MBA - GRAPHIC COMMUNICATION DOCUMENTS SYSTEMS MANAGEMENT SPECIALIZATION

Program Learning Objectives
1. Demonstrate competency in the following areas of business: management, quantitative methods, economics, accounting, finance, marketing, operations, and strategy.
2. Demonstrate strategic integration of the above areas.
3. Demonstrate the ability to apply analytics to decision making.
4. Recognize issues and create solutions using an approach that reflects ethical values.
5. Demonstrate knowledge of the issues involved in conducting business in a diverse, global environment.
6. Demonstrate professional written communications skills.
7. Demonstrate professional oral communication and presentation skills.
8. Recognize leadership skills and link to leadership theory.
9. Demonstrate effective team behaviors.

MBA Common Required Courses
Select from the following: 36
- GSB 511 Accounting for Managers
- GSB 512 Quantitative Analysis
- GSB 513 Organizational Behavior
- GSB 523 Managerial Economics
- GSB 524 Marketing Management
or GSB 573 Marketing Research
- GSB 531 Managerial Finance
- GSB 533 Aggregate Economics Analysis and Policy
- GSB 534 Lean Operations Management
- GSB 562 Seminar in General Management and Strategy

Specialization Required Courses
Select from the following: 16
- GRC 595 Cooperative Education Experience (8)
- GRC 500 Special Problems in Graphic Communication for Graduate Students (8)

Advisor approved Business electives 12
Total units 64