

MBA - GENERAL MANAGEMENT SPECIALIZATION

Program Learning Objectives

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

- 1.1 Demonstrate competency in the following areas of business: management, quantitative methods, economics, accounting, finance, marketing, operations, and strategy.
- 1.2 Demonstrate strategic integration of the above areas.
- 1.3 Demonstrate the ability to apply analytics to decision making.
- 2.1 Recognize issues and create solutions using an approach that reflects ethical values.
- 3.1 Demonstrate knowledge of the issues involved in conducting business in a diverse, global environment.
- 4.1 Demonstrate professional written communications skills.
- 4.2 Demonstrate professional oral communication and presentation skills.
- 5.1 Recognize leadership skills and link to leadership theory.
- 5.2 Demonstrate effective team behaviors.

MBA Core Courses 36

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: 24

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

GSB 536	Data Ethics for Business Analytics
GSB 539	Graduate Internship in Business
GSB 555	Negotiation
GSB 556	Entrepreneurship and New Venture Management
GSB 564	Entrepreneurial Finance
GSB 569	Managing Technology in the International Legal Environment
GSB 570	Selected Advanced Topics
GSB 583	Management of Human Resources
GSB 595	Managing Change
GSB 597	Seminar in Selected Economic Problems

Total units 60