



Business, Management & Legal

Pre-MBA Series

Offered in cooperation with
Global Window Partners, Inc.

Compete successfully at the MBA level!

This sequential program provides aspiring MBA students with a solid foundation of business tools, concepts, and practices that are an essential part of the standard curriculum for many MBA programs.

The integrated curriculum consists of 1 traditional instructor-led course and the remainder comprised of online self-study courses. You can complete the program fully online within 1 year.

Pre-MBA Series

Program Features and Benefits

- Gain a competitive advantage through an integrated curriculum that can help strengthen your strategic, business communication, and critical thinking skills
- Complete the majority of coursework anytime, anywhere through online self-study classes
- Many of the courses utilize materials adapted from the teachings of prominent faculty from UCLA's Anderson Graduate School of Management
- Those who successfully complete the requirements receive a testimonial from UCLA Extension certifying their completion

Who Should Enroll

- Individuals who are planning to pursue an MBA degree in the United States

Suggested Program Prerequisites

- It is highly recommended that you complete X 1A and X 1B Principles of Accounting (or equivalent) prior to enrolling in the program.

Curriculum

Group A: 5 Required Core Courses

You are encouraged to complete these courses prior to enrolling in any of the elective modules. X 110 Mathematics for Management is an instructor-led course completed live in the classroom or online. The others are online self-study courses consisting of 3-5 modules, with approximately 7.5-15 hours of learning time per course.

X 110	Mathematics for Management
821	Strategic Marketing
830	Fundamentals of Business Strategy
833.511	Financial Markets, Instruments, and Institutions
838	Human Behavior in Organizations

Group B: Elective Online Self-Study Modules (5 Required)

Each of the following online, self-study elective modules presents approximately 2.5-3.0 hours of learning time per module.

820.4	Economic and Strategic Fundamentals
820.7	General Guidelines to Building Brands
831.215	Debt and Other Financing Sources
831.218	Effects of Taxation on Cash Flows
831.219	Introduction to Capital Budgeting
833.512	Market Efficiency
833.516	The Equity Holder vs. Debt Holder
840.2	Entrepreneurial Marketing
840.3	Introduction to Boards
840.5	Managing Change
840.6	Managing Growth

Required Core Courses

All course descriptions and fees are subject to change.

Mathematics for Management

X 110 Management 4 units \$455

This course provides a fundamental background for administrators in the public and private economic sectors, as well as a solid review of pre-MBA mathematics. Topics include linear and matrix algebra (with special emphasis on demand/supply and cost/revenue analysis) and differential calculus. You are encouraged to bring in examples of mathematical applications based on your professional experiences. *Note:* This is an instructor-led course completed live in the classroom or online. The above fee is for enrolling at least 1 month prior to the course start date (after which approximately 10% is added to the fee). The fee for the online version of this course also is higher.

Strategic Marketing (Online)

821 Management 1.2 CEU \$195

This course provides managers with a basic foundation for understanding the strategic marketing challenges facing corporations today. Students are introduced to a framework for understanding how consumers make decisions, competitive analysis, and services marketing. Other topics include co-branding, licensing one's brand name, and strategic alliances. The series consists of the following 5 self-study, self-paced modules: Customer Analysis: Decision Making; Competitive Analysis and Market Strategy; Services Marketing; Co-Branding and Licensing; and Strategic Alliances. The series is adapted from the teachings of Dr. Carol Scott, PhD, Professor of Marketing, UCLA.

Fundamentals of Business Strategy (Online)

830 Management 1.2 CEU \$195

This 5-module self-study course aims to provide a broad understanding of business strategy principles employed by successful corporations in today's business environment. Among the topics covered are understanding an organization's playing field and the importance of thoroughly understanding your industry, your company, and feasibility of your business model. The ramifications of strategic decisions on an organization and its ability to compete also are examined.

