

# Graduate Business Programs

EDWARD S. AGENO SCHOOL OF BUSINESS

Golden Gate University's Ageno School of Business offers relevant programs in our continuing effort to offer working adults professional programs to prepare you for today's competitive, rapidly-changing global marketplace. With high-quality, in-depth instruction from practicing professionals, you'll be able to apply what you learn today in the workplace tomorrow. We offer graduate degrees in accounting, business administration, finance, human resource management, information technology, marketing, psychology and public administration, as well as 13 graduate certificates. In addition, our master of business administration degree allows you to focus on an area of special interest with a choice of eight different concentrations.

## DEGREES

### Accounting

Contemporary business trends demand that accountants bring more than accounting expertise to the organizations they serve. Accountants today need a broader-based education, including the ability to communicate effectively, work in teams and problem solve creatively. GGU's state-of-the-art accounting program provides you with exactly the curriculum you need for success. You'll find the transition from school to marketplace natural and easy because you'll already know and have practiced the skills, theories and technology you'll use on the job — whether your goal is to be a tax professional, auditor or consultant, and whether you aim to work in private industry, the public sector or not-for-profit organizations.

### Business Administration

Because today's companies want managers who understand technology, know how to lead and can motivate their work force, these abilities are regularly emphasized throughout GGU's business administration and management programs. To succeed, you will need skill sets that help you stay current over time in this rapidly changing arena. The evolving global marketplace of today is highly competitive; it demands a new kind of executive. You'll need a deep grounding in business theory along with first-rate leadership skills, technological sophistication, a keen understanding of human behavior and the ability to motivate — not dominate — co-workers. GGU's business administration programs are designed to make you the leader that stands out in a crowd.

### Finance

Finance experts are among the most valued employees in any corporation. Many CEOs trace their academic and professional roots back to finance, a reflection of the strategic perspective that this discipline provides. Whatever your intended destination in the rapidly-changing world of finance, from investments and portfolio management to corporate strategy and financial services, GGU's finance curriculum delivers the tools necessary for success in your career. Today's financial experts increasingly depend on the sophisticated analytical techniques that are an integral part of our courses. Our goal is to help you develop the creative decision-making skills that you'll need to move ahead in the global, technology-based world of finance. With our emphasis on professional practice education, we offer an unwavering focus on how you can be a better manager.

### Human Resource Management

The effective, strategic use of human resources is critical to business success. Business profitability requires increasingly versatile skill sets that are regularly updated. Companies need more innovative and creative employees. Employees need companies that make effective use of their talents and abilities. Global teams need to interact and work across cultures to attain competitive advantage. GGU's leading-edge human resource management program is carefully structured to give you the foundation and in-depth training you'll need as a human resource or personnel manager. Through our innovative curriculum, you'll gain a thorough, hands-on understanding of what is happening in the marketplace; why it is happening; what the future trends may be; and how to positively affect the leading and managing of human resources in a changing, international business climate.

### Information Technology Management

The convergence of people, business and information is the driving force in technology-driven business today. In the 21st-century business world, business and information technologies are increasingly interdependent in their support of operational and strategic opportunities across the enterprise. The melding of these forces puts a premium on professionals who have theoretical and applied skills in these areas. GGU's information technology management program offers you the opportunity to gain expertise in business and IT operations, including the interrelated areas of strategic information technology management, application development and management, and network/telecommunications development and management of the digitally-enabled firm. By graduation, you will have an in-depth knowledge of IT systems and the skills to design, implement and manage their use within an organization.

## Marketing

The increased pace of business today has changed the rules about how organizations communicate with their markets. GGU's Marketing and Public Relations Department monitors the developing trends in the marketplace and the concurrent changes in marketing education they make necessary. In that way, we provide you with a first-rate marketing education that's both cutting edge and grounded in the strong foundation skills you must have to compete in today's business environment. You'll learn to identify issues relating to international marketing and technology, and create new solutions to them. We offer a range of specializations so you can develop a deeper level of expertise in one of several important marketing areas. Through case-studies of real-life problems, you develop decision-making and communication skills in marketing classes along with acquiring marketing concepts for business in the 21st century.

## Psychology

The study of psychology prepares individuals for some of today's top employment opportunities. As businesses have come to recognize the importance of teamwork, good leadership and organizational flexibility, the need for psychologically-trained professionals has increased. Throughout society, there is also a growing demand for counselors, therapists, mediators, consultants and other psychologically-oriented professionals. GGU's psychology degrees are unique in their flexibility and their emphasis on the real-world application of psychological theory. We offer combined concentrations and certificates that allow our student to customize their degree to match their existing experience and the future trends of the workplace.

## Public Administration

The professional practice of public management is an art as well as a science. Today's successful leaders in the public or nonprofit sector need intuition, creative problem-solving abilities and self-confidence, knowledge of the discipline, and communication and analytical skills. Since the 1960s, GGU has offered a public administration degree program of exceptional quality and academic rigor for the working student. Our executive master of public administration program prepares you for a leadership role in the management of government and nonprofit agencies. This program will provide you with an in-depth study of public administration, and train you on the skills and tools you'll need to become a successful contributor to local, state and federal government and public service agencies, nonprofit organizations and international institutions. Some executive MPA program students have won prestigious awards, such as the Presidential Management Fellowship. The Ageno School of Business is a member of the National Association of Schools of Public Affairs and Administration (NASPAA).

## CERTIFICATES

|                           |                             |
|---------------------------|-----------------------------|
| ACCOUNTING                | INFORMATION TECHNOLOGY      |
| APPLIED PSYCHOLOGY        | INTEGRATED MARKETING        |
| CONFLICT RESOLUTION       | COMMUNICATIONS              |
| DATABASE MARKETING        | MARKETING                   |
| FINANCE                   | OPERATIONS AND SUPPLY-CHAIN |
| FINANCIAL PLANNING        | MANAGEMENT                  |
| HUMAN RESOURCE MANAGEMENT | PUBLIC RELATIONS            |
|                           | TECHNICAL MARKET            |

## ANALYSIS FACULTY

Classes are taught by an experienced group of full-time faculty as well as a large number of adjunct professors who have current experience in the fields in which they teach. Over 80 percent of GGU classes are taught by practicing professionals who bring on-the-job insight directly to class for you to debate and discuss. Outside of class, most of our professors work as CEOs, directors, vice presidents, entrepreneurs, consultants, partners and managers at companies of all sizes.

## FORMAT

GGU offers options of evening and weekend in-person classes at various GGU teaching sites, as well as fully-accredited online classes or degrees through GGU's CyberCampus. In addition, you can choose a mixed-mode format combining both in-person and online class sessions. Many of GGU's courses are Web-enhanced, offering enriched, dynamic curriculum and resources. For information regarding these programs' site options, see the "Degrees by Location" chart on p. 5.

For further information contact the Ageno School of Business at e-mail: [biz@ggu.edu](mailto:biz@ggu.edu); phone: 415-442-6500; fax: 415-442-6579; website: [www.ggu.edu](http://www.ggu.edu); or Edward S. Ageno School of Business, Golden Gate University, 536 Mission Street, San Francisco, CA 94105-2968.



# Graduate Business Programs

This section contains a full alphabetical listing of all Golden Gate University graduate business programs.

|   |  |    |
|---|--|----|
| ■ | <b>Graduate Degrees</b>  |    |
| ■ | Executive Master of Business Administration .....  | 35 |
| ■ | Executive Master of Public Administration .....  | 55 |
| ■ | Master of Accountancy .....  | 30 |
| ■ | Master of Arts in Psychology .....   | 52 |
|   | with a concentration in Counseling, or Industrial/Organizational Psychology, or Marriage and Family Therapy,<br>or a combined concentration in Counseling and Industrial/Organizational Psychology,<br>or Marriage and Family Therapy and Industrial/Organizational Psychology |    |
| ■ | Master of Business Administration (MBA) with a General Course of Study .....   | 32 |
|   | or with a concentration in Accounting, Finance, Human Resource Management, Information Technology,<br>International Business, Management, Marketing or Operations and Supply-Chain Management.....   | 32 |
| ■ | MBA/JD .....   | 35 |
| ■ | MS in Finance with a concentration in Corporate Finance, General Finance or Investment Management .....  | 38 |
| ■ | MS in Financial Planning .....   | 40 |
| ■ | MS in Human Resource Management .....  | 42 |
| ■ | MS in Information Technology .....   | 44 |
| ■ | MS in Integrated Marketing Communications with a concentration<br>in General Integrated Marketing Communications or Public Relations .....   | 46 |
| ■ | MS in Marketing with a concentration in: General Marketing or Database Marketing.....  | 47 |
| ■ | <b>Graduate Certificates</b>   |    |
| ■ | Accounting.....  | 31 |
| ■ | Applied Psychology.....  | 52 |
| ■ | Conflict Resolution .....  | 52 |
| ■ | Database Marketing .....   | 48 |
| ■ | Finance .....  | 41 |
| ■ | Financial Planning .....   | 41 |
| ■ | Human Resource Management .....  | 43 |
| ■ | Information Technology.....  | 45 |
| ■ | Integrated Marketing Communications.....   | 49 |
| ■ | Marketing .....  | 49 |
| ■ | Operations and Supply Chain Management .....   | 51 |
| ■ | Public Relations.....  | 49 |
| ■ | Technical Market Analysis.....   | 41 |
| ■ | <b>Doctoral Degree</b>   |    |
| ■ | Doctor of Business Administration .....  | 36 |
| ■ | <b>The Bridge Program</b> .....  | 60 |
| ■ | <b>PLUS Program</b> for students whose native language is not English.....   | 63 |

# Accounting

EDWARD S. AGENO SCHOOL OF BUSINESS

## PROGRAMS OFFERED:

- Master of Accountancy
- MBA with a concentration in Accounting (*see p. 32*)
- Graduate Certificate in Accounting

(For undergraduate programs, please go to p. 14.)

**Contemporary business trends demand that accountants bring more than accounting expertise to the organizations they serve. Accountants today need a broader-based education, including the ability to communicate effectively, work in teams and problem solve creatively. GGU's state-of-the-art accounting program provides you with exactly the curriculum you need for success. You'll find the transition from school to marketplace natural and easy because you'll already know and have practiced the skills, theories and technology you'll use on the job — whether your goal is to be a tax professional, auditor or consultant, and whether you aim to work in private industry, the public sector or not-for-profit organizations.**

## MASTER OF ACCOUNTANCY

GGU's master of accountancy is for those who have little or no prior accounting background and want to meet the requirements of the CPA and CMA examinations, and for those who wish to improve or broaden their current technical expertise. The master of accountancy degree is a specialized program which focuses on an in-depth study of the principles, theories and practice of accounting. The master of accountancy program allows you to integrate courses in other fields to supplement accounting coursework for a more inclusive education. This program prepares students for the professions of public accounting and consulting and for careers as accountants and managers in both profit and not-for-profit organizations. In addition to the core courses in accounting, you can choose courses from other business or technology disciplines. Graduates who earn this advanced degree will have cutting-edge knowledge of current accounting technology, a rich understanding of contemporary accounting practices and theories and how to apply them, and well-honed problem-solving abilities in their field. Applicants to GGU's master of accountancy degree program must have a 3.00 GPA.

## Requirements for the Master of Accountancy

The master of accountancy program requires thirty (30) units of graduate coursework beyond the eighteen (18) units of accounting foundation courses. Students can choose courses from other business or technology disciplines. To receive the master of accountancy, students must maintain a 3.0 grade point average in all courses taken at Golden Gate University, as well as in their 300-level accounting courses.

Students may be admitted to advanced program courses before completion of all accounting foundation courses, but must complete all accounting foundation courses by the time that twelve (12) units have been earned in the advanced program.

## Computer Proficiency Requirement

Applicants are expected to demonstrate a working familiarity and skill with computers and software applications appropriate for graduate studies. This includes knowledge of word processing, spreadsheet analysis, visual presentation software and network access capabilities. Faculty may require additional preparation for those students who have not achieved the needed proficiency.

## Math Proficiency Requirement

In addition to the courses listed below, students admitted to this program are expected to possess a level of mathematical skill at least equivalent to Intermediate Algebra (MATH 20). Students may meet this requirement by satisfying one of the screening criteria listed under the heading Proficiency in Mathematics, English and Computer Skills Required for Certain Master's Degrees on p. 144.

## UNDERGRADUATE PROFICIENCY REQUIREMENTS — 3 UNITS\*

ACCTG 1A Financial Accounting

## FOUNDATION PROGRAM — 18 UNITS\*

|             |                            |
|-------------|----------------------------|
| ACCTG 100A* | Intermediate Accounting I  |
| ACCTG 100B* | Intermediate Accounting II |
| ACCTG 105*  | Cost Management            |
| ACCTG 146*  | Business Law               |
| ECON 202    | Economics for Managers     |
| MATH 40     | Statistics                 |

*\*These courses will be waived for those students who have passed the CPA examination. Additionally, individual courses can be waived if students have previously completed comparable courses at another regionally accredited institution with a grade of "B-" or better. Students may be admitted to advanced program courses before completion of the entire foundation program courses, but must complete all foundation program courses by the time that six (6) units have been earned in the advanced program.*

## ADVANCED PROGRAM — 30 UNITS

### Core Courses — 12 units

|           |  |
|-----------|--|
| ACCTG 300 | Accounting Research and Communication  |
| ACCTG 305 | Advanced Financial Accounting          |
| ACCTG 320 | Issues in Modern Management Accounting |
| ACCTG 360 | Federal Taxation                       |

### Accounting Electives — 12 units

Twelve units from the following:

|               |   |
|---------------|---|
| ACCTG 302     | Analytical Tools in Accounting and Auditing (1.5 units) |
| ACCTG 304     | Issues in Governmental and Not-For-Profit Accounting    |
| ACCTG 306     | Advanced Issues in Financial Reporting                  |
| ACCTG 309     | Analysis and Use of Financial Statements                |
| ACCTG 310     | Auditing  |
| ACCTG 313     | Performance Auditing                                    |
| ACCTG 316     | Accounting for SEC Reporting                            |
| ACCTG 319     | Accounting Information Systems                          |
| ACCTG 321     | Strategic Cost Management and Control Systems           |
| ACCTG 331     | Consulting: The Role of the Accountant (1.5 units)      |
| ACCTG 334     | Consulting: Tax Planning                                |
| ACCTG 335     | Consulting: Business Valuations                         |
| ACCTG 336     | Consulting: Buying and Selling Businesses               |
| ACCTG 341     | Assurance: Current Issues (1.5 units)                   |
| ACCTG 361     | Taxation of Corporations and Other Entities             |
| ACCTG 396A-ZZ | Selected Topics in Accounting                           |
| ACCTG 398     | Internship: Accounting                                  |

### Electives — 6 units

Two courses (six units) from the following:

|                            |   |
|----------------------------|---|
| Any 300-level ACCTG course |   |
| FI 300                     | Corporate Finance                               |
| FI 312                     | Capital Budgeting and Long-term Financing       |
| FI 340                     | Investments                                     |
| ITM 300                    | Enterprise Information Systems and Technologies |
| ITM 304                    | Managing Distributed Data Systems               |
| ITM 309                    | Systems Analysis, Design and Implementation     |
| TA 318                     | Advanced Federal Income Taxation                |
| TA 329                     | Tax Research and Decision Making                |

### MASTER OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN ACCOUNTING

For requirements for the MBA with a concentration in accounting, see p. 32

### GRADUATE CERTIFICATE IN ACCOUNTING

The graduate certificate in accounting provides students who want to enhance their professional education with the flexibility of taking coursework that can help them in various accounting careers — e.g. public accounting (audit, tax and consulting), working in private industry, working in not-for-profit entities, or government service with the Internal Revenue Service or the Securities and Exchange Commission.

The graduate certificate in accounting may be completed as a separate program, or included within a graduate degree program in accounting. Students who complete the certificate can finish their master of accountancy degree with just five more classes, as long as the degree requirements have been met.

Students must complete five 300-level ACCTG courses for a total of 15 units. These courses may be traditional courses or online courses offered through CyberCampus. In addition, students may substitute one course in the School of Taxation or one ITM course for one of these courses, with the written approval of the chair of the Accounting Department. All prerequisites must be met for the courses chosen.

All courses must be taken at Golden Gate and passed with a grade of B or better. Students without an undergraduate degree in accounting must complete the foundation courses for the master of accountancy degree. Please note that some courses taken as part of certificate programs will have prerequisites. These prerequisites must be satisfied (through transfer of equivalent coursework or through taking the courses at Golden Gate) before the certificate courses can be completed. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

For further information contact the Department of Accounting at e-mail: [biz@ggu.edu](mailto:biz@ggu.edu); phone: 415-442-6500; fax: 415-442-6579; website: [www.ggu.edu](http://www.ggu.edu); or Edward S. Ageno School of Business, Golden Gate University, 536 Mission Street, San Francisco, CA 94105-2968.

