indicated as their intended major. Students admitted through this program are permitted to take certain business courses in their freshman and sophomore years.

#### **Marshall Honors Program**

The Marshall Honors Program is open to all majors in business. Freshmen entering the Marshall School as business and accounting scholars may be admitted directly into the Marshall Honors Program. Continuing USC students and transfer students may also apply for admission to the program. Admission requires a minimum overall GPA of 3.5 for continuing USC students and a 3.7 GPA for transfer students, as well as approval by the academic director of the Honors Program. Successful completion of the program requires a minimum GPA of 3.5 in all business courses as well as an overall 3.0 USC GPA.

### Advisement

Academic advisement is provided through the Leventhal School of Accounting Student Services Office in Accounting 101, (213) 740-4838. Pre-business and business students will be required to meet with an academic advisor before registering and this requirement will be in effect until 24 USC units are completed. However, all students are encouraged to see an academic advisor on a regular basis. A record of each student is kept on file. Appointments for advisement may be scheduled at most times during the academic year. However, during busy times such as the preregistration, registration and drop/add periods, advisors may be available on a walk-in basis only.

Leventhal Undergraduate Student Services and Marshall Undergraduate Student Services offer students assistance in networking, finding internships, resume writing, interviewing techniques and other career related issues.

### Transferring College Credit

#### *College Courses*

USC has established articulation agreements with all community colleges throughout California. Most academic courses are acceptable for transfer credit from a two-year school, but students may not receive credit for specialized, technical or remedial courses. Courses that do not appear on the articulation agreement are not transferable. A maximum of 64 semester units may be transferred from community colleges. Check with the Degree Progress Department (SAS 010) for questions about transferable courses or see a counselor in Accounting 101.

Official transcripts of college work taken elsewhere must be submitted, at the time of application, to the USC Office of Admission. A credit evaluation will be completed which will list transfer courses accepted for credit. All business courses completed at a two-year college, if transferable, will be considered elective credit.

There is one exception to this policy. Students may transfer two semesters of introductory accounting and receive credit equivalent to one semester of introductory accounting at USC. Then students can register for BUAD 305 Abridged Core Concepts of Accounting Information and complete their accounting course requirement in one semester at USC. In this case, students would not be required to take BUAD 250ab.

#### *Four Year Colleges*

Most courses are acceptable for unit credit from all fully accredited four-year institutions. If the courses do not satisfy specific subject requirements at USC, they will be accepted for elective course credit.

Students are urged to complete all their required business administration courses at USC. All business courses from four-year institutions, if transferable, will be considered elective credit unless a challenge examination is passed. Only core classes, with the exception of BUAD 497, may be challenged. Students should consult with an academic advisor in Bridge Hall 104 to initiate the challenge examination process.

### Grade Point Average Prerequisites for Transfer Students

Transfer students are required to meet the following grade requirements to be admitted to the Leventhal School of Accounting. An average grade of B in the two transferred accounting courses and BUAD 305 (with no grade lower than B-). Grades in accounting courses taken at other institutions will only be considered in meeting the admission requirement for the Leventhal School of Accounting. Once a transfer student completes a minimum of two accounting courses at USC, the student's accounting grades at the prior institution will no longer be considered in determining whether the student meets the 2.5 grade point average standard (see Grade Point Average Prerequisites following).

In the computation of grade point averages for accounting courses taken at other colleges or universities, the courses will be weighted in terms of the number of units provided for the equivalent USC accounting courses.

### Grade Point Average Prerequisites

The following are grade point average prerequisites for any undergraduate student enrolled in any accounting course: (1) an average grade of B or better in BUAD 250a and 250b with no grade lower than a B- (transfer students see previous section); and (2) a minimum 2.5 grade point average (A = 4.0) for all accounting courses taken previously. Individual instructors may not waive these standards.

In meeting the B average required in BUAD 250a and BUAD 250b, only one of the courses may be repeated. If the repeated course grade is higher, that grade will be considered in determining whether the student meets the B average, and the original course grade will be disregarded by the Leventhal School of Accounting in the administration of its grade point average requirements. See Repeated Course Work at USC for further restrictions on including grades in repeated courses in the overall university grade point average computation.

In computing grade point average prerequisites, BUAD 250ab or 305x, and 302T will be considered accounting courses.

When a student's cumulative accounting grade point average falls below 2.5, the student is placed on probation. If a student on probation does not regain a minimum accounting cumulative GPA of 2.5 after completing the next 12 semester hours in all courses (including accounting units) attempted within the university, that student will not be permitted to continue as an accounting major in the Leventhal School of Accounting. Exceptions to this policy may be granted only in unusual circumstances by the Academic Standards Committee of the Leventhal School of Accounting. Decisions of the Academic Standards Committee are final.

To be removed from probationary status, a student may elect to take another accounting course or courses for which prerequisites are met or to repeat an accounting course or courses in an attempt to earn a higher grade. Regardless of the course of action taken, all courses completed will be counted in computing the cumulative accounting grade point average.

A mark of "W" in an accounting course taken while on probation will not extend probation. The probation period ends at the end of that semester during which the student completes a cumulative total of 12 semester hours of courses in any subject(s) at the university. Under no conditions will the student be permitted more than two successive semesters, including the summer semester, to complete the 12 semester hours of courses.

#### *Graduation Standard*

Students must attain a minimum 2.5 cumulative accounting grade point average (A = 4.0) to graduate with a Bachelor of Science, Accounting degree.

### Lower Division Requirements

A total of 60 units of non-business course work is required for the B.S., Accounting degree. Students are expected to complete their prerequisites, general education requirements and BUAD 250ab before enrolling in upper division business classes. See the sample programs that follow for scheduling suggestions. Transfer students may meet individual subject requirements with three semester units or four quarter units.

Successful completion of upper division courses where lower division courses are prerequisites does not constitute a basis for waiving the lower division courses. For example, a student who passes BUAD 306 prior to taking BUAD 250b will not be waived from the BUAD 250b requirement.

In addition, international students working toward the business or accounting degree must take and successfully complete ALI 262 Argumentation. Exceptions to this policy may be granted by the chairman of the Business Communication Department (ACC 400).

### General Education Requirements (32 units)

The university's general education program provides a coherent, integrated introduction to the breadth of knowledge you will need to consider yourself (and to be considered by other people) a generally well-educated person. This program requires six courses in different categories, plus writing and diversity requirements, which are described in detail on pages 179 through 184.

### Accounting/Business Prerequisites

ECON 203	Principles of Microeconomics	4
ECON 205	Principles of Macroeconomics	4
ITP 101x	Introduction to Information Technology	4
MATH 117	Introduction to Mathematics for Business and Economics (may be waived by placement examination)	4
MATH 118x	Fundamental Principles of the Calculus (MATH 125 Calculus I may be substituted)	4
MATH 218	Probability for Business	4
WRIT 140	Writing and Critical Reasoning	4
		28

It is recommended that the required accounting course BUAD 250ab or 305x be completed before enrolling in upper division courses; however, it does not need to be completed for admission to the Marshall School of Business.