Financial Markets, Instruments, and Institutions (Online)

833.511 Management 0.7 CEU \$145

This course is comprised of 3 self-study modules that examine the function of the financial markets and institutions. A list of the major types of financial institutions are discussed, including commercial banks, savings institutions, mutual funds, pension funds, and insurance companies. In addition, different financial instruments are introduced and their roles discussed. The modules are adapted from the teachings of David Eiteman, PhD, Professor of Finance, Emeritus, UCLA.

Human Behavior in Organizations (Online)

838 Management 1.2 CEU \$195

This 3-module self-study course introduces the principles and concepts underlying human behavior, motivation, and employee learning and feedback. Additional topics include basic guidelines and overviews pertaining to behavior assessment, identifying an individual's motivational profile, and an examination of the different ways individual employees learn in response to motivation, expectations, observation, experience, context, reinforcement, and feedback.

Elective Modules

Economic and Strategic Fundamentals (Online)

820.4 Management 0.3 CEU \$65

The marketing strategy of a global company is different from one only facing domestic issues. There are various concepts particular to a multinational environment that must be understood. In this module, fundamental concepts that are important to understand before moving on are introduced. The various types of advantages a company can seek in a global environment are covered, such as first-mover advantage. The difference between country and firm-specific advantages—and which are more sustainable—are discussed, as well as the phenomenon of leading markets and their affect on a global strategy. Finally, major problems that global companies often face, such as global competitors, exchange rates, and barriers to entry are examined.

General Guidelines to Building Brands (Online)

820.7 Management 0.3 CEU \$65

In this module, specific topics and issues that often arise in building brands are discussed, including why corporate name changes occur, special brand management concerns for high-technology and retail brands, and the strategies of using celebrity endorsers and viral marketing.

Debt and Other Financing Sources (Online)

831.215 Management 0.3 CEU \$65

Most firms are searching for financing sources outside of the venture capital markets. This self-study module deals with the remaining options of financing available to entrepreneurs. Various funding sources are discussed in detail. Also discussed is the importance of cash for a young firm, and the ways in which the firm can find sources of cash both internally and externally.

Effect of Taxation on Cash Flows (Online)

831.218 Management 0.3 CEU \$65

This module introduces into the capital budgeting problem the real life complication of taxation and leverage. How corporate taxes impact cash flows is examined as well as how debt and depreciation impact valuation and capital budgeting.

Introduction to Capital Budgeting (Online)

831.219 Management 0.3 CEU \$65

This module focuses on traditional financial management as it pertains to capital budgeting. The elements of capital budgeting are discussed, such as cash flow estimates, valuation, investment objectives, and cost of capital. In addition, the notion of firm value creation is examined.

Market Efficiency (Online)

833.512 Management 0.3 CEU \$65

This module addresses one of the most heavily debated questions in finance: Is the market efficient? In other words, do current market prices for shares of stock rationally and correctly reflect the underlying economic fundamentals of the issuing firm? The debate centers on three different forms of the Efficient Market Hypothesis: the weak form, semi-strong form, and strong form.

The Equity Holder versus Debt Holder (Online)

833.516 Management 0.3 CEU \$65

The decision to issue new equity instead of new debt, or vice versa, can be complicated by conflicts between the goals of equity holders and the goals of debt holders. This module examines the nature of this conflict between these two different types of investors in a company. The capital structure decision in the context of this conflict also is discussed.

Entrepreneurial Marketing (Online)

840.2 Management 0.3 CEU \$65

Entrepreneurs face special challenges in marketing their new enterprises. This module presents an overview of these challenges and provides an overview of what elements are crucial for a successful marketing plan. In addition, the adoption cycle for new products is discussed as well as how entrepreneurs can market products to customers in various adoption segments.

Introduction to Boards (Online)

840.3 Management 0.3 CEU \$65

One powerful tool available to entrepreneurs is a board. This module discusses the various forms of boards available to entrepreneurs, the ideal candidates for director positions, and the role that directors play in the management of a firm and the formation of strategy.

Managing Change (Online)

840.5 Management 0.3 CEU \$65

Starting and growing a business requires a certain willingness to accept and embrace change. Entrepreneurs must be able to successfully accept change and manage the organization as it adapts. This module deals with the dynamics of organizations, the sources of resistance to change, and how these obstacles can be overcome.