For the most up-to-date program information and course listings, visit [www.ggu.edu](http://www.ggu.edu).



# Business Administration

EDWARD S. AGENO SCHOOL OF BUSINESS

## PROGRAMS OFFERED:

- Executive Master of Business Administration (EMBA)
- MBA General Course of Study
- MBA with a concentration in:
  - Accounting • Finance • Human Resource Management
  - Information Technology • International Business
  - Management • Marketing • Operations and Supply-Chain Management

*\* Certificates are offered in many of these disciplines and related disciplines.*

- Joint MBA/JD
- Doctor of Business Administration

(For undergraduate programs, please go to p. 16.)

**Because today's companies want managers who understand technology, know how to lead and can motivate their work force, these abilities are regularly emphasized throughout GGU's business administration and management programs. To succeed, you will need skill sets that help you stay current over time in this rapidly changing arena. The evolving global marketplace of today is highly competitive; it demands a new kind of executive. You'll need a deep grounding in business theory along with first-rate leadership skills, technological sophistication, a keen understanding of human behavior and the ability to motivate — not dominate — co-workers. GGU's business administration programs are designed to make you the leader that stands out in a crowd.**

## MASTER OF BUSINESS ADMINISTRATION (MBA)

Golden Gate University's traditional MBA program examines the theories of management and how they are applied to an organization. The program is centered around four managerial themes: managerial analysis, communications, teamwork and leadership. These themes are designed to unite the program providing the student with the innovative analytic capabilities to understand the changing environment and the managerial skills necessary to effectively lead the organization to meet that change. Our core curriculum will give you a sound foundation in theory and a perspective on how and where today's business and technological trends fit into the larger, global picture.

The concentration component of our MBA allows you to select an area of interest from eight different concentrations or select a general course of study. Each concentration presents an in-depth examination of a particular area, how it functions and how it should be managed.

## Requirements for the Master of Business Administration Program

### GMAT Requirement

Applicants to the master of business administration degree program are required to take the GMAT. Some exceptions to this requirement exist. For further information, see Graduate Admission Criteria on p. 108 in the GGU catalog.

### Graduate Writing Proficiency Requirement

Students admitted to the master of business administration degree program must meet the graduate writing proficiency requirement. For further information, refer to catalog section Proficiency in Mathematics, Writing and Computer Skills Required for All Master of Business Administration Degrees on p. 145.

### Computer Proficiency Requirement

Applicants are expected to demonstrate a working familiarity with computers and software applications appropriate for graduate studies. Knowledge of word processing, spreadsheet analysis and network access capabilities are included for evaluation. Deficiencies in computer proficiency may require additional work as determined by the faculty.

### Math Proficiency Requirement

Students admitted to this program are expected to possess a level of mathematical skill at least equivalent to College Algebra (MATH 30). Students may meet this requirement by satisfying one of the screening criteria listed in section Proficiency in Mathematics, Writing and Computer Skills Required for All Master of Business Administration Degrees on p. 145.

## FOUNDATION PROGRAM — 18 UNITS

The six-course foundation program provides the groundwork for the advanced program core and concentration courses. Some, or all, of the foundation course requirements may be waived if you have previously completed comparable undergraduate courses at a regionally accredited college or university with a grade of B- or better. For further information, refer to section Graduate Foundation Program Waiver Requirements on p. 146. You may be admitted to advanced program courses before completion of the entire foundation program, but you must complete the foundation program by the time six (6) units have been earned in the advanced program.

|            |                                      |
|------------|--------------------------------------|
| ACCTG 201* | Accounting for Managers              |
| ECON 202   | Economics for Managers               |
| ITM 225    | Management Information Systems       |
| MGT 204    | International Business and Strategy  |
| MGT 210    | Management Theory and Communications |
| MATH 240   | Data Analysis for Managers           |

*\*Not required for students who are taking an MBA with a concentration in accounting*

**ADVANCED PROGRAM — 30 UNITS****Core Courses — 18 units**

The six core courses in the advanced program are taken by all MBA students. This ensures that all MBA graduates have an understanding of the important skills for effective management and an integrative knowledge of the core areas of business, regardless of their area of concentration. Although you are required to choose either a concentration or a general course of study when you apply for admission, the common core allows you to rethink your concentration (or general course of study) decision, and to change it with minimum course penalty (for further information, refer to Change of Program on p. 111.)

|         |   |
|---------|---|
| MGT 300 | Managerial Analysis and Team Dynamics<br><i>(Must be taken as part of the first six units of the advanced program.)</i>           |
| FI 300A | Managerial Finance  |
| MKT 300 | Marketing Management  |
| OP 300  | Operations Management   |
| OP 303  | Management of Innovation and Technology   |
| MGT 362 | Developing Strategies for Competitive Advantage<br><i>(Must be taken as part of the final six units of the advanced program.)</i> |

**Concentration Courses — 12 units**

The four concentration courses in the advanced program allow you to develop expertise in a specialized area of business. The concentrations include required and elective courses. Currently, GGU offers eight MBA concentrations. Or, you can choose a general course of study.

For those students who wish to develop on-the-job experience in the program, you can develop hands-on experience through our internship program by taking three (3) units of an internship course in your field of interest. For three months, under the supervision of GGU faculty, you will work for a business or nonprofit organization, applying your Golden Gate education to real-life circumstances.

**General Course of Study — 12 units**

(For those students who do not choose a concentration.)

Four courses (12 units) from any 300-level courses with the following prefixes: ACCTG, ECON, FI, ITM, MGT, MKT, OP or TA.

Students who do not choose the General Course of Study choose one of the following concentrations:

**Accounting Concentration — 12 units**

The accounting concentration prepares you for a career in public accounting as an auditor, tax professional or consultant; in private industry as a controller, treasurer or chief financial officer; in not-for-profit accounting; or in banking and other positions where strong integration of finance and accounting is required.

**Required Courses — 12 units**

ACCTG 300 Accounting Research and Communication  
Three 300-level courses (9 units) with the ACCTG prefix, which may include ACCTG 398 Internship: Accounting.

Students who choose the accounting concentration also need to satisfy the following proficiency requirement and foundation courses:

**Undergraduate Proficiency Requirement — 3 units\***

ACCTG 1A Financial Accounting

**Accounting Foundation Courses — 18 units\***

|              |                             |
|--------------|-----------------------------|
| ACCTG 100A   | Intermediate Accounting I   |
| ACCTG 100B   | Intermediate Accounting II  |
| ACCTG 100C   | Intermediate Accounting III |
| ACCTG 105    | Cost Management             |
| ACCTG 108A** | Federal Income Tax I        |
| ACCTG 146    | Business Law                |

*\*These courses will be waived for those students who have passed the CPA examination. Additionally, individual courses can be waived if students have previously completed comparable courses at another regionally accredited institution with a grade of "B-" or better. Students may be admitted to advanced program courses before completion of the entire accounting foundation and foundation program courses, but must complete all accounting foundation and foundation program courses by the time that twelve (6) units have been earned in the advanced program.*

*\*\*Students who have passed the Enrolled Agents Exam do not have to take ACCTG 108A.*

**Finance Concentration — 12 units**

You'll learn the traditional decision-making techniques in the areas of capital budgeting, capital structure, investment management, and short-term capital management. You'll learn how to manage financial risks with derivatives that are playing an increasingly important role in corporate risk management. You'll learn to use financial information to make wise choices and steer your company to success.

**Required Courses — 12 units**

FI 300 Corporate Finance  
Three 300- or 400-level courses (9 units) with the FI or ECON prefix, which may include FI 497 Internship: Finance.

**Human Resource Management Concentration — 12 units**

In the competitive global marketplace, effective management of human resources is necessary for success and often overlooked. You'll learn to understand the human resource issues triggered by technology and the international business environment, and how to apply your knowledge as a human resource manager or personnel officer in business and public organizations.

**Required Courses — 12 units**

MGT 346 Human Resource Management  
MGT 370 Strategic Human Resource Management  
*(To be taken as part of the last six units in the concentration.)*

Two of the following:

|             |   |
|-------------|---|
| MGT 305     | Managing People in International Settings |
| MGT 341     | Benefits Administration                   |
| MGT 342     | Compensation and Administration           |
| MGT 343     | Labor Relations                           |
| MGT 344     | Training and Development                  |
| MGT 358     | Employment Law                            |
| MGT 359     | Managing the Employment Function          |
| MGT 396A-ZZ | Selected Topics in Management             |
| MGT 398     | Internship: Management                    |

**Information Technology Concentration — 12 units**

In the rapidly changing world of technology, the ability to stay current and relevant is imperative. This concentration prepares with knowledge and skills essential for managers who are responsible for participating in the planning, design, integration and deployment of strategic enterprise technologies and systems essential for the contemporary organization's competitive success.

**Required Courses — 12 units**

ITM 300 Enterprise Information Technologies and Systems  
Three 300-level courses (9 units) with the ITM prefix

*Note, an MS in information technology is also offered.*

**International Business Concentration — 12 units**

The globalization of the marketplace has increased the need for internationally oriented managers. This concentration is designed to respond to the changing demands for managers who are in tune with the international economy through the advanced electives in international marketing, international finance or international operations management. You will gain competence and confidence in understanding the context and execution of international business.

Four of the following\*:

|          |  |
|----------|--|
| ECON 340 | International Trade and Finance                      |
| FI 343   | International Corporate Finance                      |
| MGT 305  | Managing People in International Settings            |
| MGT 306  | Legal Aspects of International Business Transactions |
| MGT 363  | International Business Strategy                      |
| MKT 343  | International Marketing                              |
| OP 329   | Global Supply-Chain Management                       |

\*Other 300-level courses related to international business may be taken with the approval of the MBA program director.

**Management Concentration — 12 units**

Often considered the central discipline of business, the challenges and practices of marketing are evolving along with the changes in the contemporary business environment. This concentration prepares you to manage the marketing function inside private or public sector business organizations. General management and marketing techniques, such as market research and market planning, are covered along with the current trends and techniques in the field.

**Required Courses — 12 units**

|         |                                  |
|---------|----------------------------------|
| MGT 345 | Business, Government and Society |
| MGT 346 | Human Resource Management        |

Two of the following:

|             |   |
|-------------|---|
| MGT 301     | Entrepreneurship                                |
| MGT 320     | Management Leadership: Theory and Practice      |
| MGT 338     | The Manager as Communicator                     |
| MGT 348     | Negotiating in Business                         |
| MGT 396A-ZZ | Selected Topics in Management (3 units maximum) |
| MGT 398     | Internship: Management                          |

**Marketing Concentration — 12 units**

Often considered the central discipline of business, the challenges and practices of marketing are evolving along with the changes in the contemporary business environment. This concentration prepares you to manage the marketing function inside private or public sector business organizations. General management and marketing techniques, such as market research and market planning, are covered along with the current trends and techniques in the field.

**Required Courses — 12 units**

MKT 337 Marketing Strategy and Planning

Three of the following:

Any 300-level course with the MKT prefix, which may include MKT 398 Internship: Marketing and PR 320 Contemporary Public Relations.

**Operations and Supply-chain Management Concentration — 12 units**

Our operations and supply-chain management concentration provides you with a foundation in the theories and practice in businesses where operations and supply-chain management are critical to success. You can take a variety of operations management courses to cover an overview of the field, or choose to focus on a specific area such as project and systems management, or procurement and supply-chain management.

**Required Courses — 12 units**

OP 302 Quality Management and Process Improvement  
Three 300-level courses (9 units) with the OP prefix, which may include OP 398 Internship: Operations Management.

**MULTIPLE CONCENTRATIONS**

Two or more concentrations may be taken in the MBA program. In addition to the course requirements for the concentrations, you must also complete the coursework for all the foundation and the advanced programs. All of the coursework for multiple concentrations must be completed prior to graduation; you may not request any additional concentrations after you have received your MBA.

Your diploma will list all of the concentrations that you have successfully completed by the date of your graduation.

**JOINT MBA/JURIS DOCTOR (JD)**

GGU provides you the opportunity to earn a joint JD/MBA degree. Students interested in the program should first apply to the School of Law. After successfully completing the first semester of law school, students interested in the joint program can apply to the Ageno School of Business MBA program. The LSAT scores will be accepted in lieu of the GMAT and Writing Proficiency Requirement in order to gain admission to the MBA program. All the other admission requirements of our traditional MBA program apply. (See p. 32.) The decision on admission to the MBA program will normally be made after receipt of the second semester law school grades.

In the business school, JD/MBA students complete the same foundation program and take the same core courses from the advanced program as required in our traditional MBA program. (See p. 32.) The difference in the JD/MBA degree is that students may apply 12 units of their second and third year law classes toward fulfilling a joint degree

concentration. However, these twelve units will not be formally transferred to the MBA degree until the student has successfully completed the School of Law degree requirements.

Additionally, twelve units from the MBA program are used to satisfy the elective requirement of your JD degree. In all, the program allows you to complete both the JD and MBA degrees in as little as 94 units, compared to 118 units if pursued separately. The total number of business units may be higher if you have not already completed the business subjects in the 18 unit MBA foundation program at an accredited undergraduate college or university (with a B- grade or better). For more information regarding waiving foundation courses, refer to the section Graduate Foundation Program Waiver Requirements, on p. 146.

### Attention Law Graduates

If you have already completed your JD degree, you can use 12 units of course credit from your JD degree toward the completion of the MBA degree. Normally a sixteen-course program, the MBA program for our JD alumni can be completed in only twelve courses. Plus, if you have already completed the business subjects in the 18-unit foundation program at an accredited undergraduate college or university (with a B-grade or better), you can transfer these courses to satisfy your foundation requirements, and reduce your course requirement to the six advanced program graduate core courses (18 units).

## THE EXECUTIVE MBA PROGRAM (MBA DEGREE)

The Ageno School of Business at Golden Gate University is proud to offer our 12-month intensive executive MBA program. The curriculum is designed with the working professional in mind. The courses cover all the key areas of business administration, giving you the expertise to take your career to the next level. All-inclusive tuition includes books and materials, with daytime meals provided on meeting days, and an international study tour, so you get the maximum learning experience without worrying about the details.

The executive MBA program is for committed executives, professionals and entrepreneurs and is designed with five integrated modules that take you from start to finish:

- **Preparation Module** prepares you for graduate-level work with a self-study CD and workshops.
- **Foundation Module** teaches accounting, economics, leadership and organizational performance.
- **Functional Module** develops an understanding of marketing, finance and operations management.
- **Context Module** provides the background and perspective to interpret international business as well as business and society.
- **Integration Module** integrates all courses and provides students with a complete view of the recommendations for resolving the assigned business issues for each strategic consultancy project client.

## Faculty

Classes are taught by an experienced group of full-time faculty as well as a large number of adjunct professors who have current experience in the fields in which they teach. Over 80 percent of GGU classes are taught by practicing professionals who bring on-the-job insight directly to class for you to debate and discuss. Outside of class, most of our professors work as CEO's, directors, vice presidents, entrepreneurs, consultants, partners and managers at companies of all sizes. Executive MBA program courses are taught by senior faculty who bring superb academic preparation and corporate experience to the program.

## Format

The EMBA program is designed with your busy work schedule in mind. After a two-day orientation, classes meet for two alternating weekends a month (Saturday, Sunday), for 12 months, from 8 am to 6 pm at GGU's San Francisco campus. The schedule also includes an 8-10-day international study tour. You should schedule approximately 40 additional hours between the regular sessions for studying, team discussions and developing projects. Visit [www.ggu.edu/emba](http://www.ggu.edu/emba) for complete schedule.

## Admission

Admission is selective and limited to individuals with five-or-more years of managerial experience and eight years of professional-level experience. To be considered for the program, you must complete and submit

- A bachelor's degree from an accredited institution and official transcripts from the degree-granting undergraduate institution and for any graduate work completed\*
- A one-page application form and an application fee of \$55 for domestic students, \$90 for international students
- A detailed resume showing at least five years of full-time managerial experience and eight years of professional-level experience
- A written statement of purpose which explains your interests and how the executive MBA program will benefit your career
- A letter of recommendation detailing how and why the EMBA program fits for you at this time in your career, as well as your potential contribution to the program
- Personal interview with the executive MBA program director

Additionally, you should possess proficient computer skills and have access to a laptop or notebook computer. For a complete list of tuition and fees, please visit [www.ggu.edu/emba](http://www.ggu.edu/emba).

