



MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

A.A. (2y)



B.B.A. (2y)



M.B.A. (1.5-2y)

E.M.B.A. (1.5-2y)



D.B.A. (2-4y)



Program Objectives:

The objective of the Master's program (M.B.A.) is to enable the student to continue his studies and achieve additional competence and specialization in an specific area of business. We strive to provide our graduates with an insight into the wide spectrum of business activity and to balance theory, reality, techniques, and concepts which facilitate understanding of the spectrum of diverse management challenges.

The learner completes a rigorous curriculum with credentials in both corporate and academic disciplines. The MBA program consists of a prescribed number of core courses, and is augmented with an appropriate number of electives, as chosen by each individual learner. Our integrated approach of combining academic knowledge with business practice, generates graduates with foundational skills in analysis, communication and business decision-making. The philosophy underlying this program and its administration is that the student is conscientious about continuing his studies and has also acquired additional business experience.

Learning Outcomes:

Upon successful completion of this program, students will be able:

1. to demonstrate an understanding of business operations from a systems perspective including management, marketing, finance, information systems and accounting.
2. to synthesize the impact of ethical, leadership, economic, and technological changes in an organization.
3. to evaluate the financial position of an enterprise, and plan the use of its financial resources to achieve its objectives.
4. to demonstrate team-based problem-solving abilities.
5. to analyze business problems and opportunities in global political, social and technological environments.
6. to demonstrate an ability to make persuasive presentations that reveal strong written and oral communication skills.

Admission Prerequisites:

Applicants to the MBA program must have one of the following: academic credentials for admission into the M.B.A. program:

1. Bachelor's degree in Business Administration or a related business discipline, from an institution that is accredited or approved by the appropriate state agency. The applicant must have a minimum cumulative GPA of 2.0.
2. Completion of undergraduate program evaluated to be comparable to a Bachelor's degree in Business Administration or a related business discipline as determined by an acceptable Credential Evaluation service. The applicant must have a minimum cumulative GPA of 2.0.

Program Requirements:

The Master of Business Administration is a non-terminal degree program and requires a minimum of fifty-five (55) quarter units beyond the bachelor's degree. Students must complete a minimum of forty-five (45) quarter units of graduate study while enrolled at our University. Graduate students must complete their respective degree programs with a grade point average of B (3.0) or better. The degree is the first 55 units of the graduate program culminating in the Doctoral Degree.

The Master of Business Administration (M.B.A.) Curriculum:

Core Courses:

BUS 504: Management Finance (5)
BUS 510: Marketing Management (5)
BUS 514: Human Resources Management (5)
BUS 522: Business Strategy & Policy (5)

Electives: (Select a minimum of 25 credits):

BUS 601: Advanced Personnel Management (5)
BUS 604: Institutional Planning (5)
BUS 610: Institutional Finance (5)
BUS 612: Economics & Public Policy (5)
BUS 616: Advanced Quantitative Methods (5)
BUS 617: Cost Accounting (5)
BUS 618: Business Planning (5)
BUS 619: Rational Management (5)
BUS 620: Managerial Accounting (5)
BUS 621: Management Practice & Organizational Behavior (5)



BUS 626: Corporate Planning & Environment (5)
 BUS 627: Multinational Marketing (5)
 BUS 628: Industrial Management (5)
 BUS 630: Innovation & Change (5)
 BUS 632: Leading Business Planning (5)
 BUS 633: Applied Dynamics of Teams, Employee
 Empowerment, & Culture Change (5)
 BUS 634: Leading Strategic Implementation (5)
 BUS 636: Leading for Competitive Advantage (5)
 BUS 645: Contemporary Marketing Management (5)
 BUS 646: Innovation Management & Methodology (5)
 BUS 654: International Macroeconomics Analysis (5)
 BUS 655: Management & Global European Competition (5)
 BUS 661: International Economics (5)
 BUS 662: International Marketing (5)
 BUS 663: Global Business Strategy and Operations (5)
 BUS 664: International Human Resource Management (5)
 BUS 680: Legal Issues for the Modern Institution (5)
 BUS 681: Change-Management & Information Technology (5)
 BUS 682: Managing Internet & E-commerce (5)
 BUS 683: IT-Consultancy (5)
 BUS 684: Managing Information Technology (5)
 BUS 688: Administrative Policy & Administration (5)
 BUS 694: Directed Study (5)
 BUS 695: Independent Research & Presentation (5)
 BUS 696: Project (5)

Graduation Assignment:

BUS 598: Thesis I (5)
 BUS 599: Thesis II (5)

In certain instances participants may select additional electives from our other master's degrees such as the Master in the Human Behavior, Psychology or Computer Science. The request for elective courses from other academic disciplines, must be properly substantiated and should contribute to an improved matching of the student's personal goals and objectives while at the same time the overall program integrity is not harmed. The selected elective courses may not have been previously taken and require permission by faculty advisor.