Marketing Management
Thursdays 7:00 PM—9:45 PM, Location: SGMH 2505

In this course, students learn key marketing concepts and their applications for marketing research, segmentation, selecting target markets, product development, pricing, promotion and distribution. Students develop senior-level executive decision-making skills from global, ethical and socially responsible perspectives.

About the Professor: Dr. Susan Cadwallader is a full-time professor and received her Ph.D. from Arizona State University in 2003. She has been conducting research in the field of services marketing for the past 10 years and currently serves as the Director of the Gianneschi Center for Nonprofit Research. Her research has been published in reputable journals including Marketing Education Review and Harvard Deusto Business Review. Dr. Cadwallader is also the recipient of several awards including the CSUF, CBE Instructional Innovation Award and AMA-Sheth Foundation Doctoral Consortium Fellow.

Management of Information in the Corporate Environment
Tuesdays 7:00 PM—9:45 PM, Location: SGMH 1109

In this course, students learn about the review and application of management information systems in business. Topics include system planning, system design and analysis, use of files, decision support systems, expert systems and the implementation of management information systems.

About the Professor: Professor Harold Fraser is a lecturer for the Management Department at CSUF, and he is affiliated with the National Association of Record Industry Professionals. His teaching interests include strategic management, entertainment, and operations management. Professor Fraser most enjoys researching the entertainment industry. He has earned numerous awards including the Outstanding Faculty Recognition and Teacher Scholar award. He also won first place at the National SBI Graduate Case Competition.
Seminar in Taxation of Corporations & Shareholders
Mondays 7:00 PM—9:45 PM, Location: SGMH 2311

In this course, student will learn how Federal taxation relates to corporations including accounting methods, business deductions, selection of tax year, organization, distribution, liquidation, redemption and reorganization of, or from, the corporate entity.

About the Professor: Professor Douglas Maughan is currently an Adjunct Professor for the Accounting Program. He received his Master's in Accountancy, with an emphasis in U.S. Taxation from Brigham Young University. Before arriving at Mihaylo College, Professor Maughan was a Partner for over 10 years at both PricewaterhouseCoopers LLP and Southern California M & A Tax Group. During his years of experience, he was also published in respectable journals including the *Journal of Taxation* and *TAXES*.

Microeconomic Perspective for Managers
Mondays 7:00 PM—9:45 PM, Location: SGMH 2301

In this course, students will learn about individual economic agents including demand side consumers and supply side producers, as well as market structures ranging from perfect competition to monopoly. Features of organizational architecture: the assignment of decision rights within organizations; the reward system; and the performance-evaluation system will also be covered.

About the Professor: Dr. Michaels is a full-time Professor for the Economics Department, with a teaching interest in microeconomics and industrial organization. He received his Ph.D. from UCLA and has since published articles on energy industries and also published a book on Economics for Management. His research interests mainly lie in industrial organization and regulatory policies toward energy industries.
Comparative Management
Mon/Wed 7:00 PM—9:45 PM, Location: IRVC—131

This course in comparative management will cover the management practices and processes in five geographical areas. Lectures on market-structures and management characteristics different from those in the United States will be part of the course. As well as, constraints that vary between countries because of cultural, legal, economic and/or political differences.

About the Professor: Professor Pawan Tomkoria received his MBA with a concentration in Finance from California State University, Pomona. Since then, he has gained real-world experience through finance positions at Edwards Lifesciences, Baxter Healthcare, and Oak Industries. Professor Tomkoria enjoys teaching MBA courses in International Management and Corporate Finance. His global experiences and extensive work history provide him with a unique teaching perspective.

Microeconomic Perspective for Managers
Mon/Wed 7:00 PM—9:45 PM, Location: IRVC—105

In this course, students will learn about the accumulation, organization and interpretation of financial and quantitative data relevant to the activities of corporate business enterprises. Analysis of financial reports, current regulatory reporting requirements with attention to business ethics and an understanding of global reporting issues will all be topics covered throughout the course.

About the Professor: Dr. Mande is currently the Director of the Center for Corporate Reporting and Governance. He was named the Outstanding Faculty for 2005 by the College's Executive Council. Prior to joining Cal State Fullerton, he was the 2001-2002 Academic Fellow at the Securities and Exchange Commission (SEC) in Washington DC. Dr. Mande is the author of Accounting for Share-Based Compensation (2006) published by BNA. He has been quoted in numerous newspapers and publications including KPMG's Audit Committee Insight and Compliance Week. He also serves on the editorial board of Research in Accounting Regulation.