

# Edward S. Ageno School of Business

**Having the latest industry knowledge has never been more important in today's competitive job market. GGU's Edward S. Ageno School of Business will provide you with a sound conceptual foundation and a variety of opportunities to sharpen your organizational, managerial and real-world problem-solving skills. Faculty with strong academic credentials and extensive practitioner experience will share personal insights and strategies that provide the competitive edge for successful careers.**

The Ageno School is ideal for working adults seeking to improve their lives. Undergraduate and graduate degrees and certificates are offered in the most highly demanded business, technological, nonprofit and governmental areas, including accounting, finance, human resource management, information technology, integrated marketing communications, management, marketing, public relations, operations and supply chain management, psychology and public administration. Our programs will open the door to new career opportunities that will help you achieve your life goals.

Through intensive case studies, in-depth study of business, nonprofit, and public management concepts and practical application, your degree program at the Ageno School will give you the hands-on knowledge and effective skills which can make a difference immediately on the job.

## Relevant Education

Business and governments evolve, and so do we. The programs we offer are constantly updated to reflect current trends and practices, giving you the most relevant know-how.

For example, our long time leadership in accounting has allowed us to meet the extraordinary growth in demand at the undergraduate and graduate levels. In our MA in psychology degree program, we have two new concentrations: one that combines marriage and family therapy with industrial/organizational psychology, or one that combines counseling and industrial/organizational psychology.

Technology and technology governance have become integral to business strategy and operations. This increasing integration of business and information technology requires flexible professionals who can understand as well as manage the wide range of technology issues and tools that drive the contemporary enterprise.

In our information technology program we have met the convergence of technology and business by offering an undergraduate degree and a master's degrees. These degrees in information technology offer you the opportunity to gain expertise in the interrelated areas of information technology, network and telecommunications development, application development and management. The MS in information technology degree embraces the convergence of people, business and information technologies by giving you a broad managerial focus on the full range of IT architecture, infrastructure, platforms and applications in use today.

Consistent with our focus on business professional education, we also offer the only doctoral program for working professionals in the Bay Area.

We also encourage you to participate in appropriate internship programs as a way to bring more professionally focused practice into your educational experience. By the time you graduate, you can be sure that you will have the needed preparation and confidence to succeed.

## Quality and Convenience

We recognize that with your busy life schedule, time is valuable. To meet the demanding schedules of working professionals, classes are offered in the evenings, on weekends, totally online, or a combination of online and in person. Students are also encouraged to bring work projects into the classroom or cyber-discussion rooms for in-depth analysis and exchange, giving the opportunity to receive assistance from peers and a fresh perspective on the issues faced daily.

We offer our BA, BBA, BS, MBA, MS, MA and executive MBA and MPA programs at various teaching sites throughout Northern California; our BA in management, BS in accounting and BS in information technology, BBA, EMPA, MBA and MS programs conveniently online; and the 12-month executive MBA program is offered on weekends.

The executive master of public administration program has been expanded to the Sacramento and Monterey Bay sites and it can be completed in as little as 18 months; the accounting program has expanded to Monterey Bay and San Jose; and the MS in human resource management can now be completed in one year at both the San Jose and Sacramento locations.

We now offer a BA in management and BS in information technology which allow you to maximize the number of credits you can transfer to help promote efficient degree completion, while acquiring the core set of essential management skills needed by today's working professional.

## Computer Laboratories

Technology is an integral part of all enterprises, so understanding the impact of technology is an essential part of our programs. Training is offered on the latest hardware and software in our state-of-the-art computer labs, and this technical knowledge can be effectively applied in contemporary work situations.

## Library

The University Library houses one of the largest collections of business management, accounting, marketing and public administration literature in California. Online databases, many accessible using your computers, have been selected in large part to satisfy the research and information requirements of business students. For more information, please refer to "University Libraries" p. 10.

For further information about the Edward S. Ageno School of Business, please contact:

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# Undergraduate Business Programs

EDWARD S. AGENO SCHOOL OF BUSINESS

**Golden Gate University's Ageno School of Business offers relevant 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 undergraduate degrees in accounting, business administration, information technology and management, as well as 11 undergraduate certificates. In addition, our bachelor of business administration degree allows you to focus on an area of special interest with a choice of seven 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 and Management

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. In addition to core business functions, you'll be trained in the rapidly evolving computer and information systems technologies. You'll learn how to work with co-workers cooperatively and how to form alliances — important skills in a marketplace which increasingly depends on autonomous, global teamwork to complete projects. You will be equipped with the skills and tools to analyze problems and design and implement solutions through the use of an intensive case-study method of instruction — and our cases are often directly from the current field.

### Information Technology

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/telecommu-

nications 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.

