

Master of Business Administration (PTMBA) Program Planning Worksheet			
Summer 2025 West LA Campus Curriculum Plan			
Concentration:			

Trimester 1		Units	Course Title	Courses Completed
ACCT	606	4	Accounting: The Language of Business	
MKTG	603	4	The Art & Science of Marketing	
Trimester 2		Units	Course Title	Courses Completed
BSCI	650	1	Personal and Leadership Development Workshop	
BSCI	652	4	Organizational Behavior and Personal Development	
FINC	603	4	Managing Corporate Financial Resources	
Trimester 3		Units	Course Title	Courses Completed
DESC	607	4	Analytics for Business Decisions	
ECNM	657	4	Prices, Profit, and the Market Economy	
LEGL	611	2	Fundamentals of Business Law & Ethics	
Trimester 4		Units	Course Title	Courses Completed
STGY	612	1	Competition & Executive Decision-Making	
ISTM	602	4	Technology Management & Digital Innovation	
XXXX	XXX	4	Concentration Core/Electives	
Trimester 5		Units	Course Title	Courses Completed
STGY	659	4	Strategic Management	
XXXX	XXX	4	Concentration Core/Electives	
Trimester 6		Units	Course Title	Courses Completed
XXXX	XXX	4	Concentration Core/Electives	
XXXX	XXX	4	Concentration Core/Electives	

Prerequisites:	
ACCT 606 must be taken prior to FINC 603	
STGY 612 must be taken in trimester 3 or later but before STGY 659	
All core courses must be taken prior to STGY 659	

Concentrations:

Business Analytics

Prefix	Course #	Units	Course Title	Courses Completed
Required courses:				
ISTM	632	2	Introduction to Business Analytics Technology	
DESC	617	2	Introduction to Quantitative Methods for Data Science	
PGBS	610	4	Business Analytics Consulting	
Four units are to be selected from the following courses:				
DESC	621	2	Valuation of Real Options	
DESC	627	2	Supply Chain Management Analytics	
DESC	636	2	Project Management	
DESC	698	2-4	Special Topics in Decision Science	
ISTM	630	2	Information Security Data Analytics	
ISTM	660	2	Business Analytics and Intelligence	
ISTM	698	2-4	Special Topics in Information Systems and Technology Management	
PGBS	693	2	Global Business Intensive (w/ prior approval)	
<i>Note: The global content requirement for the program is fulfilled by completing ISTM 630, or PGBS 693: Global Business Intensive (with Business Analytics focused content and/or final paper).</i>				

Digital Innovation & Information Systems (DI-IS)

Prefix	Course #	Units	Course Title	Courses Completed
Required course:				
ISTM	668	2	Digital Innovation and Information Systems Client-Based Practicum	
Ten units are to be selected from the following courses:				
ISTM	624	2	Databases and Big Data Management	
ISTM	661	2	Designing, Sourcing and Building Digital Platforms	
ISTM	662	2	DIIS Project and Program Management	
ISTM	663	2	Managing Cyber Security, Risk and Privacy	
ISTM	664	2	Business Process Analysis and Innovation	
ISTM	665	2	Digital Innovation and Strategy	
ISTM	698	2-4	Special Topics in Information Systems and Technology Management	
ISTM	627	2	Marketing Informatics	
ISTM	660	2	Business Analytics and Intelligence	
ISTM	622	2	Social Media Analytics	
PGBS	693	2	Global Business Intensive (w/ prior approval)	
<i>Note: The global content requirement for the program is fulfilled by completing ISTM 664, ISTM 665, or PGBS 693: Global Business Intensive (with DIIS-focused content and/or final paper).</i>				

Entrepreneurship				
Prefix	Course #	Units	Course Title	Courses Completed
Required courses:				
ENTR	622	4	Developing a New Business Opportunity	
ENTR	624	4	Building a Business Model	
ENTR	625	4	Launching a New Venture	
<i>Note: The global content requirement for the program is fulfilled by completing the Entrepreneurship concentration.</i>				

Finance				
Prefix	Course #	Units	Course Title	Courses Completed
Required Courses:				
FINC	623	2	Business Valuation	
FINC	638	2	Financial Modeling	
FINC	669	4	Investments and Portfolio Management	
Four units to be selected from the following list:				
DESC	621	2	Valuation of Real Options	
FINC	624	2	Mergers and Acquisitions	
FINC	634	2	The Management of Financial Risk	
FINC	635	2	Real Estate Investing and Finance	
FINC	639	2	Debt Securities	
FINC	661	2	Entertainment and Media Finance	
FINC	699	2-4	Special Topics in Finance	
<i>Note: The global content requirement for the program is fulfilled by completing FINC 669.</i>				

General Management				
You must select 8-units of coursework from the list(s) of required courses from any concentration and an additional 8-units of either required or elective courses from any concentration.				
Prefix	Course #	Units	Course Title	Courses Completed
<i>Note: The global content requirement for the program is fulfilled by completing a minimum of 2 units of the global content requirement from any other concentration. Students may take PGBS 693: Global Business Intensive or PGBS 694: Going Global with Graziadio (G3) for up to 4 units of electives.</i>				

Leadership and Managing Organizational Change				
Prefix	Course #	Units	Course Title	Courses Completed
Required courses:				
BSCI	660	4	Advanced Topics in Applied Behavioral Science	
OTMT	625	4	Developing Agile Organizations & Leading Change	
Four units are to be selected from the following courses:				
BSCI	635	2	Leadership and Ethics	
BSCI	698	2-4	Special Topics in Applied Behavioral Science	
OTMT	623	4	Managing Cross-Cultural, Diverse, and Inclusive Organizations	
OTMT	676	4	Talent Management	
OTMT	678	4	Managerial Creativity and Innovation for Leadership	
OTMT	698	2-4	Special Topics in Leadership and Organizational Change	
<i>Note: The global content requirement for the program is fulfilled by completing OTMT 623.</i>				

Marketing				
Prefix	Course #	Units	Course Title	Courses Completed
Required courses:				
MKTG	627	2	Consumer Behavior I: Inside Consumers' Minds	
MKTG	669	2	Marketing Research	
MKTG	682	4	Marketing Communications for The Digital Age	
Four units are to be selected from the following courses:				
MKTG	613	2	Entertainment, Media, and Sports Marketing and Analytics	
MKTG	628	2	Consumer Behavior II: Consumers in the Marketplace	
MKTG	629	2	Marketing Innovation and New Offerings	
MKTG	670	2	Technology in Marketing	
MKTG	671	2	Global Marketing	
MKTG	676	2	Brand Management	
MKTG	698	2-4	Special Topics in Marketing	
<i>Note: The global content requirement for the program is fulfilled by MKTG 671.</i>				

Healthcare Management Specialization

Prefix	Course #	Units	Course Title	Courses Completed
Required course:				
OTMT	627	4	Advanced Principles of Organization and Leading Change in Healthcare	
Two units are to be selected from the following courses:				
FINC	632	2	Healthcare Finance and Regulatory Environment	
PGBS	611	2	Contemporary Issues in Healthcare Management	
<i>Note: The global content requirement for the program is fulfilled by completing a minimum of 2 units of the global content requirement from any other concentration. Students may also satisfy the global content requirement by taking PGBS 693: Global Business Intensive or PGBS 694: Going Global with Graziadio (G3) for up to 4 units of electives.</i>				