**All prerequisites for business and all accounting and business courses must be taken for a letter grade.**

A maximum of 24 units of undergraduate course work taken on a pass/no pass basis may be used toward the B.S., Accounting degree. No more than four units of credit (or one course) counting toward the general education categories may be taken on a pass/no pass basis. The writing course cannot be taken on a pass/no pass basis.

### Upper Division Requirements

In general, students will not be expected to enroll in any business subjects beyond the introductory accounting courses until the junior year. The program of required core courses is designed to provide the student with a solid foundation in the analytical tools and the organizational aspects of business in private enterprise economy.

### Junior Year and Senior Year Program

Accounting majors are required to complete the following core program during their junior and senior years.

CORE PROGRAM		UNITS
BUAD 302T*	Business Communication for Accountants	4
BUAD 304	Organizational Behavior	4
BUAD 306	Business Finance	4
BUAD 307	Marketing Fundamentals	4
BUAD 310	Applied Business Statistics	4
BUAD 311T*	Operations Management for Accounting Majors	4
BUAD 350	Macroeconomic Analysis for Business Decisions, or	
BUAD 351	Economic Analysis for Business Decisions	4
BUAD 497	Managerial Decision-Making and Planning (for seniors only)	4
		32

\*If an accounting student has already completed the courses in a section not designated for accounting majors, he or she must check with an academic advisor in the Leventhal School of Accounting for advisement.

The Bachelor of Science, Accounting degree includes the following required accounting courses in addition to the business core courses listed above.

REQUIRED ACCOUNTING COURSES		UNITS
<i>Courses required for the accounting track, the accounting information systems track and the early admitted graduate track</i>		
BUAD 250ab	Core Concepts of Accounting Information, or	4-4
BUAD 305	Abridged Core Concepts of Accounting Information	4

ACCT 370ab	External Financial Reporting Issues	2-2
ACCT 371ab	Introduction to Accounting Systems	2-2
ACCT 372	Internal Reporting Issues	2
ACCT 373	Introduction to Assurance Services	2
ACCT 374	Introduction to Tax Issues	2

### Elective Courses for the Accounting Track

Choose four of the following two-unit courses: 8

ACCT 470ab	Advanced External Financial Reporting Issues	
ACCT 471	Accounting Information Systems	
ACCT 472	Managerial Accounting	
ACCT 473	Financial Statement Auditing	
ACCT 474	Tax Issues for Business	
ACCT 475	Systems Security and Audit	
ACCT 476	Performance Measurement Issues	
Electives		6

### Additional Required and Elective Courses for the Accounting Information Systems Track

ACCT 478	Accounting Systems Design	4
ACCT 479	Accounting Systems Development	4
Electives		6

### Additional Required and Elective Courses for the Early Admitted Graduate Track

ACCT 470ab	Advanced External Financial Reporting Issues	2-2
ACCT 471	Accounting Information Systems	2
ACCT 473	Financial Statement Auditing	2
ACCT 474	Tax Issues for Business	2
ACCT 475	Systems Security and Audit	2
Elective		2

## Graduate Degrees

The USC Leventhal School of Accounting offers two graduate degrees: the Master of Accounting (M.Acc.) and the Master of Business Taxation (M.B.T.). The M.Acc. program provides an integrated curriculum designed to prepare graduates for careers in professional accounting, public accounting, industry and government. Through its integrated curriculum, students have the opportunity to study in greater depth than is typically provided in an undergraduate accounting program or an M.B.A. program with a concentration in accounting. The M.B.T. program provides in-depth specialization in taxation to prepare the student for a successful career as a tax professional.

The Leventhal School of Accounting also offers the dual Juris Doctor/Master of Business Taxation (J.D./M.B.T.) degree program in conjunction with the USC Law School. The combination of broad legal education with detailed tax specialization prepares graduates for fast-track careers in law and accounting tax practices.

The Marshall School of Business offers the Doctor of Philosophy (Ph.D.) degree in conjunction with the Graduate School. A student electing to major in accounting may design a research program that emphasizes auditing, financial accounting, information systems, management accounting or taxation. For more information on the doctoral program, see the Marshall School of Business section of this catalogue, page 118, or contact the doctoral office at (213) 740-0670 or the director of Doctoral Studies in Accounting at (213) 740-5025.

### Admission to Master's Programs

The Leventhal School of Accounting seeks individuals who have the potential for outstanding achievement in accounting or taxation. The Admissions Committee takes into consideration the candidate's academic record, the Graduate Management Admission Test (GMAT) score or the Law School Admission Test (LSAT) score (for J.D./M.B.T. applicants or attorneys), recommendations and written essays. Candidates are reviewed on the merits of their application and the merits of the applicant pool for the semester. Generally, admitted students have an average grade point average of 3.3 and GMAT scores in the low 600s. Applicants to the full-time programs are not required to have any previous work

experience. Applicants to the part-time program are required to have a minimum of two years professional experience in tax after receiving an undergraduate degree.

### Application to the Programs

To ensure a place in a program and adequate time to receive an admission decision, it is important to send completed application materials to the Leventhal School of Accounting Master's Programs Admissions Office well in advance of the term in which the applicant wishes to register. If work is still in progress, the applicant should state specifically what courses are in progress and an estimated completion date.

For all programs, an admission decision cannot be made without the following: (1) a completed USC Leventhal School of Accounting online graduate application (available at [www.marshall.usc.edu/lsoa](http://www.marshall.usc.edu/lsoa)); (2) an application fee of \$65 for domestic students or \$75 for international students; (3) one official transcript from the registrar of each college or university attended (undergraduate and/or postgraduate) whether work was completed or not. If all college or postgraduate work has not been completed, transcripts must be requested when work in progress is completed and degree is earned; (4) two letters of recommendation from faculty members or employers; (5) a written essay, not to exceed two pages, describing your career plans and how an M.Acc. or M.B.T. degree will help you achieve these plans; (6) a resume summarizing your background; (7) an official Graduate Management Admission Test (GMAT) score report or, for J.D./M.B.T. applicants or attorneys, an official Law School Admission Test (LSAT) score report; and (8) an interview.

Applicants to the full-time M.Acc. or M.B.T. programs who live in the United States are required to have an admissions interview. For applicants who live outside the United States, the interview is highly recommended but currently not required. *Admission consideration will not be adversely affected for applicants living outside the United States who are unable to schedule an admissions interview.* The graduate admissions advisor will contact applicants to discuss scheduling an interview after an application is complete.

Following the requirements noted above, applicants for the J.D./M.B.T. dual degree program should apply to the Leventhal School of Accounting for admission to the M.B.T. program in the second semester of their first year in the USC Law School. In addition, current Law School transcripts and a "letter in good standing" from the registrar of the Law School must be submitted as part of the application. The same Leventhal School of Accounting admission criteria apply to the M.B.T. portion of the J.D./M.B.T. program as to the M.B.T. program.