## CERTIFICATES

ACCOUNTING	INTEGRATED MARKETING
DATABASE TECHNOLOGY AND MANAGEMENT	COMMUNICATIONS
FINANCE	INTERNATIONAL BUSINESS MANAGEMENT
FINANCIAL PLANNING	MARKETING
HUMAN RESOURCE MANAGEMENT	OPERATIONS AND SUPPLY-CHAIN MANAGEMENT
INFORMATION TECHNOLOGY	

## DIVISION OF GENERAL EDUCATION

The Division of General Education offers two sets of required courses for undergraduates: basic proficiency courses and liberal studies core courses. Basic proficiency courses will build your skills and confidence in written and spoken communication, mathematics and critical thinking. Liberal studies core courses add value to your professional education by equipping you with the knowledge and insights to understand and participate in the rapid changes affecting our world.

Imagine taking a history course such as Business in World History, which traces world cultural and commercial interaction from the beginnings of ocean navigation to the present era of cyberspace. Other courses examine how business is portrayed in novels and films, how the insights of great philosophers can be applied to today's ethical dilemmas, and how modern leaders face the day-to-day challenges of diversity, competition and cooperation in businesses and organizations.

All of the specially designed courses in arts, history, humanities, literature, philosophy, science and social sciences bring the unique perspectives of these disciplines to the problems and issues of modern business and professional practice. Your general education classes will relate to the rest of your studies, making your overall education an interactive, unified experience.

In addition to these course offerings, the Division of General Education also provides one-on-one tutoring to GGU students in the English Writing Center and the Math Resource Center, and online through the Online Writing Lab (OWL) and the Math Online Tutor Help (MOTH). These free services are staffed by GGU instructors and trained professional tutors who are there to help you succeed.

Academic review workshops are offered by the Division of General Education as well as the Ageno School of Business during the first three weeks of the trimester. They are free of charge for all students.

**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. Most of GGU's undergraduate courses are Web-enhanced, offering enriched, dynamic curriculum and resources. For information regarding this program's 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.

# Undergraduate Business Programs

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

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# Accounting

EDWARD S. AGENO SCHOOL OF BUSINESS

## PROGRAMS OFFERED:

- Bachelor of Science in Accounting
- Undergraduate Certificates in Accounting

(For graduate programs, please go to p. 30.)

**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.**

## BACHELOR OF SCIENCE IN ACCOUNTING

In our undergraduate program, you will acquire a clear understanding of management principles and knowledge of the international business environment. This degree prepares you for a career in public accounting, private industry, government or not-for-profit accounting in the areas of financial and managerial accounting, internal audit and taxation. The BS in accounting allows you to meet the requirements to take the CPA and CMA examinations. You will graduate with a sound academic foundation in economic and legal principles, including a comprehensive understanding of the purposes, uses, theories and techniques of modern accounting. In addition, you will take required courses in management, law, economics, computer information systems, mathematics, communications and the humanities.

## Requirements for the Bachelor of Science in Accounting

To receive the bachelor of science in accounting a student must complete 123 units and have a cumulative grade point average of 2.00 (C) or higher in all courses taken at Golden Gate, as well as in the courses designated as "Required for the Major."

All degree-seeking undergraduate students must complete their English, mathematics, computer and critical thinking basic proficiency requirements within their first 27 units at Golden Gate University. Diagnostic tests are given during the first week of ENGL 10A/B, ENGL 1A and MATH 10/20/30 to ensure your placement in the proper courses (see course descriptions for details).

Each course listed carries three semester units of credit, unless otherwise noted. Prerequisites for a course, if any, are shown in the section on course descriptions.

## LOWER-DIVISION REQUIREMENTS — 30 UNITS

### Basic Proficiencies — 21 units

CRTH 10	Critical Thinking
ENGL 1A	Expository Writing
ENGL 1B	Research Writing
ITM 10	Small Computers for Business
MATH 30	College Algebra
MATH 40	Statistics

One of the following:

COMM 35	Speech Communication
COMM 40	Understanding Communication

### Major Foundation — 9 units

ACCTG 1A	Introductory Financial Accounting
ECON 1	Principles of Microeconomics
ECON 2	Principles of Macroeconomics

## LIBERAL STUDIES CORE — 21 UNITS

### Arts

*ARTS 105 Contemporary Arts and Culture  
or any other ARTS course offered*

### History

*HIST 88 Business in World History  
or any other HIST course offered*

### Humanities

*HUM 156 Business and Civilization  
or any other HUM course offered*

### Literature

*LIT 150 Business in Literature  
or LIT 160 Business in Movies  
or any other LIT course offered*

### Philosophy

*PHIL 125 Ethics in Personal and Professional Life  
or any other PHIL course offered*

### Science

*SCI 125 Science, Technology and Social Change  
or any other SCI course offered*

### Social Sciences

*SOSC 88 Leadership and New Social Demands  
or any other SOSC course offered*

## REQUIRED FOR THE MAJOR — 33 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 111	Auditing
ACCTG 146	Business Law
ACCTG 159	Accounting Research and Communication <i>(To be taken as part of the final 12 units of the degree program)</i>

Three upper-division courses (9 units) with the ACCTG prefix. ACCTG 198 Internship: Accounting may be taken for a maximum of three (3) units.

