

MBA - GRAPHIC COMMUNICATION DOCUMENTS SYSTEMS MANAGEMENT SPECIALIZATION

NOTE: Applications for admission to the MBA Graphic Communication Documents Systems Management Specialization program are not currently being accepted. Contact the Orfalea College of Business for further information.

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
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