### International Students

In addition to the application process mentioned above, international students must submit results from the Test of English as a Foreign Language (TOEFL) and the Test of Spoken English (TSE). Accounting requires a minimum score of 600 on the TOEFL. A letter of financial support is also required. Transcripts from international universities must be submitted in the original language, as well as in English. The transcripts must have percentile grades and not letter grades.

### USC B.S., Accounting Early Admission Application Procedures

Students admitted to the B.S. program in the Leventhal School of Accounting have the option of applying for early admission to the M.Acc. or M.B.T. programs. Application for early admission is made by filing a graduate application through the Leventhal School of Accounting Master's Programs Admissions Office. Graduate applications should be completed during a student's second semester of upper division course work in the B.S. program, provided that the student has completed ACCT 370a, 371a and 372 with a minimum GPA of 2.75. Prospective students should take the Graduate Management Admission Test (GMAT) during their second semester of upper division course work.

An early admission decision cannot be made without the following: (1) successful completion of all ACCT 370-level course work; (2) a completed USC Leventhal School of Accounting online graduate application (available at [www.marshall.usc.edu/lsoa](http://www.marshall.usc.edu/lsoa)); (3) two letters of recommendation from faculty members or employers (one letter must be from a Leventhal School of Accounting faculty member); (4) a written essay, not to exceed two pages, describing career plans and how an M.Acc. or M.B.T. degree will help to achieve these plans; and (5) an official Graduate Management Admission Test (GMAT) score report.

Students do not need to wait until ACCT 370-level course work grades are available to apply for early admission, because these grades can be verified once they are available. Also, students should pre-register as usual for a full load of classes for the semester following the submission of their application. Once granted early admission, students will be instructed as to which specific accounting courses should be added during the regular add/drop period.

The Leventhal School of Accounting will not grant early admission to students: (1) with, or currently obtaining, a bachelor's degree from another university; or (2) currently obtaining a bachelor's degree other than a B.S., Accounting at USC. These students may apply to the M.Acc. or M.B.T. programs using the regular application procedures described previously.

#### Application Deadlines

M.Acc.	Summer	Fall	Spring
Non-accounting undergraduates	April 1	N/A	N/A
International students	Feb. 1		
Accounting undergraduates	N/A	June 1	N/A
International students		April 1	
<b>M.B.T.</b>			
Full time*			
Non-accounting undergraduates	April 1	N/A	N/A
International students	Feb. 1		
Accounting undergraduates	N/A	June 1	N/A
International students		April 1	
Part time	April 1	June 1	Nov. 1

\*It is strongly suggested that applicants who did not major in accounting as undergraduates take ACCT 525x Intensive Principles and Practices to provide the required technical accounting skills.

Application decisions will be made on a rolling admission basis until the programs are closed. Applicants are urged to file a completed application as early as possible. Full-time applicants interested in an early admissions decision must have all credentials, including test scores, on file in the Admissions Office by December 1. International applicants are advised to have completed application materials on file by January 1. Early decision applicants will be notified two to four weeks after the deadline. Applications that arrive after the regular deadline will be considered on a space available basis.

#### USC B.S., Accounting Early Admission Application Deadlines

The application deadline for students who start their ACCT 370-level course work in the fall semester and who plan to have successfully completed their ACCT 370-level course work in the spring semester of the same school year is August 1 of the same school year in which ACCT 370-level course work commenced.

The application deadline for students who start their ACCT 370-level course work in the spring semester and who plan to have successfully completed their ACCT 370-level course work in the fall semester of the following school year is March 1 of the school year following the school year in which ACCT 370-level course work commenced.

#### Change of Degree Program

Students currently enrolled in a USC degree program who wish to change their degree status to the Master of Accounting or the Master of Business Taxation programs must submit a formal application to the Leventhal School of Accounting.

#### Limited Status

The Leventhal School of Accounting does not permit students to take classes prior to receipt of completed application materials and a positive recommendation by the Admissions Committee. Students completing a program at another accredited university outside of Los Angeles may take courses in the Leventhal School of Accounting. They must provide a letter from their dean stating that the requested classes will be accepted for transfer to their degree program.

#### Applicants Denied Admission

Applicants who are denied admission may review the reasons for nonadmission in person or by telephone with the director of the master's programs. These meetings are conducted for the express purpose of counseling the applicant on appropriate measures to improve the possibility of admission for a future semester.

#### Retention of Files

Files for applicants who (1) were not admitted, (2) did not complete their files or (3) declined admission will be purged 12 months after the semester for which they applied. Files for enrolled students will be purged after five years.

#### Residence Requirements

Subject to approval of the Leventhal School of Accounting, the maximum number of transfer credits that may be applied toward the master's degree is three units. To be applied to the degree, transfer work must have been completed within five years of admission to the master's program. Graduate transfer credit will not be granted for course work taken elsewhere after a student has been admitted and enrolled at USC. Credit will only be allowed for courses (1) from an AACSB-accredited graduate school, (2) of a quality of at least 3.0 on a 4.0 grading scale, (3) constituting a fair and reasonable equivalent to current USC course work at the graduate level, and (4) fitting into the logical program for the degree. Transfer course work is applied as credit (CR) toward the degree and is not included in the calculation of a minimum grade point average for graduation.

#### Duplication of Courses

Ordinarily, courses may not be repeated for credit. For courses that may be repeated for credit, the maximum amount of credit is indicated after the unit value.

#### Waivers

Subject waiver of required courses may be granted to students based upon prior academic work. All waived courses must be replaced with approved electives.

Students should carefully read their program evaluation form to know what electives must be taken if they are granted subject waivers. To be granted a subject waiver in a particular field, the student must have (1) completed at least two relevant courses in the field at the upper division or graduate level, (2) earned a grade of B or better, and (3) completed the courses no more than five years before entering the master's program at USC from an AACSB accredited business school (or equivalent economics department).

Further information regarding the waiver policy in the Marshall School of Business may be obtained from the Graduate Registration and Advisement Office, Bridge Hall 101A, (213) 740-5424.

## Master of Accounting

The Master of Accounting program (M.Acc.) prepares graduates for careers in public accounting, industry and government. USC's M.Acc. program is one of the first professional accounting curricula integrating undergraduate and graduate education in the nation. The objectives of the program include developing the sound conceptual, technical, analytical and communication skills that are required to succeed in the accounting profession. The program employs a rigorous case analysis approach that requires students to exercise their analytical abilities and develop effective verbal and written communication skills. The program also seeks to instill a deep appreciation and respect for the crucial role of the independent accountant in our free enterprise economy. This perspective provides the bedrock of the professional attitudes and responsibilities of CPAs today.

