Program Learning Objectives

The learning objectives of the MBA programs are for students to be able to:

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 Core Courses

- GSB 511 Accounting for Managers
- GSB 512 Quantitative Analysis
- GSB 513 Organizational Behavior
- GSB 523 Managerial Economics
- GSB 524 Marketing Management
- GSB 531 Managerial Finance
- GSB 533 Aggregate Economics Analysis and Policy
- GSB 534 Lean Operations Management
- GSB 562 Seminar in General Management and Strategy

Approved Electives

Select from the following:

- GSB 500 Independent Study
- GSB 501 Individual Research
- GSB 503 Collaborative Industry Project
- GSB 510 Data Visualization and Communication in Business
- GSB 514 The Legal and Regulatory Environment of Business
- GSB 516 Strategic Marketing Analytics
- GSB 520 Data Management for Business Analytics
- GSB 522 Advanced Management Information Systems
- GSB 525 Project Management
- GSB 529 Effective Communication Skills for Managers
- GSB 530 Data Analytics and Mining for Business

Total units: 60