For further information, please contact the Executive MBA Program at e-mail: [biz@ggu.edu](mailto:biz@ggu.edu); phone: 415-442-6521; fax: 415-442-6579; website: [www.ggu.edu/emba](http://www.ggu.edu/emba); or Edward S. Ageno School of Business, Golden Gate University, 536 Mission Street, San Francisco, CA 94105.

*\* Incomplete applications are not considered. Unofficial transcript copies can be submitted at the time of application; however, official transcripts must be received before an admissions decision can be made. Applicants are encouraged to submit all application materials simultaneously to ensure an admissions decision can be made before the deadline.*

## DOCTOR OF BUSINESS ADMINISTRATION

The prime objective of the DBA program is to produce graduates who can contribute to the advancement of their professions and to the expansion of knowledge relating to the current theories, practices, and issues in business and public management.

Our curriculum has a three-tiered focus. You'll examine current theories, practices, and issues in business, train in research methods; and study the relationships between business and social and global issues. We believe the doctoral students must be adept in all these areas to be successful contributors to the development of information and improvement of business practices. For your dissertation, you'll conduct research on a topic of current importance and interest to you. The dissertation should impact — and help illuminate — the strategic issues you face in your profession.

The program encourages you to accept the added responsibility of a shared professional commitment to the advancement of your profession and the highest ethical standards of private or public service.

The DBA program is not available through open enrollment.

### Faculty

Classes are taught by an experienced group of full-time faculty as well as a large number of adjunct professors who have current experience in the fields in which they teach. Over 80 percent of GGU classes are taught by practicing professionals who bring on-the-job insight directly to class for you to debate and discuss. Outside of class, most of our professors work as CEO's, directors, vice presidents, entrepreneurs, consultants, partners and managers at companies of all sizes. The faculty members who teach in our doctoral program have doctorate degrees from leading universities in the fields in which they teach in addition to their practical experience.

### Format

Held at our San Francisco campus, our DBA degree program is designed with our commitment to working adult professionals at its core. We have one of the few accredited doctoral programs in the greater Bay Area region that allows you to complete your doctoral studies on a part-time basis and to accommodate your work schedule by attending evening and weekend classes.

### Admission

GGU seeks doctoral candidates with strong intellects, proper educational preparation, breadth and depth of managerial or professional experience and the capacity for disciplined scholarly investigation. While most applicants have a master's degree in a business or a public management-related field, applicants with academic preparation in other fields are welcome to apply.

Doctoral candidates must be fluent in English and are expected to write at a level meeting the standards of scholarly publications. You are expected to understand contemporary practices in business and the economic, social and political context in which they are conducted.

The admission decision is made by a faculty committee and is based on your total accomplishments and skills. Specifically, admission to the program requires:

- Educational preparation: A master's degree from a regionally accredited US institution or comparable foreign institution will usually meet this requirement. A minimum grade point average (GPA) of 3.5 in the master's degree is required. We will consider candidates who only have a bachelor's degree with a 3.5 GPA.
- Successful completion of ECON 202 Economics for Managers (or equivalent) and MATH 240 Data Analysis for Managers (or equivalent).
- Experience: Applicants with responsible managerial or professional work experience will be given preference. A professional resume is required.
- GMAT or GRE examination: You are required to take the GMAT or GRE examination (within 10 years prior to application to the program) and have the test score results forwarded to the university.
- English language proficiency: If your native language is not English, you must supply evidence of English language proficiency, such as a score of 550 or higher on the TOEFL or other evidence.
- Recommendations: Three written recommendations attesting to your ability to succeed in a doctoral program are required.
- Statement of purpose: A statement of purpose of approximately 1000 words is required. This statement should address your goals and your reasons for seeking the doctoral degree.

The admission decision is based on the full range of your skills and accomplishments as shown in the application materials. Strength in one of the above areas can offset weakness in another area.

### Application Procedure

The application for admission to doctoral studies should be submitted to the Office of Admissions, 536 Mission Street, Golden Gate University, San Francisco, CA 94105-2968. The application must be accompanied by a nonrefundable application fee. All documents become the property of the university and are not returned. The initial screening of complete files is performed by the director of the DBA program. An interview, in person or by telephone, may be asked of prospective students who pass the initial screening. The final decision on admission is made by the faculty committee which oversees the academic policies and standards of the DBA program.

Documents which must be submitted in support of the doctoral application include

- Official transcripts, forwarded directly by all colleges and universities previously attended
- Official test score results (see above for requirements)
- A professional resume
- A statement of purpose (approximately 1000 words)
- Three letters of recommendation

You may apply at any time during the year and may begin the program in any trimester. You must ensure that all documents are received by the university not less than two months prior to the start of the trimester in which you want to begin the program.

## Transfer Credit

Acceptance of transfer credits is dependent on the approval of the Admissions Office and the director of the DBA program. Transfer of credit is limited to 12 semester units of doctoral-level work, subject to the following restrictions:

- The transfer credits must be pertinent to the work of the DBA program.
- All transfer credit must be a B (3.00 in a 4.00 grading system) or better (B- is not acceptable) and must be completed in a doctoral program at a regionally accredited institution or comparable foreign institution.
- Graduate credit will not be allowed for correspondence or extension work.
- Any transfer units completed after admission to the DBA program must be approved by the director.

## Requirements for the Doctor of Business Administration

To be awarded the degree, you must successfully complete a minimum of 60 semester units beyond the preparatory graduate courses listed above. Included are: 20 semester units of foundation courses, 20 semester units of business core courses, eight (8) semester units of electives and a minimum of 12 units of dissertation research. Although research papers, reports and examinations may be required in doctoral seminars, the major assessment points in the DBA program are: the qualifying examination taken after the foundation curriculum is completed; the business core examination taken after the required business core courses are completed; and the dissertation. Passing scores on the qualifying and business core examinations are required before you are allowed to present a dissertation proposal and advance to candidacy. To fulfill the degree requirements, your dissertation must be completed and defended successfully within seven years of entry into the program.

### FOUNDATION CURRICULUM — 20 UNITS

|         |                                       |
|---------|---------------------------------------|
| DBA 800 | Doctoral Writing and Research Methods |
| DBA 801 | Quantitative Research and Analysis    |
| DBA 802 | Qualitative Research and Analysis     |
| DBA 803 | Economic Theory and Policy            |
| DBA 807 | Business, Government, and Society     |

### Qualifying Examination

After the foundation curriculum coursework is completed, a qualifying examination is required. This integrative examination will test your mastery of the skills and disciplines of doctoral scholarship.

### BUSINESS CORE CURRICULUM — 20 UNITS

|         |                                      |
|---------|--------------------------------------|
| DBA 804 | Management and Organizational Theory |
| DBA 806 | Technology Systems in Business       |
| DBA 820 | Corporate Finance                    |
| DBA 821 | Marketing Management                 |
| DBA 822 | Strategy and International Business  |

## Business Core Examination

After the required coursework in the business core curriculum is completed, a comprehensive examination is required. This examination will test your comprehension and mastery of the business core subjects.

### ELECTIVES — 8 UNITS

You must choose two of the following DBA seminars from business areas closely related to your dissertation research topic, in consultation with the DBA director.

|             |   |
|-------------|---|
| DBA 812     | Organizational Systems and Change         |
| DBA 830     | Financial Theory and Application          |
| DBA 852     | Information Systems and Applications      |
| DBA 853     | Management of Innovation and Technology   |
| DBA 860     | Operations and Supply-Chain Management    |
| DBA 862     | Project and Systems Management            |
| DBA 871     | Buyer Behavior                            |
| DBA 881     | Public Administration Policy and Practice |
| DBA 891A-ZZ | Special Topics in Business Administration |
| DBA 897     | Independent Study                         |

### DISSERTATION RESEARCH — MINIMUM OF 12 UNITS

You may register for DBA 899 Dissertation Research only after having first completed all required doctoral seminars and having passed both the qualifying and business core examinations. Successful completion of the dissertation is the final step in your program

For further information contact the Department of Business Administration at e-mail: [biz@ggu.edu](mailto:biz@ggu.edu); phone: 415-442-6500; fax: 415-442-6579; website: [www.ggu.edu](http://www.ggu.edu); or Edward S. Ageno School of Business, Golden Gate University, 536 Mission Street, San Francisco, CA 94105-2968.

For the most up-to-date program information and course listings, visit [www.ggu.edu](http://www.ggu.edu).

# Finance

EDWARD S. AGENO SCHOOL OF BUSINESS

## PROGRAMS OFFERED:

- MBA with a concentration in Finance (*see p. 32*)
- MS in Finance with a concentration in General Finance, Corporate Finance or Investment Management
- MS in Financial Planning
- Graduate Certificate in Finance
- Graduate Certificate in Technical Market Analysis
- Graduate Financial Planning Certificate

(For undergraduate programs, please go to p. 20.)

**Finance experts are among the most valued employees in any corporation. Many CEOs trace their academic and professional roots back to finance, a reflection of the strategic perspective that this discipline provides. Whatever your intended destination in the rapidly-changing world of finance, from investments and portfolio management to corporate strategy and financial services, GGU's finance curriculum delivers the tools necessary for success in your career. Today's financial experts increasingly depend on the sophisticated analytical techniques that are an integral part of our courses. Our goal is to help you develop the creative decision-making skills that you'll need to move ahead in the global, technology-based world of finance. With our emphasis on professional practice education, we offer an unwavering focus on how you can be a better manager.**

## MASTER OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN FINANCE

For requirements for the MBA with a concentration in finance, see p. 32.

## MASTER OF SCIENCE IN FINANCE

The master of science degree in finance is a specialized, technical program that provides in-depth exposure to the principles and practices of corporate finance and investment management. It is a primary objective of this program to ensure that, by the time you graduate, you will have acquired the specialized skills and knowledge that you will need to add immediate value to your organization in your role as financial manager or investment adviser. This degree is intended for students who have made a professional commitment to this key business discipline and who are interested in equipping themselves with the most comprehensive array of analytical tools and techniques. The MS in finance does not attempt to provide the broad overview of business that is typical of an MBA; instead, it focuses with great intensity on the

specific areas of compelling interest to financial managers, security analysts, corporate bankers, and portfolio managers.

The four-course foundation of the MS finance emphasizes practical skills essential for success in this field. It's a challenging beginning to your course of study (though it may be possible to waive some or all of these courses on the basis of equivalent undergraduate work), but it prepares you for the sophisticated analysis that this degree and this professional discipline demand.

The 15-unit core of the MS finance degree emphasizes five critical fields of knowledge which are required of all financial professionals. Three courses in corporate finance, investments and capital markets represent the conceptual foundations of the discipline, the "three legs of the stool." Two courses in financial analysis and financial modeling build on and strengthen your background in accounting and computer applications, equipping you with the tools you'll need to pursue the more advanced and specialized studies in your concentration.

The 18-unit concentration allows you to choose a general concentration in order to maximize the flexibility of your program or a more targeted concentration in corporate finance or investment management.

## Requirements for the Master of Science in Finance

The MS finance requires completion of 12 units in the foundation program and 33 units of advanced program coursework, with a cumulative grade point average of 3.00 or better in courses taken at Golden Gate University. Courses carry three semester units of credit unless otherwise noted. All course prerequisites must be satisfied prior to enrolling in a given course; prerequisites are indicated in the chapter on course descriptions in this catalog or at [www.ggu.edu/info](http://www.ggu.edu/info). Individual foundation program courses may be waived if the student has previously completed comparable courses at a regionally accredited college or university. Students may be admitted to advanced program courses before completion of the entire foundation program, but must complete the foundation program by the time that twelve (12) units have been earned in the advanced program.

### Computer Proficiency Requirement

Applicants are expected to demonstrate a working familiarity and skill with computers and software applications appropriate for graduate studies. This includes knowledge of word processing, spreadsheet analysis, visual presentation software and network access capabilities. Faculty may require additional preparation for those students who have not achieved the needed proficiency.

### Math Proficiency Requirement

Students admitted to this program are expected to possess a level of mathematical skill at least equivalent to College Algebra (MATH 30). Students may meet this requirement by satisfying one of the screening criteria listed under the heading Proficiency in English, Mathematics, Writing and Computer Skills Computer Skills Required for Certain Master's Degrees on p. 144.

**FOUNDATION PROGRAM — 12 UNITS**

|           |                                 |
|-----------|---------------------------------|
| ACCTG 201 | Accounting for Managers         |
| ECON 202  | Economics for Managers          |
| FI 203    | Financial Analysis for Managers |
| MATH 240  | Data Analysis for Managers      |

**ADVANCED PROGRAM — 33 UNITS****Core Courses — 15 units**

|          |                                    |
|----------|------------------------------------|
| ECON 380 | Financial Markets and Institutions |
| FI 300   | Corporate Finance                  |
| FI 305   | Financial Statement Analysis       |
| FI 307   | Financial Modeling                 |
| FI 340   | Investments                        |

**Concentration — 18 units**

Students choose one of the following areas of concentration for 18 units.

**General Finance Concentration — 18 units**

The general concentration permits you to choose from among the full array of finance and economics course offerings. Students whose career objectives inspire them to a broad sampling of the various specializations of the field, as well as those who are not yet ready to declare a specific career focus, will find the flexibility of this concentration very attractive.

**Electives — 18 units**

Take six courses (18 units) of 300- or 400-level FI/ECON prefix courses. We recommend that students who may be interested in careers in corporate finance select their electives from among the following courses:

|          |   |
|----------|---|
| ECON 340 | International Trade and Finance                     |
| FI 308   | Management Control Systems                          |
| FI 312   | Capital Budgeting and Long-term Financing           |
| FI 314   | Working Capital Management                          |
| FI 317   | Mergers and Acquisitions                            |
| FI 318   | Venture Capital                                     |
| FI 320   | Financial Strategy and Value Creation               |
| FI 343   | International Corporate Finance                     |
| FI 346   | Derivative Markets                                  |
| FI 360   | Behavioral Finance                                  |
| FI 382   | Management of Banks and Financial Holding Companies |
| FI 428   | Business Valuation                                  |

We recommend that students who may be interested in careers in investments select their electives from among the following courses:

|          |   |
|----------|---|
| ECON 340 | International Trade and Finance           |
| FI 344   | Fundamental Analysis of Securities        |
| FI 346   | Derivative Markets                        |
| FI 347   | Financial Engineering and Risk Management |
| FI 350   | Portfolio Management                      |
| FI 352   | Technical Analysis of Securities          |
| FI 354   | Wyckoff Method I                          |
| FI 355   | Wyckoff Method II                         |
| FI 358   | Technical Market Analysis Strategies      |
| FI 360   | Behavioral Finance                        |
| FI 460   | Real Estate                               |
| FI 463   | Real Estate Finance and Investment        |

**Corporate Finance Concentration — 18 units**

The range of electives associated with the corporate finance concentration provides an opportunity for you to add a final, specialized emphasis to your program. In the 12-units of required courses for the corporate finance concentration, you develop the skills essential for careers in financial management, from financial analyst to CFO. These courses examine the tools and techniques of managing short-term assets and liabilities, fixed assets and capital investments, and long-term financing. In addition, courses in international finance and in financial strategy provide a high-level management perspective on the relationship between financial decisions, both domestic and global, and value creation. A list of recommended finance electives that corresponds to the particular demands of corporate finance careers is suggested, but you are free to select other finance or economics courses if you wish.

**Required Courses — 12 units**

|        |   |
|--------|---|
| FI 312 | Capital Budgeting and Long-Term Financing |
| FI 314 | Working Capital Management                |
| FI 320 | Financial Strategy                        |
| FI 343 | International Corporate Finance           |

**Electives — 6 units**

Take two courses (six units) of 300- or 400-level FI/ECON prefix courses. We recommend that you choose from the following courses:

|          |   |
|----------|---|
| ECON 340 | International Trade and Finance                     |
| FI 308   | Management Control Systems                          |
| FI 317   | Mergers and Acquisitions                            |
| FI 318   | Venture Capital                                     |
| FI 346   | Derivative Markets                                  |
| FI 360   | Behavioral Finance                                  |
| FI 382   | Management of Banks and Financial Holding Companies |
| FI 428   | Business Valuation                                  |



## Investment Management Concentration — 18 units

The range of electives associated with the investment management concentration provides an opportunity for you to add a final, specialized emphasis to your program. The nine units of required coursework for the investment management concentration are appropriate for students who are planning careers as security analysts, portfolio managers and investment advisors. Building on the principles you acquired in your core investments course, work in portfolio management and derivatives exposes you to the most advanced technologies of the field. And you can choose between technical market analysis and fundamental analysis as you begin to refine your approach to security valuation. A list of recommended finance electives that corresponds to the particular demands of investment management careers is suggested, but you are free to select other finance or economics courses if you wish.

