

# Management

IN THE FOWLER COLLEGE OF BUSINESS

**OFFICE:** Student Services East 3428  
**TELEPHONE:** 619-594-5306 / **FAX:** 619-594-3272  
**WEBSITE:** <https://business.sdsu.edu/management>

## Faculty

**Chamundeswari** (Chamu) **Sundaramurthy**, Ph.D., Professor of Management, Chair of Department  
**Beth G. Chung-Herrera**, Ph.D., Professor of Management  
**Alex F. De Noble**, Ph.D., Professor of Management  
**Martina Musteen**, Ph.D., Professor of Management  
**Amy E. Randel**, Ph.D., Professor of Management  
**Lori V. Ryan**, Ph.D., Professor of Management  
**Mujtaba Ahsan**, Ph.D., Associate Professor of Management  
**Jeremy B. Bernerth**, Ph.D., Associate Professor of Management  
**Michelle A. Dean**, Ph.D., Associate Professor of Management  
**John D. Francis**, Ph.D., Associate Professor of Management  
**Lawrence C. Rhyne**, Ph.D., Associate Professor of Management, Emeritus  
**Taekjin Shin**, Ph.D., Associate Professor of Management  
**Congcong Zheng**, Ph.D., Associate Professor of Management  
**Dwarkanprasad Chakravarty**, M.B.A., Assistant Professor of Management  
**Gabi M. Eissa**, Ph.D., Assistant Professor of Management  
**Valerie A. Grissom**, Ph.D., Assistant Professor of Management  
**Justin Wiegand**, Ph.D., Assistant Professor of Management

## General Information

The objective of the Master of Science degree in global business development is to prepare students to start or accelerate careers related to international business development across a wide variety of sectors. As economies continue to be integrated via trade, investment, and advanced technology, an increasing number of companies seek qualified global professionals. They seek culturally intelligent individuals capable of employing data-driven and relationship approaches to growing international sales and global business opportunities. The program is designed to provide graduates with the analytical skills, entrepreneurial perspectives, and cross-cultural competencies needed to successfully engage in sales and business development in a global context. Upon completion of the program, students should be competent in leading efforts—either in established organizations or in their own ventures—to identify, analyze, assess, and pursue international sales and business opportunities for both U.S. and foreign companies.

## Master of Science Degree in Global Business Development

### Admission to the Degree Curriculum

In addition to meeting the requirements for classified graduate standing and the general requirements for master's degrees as described in Part Two of this bulletin, students must meet the following requirements:

- Significant international experience (equivalent to at least semester-long international internship, student exchange, study abroad or international professional engagement).
- Professional experience equivalent to at least a semester-long internship, preferably in another country.
- Priority admission will be given to those with foreign language proficiency.
- Satisfactory completion of these courses or their equivalent prior to admission to the program:

B A 624	Organizational Behavior and Leadership	.....3
B A 625	Financial and Management Accounting	.....3
B A 626	Business Economics	.....3
B A 627	Marketing	.....3
B A 628	Operations and Supply Chain Management	....3
B A 629	Financial Management	.....3

The requirement to complete courses for admission to the degree may be waived by the director of graduate programs under special circumstances. Waivers are determined by evaluating prior course content, institution at which courses were taken, grades received, relevant professional experience, and time since courses were taken.

Notice of admission with classified graduate standing will be sent to the student upon the recommendation of the Fowler College of Business and the approval of the dean of the Division of Graduate Affairs.

### Advancement to Candidacy

All students must satisfy the general requirements for advancement to candidacy, as described in Part Four of this bulletin.

## Specific Requirements for the Master of Science Degree in Global Business Development

(Major Code: 05131) (SIMS Code: 222534)

In addition to meeting the requirements for classified graduate standing as described above and the general requirements for master's degrees as described in Part Four of this bulletin, the student must complete a graduate program of at least 30 approved units including at least 21 units in 600- and 700-numbered courses. Up to nine units of coursework completed at an accredited AACSB institution and with the approval of the director of graduate programs may be accepted for transfer credit. With approval of the faculty program adviser, a substitute course may be allowed in place of a required course after reviewing student credentials.