In this world of "re-engineering," the term "public accounting firm" is becoming obsolete. CPA firms now view themselves as "professional service firms." This dramatically changes the role of the CPA. The profession requires highly visible, articulate business professionals with the ability to interact on many levels within a client's organization. This requires individuals with diverse backgrounds, making the profession ideally suited for those with accounting, business, liberal arts or sciences undergraduate degrees. Students may apply to the M.Acc. program during their senior year or after completing a baccalaureate degree from an accredited college or university. An undergraduate accounting or business major is not necessary, nor is work experience a requirement.

### Program Requirements — M.Acc. Program

*Accounting Graduates (including USC B.S., Accounting students granted early admission)*  
Accounting graduates and graduates in other disciplines who have demonstrated high academic performance in the completion of the required business and accounting courses should expect to complete their degree in two semesters with a total of 30 units. Of these 30 units, at least 15 units must be in accounting courses and at least 9 units must be in business courses other than accounting.

USC B.S., Accounting students granted early admission to the M.Acc. program must begin the graduate level course work specified below in the fall semester. Students should have successfully completed all course work required for a B.S., Accounting in the early admitted graduate track prior to the fall semester in which they begin their graduate level requirements. Students who will not have successfully completed all such course work by this time should schedule an interview with the director of master's programs in the Leventhal School of Accounting.

REQUIRED COURSES (9 UNITS)		UNITS
ACCT 547*	Enterprise Information Systems	3
GSBA 523T**	Communication for Accounting Professionals	3
MOR 569	Negotiation and Deal-Making, or	
BUCO 533	Managing Communication in Organizations	3

\*Can be waived if student has successfully completed an equivalent course (to be determined by the director), but can only be replaced with an ACCT graduate level course.

\*\*Requirement may be waived and substituted with an elective if student completed undergraduate course with high performance or successfully passed oral and written assessment test. If waived, this class must be replaced with a non-accounting elective.

### ELECTIVE COURSES (21 UNITS; MINIMUM OF 12 UNITS OF ACCT 5XX ELECTIVES AND A MINIMUM OF 3 UNITS OF NON-ACCT 5XX ELECTIVES)

		UNITS
ACCT 536	Advanced Cost Analysis and Management Accounting	3
ACCT 537	Management Control Systems	3
ACCT 544	Introduction to Strategic Tax Planning	3
ACCT 546	Assurance Services	3
ACCT 549	Advanced Enterprise Systems and Technologies	3
ACCT 574	Accounting in the Global Business Environment	3
ACCT 581	Financial Statement Analysis	3
ACCT 585	Professional Accounting: Theory, Research and Policy	3
GSBA 568	The Economics and Marketing of a Professional Services Firm	3
BAEP 5XX	Business Entrepreneurship electives	3

FBE 5XX	Finance and Business Economics electives	3
IOM 5XX	Information and Operations Management electives	3
MKT 5XX	Marketing electives	3
MOR 5XX	Management and Organization electives	3

### Business Graduates

Business graduates should expect to complete their degree with a total of 45 units.

REQUIRED COURSES (33 UNITS)		UNITS
ACCT 525x	Intensive Accounting Principles and Practices	15
ACCT 535*	Management Accounting and Control Systems	3
ACCT 546	Assurance Services	3
ACCT 547*	Enterprise Information Systems	3
ACCT 585	Professional Accounting: Theory, Research and Policy	3
GSBA 523T**	Communication for Accounting Professionals	3
MOR 569	Negotiation and Deal-Making, or	
BUCO 533	Managing Communication in Organizations	3

\*Can be waived if student has successfully completed an equivalent course (to be determined by the director), but can only be replaced with an ACCT graduate level course.

\*\*Requirement may be waived and substituted with an elective if student completed undergraduate course with high performance or successfully passed oral and written assessment test. If waived, this class must be replaced with a non-accounting elective.

### ELECTIVE COURSES (12 UNITS; MINIMUM OF 3 UNITS OF ACCT 5XX ELECTIVES AND A MINIMUM OF 3 UNITS OF NON-ACCT 5XX ELECTIVES)

		UNITS
ACCT 536	Advanced Cost Analysis and Management Accounting	3
ACCT 537	Management Control Systems	3
ACCT 544	Introduction to Strategic Tax Planning	3
ACCT 549	Advanced Enterprise Systems and Technologies	3
ACCT 574	Accounting in the Global Business Environment	3
ACCT 581	Financial Statement Analysis	3

GSBA 568	The Economics and Marketing of a Professional Services Firm	3	MOR 569	Negotiation and Deal-Making, or Managing Communication in Organizations	3	GSBA 568	The Economics and Marketing of a Professional Services Firm	3
BAEP 5XX	Business Entrepreneurship electives	3	BUCO 533			BAEP 5XX	Business Entrepreneurship electives	3
FBE 5XX	Finance and Business Economics electives	3		*Students can waive GSBA 511 or GSBA 526 based upon prior academic work of high quality.		FBE 5XX	Finance and Business Economics electives	3
IOM 5XX	Information and Operations Management electives	3		**Can be waived if student has successfully completed an equivalent course (to be determined by the director), but can only be replaced with an ACCT graduate level course.		IOM 5XX	Information and Operations Management electives	3
MKT 5XX	Marketing electives	3				MKT 5XX	Marketing electives	3
MOR 5XX	Management and Organization electives	3				MOR 5XX	Management and Organization electives	3

*Non-Accounting/Non-Business Graduates*  
 Non-accounting/non-business graduates should expect to complete their degree with a total of 54 units.

\*\*\*Requirement may be waived and substituted with an elective if student completed undergraduate course with high performance or successfully passed oral and written assessment test. If waived, this class must be replaced with a non-accounting elective.

**Intensive Accounting Principles and Practices Course**

Each summer the Leventhal School of Accounting offers an eight-week course, ACCT 525x Intensive Accounting Principles and Practices, that provides college graduates, other than accounting majors, with the prerequisite technical accounting knowledge necessary for graduate work. Fifteen semester hours of credit will be received upon successful completion of the course. Second-year M.B.A. students seeking accounting positions will find this program useful. The technical accounting skills taught in this course may also enhance employability and career advancement for law students and graduate students in non-business areas of study. This course is not designed to be a preparation course or a review course for the CPA Exam. For further information regarding the intensive course, contact the Leventhal School of Accounting at (213) 740-4838.

REQUIRED COURSES (41-42 UNITS)		UNITS
ACCT 525x	Intensive Accounting Principles and Practices	15
ACCT 535**	Management Accounting and Control Systems	3
ACCT 546	Assurance Services	3
ACCT 547**	Enterprise Information Systems	3
ACCT 585	Professional Accounting: Theory, Research and Policy	3
GSBA 511*	Managerial Economics (2-3), or	
GSBA 526*	The National and International Economy (2)	2-3
GSBA 514	Foundations of Business I and II	6
GSBA 523T***	Communication for Accounting Professionals	3

ELECTIVE COURSES (12 UNITS; MINIMUM OF 3 UNITS OF ACCT 5XX ELECTIVES AND A MINIMUM OF 6 UNITS OF NON-ACCT 5XX ELECTIVES)		UNITS
ACCT 536	Advanced Cost Analysis and Management Accounting	3
ACCT 537	Management Control Systems	3
ACCT 544	Introduction to Strategic Tax Planning	3
ACCT 549	Advanced Enterprise Systems and Technologies	3
ACCT 574	Accounting in the Global Business Environment	3
ACCT 581	Financial Statement Analysis	3

**Master of Business Taxation**

Understanding taxation is critical to understanding every business decision and many personal decisions as well. Whether starting a business or starting a family, tax planning must be done. Because of the complexity of the tax law and its pervasive influence, people facing tax decisions routinely call on tax professionals for advice in planning and structuring their affairs in order to comply with the law and to ensure economic good sense.