### Required Courses — 9 units

|        |                      |
|--------|----------------------|
| FI 346 | Derivative Markets   |
| FI 350 | Portfolio Management |

One of the following:

|        |                                       |
|--------|---------------------------------------|
| FI 344 | Fundamental Analysis of Securities or |
| FI 352 | Technical Analysis of Securities      |

### Electives — 9 units

Take three courses (nine units) of 300- or 400-level FI/ECON prefix courses. We recommend that you choose from the following courses:

|          |   |
|----------|---|
| ECON 340 | International Trade and Finance           |
| FI 344   | Fundamental Analysis of Securities        |
| FI 347   | Financial Engineering and Risk Management |
| FI 352   | Technical Analysis of Securities          |
| FI 354   | Wyckoff Method I                          |
| FI 355   | Wyckoff Method II                         |
| FI 358   | Technical Market Analysis Strategies      |
| FI 360   | Behavioral Finance                        |
| FI 463   | Real Estate Finance and Investment        |



## MASTER OF SCIENCE IN FINANCIAL PLANNING

The master of science in financial planning is designed for students who aspire to become financial planners, investment advisers or money managers, or who may be interested in one of the many elements — estate planning, insurance, taxes, real estate, for example — of this broad and rapidly-growing field. Golden Gate has one of the oldest accredited programs in financial planning in the country, having offered our first courses more than 20 years ago.

At the heart of this degree is a core of courses that examine the key functions of financial planning: financial planning principles, income tax planning, risk management, estate planning, investments, and employee benefits and retirement planning. Not only do these courses provide the academic foundation of the discipline, they also satisfy the educational requirements necessary for the premier Certified Financial Planner™ designation; thus, students can prepare to sit for the CFP™ exam while they are earning an advanced academic degree in financial planning.\*

*\*Golden Gate University is a "Registered Program" which provides authorized coursework covering all of the knowledge requirements of the CFP™. Golden Gate University does not award the CFP™ and Certified Financial Planner™ designations. The right to use the marks CFP™ and Certified Financial Planner™ is granted by the Certified Financial Planner Board of Standards to those persons who have met its rigorous educational standards, passed the CFP Board's certification examination, satisfied a work experience requirement and agreed to abide by the CFP Board's Code of Ethics and Professional Responsibility. Only persons registered with the CFP Board are permitted to sit for the certification examination. CFP™ certificates and licenses are issued only by the CFP Board.*

### Requirements for the Master of Science in Financial Planning

The MS in financial planning degree requires completion of 30 units of advanced program coursework, with a cumulative grade point average of 3.00 (B) or better in courses taken at Golden Gate. Courses carry three semester units of credit unless otherwise noted. All course prerequisites must be satisfied prior to enrolling in a given course; prerequisites are indicated in the section "Course Descriptions." Individual foundation program courses may be waived if the student has previously completed comparable courses at a regionally accredited college or university. Students may be admitted to advanced program courses before completion of the entire foundation program, but must complete the foundation program by the time that twelve (12) units have been earned in the advanced program.

#### Computer Proficiency Requirement

Applicants are expected to demonstrate a working familiarity with computers and software applications appropriate for graduate studies. Deficiencies in computer proficiency may require additional work as determined by the faculty.

#### Math Proficiency Requirement

Students admitted to this program are expected to possess a level of mathematical skill at least equivalent to College Algebra (MATH 30). Students may meet this requirement by satisfying one of the screening criteria listed under the heading Proficiency in Mathematics, English and Computer Skills Required for Certain Master's Degrees on p. 144.

**FOUNDATION PROGRAM — 12 UNITS**

|           |                                 |
|-----------|---------------------------------|
| ACCTG 201 | Accounting for Managers         |
| ECON 202  | Economics for Managers          |
| FI 203    | Financial Analysis for Managers |
| MATH 240  | Data Analysis for Managers      |

**ADVANCED PROGRAM — 30 UNITS****Core Courses — 24 units**

|        |  |
|--------|--|
| FI 420 | Personal Financial Planning                |
| FI 421 | Personal Investment Management             |
| FI 422 | Retirement and Employee Benefits Planning  |
| FI 425 | Income Tax Planning                        |
| FI 426 | Estate Planning                            |
| FI 430 | Business Development in Financial Services |
| FI 434 | Cases in Financial Planning                |
| FI 483 | Insurance Planning                         |

**Electives — 6 units**

Any two 300- or 400-level graduate courses for a total of 6 units. FI 497 Internship: Finance may be taken for three (3) of these units.

**GRADUATE CERTIFICATES IN FINANCE**

Many business professionals recognize the importance of university coursework in finance, but have neither the time nor the need to complete the requirements for a traditional academic degree. For such students, a certificate is the ideal solution. The graduate certificate in finance can be structured to serve as preparation for the Chartered Financial Analyst (CFA) exam. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

**REQUIRED COURSES — 15 UNITS**

FI 300 Corporate Finance  
Four additional ECON or FI 300- or 400-level courses, for a total of 15 units.

**GRADUATE FINANCIAL PLANNING CERTIFICATE**

The graduate financial planning certificate requires the completion of six courses (18 semester units), plus any necessary prerequisite courses. No comprehensive examination is required. Of particular interest to some students will be the fact that completion of the graduate financial planning certificate meets the educational requirement of the Certified Financial Planner™ (CFP™) designation.\*

Please note that some courses taken as part of certificate programs will have prerequisites. These prerequisites must be satisfied (through transfer of equivalent coursework or through taking the courses at Golden Gate) before the certificate courses can be completed. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

**REQUIRED COURSES — 18 UNITS**

|        |   |
|--------|---|
| FI 420 | Personal Financial Planning   |
| FI 421 | Personal Investment Management  |
| FI 422 | Retirement and Employee Benefits Planning   |
| FI 425 | Income Tax Planning   |
| FI 426 | Estate Planning<br><i>(Must be taken as part of the final 6 units of the program)</i> |
| FI 483 | Insurance Planning  |

The six courses that make up the graduate financial planning certificate also comprise much of the core of the MS degree in financial planning. Thus, students who complete the certificate program need only four additional courses (as well as any foundation courses that may be required) in order to complete the MS degree. Please speak with the director of the financial planning program about this exciting opportunity.

*\* After successfully completing GGU's graduate financial planning certificate, students are eligible to sit for the CFP™ examination if they register with the CFP™ Board. Students can sit for the CFP™ examination before completing the experience requirement. Golden Gate University does not award the CFP™ and Certified Financial Planner™ designations. The right to use the marks CFP™ and Certified Financial Planner™ is granted by the Certified Financial Planner Board of Standards (CFP Board) to those persons who have met its rigorous educational standards, passed the CFP Board's certification examination, satisfied a work experience requirement and agreed to abide by the CFP Board's Code of Ethics and Professional Responsibility. Only persons registered with the CFP Board are permitted to sit for the certification examination. CFP certificates and licenses are issued only by the CFP Board ([www.CFP-Board.org](http://www.CFP-Board.org)).*

**GRADUATE CERTIFICATE IN TECHNICAL MARKET ANALYSIS**

The graduate certificate in technical market analysis requires the completion of five courses (15 semester units), plus any necessary prerequisite courses. No comprehensive examination is required. Please note that some courses taken as part of certificate programs will have prerequisites. These prerequisites must be satisfied (through transfer of equivalent coursework or through taking the courses at Golden Gate) before the certificate courses can be completed.

**REQUIRED COURSES — 15 UNITS**

|        |   |
|--------|---|
| FI 352 | Technical Analysis of Securities                              |
| FI 354 | Wyckoff Method I  |
| FI 355 | Wyckoff Method II   |
| FI 358 | Technical Analysis of Trading:<br>Strategy and Implementation |

Any other ECON or FI 300- or 400-level course not previously taken.

For further information contact the Department of Finance and Economics at e-mail: [biz@ggu.edu](mailto:biz@ggu.edu); phone: 415-442-6500; fax: 415-442-6579; website: [www.ggu.edu](http://www.ggu.edu); or Edward S. Ageno School of Business, Golden Gate University, 536 Mission Street, San Francisco, CA 94105-2968.

For the most up-to-date program information and course listings, visit [www.ggu.edu](http://www.ggu.edu).

# Human Resource Management

EDWARD S. AGENO SCHOOL OF BUSINESS

## PROGRAM OFFERED:

- MBA with a concentration in Human Resource Management (*see p. 32*)
- MS in Human Resource Management
- Graduate Certificate

(For undergraduate programs, please go to p. 21)

**The effective, strategic use of human resources is critical to business success. Business profitability requires increasingly versatile skill sets that are regularly updated. Companies need more innovative and creative employees. Employees need companies that make effective use of their talents and abilities. Global teams need to interact and work across cultures to attain competitive advantage. GGU's leading-edge human resource management program is carefully structured to give you the foundation and in-depth training you'll need as a human resource or personnel manager. Through our innovative curriculum, you'll gain a thorough, hands-on understanding of what is happening in the marketplace; why it is happening; what the future trends may be; and how to positively affect the leading and managing of human resources in a changing, international business climate.**

## MASTER OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN HUMAN RESOURCE MANAGEMENT

For requirements for the MBA with a concentration in human resource management, see p. 32.

## MASTER OF SCIENCE IN HUMAN RESOURCE MANAGEMENT

The master of science in human resource management degree is designed for any professional who is looking to have a positive impact on their organization and career. You'll study the dynamics of effective human resource management and learn how to consider the perspectives of both employees and employers; the causes and effects of downsizing; the importance of upgrading skills; and how people react to change. You'll look at what managers and employees are likely to face in the future, and how to ascertain that companies follow legal requirements in dealing with employees. You'll get an ever-deepening understanding of how to interact with people — an asset not only in business but in every aspect of your life. Our core program concentrates on international, general and strategic human resource management, employment law and human resource information systems.

### Requirements for the Master of Science in Human Resource Management

The master of science degree in human resource management requires completion of 33 units in the graduate program. Each course listed carries three semester units of credit. The foundation program course may be waived if the student has previously completed comparable courses at a regionally accredited college or university. Students may be admitted to advanced program courses before completion of the foundation program course, but must complete the course by the time that twelve (12) units have been earned in the advanced program.

### FOUNDATION PROGRAM — 3 UNITS

One of the following:

|         |                         |
|---------|-------------------------|
| MGT 140 | Management Principles   |
| MGT 141 | Organizational Behavior |

### ADVANCED PROGRAM — 30 UNITS

#### Core Courses — 15 units

|         |  |
|---------|--|
| MGT 305 | Managing People in International Settings  |
| MGT 346 | Human Resource Management<br><i>(Must be taken as the first three units of the advanced program)</i>                 |
| MGT 358 | Employment Law   |
| MGT 364 | Technology Applications in<br>Human Resource Management  |
| MGT 370 | Strategic Human Resource Management<br><i>(Must be taken as part of the final six units of the advanced program)</i> |

## Electives — 15 units

Five of the following:

|             |   |
|-------------|---|
| MGT 341     | Benefits Administration                       |
| MGT 342     | Compensation Administration                   |
| MGT 343     | Labor Relations                               |
| MGT 344     | Training and Development                      |
| MGT 353     | Organizational Development                    |
| MGT 356     | Management Development Methods and Strategies |
| MGT 359     | Managing the Employment Function              |
| MGT 396A-ZZ | Selected Topics in Management                 |
| MGT 398     | Internship: Management                        |
| MGT 399     | Directed Study                                |
| PSYCH 344   | Tests and Measurements                        |
| PSYCH 351   | Career Counseling and Development             |
| PSYCH 353   | Conflict Resolution: Skills and Techniques    |

## GRADUATE CERTIFICATE IN HUMAN RESOURCE MANAGEMENT

The graduate certificate in human resource management is available for those who want a less extensive program or who have specific interests in the field. The certificate requires completion with a B average or better of one core course and any five of the following courses (18 units). All courses must be completed at Golden Gate. The selection of these courses should be discussed with the Management Department chair. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

### REQUIRED COURSES — 18 UNITS

|         |                           |
|---------|---------------------------|
| MGT 346 | Human Resource Management |
|---------|---------------------------|

Five of the following:

|             |  |
|-------------|--|
| MGT 305     | Managing People in International Settings            |
| MGT 341     | Benefits Administration                              |
| MGT 342     | Compensation Administration                          |
| MGT 343     | Labor Relations                                      |
| MGT 344     | Training and Development                             |
| MGT 358     | Employment Law                                       |
| MGT 359     | Managing the Employment Function                     |
| MGT 364     | Technology Applications in Human Resource Management |
| MGT 370     | Strategic Human Resource Management                  |
| MGT 396A-ZZ | Selected Topics in Management                        |
| MGT 398     | Internship: Management                               |
| MGT 399     | Directed Study                                       |

For further information contact the Department of Human Resource Management at e-mail: [biz@ggu.edu](mailto:biz@ggu.edu); phone: 415-442-6500; fax: 415-442-6579; website: [www.ggu.edu](http://www.ggu.edu); or Edward S. Ageno School of Business, Golden Gate University, 536 Mission Street, San Francisco, CA 94105-2968.

For the most up-to-date program information and course listings, visit [www.ggu.edu](http://www.ggu.edu).



# Information Technology Management

EDWARD S. AGENO SCHOOL OF BUSINESS

## PROGRAMS OFFERED:

- MBA with a concentration in Information Technology  
(see p. 32)
- MS in Information Technology
- Graduate and Undergraduate Certificates

(For undergraduate programs, please go to p. 22.)

**The convergence of people, business and information is the driving force in technology-driven business today. In the 21st-century business world, business and information technologies are increasingly interdependent in their support of operational and strategic opportunities across the enterprise. The melding of these forces puts a premium on professionals who have theoretical and applied skills in these areas. GGU's information technology management program offers you the opportunity to gain expertise in business and IT operations, including the interrelated areas of strategic information technology management, application development and management, and network/telecommunications development and management of the digitally-enabled firm. By graduation, you will have an in-depth knowledge of IT systems and the skills to design, implement and manage their use within an organization.**

## MASTER OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN INFORMATION TECHNOLOGY

For requirements for the MBA with a concentration in information technology, see p. 32.

## MASTER OF SCIENCE IN INFORMATION TECHNOLOGY

The MS in information technology (MSIT) gives you a broad background in both business and IT operations. You will gain an understanding of how to implement integrated business and technology tools. The MS IT will give you a broad managerial focus on the full range of IT architecture, infrastructure, platforms and applications and the practical ability to apply technical solutions in dynamic, fast moving environments.

You will gain a solid grounding in program management skills, including projects with diverse constituents, local and global components and the ability to align IT resources with business goals and objectives. You will increase your ability to analyze, design, deploy and effectively use information technologies as well as to make and justify decisions involving technology that impact corporate return on investment. You will also learn to communicate effectively with diverse groups of managers, users, clients, partners and stakeholders.

GGU's program affords you the opportunity to work in several UNIX and Windows computer laboratories equipped with contemporary software applications such as Visual Basic, Java, C/C++, Oracle 10g, SAS, Visual .Net and other software.

## Requirements for the Master of Science in Information Technology

### Math Proficiency Requirement

Students admitted to this program are expected to possess a level of mathematical skill at least equivalent to College Algebra (MATH 30) and Statistics (MATH 40). Students may meet this requirement by satisfying one of the screening criteria listed under the heading Proficiency in Mathematics, English and Computer Skills Required for Certain Master's Degrees on p. 144.

## ADVANCED PROGRAM — 30 UNITS

### Core Courses — 18 units

|         |   |
|---------|---|
| ITM 300 | Enterprise Information Systems and Technologies<br><i>(to be taken in the first nine units of the advanced program)</i> |
| ITM 301 | Information Technology Program Management   |
| ITM 302 | Network-based Systems   |
| ITM 303 | Enterprise-wide Applications  |
| ITM 315 | Strategic IT Planning and Administration  |
| ITM 397 | Technology Innovation and Business Value Capstone<br><i>(to be taken in last nine units of the advanced program)</i>    |

**Electives — 12 units**

**IT Infrastructure: 6 units**

Two of the following:

- ITM 304 Managing Distributed Data Systems
- ITM 306 Emerging Enterprise and Commercial Technologies
- ITM 312 Network Infrastructure, Architecture and Design
- ITM 313 Digital Communications
- ITM 316 Enterprise Security
- ITM 323 Decision Support Systems Strategy
- ITM 330 The Network Society
- ITM 331 Wireless Communications

**Systems Applications: 6 units**

Two of the following:

- ITM 308 Business Intelligence
- ITM 309 Systems Analysis, Design and Implementation
- ITM 310 Distributed Systems
- ITM 320 Geographical Information Systems
- ITM 324 Web-based Systems
- ITM 329 Business Continuity: Crisis Management, Recovery and Restoration

Students may take ITM 398 Internship: Information Technology as one of the four electives.

