

GRADUATE SCHOOL OF BUSINESS (GBUS)

600 Level Courses

GBUS 601: *Statistics for Management*. 0 credits.

This asynchronous self-paced course is designed for students to either learn or refresh their knowledge of statistics. It will introduce students to fundamental concepts in statistics and data analysis, utilizing advanced statistical software(s). The goal is to enable students to be prepared for courses in the program that rely on statistical knowledge. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Satisfactory/No Credit scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 613: *Financial Reporting and Decision Making*. 3 credits.

Foundation course focusing on economics and analysis of business transactions and related financial reporting issues. Topics include introduction to accounting framework used in financial reporting; and analysis of financial statements, economic events and their impact on financial reports, and impact of accounting methods on financial reports. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to MBA 613.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Students cannot enroll who have a major in Business Administration.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 623: *Marketing Management*. 3 credits.

Develops market-based knowledge and skills for effective marketing decision making, strategy design, implementation, and evaluation in wide variety of institutional and competitive situations. Addresses the importance of companies being market-driven and customer-focused. Emphasis on case studies, team work, and projects. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to MBA 623.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Students cannot enroll who have a major in Business Administration.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 638: *Operations Management*. 3 credits.

This course focuses on design, planning, and control activities to produce and deliver goods and services in modern organizations. Introduces wide range of operations management decisions, such as operations strategy, process analysis and design, capacity planning, supply chain management, total quality management, and project management. Uses quantitative modeling, case studies, and computer software to analyze and solve operations management problems. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to MBA 638.

Registration Restrictions:

Required Prerequisites: GBUS 601^{B-}, MBA 633^{B-}, STAT 515^{B-} or 554^{B-}.
^{B-} Requires minimum grade of B-.

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 643: *Managerial Finance*. 3 credits.

Introduces theory and practice of finance within corporations. Topics include intertemporal choice, valuation, capital budgeting and structure, working capital management, and risk and return analysis. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to MBA 643.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Students cannot enroll who have a major in Business Administration.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 653: *Organizational Behavior*. 3 credits.

Emphasizes development of conceptual tools for understanding and analyzing individual and group behavior in organizations and organizational processes. Considerable focus on developing relevant skills for working in groups and teams. Lectures, discussions, case analyses, and class exercises. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to MBA 653.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus or Senior Plus.

Students cannot enroll who have a major in Business Administration.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Special scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 662: *Management of Information Technology*. 3 credits.

The strategic, economic and managerial aspects of managing an organization's IT assets are covered. The business value of IT is understood and assessed in context of its impact on the organization's structure and strategy. The course includes discussion on major issues pertaining management of IT infrastructure. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to MBA 662.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Students cannot enroll who have a major in Business Administration.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 692: *Professional Development Experience*. 1-3 credits.

This course focuses on professional experience in conjunction with academic development. Hands-on experience is an important part of academic and career preparation and may be completed by an internship, consulting project, or "researchship" with an organization. Must involve an average of 15 hours per week and be approved by program director. Offered by SBUS Multidisciplinary. May be repeated within the degree for a maximum 6 credits.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 696: *Directed Studies in Graduate School of Business*. 1-3 credits.

Approval by faculty member and program director required prior to registration. Studies specialized topics in business not otherwise available in the curriculum. Offered by SBUS Multidisciplinary. May be repeated within the degree for a maximum 6 credits.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Independent Study

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 697: *Special Topics in Graduate School of Business*. 1-3 credits.

Sections established as necessary to focus on various topical issues that emerge in practice of business. Offered by SBUS Multidisciplinary. May be repeated within the degree for a maximum 6 credits.

Specialized Designation: Topic Varies

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate, Junior Plus, Non-Degree or Senior Plus.

Enrollment is limited to Graduate, Non-Degree or Undergraduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

700 Level Courses

GBUS 713: *Managing Human Capital*. 3 credits.