The Master of Business Taxation (M.B.T.) program is designed to develop the skills and expertise professionals need to assist individuals and firms trying to cope with myriad tax legislation and regulation at both the federal and local levels. While gaining technical expertise is a central aim of those enrolled in the program, this expertise is not enough. Taxation encompasses law, economics, accounting and politics, and the astute tax

advisor must understand all of the factors that influence the making of tax law and its administration. As important as learning the law and mastering research skills is the ability to communicate professional insights to others. The program provides a broad understanding of taxation, an appreciation for the complexities of decision-making and practice in explaining the tax implications of various courses of action.

The M.B.T. program provides an opportunity to examine tax topics thoroughly in an organized, rigorous fashion. Both full- and part-time students examine in depth an area of taxation, such as estate planning or taxation of foreign operations. Tax practice does not provide sufficient opportunities to study all of the areas influenced by taxation, nor does it allow the time to take an in-depth look at one area. In the M.B.T. program, a student develops an overview of the important areas of tax practice and builds expertise in specific topics.

The career opportunities today in the area of taxation are as great as the need for professional tax advice. The M.B.T. program prepares men and women for major roles in planning and decision-making with firms and with families.

**Program Requirements**

*(Including B.S., Accounting students granted early admission)*

The program requirements include courses in taxation, accounting and business selected from the four groups of courses listed below. A minimum of 21 units must be in taxation ("T" designated) courses. Waiver of courses in Group I may be granted to students based on prior academic work of high quality from an International Association for Management Education, formerly the American Assembly of Collegiate Schools of Business (AACSB), accredited school. Waiver of such courses may reduce the minimum number of units to be

taken within the M.B.T. program to 30 units. The courses in Group II are required of all students. The student must choose a total of 15 units from Groups III and IV, with a minimum of 9 units from the courses listed in Group III. The student may choose up to six units from the courses in Group IV or other courses approved in advance by the director of the M.B.T. program.

USC B.S., Accounting students granted early admission to the M.B.T. program must begin the graduate level course work specified in the fall semester. Students should have successfully completed all course work required for a B.S., Accounting in the early admitted graduate track prior to the fall semester in which they begin their graduate level requirements. Students who will not have successfully completed all such course work by this time should schedule an interview with the director of master's programs in the Leventhal School of Accounting.

GROUP I COURSES (15 UNITS)		UNITS
ACCT 544	Introduction to Strategic Tax Planning	3
GSBA 510	Accounting Concepts and Financial Reporting	3
GSBA 511	Managerial Economics, and	
GSBA 548	Corporate Finance, or	3
GSBA 514	Foundations of Business I and II	6
GSBA 518	Accounting Control Systems, or	3
ACCT 572	Corporate Accounting and Reporting	3

GROUP II COURSES (15 UNITS)		UNITS
GSBA 523T*	Communication for Accounting Professionals, or	
MOR 569*	Negotiation and Deal-Making, or	
BUCO 533*	Managing Communication in Organizations	3
ACCT 550T	Tax Research and Practice	3
ACCT 551T	Taxation of Flow-Through Entities	3
ACCT 560T	Tax Theory and Its Business Applications	3
ACCT 561T	Income Tax of Corporations and Their Shareholders	3

\*Required course to be determined by the director of master's programs, Leventhal School of Accounting, based on prior academic work or oral and written assessment test.

GROUP III COURSES (MINIMUM 9 UNITS)		UNITS
ACCT 563T	Federal Estate and Gift Taxes	3
ACCT 565T	Estate Planning	3
ACCT 566T	Income Taxation of Estates and Trusts	3
ACCT 567T	Taxation of Transactions in Property	3
ACCT 568T	Taxation of Foreign Business Operations	3
ACCT 569abT	Taxation of Special Enterprises	3-3
ACCT 570T	State and Local Tax Concepts	3
ACCT 571T	Advanced Individual Tax Planning	3

ACCT 573T	Federal Tax Procedure	3
ACCT 575T	Taxation of Financial Markets	3
ACCT 576T	Consolidations	3
ACCT 577T	Compensation	3
ACCT 578T	Advanced Corporate Taxation	3
ACCT 579T	Advanced International Taxation	3
ACCT 580T	Accounting Methods	3
ACCT 584	Family Wealth Preservation	3

GROUP IV COURSES (0-6 UNITS)		UNITS
GSBA 568	The Economics and Marketing of a Professional Services Firm	3
ACCT 574	Accounting in the Global Environment	3
ACCT 581	Financial Statement Analysis	3
ACCT 5XX	Other Accounting electives	3
BAEP 5XX	Business Entrepreneurship electives	3
FBE 5XX	Finance and Business Economics electives	3
IOM 5XX	Information and Operations Management electives	3
MKT 5XX	Marketing electives	3
MOR 5XX	Management and Organization electives	3
BUCO 533	Managing Communication in Organizations	3
MOR 569	Negotiation and Deal-Making	3

## Juris Doctor/Master of Business Taxation

### Dual Degree Program

The Leventhal School of Accounting, in conjunction with the USC Law School, offers a program leading to the dual degree of Juris Doctor/Master of Business Taxation (J.D./M.B.T.). This program permits a student to pursue a specialized program in taxation through courses in the Marshall School of Business, the Leventhal School of Accounting and the Law School. The M.B.T. portion of the program leading to the J.D./M.B.T. is 45 units, including 10 units of Law School courses that are recognized by the Leventhal School of Accounting toward the J.D./M.B.T.; a maximum of 33-36 units of Marshall School of Business and Leventhal School of Accounting courses are recognized by the Law School toward the J.D./M.B.T.

### Unit Requirements

The total number of units required for the M.B.T. portion of the J.D./M.B.T. program will vary, depending on the educational background of the individual student, but all students are required to complete a minimum of 30 units of business courses and maintain an overall grade point average of 3.0 for these courses. A total of 15 units of taxation, accounting and business courses listed below in Group I may be waived by the Leventhal School of Accounting if the student has completed substantial academic work of high quality from an International Association for Management Education-accredited school.

The courses in Group II are required of all J.D./M.B.T. students. Students must choose a minimum of six units from Group III courses and a minimum of 12 units from Group IV courses. In addition, a student may choose three elective units from Group V courses or another course approved in advance by the director of the M.B.T. program.