**GRADUATE CERTIFICATE IN INFORMATION TECHNOLOGY**

The graduate certificate in information technology can be configured to suit your unique professional goals and requirements. The flexible structure allows you to acquire new knowledge or to refresh your knowledge and skills in areas you need most.

Five courses (15 units) must be completed at Golden Gate University with a B average or better. Enrollment as a degree candidate is not required. Please note that some courses taken as part of certificate programs will have prerequisites. These prerequisites must be satisfied (through transfer of equivalent coursework or through taking the courses at Golden Gate) before the certificate courses can be completed.

Courses successfully completed in this program may be transferred, if applicable, to any of the School of Business's MS degrees in enterprise systems management, information technology or systems and network management. However, you must still satisfy the graduate admission requirements. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

**REQUIRED COURSES — 15 UNITS**

- ITM 300 Enterprise Information Systems and Technologies
- ITM 301 Information Technology Program Management
- Three (3) additional courses with the ITM prefix for nine (9) units.

For further information contact the Department of Information Technology Management at e-mail: [biz@ggu.edu](mailto:biz@ggu.edu); phone: 415-442-6500; fax: 415-442-6579; website: [www.ggu.edu](http://www.ggu.edu); or Edward S. Ageno School of Business, Golden Gate University, 536 Mission Street, San Francisco, CA 94105-2968.

For the most up-to-date program information and course listings, visit [www.ggu.edu](http://www.ggu.edu).



# Marketing and Public Relations

EDWARD S. AGENO SCHOOL OF BUSINESS

## PROGRAMS OFFERED:

- MBA with a concentration in Marketing (*see p. 32*)
- MS in Integrated Marketing Communications
- MS in Marketing
- Graduate Certificate in Database Marketing
- Graduate Certificate in Integrated Marketing Communications
- Graduate Certificate in Marketing
- Graduate Certificate in Public Relations

(For undergraduate programs, please go to p. 24.)

**The increased pace of business today has changed the rules about how organizations communicate with their markets. GGU's Marketing Department monitors the developing trends in the marketplace and the concurrent changes in marketing education they make necessary. In that way, we provide you with a first-rate marketing education that's both cutting edge and grounded in the strong foundation skills you must have to compete in today's business environment. You'll learn to identify issues relating to international marketing and technology, and create new solutions to them. We offer a range of specializations so you can develop a deeper level of expertise in one of several important marketing areas. Through case-studies of real-life problems, you develop decision-making and communication skills in marketing classes along with acquiring marketing concepts for business in the 21st century.**

## MASTER OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MARKETING

For requirements for the MBA with a concentration in marketing, see p. 32.

## MASTER OF SCIENCE IN INTEGRATED MARKETING COMMUNICATIONS

The master of science in integrated marketing communications (IMC) meets the need for a focused graduate education that prepares students for versatile careers in marketing communications. Leading marketing organizations today are creating and managing their communications in an integrated fashion, with coordination in terms of messages, positioning, and timing, all developed in support of overall organizational objectives. This is in contrast with the outdated approach of separate and often uncoordinated efforts in advertising, public relations, promotions, direct marketing communications, sponsorships, etc. There is strong growth among agencies that deliver integrated solutions and among their client firms using those approaches. Our program will help the student prepare for a key role in such organizations.

We place a strong emphasis on practical content in our courses. To that end, we make extensive use of real-world cases and utilize class discussion to a great degree. Your classes will be highly participative and will help you develop skills for working in a team-based, problem-solving setting. Because our classes are small, you'll get to know your classmates well, and they will enhance your network of colleagues.

For social and business networking opportunities, you will have the opportunity to join the student chapter of the American Marketing Association (AMA).

## Requirements for the Master of Science in Integrated Marketing Communications

The master of science degree in integrated marketing communications requires completion of 45 semester units in the foundation and advanced programs. Nine of those units are in the foundation program and can be satisfied at Golden Gate University, or through transfer credit from undergraduate or graduate courses completed at other accredited institutions. Students may be admitted to advanced program courses before completion of the entire foundation program, but must complete the foundation program by the time that twelve (12) units have been earned in the advanced program. With the approval of the program director, students with sufficient backgrounds in the subjects covered by required courses may substitute other courses.

## English Language Requirement

Our graduate integrated marketing communications and public relations curriculum are especially language intensive and require you to have a good facility in spoken and written English. This is important both for mastering the techniques of business communications and for participating in the graduate seminars. Students can demonstrate their competency by successfully passing the English Placement Test or by completing ENGL 301 Graduate Writing II with a grade of B or better.

The PLUS Program at the San Francisco campus also offers communication improvement classes for those students needing to polish their English language skills.

**Math Proficiency Requirement**

In addition to the courses listed below, students admitted to this program are expected to possess a level of mathematical skill at least equivalent to Intermediate Algebra (MATH 20). Students may meet this requirement by satisfying one of the screening criteria listed under the heading Proficiency in Mathematics, English and Computer Skills Required for Certain Master's Degrees on p. 144.

**FOUNDATION PROGRAM — 9 UNITS**

|           |                              |
|-----------|------------------------------|
| ACCTG 201 | Accounting for Managers      |
| ECON 1    | Principles of Microeconomics |
| MATH 40   | Statistics                   |

**ADVANCED PROGRAM — 36 UNITS****Core Courses — 18 units**

|         |  |
|---------|--|
| MKT 300 | Marketing Management<br><i>(Must be taken as part of the first six units of the advanced program.)</i>   |
| MKT 305 | Integrated Marketing Communications  |
| MKT 308 | Professional Practice Project in<br>Integrated Marketing Communications<br><i>(To be taken as part of the final nine units of the degree.)</i> |
| MKT 338 | Consumer Behavior  |
| MKT 339 | Advertising Strategy   |
| PR 320  | Contemporary Public Relation   |

**Elective — 3 units**

Choose any 300- or 400-level course for three (3) units.

**Concentration — 15 units**

Students choose one of the following areas of concentration:

**General Concentration — 15 units****Required Courses — 9 units**

|         |                                  |
|---------|----------------------------------|
| MKT 307 | Sales Promotion and Sponsorships |
| MKT 321 | Direct and Database Marketing    |
| MKT 332 | Sales Management                 |

**Elective — 6 units**

Two of the following:

|             |  |
|-------------|--|
| MKT 325     | Brand and Product Management   |
| MKT 331     | Business-to-Business Marketing   |
| MKT 336     | Marketing Research   |
| MKT 352     | Advanced Marketing Issues in e-Business  |
| MKT 396A-ZZ | Selected Topics in Marketing<br><i>(with consent of program director)</i>        |
| MKT 398     | Internship: Marketing<br><i>(with consent of program director)</i>               |
| PR 330A     | Writing for Public Relations<br>and Marketing Communications                     |
| PR 332      | Media Relations and the Corporate Spokesperson                                   |
| PR 334      | Managing Public Issues: Consumer Affairs and<br>Government Relations             |
| PR 396A-ZZ  | Selected Topics in Public Relations<br><i>(with consent of program director)</i> |
| PR 398      | Internship: Public Relations<br><i>(with consent of program director)</i>        |

**Public Relations Concentration — 15 units****Required Courses — 9 units**

|         |  |
|---------|--|
| PR 330A | Writing for Public Relations<br>and Marketing Communications         |
| PR 332  | Media Relations and the Corporate Spokesperson                       |
| PR 334  | Managing Public Issues: Consumer Affairs<br>and Government Relations |

**Elective — 6 units**

Two of the following:

|             |  |
|-------------|--|
| MKT 307     | Sales Promotion and Sponsorships   |
| MKT 321     | Direct and Database Marketing  |
| MKT 325     | Brand and Product Management   |
| MKT 331     | Business-to-Business Marketing   |
| MKT 332     | Sales Management   |
| MKT 336     | Marketing Research   |
| MKT 352     | Advanced Marketing Issues in e-Business  |
| MKT 396A-ZZ | Selected Topics in Marketing<br><i>(with consent of program director)</i>        |
| MKT 398     | Internship: Marketing<br><i>(with consent of program director)</i>               |
| PR 396A-ZZ  | Selected Topics in Public Relations<br><i>(with consent of program director)</i> |
| PR 398      | Internship: Public Relations<br><i>(with consent of program director)</i>        |



## MASTER OF SCIENCE IN MARKETING

Taught by leading professors and practitioners, the MS in marketing integrates theory and application to prepare you for a successful career in the field, considered by many to be the bedrock of business. You can either choose a general concentration or a database marketing concentration in this program.

### Requirements for the Master of Science in Marketing

The master of science degree in marketing requires completion of 33 units in the advanced program. Each course listed carries three semester units of credit. Individual foundation program courses or undergraduate prerequisites may be waived if the student has previously completed comparable courses at a regionally accredited college or university, or passed the appropriate CLEP Exam with an acceptable score. Students may be admitted to advanced program courses before completion of the entire foundation program, but must complete the foundation program by the time that twelve (12) units have been earned in the advanced program.

### Math Proficiency Requirement

Students admitted to this program are expected to possess a level of mathematical skill at least equivalent to College Algebra (MATH 30). Students may meet this requirement by satisfying one of the screening criteria listed under the heading Proficiency in Mathematics, English and Computer Skills Required for Certain Master's Degrees on p. 144.

### FOUNDATION PROGRAM — 12 UNITS

|           |                                 |
|-----------|---------------------------------|
| ACCTG 201 | Accounting for Managers         |
| ECON 202  | Economics for Managers          |
| FI 203    | Financial Analysis for Managers |
| MATH 240  | Data Analysis for Managers      |

### ADVANCED PROGRAM — 33 UNITS

#### Core Courses — 12 units

|         |  |
|---------|--|
| MKT 300 | Marketing Management   |
| MKT 305 | Integrated Marketing Communications  |
| MKT 336 | Marketing Research   |
| MKT 337 | Marketing Strategy and Planning<br><i>(Must be taken as part of the final twelve units of the advanced program.)</i> |

#### Concentration — 21 units

Students choose one of the following concentrations:

#### General Marketing Concentration— 21 units

Given the breadth of the marketing field and the consequent diverse career tracks, the general concentration is designed to give you the flexibility to design your own course of study based on your career goals. You can work with an adviser to tailor a program to meet your objectives.

### Required Courses— 15 units

Five of the following:

|             |   |
|-------------|---|
| MKT 307     | Sales Promotion and Sponsorships        |
| MKT 321     | Direct and Database Marketing           |
| MKT 325     | Brand and Product Management            |
| MKT 331     | Business-to-Business Marketing          |
| MKT 332     | Sales Management                        |
| MKT 334     | Services Marketing                      |
| MKT 335     | New-Product Decisions                   |
| MKT 338     | Consumer Behavior                       |
| MKT 339     | Advertising Strategy                    |
| MKT 343     | International Marketing                 |
| MKT 352     | Advanced Marketing Issues in e-Business |
| MKT 396A-ZZ | Selected Topics in Marketing            |
| MKT 398     | Internship: Marketing                   |
| PR 320      | Contemporary Public Relations           |

### Electives — 6 units

Two courses from any 300-level courses for a total of 6 units. Consult the advisers in the Department of Marketing and Public Relations for recommended courses

### Database Marketing Concentration — 21 units

The cutting edge database marketing concentration prepares you for a successful career in marketing by training you to fill the current need for personnel who have a good understanding of both marketing and database management. Given the current and projected growth in the area of database marketing and customer relationship management (CRM) this program is in complete consonance with current times as well as the future career trends. This program will train you to combine marketing and database technology in a synergistic fashion to best attain organizational goals.

### Required Courses — 15 units

|         |   |
|---------|---|
| ITM 304 | Managing Distributed Data Systems       |
| ITM 319 | Data Warehouses and Data Marts          |
| ITM 326 | Data Mining                             |
| MKT 321 | Direct and Database Marketing           |
| MKT 352 | Advanced Marketing Issues in e-Business |

### Electives — 6 units

Two of the following for a total of six units:

|             |   |
|-------------|---|
| ITM 316     | Enterprise Security                       |
| ITM 317     | Databases on the Web                      |
| ITM 325     | Business Data Analysis                    |
| ITM 327     | Structured Query Language                 |
| ITM 328     | Advanced Data Modeling                    |
| ITM 396A-ZZ | Selected Topics in Information Technology |
| MKT 307     | Sales Promotion and Sponsorships          |
| MKT 325     | Brand and Product Management              |

## GRADUATE CERTIFICATE IN DATABASE MARKETING

This cutting-edge graduate certificate is designed for working professionals who want to advance their knowledge and skills in targeted marketing, including the use of databases and related technology. Given the current and projected growth in the area of database marketing and customer relationship management (CRM) this program will prepare you for present and future professional requirements. The program will train you to combine marketing and database technology in a synergistic fashion to best attain organizational goals in the area of database marketing.

The graduate certificate in database marketing requires completion with a B average or better, of the following 18 units at Golden Gate University. Please note that some courses taken as part of certificate programs will have prerequisites. These prerequisites must be satisfied (through transfer of equivalent coursework or through taking the courses at Golden Gate) before the certificate courses can be completed. For more information refer to section Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

### Math Proficiency Requirement

Students admitted to this program are expected to possess a basic understanding of statistics equivalent to MATH 40. Students may meet this requirement by having completed a statistics course with a grade of B- or higher in your undergraduate program, or by enrolling in an undergraduate course in statistics.

### REQUIRED COURSES — 18 UNITS

|         |                                   |
|---------|-----------------------------------|
| ITM 304 | Managing Distributed Data Systems |
| ITM 326 | Data Mining                       |
| MKT 300 | Marketing Management              |
| MKT 321 | Direct and Database Marketing     |

One of the following:

|         |                                |
|---------|--------------------------------|
| ITM 319 | Data Warehouses and Data Marts |
| ITM 325 | Business Data Analysis         |

One of the following:

|         |  |
|---------|--|
| MKT 307 | Sales Promotion and Sponsorships         |
| MKT 352 | Advanced Marketing Issues in E-Business, |

## GRADUATE CERTIFICATE IN INTEGRATED MARKETING COMMUNICATIONS

The graduate certificate in integrated marketing communications (IMC) meets the need for a focused graduate preparation for employment in marketing communications. Leading marketing organizations today are creating and managing their communications in an integrated fashion, with coordination in terms of messages, positioning, and timing, all developed in support of overall organizational objectives. This is in contrast with the outdated approach of separate and often uncoordinated efforts in advertising, public relations, promotions, direct marketing communications, sponsorships, etc. There is strong growth among agencies that deliver integrated solutions and among their client firms using those approaches. Our program will help the student prepare for a key role in such organizations.

The graduate certificate in integrated marketing communications requires completion of 18 semester units of graduate-level work. Please note that some courses taken as part of certificate programs will have prerequisites. These prerequisites must be satisfied (through transfer of equivalent coursework or through taking the courses at Golden Gate) before the certificate courses can be completed. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

### English Language Requirement

Our graduate integrated marketing communications and public relations curriculum are especially language intensive and require you to have a good facility in spoken and written English. This is important both for mastering the techniques of business communications and for participating in the graduate seminars. Students can demonstrate their competency by successfully passing the English Placement Test or by completing ENGL 301 Graduate Writing II with a grade of B or better.

The PLUS Program at the San Francisco campus also offers communication improvement classes for those students needing to polish their English language skills.

### REQUIRED COURSES — 18 UNITS

|         |                                     |
|---------|-------------------------------------|
| MKT 300 | Marketing Management                |
| MKT 305 | Integrated Marketing Communications |
| MKT 307 | Sales Promotion and Sponsorships    |
| MKT 321 | Direct and Database Marketing       |
| MKT 339 | Advertising Strategy                |
| PR 320  | Contemporary Public Relations       |



## GRADUATE CERTIFICATE IN MARKETING

The graduate certificate in marketing is designed for students interested in either acquiring knowledge in marketing, or in refreshing or extending their knowledge in the marketing field. The certificate requires completion, with a B average or better, of six courses (18 units) in marketing (prefix MKT). With the approval of the department chair, students are free to design a certificate program to meet their individual needs in order to enhance professional growth and aid in achieving career expectations. Please note that some courses taken as part of certificate programs will have prerequisites. These prerequisites must be satisfied (through transfer of equivalent coursework or through taking the courses at Golden Gate) before the certificate courses can be completed.

### REQUIRED COURSES — 18 UNITS

MKT 300 Marketing Management  
Five additional courses with the MKT prefix.