\*Students who have passed the Enrolled Agents Exam do not have to take ACCTG 108A. Another upper-division accounting course must be substituted for ACCTG 108A.

**ADDITIONAL REQUIREMENTS — 18 UNITS**

FI 100	Financial Management
ITM 113	Database Management Systems
MATH 104	Applied Regression Analysis
MGT 140	Management Principles
OP 100	Principles of Operations Management

One of the following:

ECON 103	Money and Banking
FI 101	Strategic Decisions in Financing and Investing
FI 106	International Corporate Finance
FI 120	Investments

**GENERAL ELECTIVES — 21 UNITS**

Seven additional lower- or upper-division courses. Students may take three (3) units of ACCTG 198 Internship: Accounting as a general elective.

Students may consider speaking with an adviser in the Department of Accounting about choosing general electives which allow for emphasis in a particular area or which allow for a broad-based study of the area.

**UNDERGRADUATE CERTIFICATES IN ACCOUNTING**

You may enroll in the certificate program to enhance your accounting knowledge, expand potential career opportunities and fulfill accounting education requirements for taking the CPA examination. The undergraduate certificate in accounting provides students who don't have an undergraduate degree in accounting the courses necessary to sit for the California CPA examination or CMA examination and/or to enter the workplace. It provides students that wish to enter the graduate accounting programs with the foundation necessary to pursue graduate work in accounting.

The Department of Accounting offers two certificates in accounting, the 15-unit certificate and the 30-unit certificate. All 15 or 30 units of accounting courses (prefix ACCTG) must be taken at Golden Gate University and passed with a C average or better. Students in the certificate programs are considered undergraduate students. Students who subsequently apply for and are admitted to the graduate accounting program must have a B average or better in those certificate courses used to satisfy the graduate "Accounting Foundation Courses" and/or the 300-level accounting course 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. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

**Recommended Courses for Students Planning to Sit for the CPA Exam\*:****TRIMESTER I**

ACCTG 1A	Introductory Financial Accounting
ACCTG 146	Business Law

**TRIMESTER 2**

ACCTG 100A	Intermediate Accounting I
ACCTG 105	Cost Management
ACCTG 108A	Federal Income Tax I

**TRIMESTER 3**

ACCTG 100B	Intermediate Accounting II
ACCTG 108B	Federal Income Tax II

**TRIMESTER 4**

ACCTG 100C	Intermediate Accounting III
ACCTG 104**	Government and Not-For-Profit Accounting
ACCTG 111**	Auditing

**Additional Advanced Courses in Order of Coverage on the CPA exam\*:**

ACCTG 103**	Advanced Accounting: Consolidations
ACCTG 159	Accounting Research and Communication
ACCTG 106	Strategic Uses of Accounting Information
ACCTG 119	Accounting Information Systems

**Additional Advanced Courses Available:**

ACCTG 109	Financial Statement Analysis
ACCTG 110	Computer Auditing and Controls
ACCTG 198	Internship: Accounting ( <i>Only with the 30-unit certificate</i> )
Selected Graduate Courses	

In general, the minimum requirement to sit for the CPA exam in California is a bachelor's degree with 24 units of accounting courses, and 24 units of general business courses. All candidates must complete all educational requirements prior to applying to sit for the exam. For more information go to [www.dca.ca.gov/cba](http://www.dca.ca.gov/cba).

If you have taken courses that are equivalent to some of the above listed courses, then you may progress to more advanced courses.

**The following courses are recommended for the CMA exam\*:**

ACCTG 1A	Introductory Financial Accounting
ACCTG 100A	Intermediate Accounting I
ACCTG 100B	Intermediate Accounting II
ACCTG 100C	Intermediate Accounting III
ACCTG 103**	Advanced Accounting: Consolidations
ACCTG 105	Cost Management
ACCTG 106**	Strategic Uses of Accounting Information
ACCTG 109	Financial Statement Analysis
ACCTG 111**	Auditing
ACCTG 119	Accounting Information Systems

*\*International students in F-1 status are required by immigration regulations to enroll in a minimum of twelve (12) units per trimester. Therefore F-1 students in this program will be required to enroll in twelve (12) units each trimester. This will increase the total number of units needed to complete the program.*

*\*\*Graduate students should take ACCTG 306 in place of ACCTG 103; ACCTG 304 in place of ACCTG 104; ACCTG 320 in place of ACCTG 106; and ACCTG 310 in place of ACCTG 111.*

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:

- Bachelor of Arts in Management (BAM)
- Bachelor of Business Administration (BBA)  
General Course of Study
- BBA with a concentration in:  
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.*

(For graduate programs, please go to p. 32.)

