

# WEITZMAN - CERT TB&IM ELECTIVE (FCTB)

OIDD 6140	Innovation	0.5
OIDD 6620	Enabling Technologies	0.5-1
STAT 7760	Applied Probability Models in Marketing	1

Code	Title	Course Units
BDS 5010	Behavioral Science: Theory and Application of Experimental Methods	1
BDS 5120	Power, Persuasion and Influence	1
BDS 5210	Judgments & Decisions	1
EAS 5070	Intellectual Property and Business Law for Engineers	1
EAS 5120	Engineering Negotiation	1
EAS 5450	Engineering Entrepreneurship I	1
EAS 5460	Engineering Entrepreneurship II	1
EAS 5490	Engineering Entrepreneurship Lab	1
ENVS 6530	Corporate Sustainability Strategies	1
ESE 5400	Engineering Economics	1
FNCE 7500	Venture Capital and the Finance of Innovation	0.5-1
HCMG 8530	Management and Strategy in Medical Devices and Technology	1
HCMG 8670	Health Care Entrepreneurship	0.5
IPD 5450	Engineering Entrepreneurship I	1
LGST 7290	Intellectual Property Strategy for the Innovation-Driven Enterprise	0.5
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MGMT 7310	Technology Strategy	0.5-1
MGMT 8010	Entrepreneurship	0.5
MGMT 8020	Change, Innovation & Entrepreneurship	0.5
MGMT 8040	Venture Capital and Entrepreneurial Management	0.5
MGMT 8120	Social Entrepreneurship	0.5
MKTG 6110	Marketing Management	0.5
MKTG 6120	Dynamic Marketing Strategy	0.5
MKTG 7110	Consumer Behavior	0.5-1
MKTG 7120	Data and Analysis for Marketing Decisions	0.5-1
MKTG 7270	Analytics and AI in Digital Marketing and Social Media	0.5
MKTG 7370	Applied Neuroscience for Business Decisions	0.5
MKTG 7680	Contagious: How Things Catch On	0.5
MKTG 7760	Applied Probability Models in Marketing	1
MKTG 8090	Experiments for Business Decision Making (Center Special Topic)	1
MKTG 8500	Special Topics - Consumer Neuroscience	0.5
NPLD 7820	Group Dynamics	0.5
NPLD 7850	Group Dynamics and Organizational Politics	1
NPLD 7860	Strategic Management and Leadership of Nonprofits	1
NPLD 7870	Leadership Theory and Practice	1
OIDD 6120	Business Analytics	0.5