## GRADUATE CERTIFICATE IN PUBLIC RELATIONS

As more and more organizations realize the importance of precise, two-way communications with the public, savvy public relations professionals are in increasing demand. The graduate certificate in public relations is for those who wish a less extensive program than is required for the MS degree in integrated marketing communications with a concentration in public relations.

The graduate certificate in public relations is a professional development program designed primarily for working professionals who want to update their skills in their fast-changing field or to study areas of specialization in which they are interested but for which they have no formal training.

The certificate in public relations requires completion, with a B average or better, of the following 18 units at Golden Gate. Please note that some courses taken as part of certificate programs will have prerequisites. These prerequisites must be satisfied (through transfer of equivalent coursework or through taking the courses at Golden Gate) before the certificate courses can be completed. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

### English Language Requirement

Our graduate integrated marketing communications and public relations curriculum are especially language intensive and require you to have a good facility in spoken and written English. This is important both for mastering the techniques of business communications and for participating in the graduate seminars. Students can demonstrate their competency by successfully passing the English Placement Test or by completing ENGL 301 Graduate Writing II with a grade of B or better.

The PLUS Program at the San Francisco campus also offers communication improvement classes for those students needing to polish their English language skills.

### REQUIRED COURSES — 18 UNITS

|         |   |
|---------|---|
| MKT 305 | Integrated Marketing Communications                               |
| PR 320  | Contemporary Public Relations                                     |
| PR 330A | Writing for Public Relations and Marketing Communications         |
| PR 332  | Media Relations and the Corporate Spokesperson                    |
| PR 334  | Managing Public Issues: Consumer Affairs and Government Relations |

One 300-level course with any of the following prefixes: ACCTG, ENGL, FI, MKT or PR.

For further information contact the Department of Marketing and Public Relations at e-mail [biz@ggu.edu](mailto:biz@ggu.edu); phone: 415-442-6500; fax: 415-442-6579; website: [www.ggu.edu](http://www.ggu.edu); or Edward S. Ageno School of Business, Golden Gate University, 536 Mission Street, San Francisco, CA 94105-2968.

For the most up-to-date program information and course listings, visit [www.ggu.edu](http://www.ggu.edu).

# Operations and Supply-Chain Management

EDWARD S. AGENO SCHOOL OF BUSINESS

## PROGRAMS OFFERED:

- MBA with a concentration in Operations and Supply-Chain Management (see p. 32)
- Graduate Certificates

(For undergraduate programs, please go to p. 25.)

**Operations and supply-chain management professionals apply a total systems approach to design, execute and improve the key processes that create and deliver the organization's products and services. Their role and vision are essential in formulating successful corporate strategies. GGU has one of the largest and most comprehensive operations and supply-chain management programs in California, opening the door into industries that are the wave of the future, including high-tech manufacturing, engineering and construction, biotech and the transportation and logistics industry. Professionals in this field are responsible for the internal workings of their companies. These include product and service design, transformation process selection, purchasing, transportation, choosing appropriate technology, adopting efficient work methods, operations planning (including location facilities layout, capacity planning and operations scheduling), outsourcing, optimal configuration of the supply chain for streamlining the flow of people and materials and continuously improving the quality of the final product.**

## MASTER OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN OPERATIONS AND SUPPLY-CHAIN MANAGEMENT

For requirements for the MBA with a concentration in operations and supply-chain management, see p. 32.

## GRADUATE CERTIFICATE IN OPERATIONS AND SUPPLY-CHAIN MANAGEMENT

GGU has one of the largest and most comprehensive operations and supply-chain management programs in California, opening the door into industries that are the wave of the future, including high-tech manufacturing, engineering and construction, biotech, and the transportation and logistics industry. For those who may not need a degree but want to update or gain skills, a graduate certificate in operations and supply-chain management is available. The graduate certificate program normally involves four courses (12 units) with the operations management (OP) prefix and two other courses (6 units) as designated by the department for a total of 18 units. All courses must be completed at Golden Gate with a B average (3.00) or better. Enrollment as a degree candidate is not required, but students must consult with the department chair or program director prior to enrolling to determine the appropriate coursework required. In some cases, additional prerequisite coursework may be required depending on the student's background. Students who qualify for admission to degree programs may apply credit earned in these certificate programs toward degree requirements. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

For further information contact the Department of Operations Management at e-mail [biz@ggu.edu](mailto:biz@ggu.edu); phone: 415-442-6500; fax: 415-442-6579; website: [www.ggu.edu](http://www.ggu.edu); or Edward S. Ageno School of Business, Golden Gate University, 536 Mission Street, San Francisco, CA 94105-2968.

For the most up-to-date program information and course listings, visit [www.ggu.edu](http://www.ggu.edu).



# Psychology

EDWARD S. AGENO SCHOOL OF BUSINESS

## PROGRAMS OFFERED:

- Master of Arts in Psychology with concentrations in: Counseling • Industrial/Organizational Psychology • combined concentration in Counseling and Industrial/Organizational Psychology • Marriage and Family Therapy (MFT) • combined concentration in Marriage and Family Therapy and Industrial/Organizational Psychology
- Graduate Certificate in Applied Psychology
- Graduate Certificate in Conflict Resolution

**The study of psychology prepares individuals for some of today's top employment opportunities. As businesses have come to recognize the importance of teamwork, good leadership and organizational flexibility, the need for psychologically trained professionals has increased. Throughout society, there is also a growing demand for counselors, therapists, mediators, consultants and other psychologically oriented professionals. GGU's psychology degrees are unique in their flexibility and their emphasis on the real-world application of psychological theory. We offer combined concentrations and certificates that allow our student to customize their degree to match their existing experience and the future trends of the workplace.**

## MASTER OF ARTS IN PSYCHOLOGY

We offer a master of arts degree in psychology with concentrations in counseling, industrial/organizational psychology, marriage and family therapy (MFT), a combined concentration in counseling and industrial/organizational psychology, and a combined concentration in industrial/organizational psychology and marriage and family therapy. To be admitted to the master's program in psychology, you must have a 3.00 GPA, or the consent of the chair of the Psychology Department.

These graduate psychology degrees are professional degrees which provide training in the application of psychological principles and knowledge to a broad range of work settings and career tracks. This applied psychology curriculum is designed to serve three types of students: 1) those seeking a master's qualification for entry into professional practice, 2) those interested in psychology as a means of continuing career development, and 3) those intending to pursue graduate study in psychology at the doctoral level.

A broad exposure to the range of psychological thought and practice is important in helping you understand the field more fully and in selecting the career path within psychology that's right for you. Part of this preparedness comes from the practicum or internship option. First-hand experience in a wide range of settings in the San Francisco Bay Area enhances classroom work, and is available to any student.

## Statement of Purpose

Applicants to the MA in psychology degree program must submit a statement of purpose. Please provide any information that you think will help us get to know you so that we can make an informed decision about your application. It should include your reasons for choosing to pursue a graduate degree in psychology as well as your future educational and vocational goals. Be as specific as possible about your interests and qualifications. Indicate any awards or honors you may have earned, publications you may have authored, or any pertinent work experience you may have.

## Requirements for the Master of Arts in Psychology

These degrees require completion of 36-64 semester units in the graduate program, as follows. Courses listed carry three (3) semester units of credit unless otherwise noted. Undergraduate proficiencies may be waived if the student has previously completed comparable courses at another accredited college or university, or passed the appropriate CLEP Exam or Challenge Exam with an acceptable score. Students may be admitted to advanced program courses before completion of the entire undergraduate proficiencies program, but must complete the undergraduate proficiencies program by the time that twelve (12) units have been earned in the advanced program.

## Math Proficiency

In addition to the courses listed below, students admitted to this program are expected to possess a level of mathematical skill adequate to complete the research requirements of this degree program.

## UNDERGRADUATE PROFICIENCIES — 3-6 UNITS

### Counseling Concentration and Marriage and Family Therapy Concentration — 6 units

PSYCH 100 Theories of Personality (3 units)

One of the following:

MATH 40, Quantitative Research Methods or Social/Behavioral Science Research Methodology (3 units)

### Industrial/Organizational Psychology Concentration — 3 units

MATH 40, Quantitative Research Methods or Social/Behavioral Science Research Methodology (3 units)

### Combined Concentrations: Counseling and Industrial/Organizational Psychology Concentration; and Industrial/Organizational Psychology and Marriage and Family Concentration — 6 units

PSYCH 100 Theories of Personality (3 units)

One of the following:

MATH 40, Quantitative Research Methods or Social/Behavioral Science Research Methodology (3 units)

**ADVANCED PROGRAM — 36-64 UNITS****Core Courses — 12 units**

|           |  |
|-----------|--|
| PSYCH 300 | Introduction to Applied Psychology                     |
| PSYCH 304 | Cross-Cultural Aspects of Psychology                   |
| PSYCH 306 | Group Dynamics and Social Processes                    |
| PSYCH 308 | Applied Psychological Research and Independent Project |

**Concentration — 24-52 units**

Students choose one of the following concentrations for 24-52 units:

**Counseling Concentration — 24 units**

This curriculum prepares you for professional counseling work not requiring a license in organizational settings such as employee assistance programs, social service agencies, and school or college counseling centers. It also prepares students for graduate study leading to the PhD or PsyD degree.

**Required Courses — 24 units**

|           |   |
|-----------|---|
| PSYCH 320 | Therapeutic Communication and Counseling Skills |
| PSYCH 321 | Psychopathology                                 |
| PSYCH 322 | Psychological Assessment                        |
| PSYCH 323 | Alternative Methods of Therapeutic Intervention |
| PSYCH 326 | Legal and Ethical Responsibility for Counselors |

Nine units of the following:

|               |  |
|---------------|--|
| PSYCH 302     | Individual and Family Lifespan Development: Theories and Applications for Therapists |
| PSYCH 324     | Child/Adolescent Psychology, Assessment and Treatment                                |
| PSYCH 325     | Principles of Couple and Family Counseling   |
| PSYCH 329     | Psychopharmacology   |
| PSYCH 331     | Human Sexuality (1 unit)   |
| PSYCH 333     | Chemical Substance Dependency: Assessment and Treatment (1 unit)                     |
| PSYCH 334     | Relational Abuse: Assessment, Treatment and Reporting (2 units)                      |
| PSYCH 351     | Career Counseling and Development  |
| PSYCH 352     | Structure, Theory and Ethics of Conflict Resolution                                  |
| PSYCH 353     | Conflict Resolution: Skills and Techniques   |
| PSYCH 396A-ZZ | Selected Topics in Applied Psychology  |
| PSYCH 398     | Internship: Applied Psychology   |
| PSYCH 399     | Directed Study in Applied Psychology (1-3 units)                                     |

Any other course approved by the program chair (3 units).

**Industrial/Organizational Psychology Concentration — 24 units**

This curriculum prepares you for work in organizational settings. Individuals trained in industrial and organizational psychology work in corporate human resource departments; consulting firms; government agencies at national, state, or local levels; nonprofit and social service agencies; educational and healthcare institutions; and as private consultants.

**Required Courses — 24 units**

|           |   |
|-----------|---|
| PSYCH 341 | Organizational Behavior and Process                     |
| PSYCH 342 | Organizational Development, Assessment and Intervention |
| PSYCH 343 | Leadership and the Development of Managerial Excellence |
| PSYCH 344 | Tests and Measurements                                  |
| PSYCH 350 | Applied Industrial Psychology                           |

Three of the following:

|               |  |
|---------------|--|
| MGT 300       | Managerial Analysis and Team Dynamics                  |
| MGT 305       | Managing People in International Settings              |
| MGT 343       | Labor-Management Relations                             |
| MGT 346       | Human Resource Management                              |
| PSYCH 351     | Career Counseling and Development                      |
| PSYCH 352     | Structure, Theory and Ethics of Conflict Resolution    |
| PSYCH 353     | Conflict Resolution: Skills and Techniques             |
| PSYCH 395     | Field Research in Industrial/Organizational Psychology |
| PSYCH 396A-ZZ | Selected Topics in Applied Psychology                  |
| PSYCH 398     | Internship: Applied Psychology                         |
| PSYCH 399     | Directed Study in Applied Psychology (1-3 units)       |

Any other course approved by the program chair (3 units)

**Marriage and Family Therapy (MFT) Concentration — 37 units**

This curriculum meets the MFT licensure requirements as required by section 4980.38(a) of the Business and Professions (B&CP) code. The program satisfies all the educational requirements set by the California Board of Behavioral Science Examiners and may provide some hours of supervised experience fulfilling part of the practical experience requirements. Licensed marriage and family therapists provide psychological services in community mental health agencies, private clinics, or in independent private practice.

**Required courses — 37 units**

|           |  |
|-----------|--|
| PSYCH 302 | Individual and Family Lifespan Development: Theories and Applications for Therapists |
| PSYCH 320 | Therapeutic Communication and Counseling Skills                                      |
| PSYCH 321 | Psychopathology  |
| PSYCH 322 | Psychological Assessment   |
| PSYCH 323 | Alternative Methods of Therapeutic Intervention                                      |
| PSYCH 324 | Child/Adolescent Psychology, Assessment and Treatment                                |
| PSYCH 325 | Principles of Couple and Family Counseling   |
| PSYCH 326 | Legal and Ethical Responsibility for Counselors                                      |
| PSYCH 329 | Psychopharmacology   |
| PSYCH 331 | Human Sexuality (1 unit)   |
| PSYCH 333 | Chemical Substance Dependency: Assessment and Treatment (1 unit)                     |
| PSYCH 334 | Relational Abuse: Assessment, Treatment and Reporting (2 units)                      |
| PSYCH 394 | Practicum in Counseling Psychology (6 units)   |

### Combined Counseling and Industrial/Organizational Psychology Concentration — 36 units

This curriculum prepares you for work in organizational settings and for counseling work not requiring licensure. The combined concentration is ideal for individuals interested in the broad spectrum of applied psychology and provides a maximum level of career flexibility in psychology. Graduates will find opportunities in business consulting, organizational psychology, school and career counseling, conflict resolution, coaching, teaching, interdisciplinary writing and research and preparation for doctoral studies.

#### Required courses — 36 units

|           |   |
|-----------|---|
| PSYCH 320 | Therapeutic Communication and Counseling Skills         |
| PSYCH 321 | Psychopathology   |
| PSYCH 322 | Psychological Assessment                                |
| PSYCH 323 | Alternative Methods of Therapeutic Intervention         |
| PSYCH 326 | Legal and Ethical Responsibility for Counselors         |
| PSYCH 341 | Organizational Behavior and Process                     |
| PSYCH 342 | Organizational Development, Assessment and Intervention |
| PSYCH 343 | Leadership and the Development of Managerial Excellence |
| PSYCH 344 | Tests and Measurement                                   |
| PSYCH 350 | Applied Industrial Psychology                           |

Two additional courses with the PSYCH prefix from approved courses in any psychology degree concentration.

### Combined Marriage and Family Therapy (MFT) and Industrial/Organizational Psychology Concentration — 52 units

This curriculum prepares you for work in organizational settings, private practice licensed counseling and non-licensed counseling. The combined concentration is ideal for individuals interested in the broad spectrum of applied psychology and provides a maximum level of career flexibility in psychology. Graduates will find opportunities in private practice counseling, business consulting, school and career counseling, conflict resolution, coaching, teaching, interdisciplinary writing and research and preparation for doctoral studies.