### First Year

Required USC Law School courses (31 units)

**Second, Third and Fourth Years**

Forty-three units of law courses, including the law courses listed below, and 33-36 units of Marshall School of Business and Leventhal School of Accounting courses as follows:

**GROUP I COURSES (15 UNITS) UNITS**

ACCT 544	Introduction to Strategic Tax Planning	3
GSBA 510	Accounting Concepts and Financial Reporting	3
GSBA 511	Managerial Economics	3
GSBA 518	Accounting Control Systems, or	
ACCT 572	Corporate Accounting and Reporting	3
GSBA 548	Corporate Finance	3

**GROUP II COURSES\* (10 UNITS) UNITS**

ACCT 550T	Tax Research and Practice	3
LAW 600	Taxation	3 or 4
ACCT 561T	Income Taxation of Corporations and Their Shareholders, or	
LAW 644	Corporate Tax,	2 or 3
	or	
LAW 868	Business Enterprise Taxation	2-4

**GROUP III COURSES\* (A MINIMUM OF 6 UNITS) UNITS**

LAW 644	Corporate Tax	2 or 3
LAW 717	Estate Planning	3
LAW 842	Partnership Taxation	2 or 3

\*Students should seek counseling at the Law School regarding all LAW courses.

**GROUP IV COURSES (A MINIMUM OF 12 UNITS) UNITS**

ACCT 551T	Taxation of Flow-Through Entities	3
ACCT 563T	Federal Estate and Gift Taxes	3
ACCT 565T	Estate Planning	3
ACCT 566T	Income Taxation of Estates and Trusts	3
ACCT 567T	Taxation of Transactions in Property	3
ACCT 568T	Taxation of Foreign Business Operations	3
ACCT 569abT	Taxation of Special Enterprises	3-3
ACCT 570T	State and Local Tax Concepts	3
ACCT 571T	Advanced Individual Tax Planning	3
ACCT 573T	Federal Tax Procedure	3
ACCT 575T	Taxation of Financial Markets	3
ACCT 576T	Consolidations	3
ACCT 577T	Compensation	3
ACCT 578T	Advanced Corporate Taxation	3
ACCT 579T	Advanced International Taxation	3
ACCT 580T	Accounting Methods	3

**GROUP V COURSES (0-3 UNITS) UNITS**

ACCT 572	Corporate Accounting and Reporting	3
ACCT 574	Accounting in the Global Business Environment	3
ACCT 581	Financial Statement Analysis	3
ACCT 585	Professional Accounting: Theory, Research and Policy	3

BUCO 533	Managing Communication in Organizations	3
FBE 527	Entrepreneurial Finance: Financial Management for Developing Firms	3
FBE 555	Investment Analysis and Portfolio Management	3
FBE 588	Advanced Real Estate Law	3
FBE 589	Mortgages and Mortgage-Backed Securities and Markets	3
FBE 591	Real Estate Finance and Investment	3
MOR 542	Strategic Issues for Global Business	3

**Course Duplication and Prerequisites**

Credit in a law course precludes credit in the corresponding business course, and credit in a business course precludes credit in the corresponding law course.

In addition, where credit in one program's course precludes credit in the other program's corresponding course, the course in which credit is received will be deemed to have met the prerequisite for all subsequent courses in either school.

**Corresponding Courses**

ACCT 561T and LAW 644  
ACCT 551T and LAW 842

Note: LAW 600 Taxation must be taken in place of ACCT 560T to meet the J.D./M.B.T. requirement. LAW 644 Corporate Tax may be taken in place of ACCT 561T to meet the M.B.T. course requirements.

**Courses of Instruction**

**ACCOUNTING (ACCT)**

The terms indicated are *expected* but are not *guaranteed*. For the courses offered during any given term, consult the *Schedule of Classes*.

**370ab External Financial Reporting Issues**

**(2-2, FaSp) a:** Understanding of decision-making, problem solving, and research skills as a supplement to financial accounting knowledge for accounting professionals. (Duplicates credit in former ACCT 360.) *Prerequisite:* BUAD 250b or BUAD 305.  
**b:** Continuation of understanding of decision-making, problem solving, and research skills as a supplement to financial accounting knowledge for accounting professionals. (Duplicates credit in former ACCT 360.) *Prerequisite:* ACCT 370a.

**371ab Introduction to Accounting Systems**

**(2-2, FaSp) a:** Understanding of technology used to support accounting professionals in financial and managerial accounting, auditing, and taxation. (Duplicates credit in former ACCT 362.) *Prerequisite:* BUAD 250b or BUAD 305. **b:** Understanding the fundamental processes that capture the corporate data and the controls needed to assure that these processes will operate in an acceptable manner. (Duplicates credit in former ACCT 362.) *Prerequisite:* ACCT 371a.

**372 Internal Reporting Issues (2, FaSp)**

Understanding of decision-making, problem solving, and research skills as a supplement to managerial accounting knowledge for accounting professionals. (Duplicates credit in former ACCT 361.) *Prerequisite:* BUAD 250b or BUAD 305.

**373 Introduction to Assurance Services**

**(2, FaSp)** Explores the requisite skills and knowledge needed to offer services in assurance, attestation or auditing engagements. (Duplicates credit in former ACCT 456.) *Prerequisite:* ACCT 370a, ACCT 371a.

**374 Introduction to Tax Issues (2, FaSp)**

Basic tax principles, introduction to U.S. federal, state and local tax systems, income and expense definitions, property transactions, and fundamentals of individual taxation. (Duplicates credit in former ACCT 451.) *Prerequisite:* BUAD 250b or BUAD 305.

**390 Special Problems (1-4, FaSpSm)**

Supervised, individual studies. No more than one registration permitted. Enrollment by petition only.

**410x Accounting for Non-Business Majors (4, FaSpSm)** Non-technical presentation of accounting for users of accounting information; introduction to financial and managerial accounting. Not open to students with course credits in accounting. Not available for unit or course credit toward a degree in Accounting or Business Administration.

**415x Intermediate Financial Accounting for Non-Accounting Majors (4, FaSp)** In-depth study of balance sheet, income statement, and cash flow statement issued from the perspective of a user (not preparer) of corporate financial reports. Not available for credit to accounting majors. (Duplicates credit in former FBE 442x.) *Prerequisite:* BUAD 250b.

**470ab Advanced External Financial Reporting Issues (2-2, FaSp)** *a:* Developing capabilities to identify and articulate current external financial reporting problems and issues, concentrating on operating, financing and investing activities of business organizations. (Duplicates credit in former ACCT 450ab.) *Prerequisite:* ACCT 370b. *b:* Continuation in developing capabilities to identify and articulate current external financial reporting problems and issues, concentrating on operating, financing and investing activities of business organizations. (Duplicates credit in former ACCT 450b.) *Prerequisite:* ACCT 470a.

**471 Accounting Information Systems (2, FaSp)** Issues related to the design, control, and implementation of accounting information systems. *Prerequisite:* ACCT 371b.