**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. In addition to core business functions, you'll be trained in the rapidly evolving computer and information systems technologies. You'll learn how to work with co-workers cooperatively and how to form alliances — important skills in a marketplace which increasingly depends on autonomous, global teamwork to complete projects. You will be equipped with the skills and tools to analyze problems and design and implement solutions through the use of an intensive case-study method of instruction — and our cases are often directly from the current field.**

## BACHELOR OF ARTS IN MANAGEMENT (BAM)

With a flexible course of study designed to maximize the number of transfer credits counted toward the degree, the bachelor of arts degree in management may allow you to shorten the time it takes to complete an undergraduate business degree, while advancing your career. Degree candidates will acquire a core set of essential management concepts and techniques while learning to organize, motivate and lead individuals in diverse public and private business enterprises.

In addition, BA management students may also satisfy some or all of the foundation requirements for many of Golden Gate University's graduate programs while earning this degree.

### Requirements for the Bachelor of Arts in Management

The BA in management requires completion of 123 units as follows: 27 units of lower-division coursework, 21 units of liberal studies core, 27 units required for the major and 48 units of general electives. Each course listed carries three semester units of credit, unless otherwise noted.

A cumulative grade point average of 2.00 (C) or higher is required in all courses taken at Golden Gate University, as well as in the courses designated "Required for the Major." Prerequisites to a course, if any, are shown in the course descriptions.

All degree-seeking undergraduate students must complete their English, mathematics, computer and critical thinking basic proficiency requirements within their first 27 units at Golden Gate University. Diagnostic tests are given during the first week of ENGL 10A/B, ENGL 1A and MATH 10/20/30 to ensure your placement in the proper courses (see course descriptions in this catalog or at [www.ggu.edu/info](http://www.ggu.edu/info) for details).

## LOWER DIVISION REQUIREMENTS — 27 UNITS

### Basic Proficiencies — 21 units

CRTH 10	Critical Thinking
ENGL 1A	Expository Writing
ENGL 1B	Research Writing
ITM 10	Small Computers for Business
MATH 20	Intermediate Algebra
MATH 40	Statistics

One of the following:

COMM 35	Speech Communication
COMM 40	Understanding Communication

### Major Foundation — 6 units

Two of the following:

ACCTG 1A	Financial Accounting
ACCTG 1B	Managerial Accounting
ECON 1	Principles of Microeconomics
ECON 2	Principles of Macroeconomics

## LIBERAL STUDIES CORE — 21 UNITS

Arts

*ARTS 105 Contemporary Arts and Culture  
or any other ARTS course offered*

History

*HIST 88 Business in World History  
or any other HIST course offered*

Humanities

*HUM 156 Business and Civilization  
or any other HUM course offered*

Literature

*LIT 150 Business in Literature  
or LIT 160 Business in Movies  
or any other LIT course offered*

Philosophy

*PHIL 125 Ethics in Personal and Professional Life  
or any other PHIL course offered*

Science

*SCI 125 Science, Technology and Social Change  
or any other SCI course offered*

Social Sciences

*SOSC 88 Leadership and New Social Demands  
or any other SOSC course offered*

**REQUIRED FOR THE MAJOR — 27 UNITS**

ENGL 120	Business Writing
MGT 100	The Manager as Communicator
MGT 140	Management Principles
MGT 141	Organizational Behavior
MGT 145	Law of Contracts, Sales and Commercial Transactions
MGT 173	Human Resource Management

Any three upper-division courses (nine units) with the following prefixes: ACCTG, ECON, FI, ITM, MGT, MKT, OP, PAD or PSYCH.

**GENERAL ELECTIVES — 48 UNITS**

Sixteen additional upper- or lower-division units for a total of 48.

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

The BBA is the undergraduate equivalent of the MBA. An essential element of the degree is an eleven-course core curriculum on the theory and practice of business. While studying the core subjects, you'll also explore a wide spectrum of business-related issues, such as how to run a business (including your own, should entrepreneurship be your goal); how to understand the changing definition of profit in today's global marketplace; and an in-depth examination of the causes of business success and failure. Your BBA degree will be useful to you in any company.

For students with an area of special interest, the degree offers six concentrations, listed below. You may also design your own program, depending on your interests and career goals, through the general course of study.

**Requirements for the Bachelor of Business Administration**

Completion of 123 units is required for the bachelor of business administration degree program as follows: 33 units of lower-division coursework, 21 units of liberal studies core, 33 units of business core, three (3) units of additional requirements and 33 units of electives. Students may choose one of the following seven concentrations in place of the thirty-three units of electives: finance, human resource management, information technology, international business, management, marketing or operations and supply chain management.