#### Required courses — 52 units

|           |  |
|-----------|--|
| PSYCH 302 | Individual and Family Lifespan Development: Theories and Applications for Therapists |
| PSYCH 320 | Therapeutic Communication and Counseling Skills                                      |
| PSYCH 321 | Psychopathology  |
| PSYCH 322 | Psychological Assessment   |
| PSYCH 323 | Alternative Methods of Therapeutic Intervention                                      |
| PSYCH 324 | Child/Adolescent Psychology, Assessment and Treatment                                |
| PSYCH 325 | Principles of Couple and Family Counseling   |
| PSYCH 326 | Legal and Ethical Responsibility for Counselors                                      |
| PSYCH 329 | Psychopharmacology   |
| PSYCH 331 | Human Sexuality (1 unit)   |
| PSYCH 333 | Chemical Substance Dependency: Assessment and Treatment (1 unit)                     |
| PSYCH 334 | Relational Abuse: Assessment, Treatment and Reporting (2 units)                      |
| PSYCH 341 | Organizational Behavior and Process  |
| PSYCH 342 | Organizational Development, Assessment and Intervention                              |

|           |   |
|-----------|---|
| PSYCH 343 | Leadership and the Development of Managerial Excellence |
| PSYCH 344 | Tests and Measurement                                   |
| PSYCH 350 | Applied Industrial Psychology                           |
| PSYCH 394 | Practicum in Counseling Psychology (6 units)            |

### GRADUATE CERTIFICATE IN APPLIED PSYCHOLOGY

Qualified students wishing to enroll in the program may earn a graduate certificate in applied psychology by completing, with a B average or better, five courses (15 units) with the "PSYCH" prefix at Golden Gate. These five courses are chosen in consultation with the program director. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

### GRADUATE CERTIFICATE IN CONFLICT RESOLUTION

The graduate certificate in conflict resolution prepares you for work in mediation, negotiation and dispute resolution. You will learn the skills and concepts of non-adversarial problem solving and apply them in both public and private sectors, including family law, business, commerce, tax, insurance and domestic disputes. The certificate requires completion of six courses (18 units) with a B average or better at Golden Gate. Arrangements may be made for specific industries or interests to have a graduate certificate in conflict resolution especially designed to meet the regulatory requirements of that field. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

#### REQUIRED COURSES — 18 UNITS

|           |   |
|-----------|---|
| PSYCH 304 | Cross-Cultural Aspects of Psychology                |
| PSYCH 352 | Structure, Theory and Ethics of Conflict Resolution |
| PSYCH 353 | Conflict Resolution: Skills and Techniques          |

Three of the following:

|               |   |
|---------------|---|
| MGT 300       | Managerial Analysis and Team Dynamics                   |
| MGT 343       | Labor-Management Relations                              |
| MGT 346       | Human Resource Management                               |
| MGT 348       | Negotiating in Business                                 |
| PSYCH 306     | Group Dynamics and Social Processes                     |
| PSYCH 320     | Therapeutic Communication and Counseling Skills         |
| PSYCH 326     | Legal and Ethical Responsibility for Counselors         |
| PSYCH 341     | Organizational Behavior and Process                     |
| PSYCH 342     | Organizational Development, Assessment and Intervention |
| PSYCH 396A-ZZ | Selected Topics in Applied Psychology                   |
| PSYCH 397     | Practicum in Conflict Resolution                        |

Any other graduate course approved by the program chair (3 units).

For further information contact the Department of Psychology at e-mail [biz@ggu.edu](mailto:biz@ggu.edu); phone: 415-442-6500; fax: 415-442-6579; website: [www.ggu.edu](http://www.ggu.edu); or Edward S. Ageno School of Business, Golden Gate University, 536 Mission Street, San Francisco, CA 94105-2968.

For the most up-to-date program information and course listings, visit [www.ggu.edu](http://www.ggu.edu).

# Public Administration

EDWARD S. AGENO SCHOOL OF BUSINESS

## PROGRAM OFFERED:

- Executive Master of Public Administration

**The professional practice of public management is an art as well as a science. Today's successful leaders in the public or nonprofit sector need intuition, creative problem-solving abilities and self-confidence, knowledge of the discipline, and communication and analytical skills. Since the 1960s, GGU has offered a public administration degree program of exceptional quality and academic rigor for the working student. Our executive master of public administration program prepares you for a leadership role in the management of government and nonprofit agencies. This program will provide you with an in-depth study of public administration, and train you on the skills and tools you'll need to become a successful contributor to local, state and federal government and public service agencies, nonprofit organizations and international institutions. Some executive MPA program students have won prestigious awards, such as the Presidential Management Fellowship and have research projects published in the Pi Alpha Alpha Honor Society *Online Journal*. The Ageno School of Business is a member of the National Association of Schools of Public Affairs and Administration (NASPAA).**

## EXECUTIVE MASTER OF PUBLIC ADMINISTRATION PROGRAM

The executive master of public administration program is offered to students interested in a thorough understanding of the processes and practices associated with the management of public sector organizations at the federal, state and municipal levels of government. It will introduce you to the relevant set of knowledge and skills required to function effectively in a managerial or executive role within such organizations. Besides intergovernmental relations, the program will expose you to the latest best practices in privatization, as well as government, business and community partnerships.

Unlike the traditional MPA which includes a core of common classes and an emphasis program to prepare the student for work in a specific focus area of their choice, the executive MPA program assumes that you already have developed competence within a specific functional area. It provides in-depth exposure to the critical areas of executive and managerial focus common to middle and upper level management in all public organizations. This includes: planning; process management; financial management; human resources and labor relations; organizational development and change; law and administrative process; public policy formulation, analysis and implementation; and ethics.

The goal of the executive MPA program is to provide you with the management, analytical and communication skills, problem-solving techniques and subject-based knowledge required to manage effectively complex organizations in the public and nonprofit sectors. In addition, the program provides you with a critical understanding of the major political, social, economic and environmental problems confronted by contemporary public and nonprofit organizations. A strong sense of professional commitment to the highest standards of ethical behavior as well as respect for the values upon which the profession of public administration is founded are important goals of the programs.

For the opportunity to socialize and network within your field, you are encouraged to join the American Society for Public Administration. GGU also has a chapter of the public administration honor society, Pi Alpha Alpha.

## Requirements for the Executive Master of Public Administration

The executive MPA is composed of nine 4-semester-hour courses.

### REQUIRED COURSES — 36 UNITS

|          |   |
|----------|---|
| EMPA 300 | Theory, Ethics and Practice in Public Service                     |
| EMPA 301 | Research Methods and Analysis                                     |
| EMPA 302 | Public Policy Analysis and Program Evaluation                     |
| EMPA 303 | Organizational Analysis and Development                           |
| EMPA 304 | Public Enterprise Management and Public Sector-Business Relations |
| EMPA 305 | Budgeting and Financial Management                                |
| EMPA 306 | Public Service and the Law  |
| EMPA 307 | Personnel Management and Labor Relations                          |
| EMPA 396 | Graduate Research Project in Public Management                    |

For further information contact the Department of Public Administration at e-mail [biz@ggu.edu](mailto:biz@ggu.edu); phone: 415-442-6500; fax: 415-442-6579; website: [www.ggu.edu](http://www.ggu.edu); or Edward S. Ageno School of Business, Golden Gate University, 536 Mission Street, San Francisco, CA 94105-2968.

For the most up-to-date program information and course listings, visit [www.ggu.edu](http://www.ggu.edu).

# School of Taxation

**Founded in 1967, the School of Taxation is one of the largest and most successful programs of its kind in the country, with nearly 100 percent job placement. The vigorous curriculum prepares you to become a top taxation expert and achieve the goals you have set for yourself.**

Since many of our students are already tax practitioners, the programs are designed to meet the needs of working professionals seeking to improve their careers and their lives. Our tax courses bring contemporary issues into the classroom, allowing for spirited investigation with your peers. Relevant and practical curriculum combined with hands-on skills training gives you the necessary tools to be an effective leader in this very specialized field.

The School of Taxation offers a master of science in taxation, which can be accomplished on a part-time or a nine-month full-time basis. The school also offers graduate certificates in estate planning, taxation or international taxation. These programs are offered in San Francisco, Los Angeles and Seattle, as well as fully online through GGU's highly respected CyberCampus. We also offer an LLM in taxation through the School of Law.

## Relevant Education

Tax courses are designed to give you an understanding and ability to handle tax planning, compliance and controversies. Each class melds theory and practical experience by tackling real-world problems through a case-study approach. Students learn by applying the Internal Revenue Code, Administrative and Judicial Interpretations to a variety of realistic problem sets.

With strong analytical, logic and technical skills, along with a comprehensive understanding of tax theory and concepts, you are well prepared to tackle today's ever-changing laws and business issues across any field.

## Program Structure

To meet the needs of our busy students, part-time and full-time programs are available. Available at our San Francisco campus, the full-time program can be completed in an intense nine-month period, with classes offered during the day. This option begins once a year in late July or early August. Due to the popularity of this program, applications must be submitted no later than June 1. Applications for the part-time program are accepted year round.

With the exception of the full-time program which meets daily, on a 9-week term, courses usually meet once a week for 16-week terms during the year. To maximize student and teacher interaction, we keep our class sizes small.

## Library

You can support your studies through access to one of the West Coast's premier business libraries as well as GGU's Law Library. Both libraries have computer access to business and media databases. The University Library houses a comprehensive collection of tax materials and offers access to Web-based tax-research tools. For more information, please refer to "University Libraries," p. 10.

For further information, please call the School of Taxation, or write to:

School of Taxation  
Golden Gate University  
536 Mission Street, Room 5314  
San Francisco, CA 94105-2968  
Phone: 415-442-7880  
Fax: 415-543-2607  
E-mail: [tax@ggu.edu](mailto:tax@ggu.edu)  
Website: [www.ggu.edu](http://www.ggu.edu)

## Benefits

- Largest tax program in the nation
- Faculty who are leading tax practitioners and tax attorneys
- Tax courses built to fit the demands of career-minded adults
- Continuing education credit for attorneys and CPAs
- Tax season externship opportunities in our full-time program



# Graduate Taxation Programs

## SCHOOL OF TAXATION

Golden Gate University's School of Taxation is one of the largest and most successful programs of its kind and offers a specialized program to put you ahead of the competition in the growing field of taxation. With high-quality, in-depth instruction from practicing professionals, you'll be able to apply what you learn today in the workplace tomorrow. We offer a graduate degree in taxation, as well as four graduate certificates.

### TAXATION

Having a master of science in taxation degree makes you highly desirable in today's accounting-firm market and results in higher starting salaries. GGU has earned a reputation for providing the most comprehensive and applicable tax education available today. GGU's tax program is the largest and one of the most respected graduate tax programs in the country, with many of the Big Four firms hiring GGU graduates and regularly sending their employees to the university to update their tax education. Our offerings are highly focused and prepare you to be a knowledgeable tax professional. You will gain a thorough and current knowledge of tax law concepts and practices, as well as trends of the discipline in an environment that promotes the development of analytic and communication skills. GGU's School of Taxation provides one of the most cost-effective sources of high-quality tax education. Each academic unit equals 15 CPE hours, or 45 hours for the typical 3-unit course. For lawyers, MCLE credit may also be earned. The MS in taxation also fulfills the California State Bar's educational requirement for Certified Specialists in Taxation Law.

### CERTIFICATES

ADVANCED STUDIES IN TAXATION      INTERNATIONAL TAXATION  
ESTATE PLANNING                              TAXATION

### FACULTY

Classes are taught by an experienced group of full-time faculty as well as a large number of adjunct professors who have current experience in the fields in which they teach. Over 80 percent of GGU classes are taught by practicing professionals who bring on-the-job insight directly to class for you to debate and discuss. Outside of class, most of our professors work as CEOs, directors, vice presidents, entrepreneurs, consultants, partners and managers at companies of all sizes.

### FORMAT

GGU's School of Taxation offers options of a full-time, nine-month daytime master's program; part-time evening in-person classes at GGU San Francisco, Seattle and Los Angeles; and fully-accredited online program through GGU's CyberCampus. Many of GGU's courses are Web-enhanced, offering enriched, dynamic curriculum and resources. For information regarding the program's site options, see the "Degrees by Location" chart on p. 5.

For further information contact the School of Taxation at e-mail: [tax@ggu.edu](mailto:tax@ggu.edu); phone: 415-442-7880; fax: 415-543-2607; website: [www.ggu.edu](http://www.ggu.edu); or School of Taxation, Golden Gate University, 536 Mission Street, San Francisco, CA 94105-2968.

# Graduate Taxation Programs

This section contains a full alphabetical listing of all Golden Gate University taxation programs.

|   |   |    |
|---|---|----|
| ■ | <b>Graduate Degree</b>  |    |
| ■ | Master of Science in Taxation .....   | 58 |
| ■ | <b>Graduate Certificates</b>  |    |
| ■ | Advanced Studies in Taxation .....  | 59 |
| ■ | Estate Planning .....   | 58 |
| ■ | International Taxation .....  | 59 |
| ■ | Taxation .....  | 59 |
| ■ | <b>The Bridge Program</b> .....   | 60 |
| ■ | <b>PLUS Program</b> for students whose native language is not English ..... | 63 |

# Taxation

SCHOOL OF TAXATION

## PROGRAMS OFFERED:

- MS in Taxation
- Graduate Certificate of Advanced Studies in Taxation
- Graduate Certificate in Estate Planning
- Graduate Certificate in International Taxation
- Graduate Certificate in Taxation

## MASTER OF SCIENCE IN TAXATION

Our MS in taxation degree program is one of the finest tax programs in the nation. Our curriculum consists of approximately 30 courses covering general and specialized tax subjects such as estate and gift tax; partnerships; C corporations; LLCs and S corporations; California and multi-state tax; international tax; retirement plans; tax issues for individuals; and tax research.

One way to obtain a GGU MS in taxation is in our full-time cohort program, which commences in late July/early August, enabling you to earn the MS degree in only nine months by attending intensive day classes in San Francisco. All classes in our MS in taxation cohort program are held during the day and are taught by tax practitioners and lawyers who are experts in their field. The program typically culminates in mid-April with a 10-week tax-season internship for eligible students.

For those who prefer to study part time, GGU offers convenient evening classes in San Francisco, Seattle and Los Angeles, so you can earn your degree at your own pace. In addition, you can earn the MS in taxation or certificates through our fully accredited online program through GGU's CyberCampus.

### Requirements for the Master of Science in Taxation

The master of science degree in taxation requires completion of 30 semester units. Each course listed carries three (3) semester units of credit, unless otherwise noted.

All applicants should have earned an undergraduate degree from an accredited institution with at least a 3.00 grade point average. Individuals with an undergraduate GPA below 3.00 are welcome to apply and will be considered for admission based on employment history, professional accomplishments, recommendations, etc. Certificate and open enrollment students must meet the same standards and prerequisites that apply to degree candidates.

## ADVANCED PROGRAM — 30 UNITS\*

### Core Courses — 21 units

|         |  |
|---------|--|
| TA 318  | Advanced Federal Income Taxation                           |
| TA 319  | Federal Tax Procedure                                      |
| TA 322A | Federal Income Taxation of Corporations and Shareholders I |
| TA 328  | Federal Income Taxation of Partners and Partnerships       |
| TA 329  | Tax Research and Decision Making                           |
| TA 330  | Property Transactions                                      |
| TA 338  | Tax Timing   |

### Electives — 9 units

Students in the part-time program will take nine (9) additional units with the TA prefix. It is highly recommended that students take TA 356 Limited Liabilities Companies and S Corporations: A Choice of Entity (3 units).

Students in the full-time program will take three (3) additional units with the TA prefix and six (6) units of Tax Internship (if eligible).

*\*Students transferring credit from accredited law schools, colleges and universities may be granted as many as six units of credit toward the MS (Tax) requirements for graduate tax courses successfully completed at those institutions.*

## GRADUATE CERTIFICATE IN ESTATE PLANNING

The graduate certificate in estate planning is a 12-unit certificate that provides practitioners with a broad-based education in the specialized field of estate planning. Designed and administered by attorneys and accountants who are estate planners, the courses in the certificate program will give you a solid foundation in federal tax law and relevant state law. You'll acquire the tools you need to advise clients on how to formulate, implement and revise estate plans. You'll hone your skills on contemporary case studies, using the same legal documents you'll encounter in practice. Our courses qualify for CPE (for California CPAs) and for CLE (for California attorneys).

All courses must be completed at Golden Gate with a B average (3.00 grade point average) or better. Please note that some courses taken as part of certificate programs will have prerequisites. These prerequisites must be satisfied (through transfer of equivalent coursework or through taking the courses at Golden Gate) before the certificate courses can be completed. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

### REQUIRED COURSES — 9 UNITS

|        |   |
|--------|---|
| TA 325 | Estate and Gift Taxation                      |
| TA 334 | Estate Planning                               |
| TA 344 | Federal Income Taxation of Trusts and Estates |

### ELECTIVES — 3 UNITS

One of the following:

|         |   |
|---------|---|
| TA 337  | Individual Retirement Plans and Distributions |
| TA 349E | Advanced Business Planning                    |

## GRADUATE CERTIFICATE IN INTERNATIONAL TAXATION

The graduate certificate in international taxation is a 15-unit certificate for those students interested in a broad based education in the international taxation field. Because the certificate deals primarily with corporations, students should have an adequate background in corporate taxation before commencing the program.

All courses must be completed at Golden Gate with a B average (3.00 grade point average) or better. Please note that some courses taken as part of certificate programs will have prerequisites. These prerequisites must be satisfied (through transfer of equivalent coursework or through taking the courses at Golden Gate) before the certificate courses can be completed. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

### REQUIRED COURSES — 9 UNITS

|         |  |
|---------|--|
| TA 321  | Principles of International Taxation           |
| TA 350A | Taxation of Foreign Persons with US Activities |
| TA 350B | Taxation of US Persons with Foreign Activities |

### ELECTIVES — 6 UNITS

Two of the following:

|         |  |
|---------|--|
| TA 350D | Transfer Pricing                                       |
| TA 350E | International Mergers, Acquisitions and Joint Ventures |
| TA 352  | Taxation of Electronic Commerce and Remote Sellers     |

## GRADUATE CERTIFICATE IN TAXATION

Qualified students may earn a 15-unit graduate certificate in taxation, giving them practical, general tax knowledge. Students must have earned an undergraduate degree from an accredited institution with at least a 3.00 grade point average. Individuals with an undergraduate GPA below 3.00 are welcome to apply and will be considered for admission based on employment history and professional accomplishments.