Managing Growth (Online)

840.6 Management 0.3 CEU \$65

Entrepreneurs must not only manage the birth of their enterprise, they must also be prepared to manage its growth. This process requires the ability to plan and build an organization that has the appropriate goals and structure. This module discusses the stages of growth, the issues entrepreneurs will face, and the key factors for success.



General Information

Enrolling in a Sequential Program

To officially enroll in this sequence and be assured of completing the program under its current requirements, an Application for Candidacy and nonrefundable application fee must be submitted. Enroll online at uclaextension.edu/TT326.

Online Self-Study Courses

You may enroll in the online self-study courses anytime during the regular academic quarters. Upon enrolling, you are automatically directed to the courses and, after initial login and launch of module, are given access to each module for a total of 21 days or a maximum of 7 launches, whichever comes first.

Windows PC and high-speed Internet connection are required to access the online self-study courses.

For more information about our online self-study modules with Global Window Partners, visit unex.gwpartners.com: click "FAQs" on the left-hand nav bar. For your log-in ID and password, as well as more technical information, email admin@gwpartners.com.

Grading

All credit courses to be applied toward this sequential program must be taken for a letter grade; a grade of "C" or better is required. Successful completion of a self-study online module is defined as completing the performance assessment and Knowledge Review questions, Q&A, and quiz.

Course Scheduling

To determine if a course(s) is being offered, see the quarterly schedule of courses in the UCLA Extension catalog or visit our website at uclaextension.edu/TT326.

Cost of the Program

The following are approximations and are subject to change without notice. Total does not include the cost of textbooks and/or course materials that may be required.

Candidacy Fee (Nonrefundable): \$75

Course Fees: \$1,605

Approximate Total: \$1,680

In accordance with applicable Federal laws and University policy, the University of California does not discriminate in any of its policies, procedures, or practices on the basis of race, color, national origin, sex, sexual orientation, age, or disability. Inquiries regarding the University's equal opportunity policies may be directed to Office of Registrar, UCLA Extension, Suite 214, 10995 Le Conte Ave., Westwood; Voice/TDD: (310) 825-8845. For information on services for students with disabilities, or questions about accessibility, please call (310) 825-7851 (voice or TTY). Wheelchair accessible.

Contact Us

Certificates and Sequential Programs

The Certificate Programs staff provides many services to students enrolled in certificates and sequential programs, including course selection advisement, record maintenance, transcript evaluations, problem resolutions, and course substitutions.

Telephone: (310) 206-1654

Email: bamcertificate@uclaextension.edu

Website: uclaextension.edu/TT326

Course, Textbook, and Instructor Information

Program representatives are available to answer questions regarding textbook information, instructor follow-up, course outlines, and advance course scheduling.

Entrepreneurship, Human Resources, and Marketing (Online Self-Study)

Josh Gill

Telephone: (310) 206-5075

Email: jgill@uclaextension.edu

Finance and Investments (Online Self-Study) and Mathematics for Management

Michael Cardoza

Telephone: (310) 206-1708

Email: mcardoza@uclaextension.edu

Concurrent Courses and Continuing Education Credit

During fall, winter, and spring quarters, UCLA Extension students may petition to concurrently enroll in UCLA regular-session daytime classes, subject to approval and space availability. Many business, management, and legal courses also are approved for continuing education credit toward professional licensing/relicensure and/or certification.

Michael Cardoza

Telephone: (310) 206-1708

Email: mcardoza@uclaextension.edu

Corporate Custom Training

Programs and courses can be custom tailored to meet an organization's specific training needs and be delivered on-site.

Telephone: (310) 206-4149

Email: customprograms@uclaextension.edu

Website: uclaextension.edu/customprograms

UCLA Extension Student Services

Financial Aid Office

Telephone: (310) 825-4246

Email: finaid@uclaextension.edu

International Student Office

Telephone: (310) 825-9351

Email: iso@uclaextension.edu

Website: uclaextension.edu/iso

Contact information subject to change without notice.