### 1. Complete the Following Business Foundation Courses (6 units)

B A 623	Statistical Analysis	.....3
B A 630	Business Strategy	.....3

### 2. Complete the Following International Business Foundation Courses (6 units)

MGT 710	Seminar in World Business Environment	.....3
FIN 654	Seminar in International Business Finance	.....3

### 3. Complete the Following International Business Development Theme Courses (15 units)

Including the following required courses:

MGT 748	Seminar in International Entrepreneurship and Business Development	.....3
MKTG 763	Seminar in Sales Management	.....3
MKTG 767	Sales and Marketing Analytics	.....3
MKTG 769	Seminar in International Marketing	.....3

The remaining three units selected from the following list of courses:

MGT 797	Research	..... 3 (Cr/NC/RP)
MGT 798	Special Study	..... 1-3 (Cr/NC/RP)
FIN 659	Decision Making in the World Economy	.....3
JMS 574	International Advertising	.....3
MIS 697	Project Planning and Development	.....3
MIS 753	Global Supply Chain Management	.....3
MKTG 772	Strategic Brand Management	.....3
MKTG 797	Research	..... 3 (Cr/NC/RP)
MKTG 798	Special Study	..... 1-3 (Cr/NC/RP)

No more than three units outside the Fowler College of Business and no more than a total of three units in 797 (Research) or 798 (Special Study), will be accepted toward the degree. Other courses should be related to this program and must be approved by the director of graduate business programs.

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### 1. International Business Development Capstone (3 units)

The Master of Science degree in global business development requires Plan A, Thesis or Plan B, which is the B A 794 culminating experience course.

**Choose one from one of the following:**

B A 794	International Business Development Practicum .....	3
B A 799A	Thesis .....	3 (Cr/NC/RP)

The program must be approved by the college and departmental adviser. For regulations concerning grade point averages, final approval for granting of the degree, award of the degree, and diplomas, refer to the basic requirements for the master's degree as described in Part Four of this bulletin.

## Courses Acceptable for Master's Degree Programs in Business Administration (MGT)

Refer to *Courses and Curricula and Regulations of the Division of Graduate Affairs* sections of this bulletin for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

### UPPER DIVISION COURSE

#### MGT 596. Advanced Topics in Management (3)

Prerequisites: Six upper division units in management. **Proof of completion of prerequisites required:** Copy of transcript.

Advanced special topics in management. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit of six units of 596 applicable to a bachelor's degree. Credit for 596 and 696 applicable to a master's degree with approval of the graduate adviser.

### GRADUATE COURSES

#### MGT 696. Seminar in Selected Topics (3)

Intensive study in specific areas of management. May be repeated with new content. See *Class Schedule* for specific content. Maximum credit six units applicable to a master's degree. Credit for 596 and 696 applicable to a master's degree with approval of the graduate adviser.

#### MGT 710. Seminar in World Business Environment (3)

Prerequisite: Business Administration 624.

Nature, dimensions and motives of international business. Impact of environmental factors. Nature of multinational corporation, importance of national and multilateral controls and policies for international business management.

#### MGT 721. Seminar in Group Processes and Leadership (3)

Prerequisite: Business Administration 624.

Perceptions and processes in work groups. Experience in interpersonal networks, influence and rewards, stereotypes; managing differences and conflicts.

#### MGT 722. Seminar in Business Ethics and Social Institutions (3)

Prerequisite: Business Administration 624.

Ethical and social aspects of current issues in business and society. Changing role of stakeholders including consumers, shareholders, and employees. Assessment of operation, functioning and regulation of the market system.

#### MGT 724. Entrepreneurship (3)

Prerequisite: Business Administration 624.

Examination of the entrepreneurial approach; concepts, theory and techniques of managerial innovation and implementation; analysis of entrepreneurial skills.

#### MGT 729. Seminar in Organizational Issues (3)

Prerequisite: Business Administration 624.

Issues in organizations in modern society: organization design, environmental interface, and political processes. See *Class Schedule* for specific content. Maximum credit six units applicable to a master's degree.

#### MGT 744. Seminar in Managing the Growing Firm (3)

Prerequisite: MBA core or admission to degree curriculum for M.S. degree business administration.

Problems and issues confronting entrepreneurs beyond start-up of a new venture. Focus on issues from both entrepreneur and investor perspectives.

#### MGT 746. Seminar in Corporate Governance (3)

Prerequisite: Classified graduate standing.

Roles and interrelationships among members of corporate governance triad: managers, directors, and shareholders. History and theories of corporate governance, ethical obligations underlying the three roles, and case studies.

#### MGT 747. Seminar in Managing Technology Commercialization (3)

Prerequisite: Graduate standing.

Assessment of future commercialization potential of early stage technologies. Technology commercialization process including technology and market assessments, business models, revenue streams, licensing, and protection of intellectual property.

#### MGT 748. Seminar in International Entrepreneurship and Business Development (3)

Prerequisite: Business Administration 624.

Challenges and issues confronting entrepreneurs seeking to develop international business opportunities. Concepts, theory, and techniques of international entrepreneurship. Drivers of entrepreneurship and assessment of entrepreneurial conditions around the world.

#### MGT 797. Research (3) Cr/NC/RP

Prerequisite: Advancement to candidacy.

Research in the area of management. Maximum credit six units applicable to a master's degree.

#### MGT 798. Special Study (1-3) Cr/NC/RP

Prerequisite: Consent of staff; to be arranged with department chair and instructor.

Individual study. Maximum credit six units applicable to a master's degree.