Effective management of human capital drives values for the firm and, in today's business environment, is a source of competitive advantage. Course prepares managers and entrepreneurs to leverage human capital by aligning practices with strategic objectives. Course provides systems perspective noting interrelationships between practices designed to attract, retain, & motivate human capital. Opportunities provided for personal skill-building on topics; interviewing, providing performance feedback, rewards, career development and termination. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to MBA 713.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate or Non-Degree.

Students cannot enroll who have a major in Business Administration.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 720: *Marketing Analytics*. 3 credits.

Marketing analytics is a systemic approach to harnessing data/information to drive effective marketing decision making. The objective of this course is to equip you with the tools required to address fundamental marketing decision problems using a data-driven approach. It will train students to view the marketing processes and relationships systemically and analytically. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to MBA 720.

Recommended Prerequisite: Grade of B- or higher in MSBA 738, STAT 515, or STAT 554

Registration Restrictions:

Enrollment is limited to students with a major, minor, or concentration in Business Analytics or Data Analytics Engineering.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Graduate Certificate or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 721: *Marketing Research*. 3 credits.

Develops skills to plan and implement effective marketing research studies. Topics include research design, data collection, statistical analysis, and use of database systems. Offers perspective on how managers can use market data to develop successful product or service strategies. Note: Students enrolled in the Business Administration MBA program and the Business Analytics Graduate Certificate should not take this course, since an equivalent course is included in the MBA program. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to MBA 721.

Recommended Prerequisite: Grade of B or higher in (STAT 515 or STAT 554).

Registration Restrictions:

Enrollment is limited to students with a major in Business Analytics or Data Analytics Engineering.

Enrollment is limited to Graduate level students.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 725: *Leadership*. 3 credits.

In this course, we focus on theoretical and practical expressions of effective leaders in today's organizations. In addition to a review of historical theories and leaders, students will have opportunities to explore their leadership styles and behaviors, learn how to modify them (as needed), and how to apply them effectively in various environments and situations. We will use a variety of mechanisms to achieve course objectives, including class discussions of text and other course materials, in-class experiential exercises (e.g., cases, self-assessments, skill-building exercises, role-plays), online forums, and cases to facilitate students' understanding of relevant theory and acquisition/enhancement of leadership skills. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to MBA 725.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy or Graduate.

Students cannot enroll who have a major in Business Administration.

Enrollment is limited to Graduate level students.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 727: *Management Consulting*. 3 credits.

Management Consulting is a practice-based course designed to provide a fundamental background in consulting, both from the perspective of the outside management consultant, and the inside (in-house) corporate consultant. Students will examine best practices in consulting to address complex organizational challenges and opportunities within a medium-to-large sized corporate setting. Offered by SBUS Multidisciplinary. May not be repeated for credit. Registration Restrictions: Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to MBA 727.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate or Non-Degree.

Students cannot enroll who have a major in Business Administration.

Enrollment is limited to Graduate level students.

Students in a Non-Degree Undergraduate degree may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 728: *Organizational Change Management*. 3 credits.

Organizational Change Management presents a systems view of organizational change that includes intervention strategies, data collection, diagnosis, and the integration and management of system-wide organizational change. The course begins with the investigation of previously defined organizational change management theories and explores the relevance of those theories in the 21st century organization. The course is designed to expose the student to an array of academic theories and models that challenge the intellectual perception of organizational change. The objective of this challenge is to introduce the student to the unique nature of all organizational change initiatives while creating a foundation that will support the real-time integration of more successful change within their respective organization. Offered by SBUS Multidisciplinary. May not be repeated for credit. Recommended Prerequisite: Completion of MBA core or permission of instructor. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Registration Restrictions:

Enrollment limited to students with a class of Advanced to Candidacy, Graduate or Non-Degree.

Students cannot enroll who have a major in Business Administration.

Enrollment is limited to Graduate level students.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 738: Data Mining for Business Analytics. 3 credits.