**LOWER-DIVISION REQUIREMENTS — 33 UNITS****Basic Proficiencies — 21 units**

CRTH 10	Critical Thinking
ENGL 1A	Expository Writing
ENGL 1B	Research Writing
ITM 10	Small Computers for Business
MATH 30	College Algebra
MATH 40	Statistics

One of the following:

COMM 35	Speech Communication
COMM 40	Understanding Communication

**Major Foundation — 12 units**

ACCTG 1A	Introductory Financial Accounting
ACCTG 1B	Introductory Managerial Accounting
ECON 1	Principles of Microeconomics
ECON 2	Principles of Macroeconomics

**LIBERAL STUDIES CORE — 21 UNITS**

Arts	<i>ARTS 105 Contemporary Arts and Culture</i> or any other ARTS course offered
History	<i>HIST 88 Business in World History</i> or any other HIST course offered
Humanities	<i>HUM 156 Business and Civilization</i> or any other HUM course offered
Literature	<i>LIT 150 Business in Literature</i> or <i>LIT 160 Business in Movies</i> or any other LIT course offered
Philosophy	<i>PHIL 125 Ethics in Personal and Professional Life</i> or any other PHIL course offered
Science	<i>SCI 125 Science, Technology and Social Change</i> or any other SCI course offered
Social Sciences	<i>SOSC 88 Leadership and New Social Demands</i> or any other SOSC course offered

**BUSINESS CORE — 33 UNITS**

ENGL 120	Advanced Business Writing
FI 100	Financial Management
ITM 125	Management Information Systems
MGT 100	The Manager as Communicator
MGT 140	Management Principles
MGT 141	Organizational Behavior
MGT 156	Management Policy and Strategy
MGT 173	Human Resource Management
MGT 179	Introduction to International Business
MKT 100	Principles of Marketing
OP 100	Principles of Operations Management

**ADDITIONAL REQUIREMENT — 3 UNITS**

MATH 104	Applied Regression Analysis
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**GENERAL ELECTIVES — 33 UNITS**

(For those students who do not choose a concentration)

Eleven additional upper- or lower-division courses for a total of 33 units.

In place of the thirty-three (33) units of general electives, students may choose one of the following concentrations.

### FINANCE CONCENTRATION — 33 UNITS

Finance experts are among the most valued employees in any corporation. From investments and portfolio work to corporate strategy and financial services this concentration exposes you to the world of finance and will assist you in adding value to your company through a sound understanding of the field.

#### Required courses — 15 units

ECON 103	Money and Banking
FI 102	Financial Analysis
FI 105	Modeling for Financial Analysis
FI 120	Investments

One of the following:

FI 101	Strategic Decisions in Financing and Investing
FI 106	International Corporate Finance
FI 160	Personal Financial Planning
FI 197	Internship: Finance
FI 198A-ZZ	Selected Topics in Finance
FI 199	Directed Study in Finance

#### Electives — 18 units

Six courses (18 units) from any upper- or lower-division courses.

### HUMAN RESOURCE MANAGEMENT CONCENTRATION — 33 UNITS

Human resource professionals are constantly using their versatile skill set to reinvent the workplace. They work to make sure that employees are innovative, well trained, utilized and compensated and are the type of people who will lead their companies to competitive advantage. It is HR who stewards the most valuable asset a company has – its people.

#### Required courses — 15 units

MGT 174	Labor-Management Relations
MGT 175	Personnel Recruitment, Selection and Placement
MGT 176	Compensation Decision Making
MGT 177	Training Methods and Administration

One of the following:

MGT 197	Internship: Management
MGT 198A-ZZ	Special Topics in Management
MGT 199	Directed Study in Management

#### Electives — 18 units

Six courses (18 units) from any upper- or lower-division courses.

### INFORMATION TECHNOLOGY CONCENTRATION — 33 UNITS

The convergence of people, business and information is the driving force in the marketplace today. As the world becomes more dependent on the integration of these areas, individuals who have the knowledge to skillfully navigate the incorporation of this thinking in business will be on the cutting edge and a valuable asset to any company.

#### Required courses — 15 units

ITM 113	Database Management Systems
ITM 115	Digital Communications Technology
Three other 100-level courses with the ITM prefix for nine (9) units.	

#### Electives — 18 units

Six courses (18 units) from any upper- or lower-division courses.

### INTERNATIONAL BUSINESS CONCENTRATION — 33 UNITS

The more global our world becomes, the more important it is to have a solid foundation in the way to do business across cultures. From people, to logistics to difference in systems, this concentration will prepare you to take on the world, literally.

#### Required courses — 15 units

Five of the following:

FI 141	International Banking and Finance
MGT 188B	Doing Business in East and Southeast Asia
MGT 188C	Doing Business in Europe
MGT 188D	Doing Business in Latin America
MGT 197	Internship: Management
MGT 199	Directed Study in Management
MKT 124	International Marketing
OP 113	Import/Export Fundamentals

#### Electives — 18 units

Six courses (18 units) from any upper- or lower-division courses.

### MANAGEMENT CONCENTRATION — 33 UNITS

For those interested in the purest of business skills, leadership training and a wide exposure to managerial topics, a concentration in management helps you to focus on the issues of organizations and practical approaches to leading them to success.

