

EXTENSION INTERNATIONAL PROGRAMS

Course Descriptions for the 2019 Business Management Pre-Master's Program

All students will be required to take at least two quarters of study, which closely follows the Business Management certificate program curriculum. In addition to introducing or enhancing core business proficiencies through the certificate, this curriculum will also include the development of leadership and teamwork skills; US academic institution and career preparation; and practice of the GRE. If desired or needed, all students have the option to extend their studies to a third quarter. Please note that all courses and information subject to change.

Quarter 1

All students will take:

- Elements of Marketing
- Financial Accounting for Non-Accountants (FAFNA) or Accounting I
- Organizational Behavior
- GRE Preparation
- Directed Studies – Internship Preparation

Note: Student with Accounting Specialization will be required to take Accounting I in Quarter 1

Elements of Marketing

3 UNITS

This course provides a working knowledge of marketing fundamentals and how marketing decisions relate to all aspects of a business. You will develop confidence in marketing decision-making through peer support, making hundreds of marketing decisions in class, review of case studies, and evaluation of your ideas on a variety of marketing topics, including branding, advertising and event sponsorships.

Financial Accounting for Non-Accountants (FAFNA)

4 UNITS

Gain an overview of how to use accounting and financial data for more effective and profitable decisions. Learn the information necessary to interpret and evaluate the financial effects of day-to-day management decisions. This course emphasizes the interpretation of accounting concepts that underlie basic financial statements, without focusing on detailed mechanics.

Organizational Behavior

3 UNITS

The class will explore human behavior at the individual, interpersonal, and group levels, including the effect of organization structure on behavior. Emphasis will be on managerial roles, the historical evolution of management, ethics, and behavior in multi-cultural contexts.

Graduate Record Exam (GRE): Test Preparation Sessions

NFC

This course emphasizes analyzing and reviewing each of the new sections and new questions types: quantitative reasoning includes arithmetic, algebra, geometry, data analysis, data interpretation, and word problems; verbal reasoning includes reading comprehension, text completion and sentence equivalence. The two analytical writing essays are "Analysis of an Issue" and "Analysis of an Argument". Students will receive 30 hours of instruction by experience instructors. Full GRE practice test with analysis of results and additional tutoring will be provided.

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Directed Studies –Internship Preparation

2 UNITS

This class will prepare students to land a dynamic and meaningful internship within the San Diego business community. Discussion will include the exploration of the current business climate, as well as research techniques that will help identify the best opportunities. Students will produce flawless resumes adapted for the U.S. workplace, practice interviewing skills, and receive coaching on the search process. Students will also have a chance to meet individually with the instructor for guidance and support.

Quarter 2

- Business Decision Making
- Two specialization courses in area of Finance, Business Analytics, Marketing, Leadership, Accounting or International Business.
- Leadership
- U.S. Academic Preparation Workshops
- Internship

Business Decision Making

3 UNITS

Managers are invariably critiqued on their effective use of the complex decision-making process. Refine your leadership skills and focus on the strategic decision-making process as viewed from the top of an organization in a multi-disciplinary setting. Explore the consequences of disregarding the decision-making process, or of its ineffective use, through case studies. You will also participate extensively in small groups and have the opportunity to integrate all you've learned into an effective interactive decision-making model.

Leadership

3 UNITS

Professionals are frequently tasked to lead their teams to do more work with fewer resources, to champion new changes amidst uncertainty, and to resolve interpersonal conflicts. By learning to grasp key leadership tenets and management best practices, the manager will be better positioned to manage department performance. This course offers skill-building in areas such as: analyzing power dynamics in groups and organizations; communicating effectively; building strategic partnerships; thinking critically; identifying ethical dilemmas; and balancing planning, action and evaluation. Additional topics covered will include the art of constructive dialog, leveraging corporate values and culture, and connecting with an organization's mission. The particular challenges of "managing up" will also be addressed.

Internship

Students perform their 120-hour unpaid internships with companies in San Diego during the second quarter. Typically, students work 12-16 hours per week, for 8-10 weeks.

U.S. Academic Preparation Workshop - two options available

Advanced Topic in Academic Writing: This short workshop will focus on the essential characteristics of concise, coherent writing style in academic English: a strong controlling idea; unity of thought; clear, relevant support; and fluid transitions. This course is intended for non-native speakers who would benefit from a review of most important techniques in producing successful writing for academic purposes.

Academic Competence in the U.S. University: This short workshop is designed to orient the international student to the competitive university system in the United States. Specifically, the workshop addresses topics, which the international student may be unfamiliar with, including common formats for source citation, typical question types on exams and other tools used for continuous assessments, and protocols for interacting with professors during office hour.

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Optional Quarter 3

If you successfully complete two quarters of Business Management, you can further develop your skills in an area of specialization and earn a Certificate of Completion in Advanced Studies.

- Capstone course in area of specialization
- One advanced business course in area of specialization
- Elective