Examines how data warehouses and data mining are used to help businesses successfully gather, structure, analyze, understand and act on relevant data, both operational and contextual. Note: Students enrolled in the Business Administration MBA program and the Business Analytics Graduate Certificate should not take this course, since an equivalent course is included in the MBA program. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to MBA 738, MSBA 738.

Recommended Prerequisite: B or higher in (STAT 515 or STAT 554).

Registration Restrictions:

Enrollment is limited to students with a major in Business Analytics or Data Analytics Engineering.

Enrollment is limited to Graduate level students.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 739: Advanced Data Mining for Business Analytics. 3 credits.

This course covers business analytics using advanced data mining methods for the purposes of developing predictive models and forecasting. The course will develop the concept of feature selection to identify what dimensions to best use for constructing decision making models. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to MBA 739.

Recommended Prerequisite: Grade of B- or higher in MSBA 738 STAT 515 or STAT 554

Registration Restrictions:

Required Prerequisites: (GBUS 738^{B-}, MBA 738^{B-}, GBUS 738^{XS}, MBA 738^{XS}, MSBA 738^{B-} or 738^{B-}).

^{B-} Requires minimum grade of B-.

^{XS} Requires minimum grade of XS.

Enrollment is limited to students with a major, minor, or concentration in Business Analytics or Data Analytics Engineering.

Enrollment is limited to Graduate level students.

Enrollment limited to students in a Graduate Certificate or Master of Science degrees.

Schedule Type: Lecture, Recitation

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 740: People Analytics. 3 credits.

This course seeks to develop business leaders who understand how people data can be leveraged to improve firm performance. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to MBA 740.

Registration Restrictions:

Required Prerequisites: (MBA 738^B, GBUS 738^B or MSBA 738^B).

^B Requires minimum grade of B.

Enrollment is limited to students with a major in Business Analytics or Data Analytics Engineering.

Enrollment is limited to Graduate level students.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 744: Fraud Examination. 3 credits.

Introduces strategies and techniques for fraud prevention and detection. Focuses on financial fraud such as bribery, contract rigging and kickbacks, embezzlement, fraudulent financial reporting, payroll fraud, and misappropriation of inventory and other assets. Note: Students enrolled in the Business Administration MBA program and the Business Analytics Graduate Certificate should not take this course, since an equivalent course is included in the MBA program. Offered by SBUS Multidisciplinary. May not be repeated for credit. Equivalent to ACCT 636, MBA 744.

Recommended Prerequisite: B or higher in (STAT 515 or STAT 554).

Registration Restrictions:

Enrollment is limited to students with a major in Business Analytics or Data Analytics Engineering.

Enrollment is limited to Graduate level students.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)

GBUS 795: Global Business Perspectives. 3 credits.

This course provides a platform to develop and deepen a global mindset. The course builds on the foundational business knowledge and is designed to give students an opportunity to develop personal familiarity with the global environment and issues faced by global managers. The course involves interaction with global business leaders either through a short-term study abroad or through a virtual delivery mode. Beyond the social and cultural dimensions explored, the course will focus on developing an increased understanding of global markets, competition, and business opportunities. Offered by SBUS Multidisciplinary. May not be repeated for credit.

Registration Restrictions:

Required Prerequisites: (GBUS 613^{B-} or 613^{XS} and GBUS 623^{B-} or 623^{XS} and GBUS 638^{B-} or 638^{XS} and GBUS 643^{B-} or 643^{XS} and GBUS 653^{B-} or 653^{XS}).

^{B-} Requires minimum grade of B-.

^{XS} Requires minimum grade of XS.

Enrollment limited to students with a class of Advanced to Candidacy, Graduate or Non-Degree.

Enrollment is limited to students with a major in Management.

Students in a Non-Degree Post-Baccalaureate or Non-Degree Undergraduate degrees may **not** enroll.

Enrollment limited to students in the Costello College of Business college.

Schedule Type: Lecture

Grading:

This course is graded on the Graduate Regular scale. (<https://catalog.gmu.edu/policies/academic/grading/>)