#### Required courses — 15 units

Five of the following:

MGT 145	Law of Contract Sales and Commercial Transactions
MGT 190	Entrepreneurship and Small Business
MGT 197	Internship: Management
MGT 198A-ZZ	Special Topics in Management
MGT 199	Directed Study in Management
MKT 171	Public Relations for Managers

#### Electives — 18 units

Six courses (18 units) from any upper- or lower-division courses.

**MARKETING CONCENTRATION — 33 UNITS**

To help lead your organization to success, you need to understand your market and your customers, and you need the skills to design and deliver valuable products and services. This concentration provides you with the fundamentals and the toolkit any good marketing professional should have.

**Required courses — 15 units**

MKT 102	Consumer Behavior
MKT 103	Marketing Research

Three of the following:

MKT 105	Integrated Marketing Communication
MKT 120	Business Marketing
MKT 124	International Marketing
MKT 152	Internet and Direct Interactive Marketing
MKT 162	Selling Skills and Sales Management
MKT 171	Public Relations for Managers
MKT 197	Internship: Marketing
MKT 198A-ZZ	Special Topics in Marketing

**Electives — 18 units**

Six courses (18 units) from any upper- or lower-division courses.

**OPERATIONS AND SUPPLY CHAIN MANAGEMENT CONCENTRATION — 33 UNITS**

Professionals in this field are responsible for the internal workings of their companies. They can be part of almost any business facet including: product and process design, planning, purchasing, distribution, and technology. The underpinning purpose of people with these cross-functional skills is to lead the company to success through continual improvement.

**Required courses — 15 units**

Five of the following:

OP 108	Supply Chain Logistics
OP 113	Import/Export Fundamentals
OP 121	Production Planning and Inventory Control
OP 124	Business Process Improvement
OP 164	Purchasing and Materials Management
OP 180	Project Management
OP 197	Internship: Operations Management

**Electives — 18 units**

Six courses (18 units) from any upper- or lower-division courses.

**MULTIPLE CONCENTRATIONS**

Two or more concentrations may be taken in the BBA program. In addition to the course requirements for the concentrations, you must also complete the coursework for all the lower division courses, the liberal studies courses, and the business core courses, plus any additional requirements needed to complete all degree requirements. 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 BBA.

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

**UNDERGRADUATE CERTIFICATE IN INTERNATIONAL BUSINESS**

As the marketplace becomes increasingly global, a contemporary understanding of its rules, logistics and cultural nuances has never been more important. Keep your skill set relevant in any business with an undergraduate certificate in international business. This certificate requires completion, with a C average or better, of the following 15 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.

**REQUIRED COURSES — 15 UNITS**

FI 141	International Banking and Finance
MGT 179	Introduction to International Business
OP 113	Import/Export Fundamentals

One of the following:

MGT 188B	Doing Business in East and Southeast Asia
MGT 188C	Doing Business in Europe
MGT 188D	Doing Business in Latin America

One of the following:

ECON 108	International Economics
FI 106	International Corporate Finance
MGT 197	Internship: Management
MKT 124	International Marketing

**UNDERGRADUATE CERTIFICATES IN MANAGEMENT**

You can enhance your general business acumen and leadership skills, support the working knowledge you have or learn what's new in the business field since you were last in school with an undergraduate certificate in management. This certificate requires completion, with a C average or better, of any 15 or 30 units of management courses (prefix MGT) 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.

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:

- BBA with a concentration in Finance (*see p. 18*)
- Undergraduate Certificate in Finance
- Undergraduate Financial Planning Certificate

(For graduate programs, please go to p. 38.)

**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.**

## BACHELOR OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN FINANCE

For requirements for the BBA with a concentration in finance, see p. 18.

## UNDERGRADUATE CERTIFICATE 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 undergraduate certificate in finance can be structured to serve as preparation for the Chartered Financial Analyst (CFA) exam.

The undergraduate certificate in finance requires completion, with a C average or better, of 15 units of finance undergraduate courses (prefix "FI") 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.

## UNDERGRADUATE CERTIFICATE IN FINANCIAL PLANNING

The financial planning certificate program is registered with the CFP Board. Completion of the certificate program authorizes students to sit for the Certified Financial Planner™ (CFP™) examination.\*

The undergraduate certificate in financial planning requires the completion of six courses (18 semester units), plus any necessary prerequisite courses. No comprehensive examination is required. Since three of the six required courses are not offered in the university's undergraduate curriculum, students in the UFPC program must take three graduate financial planning courses (FI 422, FI 426 and FI 483).

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

ACCTG 108A	Federal Income Tax I
FI 120	Investments
FI 160	Personal Financial Planning
FI 483	Insurance Planning
FI 422	Retirement and Employee Benefits Planning
FI 426	Estate Planning

*(Must be taken as part of the final 6 units of the program)*

*\*After successfully completing GGU's undergraduate 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 (<http://www.CFP-Board.org>).*

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:

- BBA with a concentration in Human Resource Management (*see p. 18*)
- Undergraduate Certificate

(For graduate programs, please go to p. 42.)

