

**Spring 2012**  
**Class Schedule and Textbooks**  
**Fullerton FEMBA at Irvine**

Last Updated 1/9/2011

Cohort	Course	Section	Class Nbr	Days	Dates	Time	Room	Instructor	Fee	Textbook
13-A	MKTG 596T Product and Brand Management	71	20323	Tue Thur	1/24/2012-3/15/2012	7:00PM-9:45PM	IRVC-218	Matt Lancellotti	\$2,100	Textbook not required.
13-A	ISDS 551 Information Resources Management	70	20315	Tue Thur	3/20/2012-5/17/2012	7:00PM-9:45PM	IRVC-218	Pawel Kalczynski	\$2,100	Title: Information Technology for Management: Improving Strategic and Operational Performance Authors: Efraim Turban and Linda Volonino Edition: 8 ISBN: 978-0470916803
13-B	MKTG 596T Marketing with Social Media	70	20322	Mon Wed	1/23/2012-3/14/2012 No class meeting 2/20	7:00PM-9:45PM	IRVC-218	John Jackson	\$2,100	TBA
13-B	MGMT 543 Seminar in Human Resource Management	71	21272	Mon Wed	3/19/2012-5/16/2012 No classes 3/26-3/30	7:00PM-9:45PM	IRVC-218	Shaun Pichler	\$2,100	TBA
14	MGMT 516 Operations Management	70	20316	Mon Wed	1/23/2012-3/14/2012 No class meeting 2/20	7:00PM-9:45PM	IRVC-105	Gus Manoochehri	\$2,100	Title: Operations Management: Creating Value Along the Supply Chain Authors: Roberta S Russell & Bernard W. Taylor Edition: 7 ISBN: 978-0470525906
14	FIN 517 Managerial Finance	70	20312	Mon Wed	3/19/2012-5/16/2012 No classes 3/26-3/30	7:00PM-9:45PM	IRVC-105	Djaved Kashefinejad	\$2,100	Title: Fundamentals of Corporate Finance Author: Stephen Ross, Randolph Westerfield, & Bradford D. Jordan Edition: 9 ISBN: 978-0073382395
15	MGMT 524 Seminar in Organizational Behavior and Administration	70	20318	Tue Thur	1/24/2012-3/15/2012	7:00PM-9:45PM	IRVC-105	Craig Rusch	\$2,100	TBA
15	ECON 515 Microeconomic Perspective for Managers	70	20238	Tue Thur	3/19/2012-5/17/2012 No classes 3/26-3/30	7:00PM-9:45PM	IRVC-105	Morteza Rahmatian	\$2,100	Title: Managerial Economics and Organizational Architecture Authors: James Brickley, Jerold Zimmerman & Clifford W. Smith, Jr. Edition: 5 ISBN: 978-0073375823