The certificate courses are available at each of our locations. In addition, the entire graduate certificate in taxation may be taken on the Internet in highly interactive Web-based classes.

All courses must be completed at Golden Gate with a B average (3.00 grade point average) or better. Please note that some courses taken as part of certificate programs will have prerequisites. These prerequisites must be satisfied (through transfer of equivalent coursework or through taking the courses at Golden Gate) before the certificate courses can be completed. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 112.

### REQUIRED COURSES — 12 UNITS

|        |                                  |
|--------|----------------------------------|
| TA 318 | Advanced Federal Income Taxation |
| TA 329 | Tax Research and Decision Making |
| TA 330 | Property Transactions            |
| TA 338 | Tax Timing                       |

### ELECTIVES — 3 UNITS

Three units of any course(s) with a TA prefix.

## GRADUATE CERTIFICATE OF ADVANCED STUDIES IN TAXATION

The graduate certificate of advanced studies in taxation is for tax professionals who already have a graduate tax degree, but who wish to update and broaden their knowledge of tax law.

The certificate requires completion of 12 units in the graduate taxation program. This course of study must be completed within a five-year period, and the student must maintain an overall B average (3.00 grade point average) in all courses taken in satisfaction of the certificate requirements. Please note that some courses taken as part of certificate programs will have prerequisites. These prerequisites must be satisfied (through transfer of equivalent coursework or through taking the courses at Golden Gate) before the certificate courses can be completed.

Qualifying courses include all those leading to the MS in taxation at the university. With the dean's approval, students may repeat up to two 3-unit courses that were previously taken as part of the student's graduate degree curriculum.

Admission to the advanced studies in taxation program is open to those individuals who have received an MS or MBA in taxation or an LLM (Tax) degree from Golden Gate. Admission for those students whose graduate tax degrees were obtained from schools other than GGU is conditional upon prior approval of the dean. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

For further information contact the School of Taxation at e-mail: [tax@ggu.edu](mailto:tax@ggu.edu); phone: 415-442-7880; fax: 415-543-2607; website: [www.ggu.edu](http://www.ggu.edu); or School of Taxation, Golden Gate University, 536 Mission Street, San Francisco, CA 94105-2968.

For the most up-to-date program information and course listings, visit [www.ggu.edu](http://www.ggu.edu).



# The Bridge Program

FOR INTERNATIONAL STUDENTS WHO HAVE A 3-YEAR UNDERGRADUATE DEGREE

Students who have completed 3-year bachelor's degree programs at recognized universities in other countries may qualify for admission to graduate study at Golden Gate University by completing the Bridge Program. This two-semester program of full-time study does not result in a second bachelor's degree, but does provide admission to GGU graduate study. Entrance to any of the Bridge Programs will require the same grade point average (GPA), English Language Proficiency and (in the case of MBAs) GMAT requirements as the regular graduate programs. Any foundation requirements not met by the time of admission to graduate study will need to be completed according to a prescribed schedule, as well as the graduate course requirements.

Students accepted into the Bridge Program must complete 24 units of undergraduate study at Golden Gate University, either in person or via CyberCampus. The GPA for Bridge Program courses must meet the standard for graduate admission to each program. Each school has established a set of required and optional courses to meet the requirements for admission to graduate study at Golden Gate University, either in person or via CyberCampus.

## AGENO SCHOOL OF BUSINESS

Satisfactory completion of the Bridge Program in the Ageno School of Business will qualify students for admission to the following degree programs: MBA; MS in finance; MS in financial planning; MS in human resource management, MS in integrated marketing communications or MS in marketing.

Separate Bridge Programs for the master of accountancy, the master of arts in psychology and MS in information technology also are available, and are shown following this program.

Each student must satisfy the requirements of sections 1, 2 and 3 and one course from Section 4, either by transfer credit or by GGU coursework. Students transferring courses to meet these requirements must complete additional courses chosen under advisement from Section 4 to meet the total requirement of 24 units.

### Section 1

#### ENGLISH PROFICIENCY — 6 UNITS

The English course you take will be determined by a placement test.

|          |                             |
|----------|-----------------------------|
| COMM 35  | Speech Communication        |
| COMM 40  | Understanding Communication |
| ENGL 10A | Writing Skills Workshop I   |
| ENGL 10B | Writing Skills Workshop II  |
| ENGL 1A  | Expository Writing          |
| ENGL 1B  | Research Writing            |

### Section 2

#### MATHEMATICS PROFICIENCY — 9 UNITS

Three of the following:

|          |                             |
|----------|-----------------------------|
| MATH 10  | Introductory Algebra        |
| MATH 20  | Intermediate Algebra        |
| MATH 30  | College Algebra             |
| MATH 40  | Statistics                  |
| MATH 104 | Applied Regression Analysis |

### Section 3

#### INFORMATION TECHNOLOGY PROFICIENCY — 6 UNITS

|         |                                |
|---------|--------------------------------|
| ITM 10  | Small Computers for Business   |
| ITM 125 | Management Information Systems |

### Section 4

#### OTHER REQUIREMENTS — 3-24 UNITS

One course (3 units) from the list below, plus any additional courses needed to total 24 units.

|          |  |
|----------|--|
| ACCTG 1A | Financial Accounting                   |
| ACCTG 1B | Managerial Accounting                  |
| ECON 1   | Microeconomics                         |
| ECON 2   | Macroeconomics                         |
| ENGL 120 | Business Writing                       |
| FI 100   | Financial Management                   |
| MGT 100  | Manager as a Communicator              |
| MGT 140  | Management Principles                  |
| MGT 156  | Management Policy and Strategy         |
| MGT 179  | Introduction to International Business |
| MKT 100  | Principles of Marketing                |
| OP 100   | Principles of Operations Management    |



## Bridge Program requirements for the master of accountancy

Each student must satisfy the requirements of sections 1, 2 and 3, and two or more courses from Section 4, either by transfer credit or by coursework completed at GGU. Students transferring courses to meet these requirements must complete additional courses from Section 5 chosen under advisement to meet the total requirement of 24 units.

### Section 1

#### MATHEMATICS PROFICIENCY — 9 UNITS

Three of the following:

|          |                             |
|----------|-----------------------------|
| MATH 10  | Introductory Algebra        |
| MATH 20  | Intermediate Algebra        |
| MATH 40  | Statistics                  |
| MATH 104 | Applied Regression Analysis |

### Section 2

#### ECONOMICS PROFICIENCY — 6 UNITS

|        |                |
|--------|----------------|
| ECON 1 | Microeconomics |
| ECON 2 | Macroeconomics |

### Section 3

#### INFORMATION TECHNOLOGY PROFICIENCY — 3 UNITS

|        |                              |
|--------|------------------------------|
| ITM 10 | Small Computers for Business |
|--------|------------------------------|

### Section 4

#### ACCOUNTING PROFICIENCY — 6 UNITS

Two courses (6 units) from the courses below, plus any additional courses needed to total 24 units.

|            |                                   |
|------------|-----------------------------------|
| ACCTG 1A   | Introductory Financial Accounting |
| ACCTG 100A | Intermediate Accounting I         |
| ACCTG 100B | Intermediate Accounting II        |
| ACCTG 100C | Intermediate Accounting III       |
| ACCTG 108A | Federal Income Tax I              |
| ACCTG 146  | Business Law                      |

### Section 5

#### OTHER REQUIREMENTS — 0-24 UNITS

If the student has completed Section 4 and has not yet reached a total of 24 units, any additional undergraduate courses with prefixes FI, ECON, ITM or OP may be selected to compete the 24 unit requirement.

## Bridge Program requirements for the MA in psychology with a concentration in counseling, industrial/organizational psychology, marriage and family therapy, or a combined concentration in counseling and industrial/organizational psychology, or a combined concentration in marriage and family therapy and industrial/organizational psychology

Each student must satisfy the requirements of Section 1, either by transfer credit or by coursework completed at GGU. Students transferring courses to meet these requirements must complete additional courses from Section 2 chosen under advisement to meet the total requirement of 24 units.

### Section 1

#### REQUIRED COURSES — 24 UNITS

Eight of the following:

|           |  |
|-----------|--|
| COMM 35   | Speech Communication                     |
| COMM 40   | Understanding Communication              |
| CRTH 10   | Critical Thinking                        |
| ENGL 10A  | Writing Skills Workshop I                |
| ENGL 10B  | Writing Skills Workshop II               |
| ENGL 1A   | Expository Writing                       |
| ENGL 1B   | Research Writing                         |
| MATH 10   | Introductory Algebra                     |
| MATH 20   | Intermediate Algebra                     |
| MATH 40   | Statistics                               |
| PHIL 125  | Ethics in Personal and Professional Life |
| PSYCH 100 | Theories of Personality                  |

### Section 2

#### OTHER REQUIREMENTS — 0-24 UNITS

Any additional courses needed to total 24 units.

|         |                             |
|---------|-----------------------------|
| MGT 100 | The Manager as Communicator |
| MGT 140 | Management Principles       |
| MGT 141 | Organizational Behavior     |
| MGT 173 | Human Resource Management   |
| MKT 100 | Principles of Marketing     |
| MKT 102 | Consumer Behavior           |
| MKT 103 | Marketing Research          |
| MKT 110 | Introduction to Advertising |

## Bridge Program requirements for the MS in information technology.

Each student must satisfy the requirements of Section 1, either by transfer credit or by GGU coursework. Students transferring courses to meet the above requirements must complete courses chosen under advisement from Section 2 to meet the total requirement of 24 units.

### Section 1

#### REQUIRED COURSES — 24 UNITS

Eight of the following:

|          |                                      |
|----------|--------------------------------------|
| ACCTG 1A | Introductory Financial Accounting    |
| ENGL 10A | Writing Skills Workshop I            |
| ENGL 10B | Writing Skills Workshop II           |
| ENGL 1A  | Expository Writing                   |
| FI 100   | Financial Management                 |
| HIST 88  | Business in World History            |
| MATH 10  | Introductory Algebra                 |
| MATH 20  | Intermediate Algebra                 |
| MATH 30  | College Algebra                      |
| MATH 40  | Statistics                           |
| MATH 106 | Quantitative Analysis for Management |
| MGT 140  | Management Principles                |
| SOSC 88  | Leadership and New Social Demands    |

### Section 2

#### OTHER REQUIREMENTS — 0-24 UNITS

Any additional courses needed to total 24 units.

|          |  |
|----------|--|
| ACCTG 1B | Introductory Managerial Accounting         |
| CRTH 10  | Critical Thinking                          |
| ENGL 1B  | Research Writing                           |
| ENGL 120 | Business Writing                           |
| ITM 101  | Fundamental Programming Concepts with Java |
| ITM 102  | Advanced Programming Concepts with Java    |
| ITM 115  | Digital Communications                     |
| ITM 125  | Management Information Systems             |
| ITM 191  | Capstone: Creating Value in the IT Career  |

## SCHOOL OF TAXATION

Completion of the Bridge Program in the School of Taxation will qualify students for admission to the MS in taxation program.

Each student must satisfy the requirements of Section 1, either by transfer credit or by GGU coursework. Students must also choose three (3) courses from Section 2 under advisement. Students transferring courses to meet the accounting proficiency requirement must complete additional courses chosen under advisement from Section 2 to meet the total requirement of 24 units.

### Section 1

#### ACCOUNTING PROFICIENCY — 18 UNITS

|            |                            |
|------------|----------------------------|
| ACCTG 1A   | Financial Accounting       |
| ACCTG 100A | Intermediate Accounting I  |
| ACCTG 100B | Intermediate Accounting II |
| ACCTG 108A | Federal Income Tax I       |
| ACCTG 108B | Federal Income Tax II      |
| ACCTG 146  | Business Law               |

### Section 2

#### OTHER REQUIREMENTS — 6-24 UNITS

Two courses (6 units) from the courses below, plus any additional courses needed to total 24 units.

Any undergraduate courses with a ACCTG, ECON, FI, ITM, MGT or OP prefix.



# PLUS+ Program

FOR STUDENTS WHOSE NATIVE LANGUAGE IS NOT ENGLISH

**Preparation in Language and University Studies (PLUS+) enrolls non-native speakers of English in academic-preparation classes that combine language instruction and educational support along with enrollment in university coursework leading to a degree or certificate.**

In PLUS, academically eligible students begin their undergraduate academic programs at Golden Gate University with TOEFL scores of 475 paper-based test, 153 computer-based test or 53 Internet-based test. PLUS participants enroll in university classes that give credit toward their academic degree or certificate, based on official evaluations by the admissions office. In PLUS, you learn how to give in-class presentations, work in groups, participate in discussions, research and write university-quality papers, analyze case studies and more. The goal of PLUS is to help you succeed in your first trimester of university study, and establish a strong foundation for your continuing academic coursework in a professional-practitioner learning environment.

PLUS classes meet daily from Monday through Thursday. PLUS participants are placed into one or two credit-bearing classes, depending on their performance on the PLUS assessment test at the beginning of the term. Most university classes meet in the late afternoon and early evening, and complement the PLUS class schedule.

Successful completion of a term in PLUS leads to the fulfillment of the English language proficiency admission requirement. For you to succeed in PLUS, you must achieve or exceed an overall 3.0 GPA for your PLUS coursework. If you do not achieve a 3.0 GPA in your PLUS classes, you will be required either to retake a PLUS class or to enroll in an appropriate English course, to be determined by the PLUS staff. Most students need only one trimester in PLUS to fulfill the English language proficiency admission requirement.

Full-time enrollment in PLUS is required for applicants who wish to be admitted to academic programs at Golden Gate University with reduced TOEFL scores. Enrollment in selected classes is available to other students subject to availability.

## PLUS+ COURSE REQUIREMENTS

Tier One students complete 15 hours of coursework per week in addition to one university class. Tier Two students complete 12.5 hours of coursework per week in addition to two university classes. Placement in Tier One or Tier Two depends on performance on the PLUS placement test.

### PLUS+ courses include:

- The Culture of the US Classroom
- Case-Study Methods
- Applied Critical Thinking
- Academic Communication Skills
- Directed Study

In these classes, PLUS students gain valuable knowledge and practice in the academic skills needed to be successful in university life in the US.

PLUS is offered only at Golden Gate University's San Francisco location. Applicants to other GGU regions are welcome to enroll in PLUS and arrange to live nearby for their first trimester at the university.

## PLUS+ COURSE DESCRIPTIONS

### The Culture of the US Classroom

Tier One and Tier Two — 2.5 units

(Units are not applicable to a degree or certificate program.)

Provides you with the knowledge of what to expect from your US education and what US educators expect from students in a professional-practitioner environment. Specific skills include analyzing a course syllabus, managing time effectively, using university resources, planning a term of study, avoiding plagiarism, taking part in group work, anticipating exam questions, using educational technology and more. Individual consultations with instructors are provided for assistance with written and spoken English, as well as with university course assignments.

### Case Study Methods

Tier One and Tier Two — 5 units

(Units are not applicable to a degree or certificate program.)

Introduces you to critical analysis. You will learn to read and analyze cases, discuss cases in small-group and whole-class settings, take various roles in case-analysis discussion, and write up both long and short case-study forms. You will learn to use this valuable, hands-on approach to learning while improving your written and spoken English.

### Applied Critical Thinking

Tier One — 5 units

Tier Two — 2.5 units

(Units are not applicable to a degree or certificate program.)

Provides knowledge that is vital to the development of good research and writing skills. You will learn to read critically, evaluate sources, write thesis statements, analyze ideas, organize your writing, apply new concepts and improve the grammar of your written English.

### Academic Communication Skills

Tier One and Tier Two — 2.5 units

(Units are not applicable to a degree or certificate program.)

Provides you with skills that will give you the tools for class participation and improve your spoken English. You will learn about and practice various types of oral presentation, group work, class discussion, listening and note-taking skills and more.

### Directed Study

Tier One and Tier Two — 1-3 units

(Units are not applicable to a degree or certificate program.)

Provides an individualized learning plan under the supervision of a faculty member, based on assessment of need for non-native speakers of English. May not be taken concurrently with any other directed study. Prerequisite: consent of the program director.