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.

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

For requirements for the BBA with a concentration in human resource management, see p. 18.

## UNDERGRADUATE CERTIFICATE IN HUMAN RESOURCE MANAGEMENT

With a certificate in human resource management, you'll learn to understand the problems of today's changing human resource industry and what techniques are most effective in managing personnel and organizational structures. The undergraduate certificate in human resource management requires completion, with a C average or better, of the following 15 units at Golden Gate. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

### REQUIRED COURSES — 15 UNITS

MGT 173	Human Resource Management
MGT 174	Labor-Management Relations
MGT 175	Personnel Recruitment, Selection and Placement
MGT 176	Compensation Decision Making
MGT 177	Training Methods and Administration

One of the following may be substituted for one of the above:

MGT 140	Management Principles
MGT 197	Internship: Management
MGT 198A-ZZ	Special 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:

- BBA with a concentration in Information Technology  
(see p. 18)
- Bachelor of Science in Information Technology
- Undergraduate Certificate in Database Technology and Management
- Undergraduate Certificate in Information Technology

(For graduate programs, please go to p. 44.)

**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.**

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

For requirements for the BBA with a concentration in information technology, see p. 18.

## BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY (BSIT)

The bachelor of science in information technology is a winning combination of technology and management. With GGU's BSIT that has been designed in alliance with Bay Area business and technology experts, you will learn to innovate, manage and utilize technology in an enterprise setting. The BSIT is designed to maximize the number of transfer credits (up to 45 units) that will be counted toward the degree.

Depending on the coursework taken, you will sharpen your skills through several courses that are aligned with the expectations for the following certifications: Microsoft Office Specialist, Cisco CCDA, Cisco CCNA, Cisco CCNP and CompTia Security.

Bring value to your employer with your understanding of theoretical and practical applications of information architectures and infrastructures; network and e-business technologies; management information systems, decision support and executive support tools; Web services and enterprise technologies; emerging technologies; project management; and your ability to analyze, interpret and apply technology-derived information in diverse environments.

Interdisciplinary coursework will teach you new technologies and how to assimilate them in ever-changing business environments. You will also develop leadership expertise, build problem-solving skills and acquire understanding of global and local technology issues.

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 Bachelor of Science in Information Technology

All degree-seeking undergraduate students must complete their English, mathematics, computer and critical thinking basic proficiency requirements within their first 27 units at Golden Gate University. Diagnostic tests are given during the first week of ENGL 10A/B, ENGL 1A and MATH 10/20/30 to ensure your placement in the proper courses. See the section on course descriptions in this catalog, or go to [www.ggu.edu](http://www.ggu.edu), click on course listings, then course descriptions for details.

Each course listed carries three (3) semester units of credit, unless otherwise noted. Prerequisites to a course, if any, are shown in the section on course descriptions. A cumulative grade point average of 2.00 (C) or higher is required in all courses taken at Golden Gate, as well as in the courses designated "Required for the Major."

## LOWER DIVISION REQUIREMENTS — 33 UNITS

### Basic Proficiencies — 21 units

CRTH 10	Critical Thinking
ENGL 1A	Expository Writing
ENGL 1B	Research Writing
ITM 10	Small Computers for Business
MATH 30	College Algebra
MATH 40	Statistics

One of the following

COMM 35	Speech Communication
COMM 40	Understanding Communication

### Major Foundation — 12 units

ACCTG 1A	Financial Accounting
ECON 1	Principles of Microeconomics
MATH 106	Quantitative Analysis for Management
OP 180	Project Management

**LIBERAL STUDIES CORE — 21 UNITS**

## Arts

*ARTS 105 Contemporary Arts and Culture*  
or any other ARTS course offered

## History

*HIST 88 Business in World History*  
or any other HIST course offered

## Humanities

*HUM 156 Business and Civilization*  
or any other HUM course offered

## Literature

*LIT 150 Business in Literature*  
or *LIT 160 Business in Movies*  
or any other LIT course offered

## Philosophy

*PHIL 125 Ethics in Personal and Professional Life*  
or any other PHIL course offered

## Science

*SCI 125 Science, Technology and Social Change*  
or any other SCI course offered

## Social Sciences

*SOSC 88 Leadership and New Social Demands*  
or any other SOSC course offered

**REQUIRED FOR THE MAJOR — 18 UNITS****Networking courses:**

ITM 115 Digital Communications  
ITM 150 Network Design

**Computer Information Systems courses:**

ITM 101 Fundamental Programming Concepts with Java  
ITM 113 Database Management Systems  
ITM 125 Management Information Systems  
ITM 133 Systems Analysis and Design

**ELECTIVES — 45 UNITS****Information Technology electives — 24 units**

Choose any eight (8) lower- or upper-division courses with the ITM prefix not previously taken for a total of 24 units.

