

GRADUATE SCHOOL OF BUSINESS (GBUS)

500 Level Courses

GBUS 540: *Analysis of Financial Decisions*. 3 credits.

Provides a survey of financial decision-making. Assists students with developing a framework within which they can understand the linkages between financial decisions and organizational performance. Examines methods for using information based on financial statements in making decisions and assessing performance, evaluating investment opportunities, and choosing among alternative sources of funds. Focuses on public firms in the corporate sector as well as applications for privately-held companies and organizations in the government and non-for-profit sectors. 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.

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. (<http://catalog.gmu.edu/policies/academic/grading/>)

GBUS 551: *Leadership*. 3 credits.

Distinguishes between leadership and management, and focuses on the critical roles and functions of leadership, including communication ability, use of power and influence, providing direction, aligning an organization's systems, motivating a workforce, and creating a culture for effectiveness. Focuses on strategies for developing oneself as an effective leader. Integrates theory, research, and applications. 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.

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. (<http://catalog.gmu.edu/policies/academic/grading/>)

600 Level Courses

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 BMGT 613, 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. (<http://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 or Graduate.

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. (<http://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 BMGT 643, MBA 643.

Registration Restrictions:

Required Prerequisites: (GBUS 613^B, MBA 613^B, GBUS 613^{XS} or MBA 613^{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, 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. (<http://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 or Graduate.

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. (<http://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. (<http://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. (<http://catalog.gmu.edu/policies/academic/grading/>)

700 Level Courses

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:

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

^{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. (<http://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. (<http://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. (<http://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. (<http://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. (<http://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. (<http://catalog.gmu.edu/policies/academic/grading/>)