**472 Managerial Accounting (2, FaSp)** Understanding of systems providing cost information useful in management decision-making and problem solving. *Prerequisite:* ACCT 372.

**473 Financial Statement Auditing (2, FaSp)** Course builds on the background developed in ACCT 373, specifically the process used by external auditors to conduct financial statement audits. (Duplicates credit in former ACCT 456.) *Prerequisite:* ACCT 371b, ACCT 373.

**474 Tax Issues for Business (2, FaSp)** Capabilities to identify and articulate tax issues related to a business entity's life: formation, investing, financing and operations, and change of form. (Duplicates credit in former ACCT 451.) *Prerequisite:* ACCT 374.

**475 Systems Security and Audit (2)** Issues related to the security, control, and auditing of accounting information systems. (Duplicates credit in former ACCT 471b.) *Prerequisite:* ACCT 371b.

**476 Performance Measurement Issues (2)** Introduction to understanding how management control systems can enhance achievement of the organization's objectives and strategies. (Duplicates credit in former ACCT 472b.) *Prerequisite:* ACCT 372.

**478 Accounting Systems Design (4, FaSp)** Explores the design of accounting systems. Introduction to tools and techniques for analyzing and designing accounting systems with an emphasis on system controls and reporting. (Duplicates credit in former ACCT 453.) *Prerequisite:* ACCT 371b.

**479 Accounting Systems Development (4, FaSp)** Examines the fundamentals of accounting systems development. Introduction to the concepts of implementation and support, with emphasis on system quality assurance, evaluation and attestation. (Duplicates credit in former ACCT 454.) *Prerequisite:* ACCT 478.

**490x Directed Research (2-8, max 8, FaSpSm)** Individual research and readings. Not available for graduate credit. *Prerequisite:* departmental approval.

**499 Special Topics (2-4, max 8, Irregular)** Examination of current literature relevant to the total and changing environment in which business operates. *Prerequisite:* departmental approval.

**509 Concepts of Financial and Management Accounting (4, Fa)** Introduction to the concepts of financial and managerial accounting. The course will provide coverage of key concepts needed by managers of businesses in order to communicate information important in decision-making. (Duplicates credit in GSBA 510, GSBA 518, GSBA 536.) Not open to business majors.

**525x Intensive Accounting Principles and Practices (15, Sm)** Technical accounting theory and principles necessary for graduate work. Satisfies the prerequisite requirements for intermediate and advanced accounting, auditing, and tax. Credit toward degree limited to M.Acc. and M.B.T. students. *Recommended preparation:* introductory accounting courses.

**535 Management Accounting and Control Systems (3, SpSm)** Decision-making, uses of management accounting information; cost system design; financial responsibility centers; planning and budgeting systems; performance measures and evaluation. Not open to M.B.A. students. (Duplicates credit in GSBA 518.) *Prerequisite:* GSBA 510.

**536 Advanced Cost Analysis and Management Accounting (3, Sm)** Analysis and design of systems that provide cost information useful in making strategic and operating decisions. Advantages and limitations of activity-based costing methods. *Prerequisite:* GSBA 518 or ACCT 535.

**537 Management Control Systems (3, Sm)** Study of systems and devices managers use to ensure that strategies are being implemented as intended and that assets are not being stolen or otherwise dissipated. Among the topics covered are planning and budgeting systems, responsibility centers, performance measures and evaluations, incentives, and the roles of controllers and internal auditors. *Prerequisite:* GSBA 518 or GSBA 536.

**543 Introduction to Tax (3)** Tax issues arising during a business' life, including formation, financing, operating, expanding, and dissolving. Cross-border transactions and non-U.S. tax systems discussed.

**544 Introduction to Strategic Tax Planning (3, Fa)** Principles of multijurisdictional business tax planning, using a conceptual framework, integrating finance, marketing and financial statement objectives. *Recommended preparation:* GSBA 518.

**546 Assurance Services (3, Sp)** Concepts and principles governing independent professional services that provide assurance on the reliability and relevance of information, including financial statement information. Topics include demand and supply issues for these services, basic principles of evidence, risk assessment and testing. *Prerequisite:* ACCT 525x.

**547 Enterprise Information Systems (3, Fa)** Focuses on accounting enterprise database models and information technology required to support those systems. Includes analysis and design of interfunctional process flows through reengineering to exploit technology capabilities.

**549 Advanced Enterprise Systems and Technologies (3, FaSp)** Design, control and development of advanced enterprise systems, using reengineering, focusing on accounting and financial systems, using a wide range of emerging existing technologies. *Recommended preparation:* GSBA 530 or ACCT 547.

**550T Tax Research and Practice (3, Fa)** Tax law research methods; interpreting statutes, cases, and rulings; communicating research results; administration and professional responsibilities of tax practice. *Prerequisite:* ACCT 544 or departmental approval.

**551T Taxation of Flow-Through Entities (3)** Federal taxation of flow-through entities, including: partnerships, S corporations, limited liability partnerships (LLPs), and limited liability companies (LLCs). *Prerequisite:* ACCT 550T; ACCT 560T or LAW 600.

**552 Knowledge and Data Management (3, Sp)** Managing knowledge using knowledge-based systems and contemporary knowledge management approaches (intranets) in order to enhance and facilitate decision making and manage accounting data and information in organizations. *Recommended preparation:* GSBA 530 or ACCT 547.

**553T Tax Policy and Strategic Tax Planning (3)** Introduction to business taxes and their impact on management decisions. For prospective managers and business consultants, topics include discounted cash flow, financial accounting, and overall business impacts of taxes on decision making. *Recommended preparation:* GSBA 518.

**555 Enterprise Resource Planning Systems (2, FaSp)** Focuses on many facets of enterprise resource planning systems, such as SAP, including implementation approaches, risks, reengineering, data models and other emerging issues. *Concurrent enrollment:* ITP 555; *recommended preparation:* ACCT 547 or ACCT 549 or GSBA 530.

**557 Advanced Financial Statement Auditing Topics (3, Sp)** Advanced coverage of topics in financial statement auditing including market effects of auditing, auditor litigation and client acceptance, errors and fraud, analytical procedures, and going-concern assessment. *Prerequisite:* ACCT 525x.

**560T Tax Theory and Its Business Applications (3)** Taxation and its relationship to business and investment decisions; the effects of taxation on business organization, capital structure, policies, operation and expansion. *Prerequisite:* ACCT 544.

**561T Income Tax of Corporations and Their Shareholders (3)** Concepts and principles governing the taxation of corporations and their shareholders; the effect of taxes structure, distributions, and liquidations. *Prerequisite:* ACCT 550T; ACCT 560T or LAW 600.

**563T Federal Estate and Gift Taxes (3)** Taxation of decedents' estates and lifetime gifts; valuation of property subject to estate and gift taxes. *Prerequisite:* ACCT 550T; ACCT 560T or LAW 600.