**General electives — 21 units**

Students are encouraged to take seven (7) lower- or upper-division courses from science, mathematics, business and other fields of interest for a total of 21 units.

**ADDITIONAL REQUIREMENTS — 6 UNITS**

ENGL 120 Business Writing  
ITM 191 Capstone: Value Creation in the IT Career

The capstone course in information technology must be taken in the final nine units of the major and cannot be waived or substituted by any other course. One faculty member from the School of Business must supervise the capstone professional practice project course.

**UNDERGRADUATE CERTIFICATE IN DATABASE TECHNOLOGY AND MANAGEMENT**

The undergraduate certificate in database technology and management offers a combination of technology and management, for those who may not need a degree but want to update their skills. It has been designed in alliance with Bay Area business and technology experts. You will learn to innovate, manage and respond to technology in

enterprise settings. Depending on the coursework taken, you will sharpen your skills through several courses that are aligned with the expectations for the following certifications: Microsoft Office Specialist, Cisco CCDA, Cisco CCNA, Cisco CCNP and CompTia Security.

Interdisciplinary coursework will teach you to learn and assimilate new technologies in ever-changing business environments. You will also develop leadership expertise, build problem-solving skills and gain a global understanding of technology issues. You will be well prepared to continue on to the BS in information technology.

The undergraduate certificate in information technology requires completion, with a C average or better, of the following 15 units at Golden Gate. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

**REQUIRED COURSES — 15 UNITS**

ITM 101 Fundamental Programming Concepts with Java  
ITM 113 Database Management Systems  
ITM 143 Structured Query Language and PL/SQL  
ITM 144 Database Administration Fundamentals  
One appropriate 100-level ITM course for three (3) units, which includes ITM 198 Internship: Information Technology.

**UNDERGRADUATE CERTIFICATE IN INFORMATION TECHNOLOGY**

The undergraduate certificate in information technology offers a combination of technology and management, for those who may not need a degree but want to update their skills. It has been designed in alliance with Bay Area business and technology experts. You will learn to innovate, manage and respond to technology in enterprise settings. Depending on the coursework taken, you will sharpen your skills through several courses that are aligned with the expectations for the following certifications: Microsoft Office Specialist, Cisco CCDA, Cisco CCNA, Cisco CCNP and CompTia Security.

Interdisciplinary coursework will teach you to learn and assimilate new technologies in ever-changing business environments. You will also develop leadership expertise, build problem-solving skills and gain a global understanding of technology issues. You will be well prepared to continue on to the BS in information technology.

The undergraduate certificate in information technology requires completion, with a C average or better, of the following 15 units at Golden Gate. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

**REQUIRED COURSES — 15 UNITS**

ITM 115 Digital Communications Technology  
ITM 125 Management Information Systems  
Three 100-level ITM courses for 9 units; OP 180 may also be used.

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:

- BBA with a concentration in Marketing (*see p. 18*)
- Undergraduate Certificate in Integrated Marketing Communications
- Undergraduate Certificate in Marketing

(For graduate programs, please go to p. 46.)

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.

## BACHELOR OF BUSINESS ADMINISTRATION WITH A CONCENTRATION IN MARKETING

For requirements for the BBA with a concentration in marketing see p. 18.

## UNDERGRADUATE CERTIFICATE IN INTEGRATED 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.

The undergraduate certificate in integrated marketing communications (IMC) is designed for the student who wants a basic preparation for a job in marketing communications. The certificate will prepare you to contribute to the design of communications programs involving advertising, public relations and the other elements of the IMC mix. The certificate requires completion, with a C average or better, of six courses (18 units). For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

## REQUIRED COURSES — 12 UNITS

MKT 100	Principles of Marketing
MKT 105	Integrated Marketing Communications
MKT 152	Internet and Direct Interactive Marketing
MKT 171	Public Relations for Managers

## ELECTIVES — 6 UNITS

Any two courses with the MKT prefix for a total of six (6) units.

## UNDERGRADUATE CERTIFICATE IN MARKETING

The undergraduate 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 C average or better, of the following 15 units at Golden Gate. For further information, refer to Admission to Certificate Programs and Registering for Open Enrollment on p. 110.

## REQUIRED COURSES — 9 UNITS

MKT 100	Principles of Marketing
MKT 102	Consumer Behavior
MKT 103	Marketing Research

## ELECTIVES — 6 UNITS

Any two courses with the MKT prefix for a total of six (6) units.

For further information contact the Department of Marketing 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

## PROGRAM OFFERED:

- BBA with a concentration in Operations and Supply-Chain Management (*see p. 18*)
- Undergraduate Certificate

(For graduate programs, please go to p. 51.)

**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.**

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

For requirements for the BBA with a concentration in operations and supply-chain management, see p. 18.

## UNDERGRADUATE 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, an undergraduate certificate in operations and supply-chain management is available. The undergraduate 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 C average (2.00) 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).



# 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.