GRADUATE SCHOOL OF BUSINESS (GBUS)

500 Level Courses

GBUS 510: Engineering Marketing and Financial Analysis. 3 credits.
Provides overview of key ideas & methods used in financial accounting and marketing in the context of applications in engineering. Designed to enable engineering professionals to appreciate business perspectives by developing familiarity with concepts and analytical approaches from accounting (financial statements, difference between cash and accrual approaches, and cost accounting) and marketing (market research, pricing, and branding). Offered by School of Business. May not be repeated for credit.

Recommended Prerequisite: Admission to any George Mason graduate engineering program or senior plus standing in a George Mason undergraduate engineering program.

Registration Restrictions:
Enrollment limited to students with a class of Advanced to Candidacy, Graduate, 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.

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-profit sectors. Offered by School of Business. May not be repeated for credit.

Registration Restrictions:
Enrollment limited to students with a class of Advanced to Candidacy, Graduate, 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.

GBUS 550: Strategic Thinking. 3 credits.
Focuses on strategy formulation and implementation. Introduces the critical business skills of planning and managing strategic activities and focuses on role of strategic managers in generating competitive advantages. This course aspires to impart the participants with the skills necessary and appropriate for strategy analysis, formulation, implementation and control. Offered by School of Business. May not be repeated for credit.

Registration Restrictions:
Enrollment limited to students with a class of Advanced to Candidacy, Graduate, 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.

600 Level Courses

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 School of Business. 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, 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.
**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 School of Business. 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, 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.

**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 School of Business. May not be repeated for credit. Equivalent to MBA 720.

**Recommended Prerequisite:** Grade of B or higher in (STAT 515 or STAT 554); AND GBUS 738 or equivalent.

**Registration Restrictions:**
Enrollment is limited to students with a major, minor, or concentration in Business Analytics.

Enrollment is limited to Graduate or Non-Degree 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.

**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. Offered by School of Business. 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, minor, or concentration in Business Analytics.

Enrollment is limited to Graduate or Non-Degree 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.

**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. Offered by School of Business. May not be repeated for credit. Equivalent to MBA 738.

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

**Registration Restrictions:**
Enrollment is limited to students with a major, minor, or concentration in Business Data Analytics.

Enrollment is limited to Graduate or Non-Degree 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.

**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 School of Business. May not be repeated for credit. Equivalent to MBA 739.

**Recommended Prerequisite:** Grade of B or higher in (STAT 515 or STAT 554); AND a B or higher in GBUS 738 or equivalent.

**Registration Restrictions:**
Enrollment is limited to students with a major, minor, or concentration in Business Analytics.

Enrollment is limited to Graduate or Non-Degree 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.

**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. Offered by School of Business. May not be repeated for credit. Equivalent to MBA 744.

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

**Registration Restrictions:**
Enrollment is limited to students with a major, minor, or concentration in Business Analytics.

Enrollment is limited to Graduate or Non-Degree 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.