

# Master of Business Administration

## 2007-09 Cal Poly Catalog

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### Programs of Study/Specializations Available

- MBA – General Management Specialization
- MBA – Agribusiness Specialization
- MBA – Graphic Communication Document Systems Management Specialization
- MBA – Architectural Management Track
- MBA – Landscape Architectural Management Track

### General Characteristics

Cal Poly's MBA programs are designed to prepare students to enter successful management positions in industry, government, and not-for-profit organizations. The programs give graduates a broad management background. Cal Poly's MBA programs are 60 to 64 units in length, depending on specialization, and consist of required courses and advanced elective courses.

The primary objectives of the MBA programs are to:

- provide students with a broad-based understanding of fundamental concepts, principles and practices in multiple business disciplines
- instill in students an understanding of business dynamics for effective responses to the changing global business environment
- help students acquire skills in formulating, analyzing and implementing significant business decisions
- develop in students the skills that are necessary to work with other people in effective domestic and/or multinational organizations in an ethical and socially responsible manner

### Prerequisites

Students are required to possess a bachelor's degree from an accredited program. The MBA program is specifically designed to provide the essential business knowledge to students without prior business background. Therefore, no specific prerequisite courses are required.

### Admission/Acceptance Requirements

Admission to the MBA programs is based upon:

- successful completion of an accredited undergraduate program of study
- prior academic performance with particular emphasis placed on the last 90 quarter units (60 semester units)
- achievement on the Graduate Management Admission Test (GMAT)
- prior work experience (desirable).

### Culminating Experience

In order to satisfy the culminating experience requirement, students must satisfactorily complete a comprehensive examination at the end of GSB 562 or GSB 567. Other courses and/or options may be available, but must be approved in advance by the Associate Dean of Graduate Programs.

### PROGRAMS OF STUDY

#### The MBA – General Management

This program allows students to take electives of particular interest that fit their specific needs or career objectives. The program consists of 36-quarter-units of required courses with the remaining elective units selected from a focused group of advanced courses.

#### MBA Common Required Courses (36)

GSB 511 Accounting for Managers .....	4
GSB 512 Quantitative Analysis.....	4
GSB 513 Organization Behavior.....	4
GSB 523 Managerial Economics .....	4
GSB 524 Marketing Management.....	4
GSB 531 Managerial Finance.....	4
GSB 533 Aggregate Economic Analysis & Policy	4
GSB 534 Production and Operations Mgmt.....	4
GSB 562 Seminar in General Mgmt & Strategy <i>or</i> GSB 567 Adv Sem International Business Mgmt <i>or other approved culminating experience</i> .....	4

**Advisor approved electives**..... 24

*One elective must satisfy the Orfalea College of Business' international course requirement*

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#### MBA – Agribusiness Specialization

This specialization is offered in conjunction with the Agribusiness Department in the College of Agriculture, Food and Environmental Sciences. The program is designed for those interested in agribusiness management careers. Graduates are prepared for large farm and ranch management as well as for positions in supporting agribusiness industries such as commodity marketing or food processing.

#### MBA Common Required Courses (36)

GSB 511 Accounting for Managers .....	4
GSB 512 Quantitative Analysis.....	4
GSB 513 Organization Behavior.....	4
GSB 523 Managerial Economics .....	4
GSB 524 Marketing Management.....	4
GSB 531 Managerial Finance.....	4
GSB 533 Aggregate Economic Analysis & Policy	4
GSB 534 Production and Operations Mgmt.....	4
GSB 562 Seminar in General Mgmt & Strategy <i>or</i> GSB 567 Adv Sem International Business Mgmt <i>or other approved culminating experience</i> .....	4

#### Specialization Required Courses (20)

AGB 514 Agribusiness Managerial Leadership.....	4
AGB 539 Graduate Internship in Agriculture .....	4
AGB 543 Agribusiness Policy/Program Analysis	4

AGB 554 Food System Marketing.....	4
AGB 555 Technological and Economic Change in Agribusiness .....	4
<b>Advisor approved electives</b> .....	8
<i>One elective must satisfy the Orfalea College of Business' international course requirement</i>	

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### **MBA – Graphic Communication Document Systems Management Specialization**

This specialization is offered in conjunction with the Graphic Communication Department in the College of Liberal Arts, and is designed for those interested in graphic communication-related management careers. The program, focused on document systems management, contains a strong research component, including research assignments relevant to an individual company and the document industry as a whole. Students participate in research and development projects for the Graphic Communication Institute at Cal Poly.

#### **MBA Common Required Courses (36)**

GSB 511 Accounting for Managers .....	4
GSB 512 Quantitative Analysis .....	4
GSB 513 Organization Behavior.....	4
GSB 523 Managerial Economics .....	4
GSB 524 Marketing Management.....	4
GSB 531 Managerial Finance .....	4
GSB 533 Aggregate Economic Analysis & Policy ..	4
GSB 534 Production and Operations Mgmt.....	4
GSB 562 Seminar in General Mgmt & Strategy <i>or</i> GSB 567 Adv Sem International Business Mgmt <i>or</i> other approved culminating experience .....	4

#### **Specialization Required Courses (16)**

GRC 595 Internship/Co-Op Experiential Education	8
GRC 500 Special Problems in GRC.....	8
<b>Advisor approved electives</b> .....	12
<i>One elective must satisfy the Orfalea College of Business' international course requirement</i>	

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