**565T Estate Planning (3)** Analysis of lifetime and postmortem estate planning theories and procedures. *Prerequisite:* ACCT 563T.

**566T Income Taxation of Estates and Trusts (3)** Concepts and principles governing the income taxation of estates and trusts; use of trusts for tax planning. *Prerequisite:* ACCT 550T and ACCT 560T.

**567T Taxation of Transactions in Property (3)** Taxation of gains and losses from sales, exchanges and other transactions involving property, especially real estate; tax planning. *Prerequisite:* ACCT 550T; ACCT 560T or LAW 600.

**568T Taxation of Foreign Business Operations (3)** Taxation of foreign income of U.S. citizens and corporations and of U.S. source income of foreign persons and corporations; planning for organization of foreign operations under the tax laws. *Prerequisite:* ACCT 561T.

**569abT Taxation of Special Enterprises (3-3)** Special tax concepts and principles relating to selected industries and specially-taxed forms of organization. *a:* For a selected industry; *b:* for a specially-taxed organization. *Prerequisite:* ACCT 551T.

**570T State and Local Tax Concepts (3)** State income taxes; property tax; other state and local taxes; the effect of state and local taxes on multistate operations. *Prerequisite:* ACCT 550T; ACCT 560T or LAW 600.

**571T Advanced Individual Tax Planning (3)** Application of tax law in areas of compensation planning, investment planning, tax shelters, and current developments relating to the individual taxpayer. *Prerequisite:* ACCT 550T; ACCT 560T or LAW 600.

**572 Corporate Accounting and Reporting (3, SpSm)** A study of financial reporting and disclosure issues with an emphasis on the use of corporate financial statements and their accompanying footnotes. Not open to students with credit in equivalent subjects. *Prerequisite:* GSBA 510.

**573T Federal Tax Procedure (3)** Tax reporting and collection procedures; administrative and judicial procedures governing tax controversies; the rights and obligations of the taxpayer. *Prerequisite:* ACCT 550T; ACCT 560T or LAW 600.

**574 Accounting in the Global Business Environment (3, Fa)** Study of national and international accounting and business issues; global capital market changes; international accounting and business topics; cases and studies of specific business entities and countries. *Prerequisite:* GSBA 510 or GSBA 518 or GSBA 536.

**575T Taxation of Financial Markets (3, Sm)** Taxation of financial market products with focus on derivative products. Basics of tax forwards, futures, options, swaps, collars and floor. Time value of money considerations. *Prerequisite:* ACCT 561T.

**576T Consolidations (3)** Concepts and principles of taxation of companies operating as consolidated groups. *Prerequisite:* ACCT 550T and ACCT 561T.

**577T Compensation (3)** Concepts of taxation of employers and employees from various forms of compensation, including pension plans, profit sharing plans, stock ownership plans, and deferred compensation arrangements. *Prerequisite:* ACCT 550T and ACCT 560T.

**578T Advanced Corporate Taxation (3)** Analysis of corporate divisions and reorganizations, carryovers, and other advanced topics in corporate taxation. *Prerequisite:* ACCT 550T and ACCT 561T.

**579T Advanced International Taxation (3)** Analysis of tax treaties, foreign currency transactions, international licensing, reorganization of foreign corporations, and other current topics as the law changes. *Prerequisite:* ACCT 568T.

**580T Accounting Methods (3)** An analysis of Subchapter E and related provisions of the Internal Revenue Code and of the relationships between tax and financial accounting. *Prerequisite:* ACCT 550T; ACCT 560T or LAW 600.

**581 Financial Statement Analysis (3)** Analysis of corporate financial reports from a decision-maker's perspective. This course is case-and-applications-oriented. Applications include credit analysis, equity valuation, and financial distress. *Prerequisite:* GSBA 510.

**582 Accounting for Mergers and Acquisitions (3)** Theoretical and practical problems in accounting for business combinations: purchase and pooling-of-interests accounting; consolidated financial statements; income tax considerations; International Accounting Standards. *Prerequisite:* GSBA 510.

**584 Family Wealth Preservation (3, Sp)**

Analysis of transfer of property during lifetime or at death from a tax saving perspective.

**585 Professional Accounting: Theory, Research and Policy (3)**

A case study approach to the integration of accounting and auditing knowledge; research, communication, and interpersonal skills developed through extensive written and presentation requirements. *Recommended preparation:* ACCT 572x.

**586 Financial Reporting Topics and Analysis for Tax Professionals (3, Sm)**

Explores the technical financial accounting skills needed for an entry-level tax professional with emphasis on an understanding of financial statements and accounting for income taxes. Exposure to the preparation of corporate tax returns with the integration to the financial reporting of a corporation. *Recommended preparation:* undergraduate financial accounting or accounting class for lawyers.

**587 Forensic Accounting (3)** Role of the accountant in litigation matters. Identification and exploration of the analytical and communication tools necessary to be an effective forensic accountant. *Prerequisite:* ACCT 572x.

**590 Directed Research (1-4)** Research leading to the master's degree. Maximum units which may be applied to the degree to be determined by the Leventhal School of Accounting. Graded CR/NC.

**597 Business Field Project in Accounting**

**(1-6, FaSp)** Individual or team projects solving real business problems for companies; situation analyses; research proposal composition; field research techniques; statistical analysis; oral and written presentations. Graded CR/NC.

**599 Special Topics (1-3, max 6)** Examination of current literature and research techniques in contemporary accounting areas including tax, auditing and international accounting. Departmental approval.

**601 Introduction to Accounting Research and Research Design (2)**

Introduction to key topics in research design as they apply to accounting research, including philosophy of science, theory, validity, method choice, sample selection, variable measurement, and control.

**602 Survey of Judgment and Decision-Making Research in Accounting (3)**

Survey of major topics in judgment and decision-making research in accounting with coverage of both key research questions and frequently used methods. Departmental approval.

**604 Survey of Management Accounting Research (2)**

Survey of major topics in accounting research with coverage of both key research questions and frequently used methods. Departmental approval.

**605 Survey of Financial Reporting Research**

**(3)** Survey of major topics and methods in research on financial reporting with coverage of both key research questions and frequently used methods. Departmental approval.

**606 Survey of Tax Research (3)** Survey of major topics and methods in research on taxation with coverage of both key research questions and frequently used methods. Departmental approval.

**608 Positive Accounting Research (3)**

Survey of major topics related to positive accounting research with coverage of both key research questions and frequently used methods.

**610 Survey of Accounting Research**

**(3, FaSp)** Advanced seminar that surveys both seminal and cutting edge research in financial accounting, managerial accounting, accounting information systems, and tax accounting. Departmental approval.

**611 Selected Topics in Accounting Research**

**(1, max 4, FaSp)** Advanced seminar to address issues/topics covered in accounting research forums presented by USC and visiting faculty. Departmental approval.

**661ab Accounting Research Methodology**

**(2-2)** Advanced doctoral seminar concerned with review and critique of accounting research forum papers and with the preparation, presentation, and defense of research proposals and papers.