Master of Business Administration (MBA)
Program Description

The Master of Business Administration (MBA) is designed to provide students with the knowledge and skills necessary to be prepared for participation and leadership in a diverse society. Students must take the following:

COURSE	TITLE / DESCRIPTION	UNITS
Core Courses (9 required)	MBA 500: Accounting for Decision Makers (4 units) MBA 501: Data-Driven Managerial Decisions (4-units) MBA 502: Critical Thinking for Managers (4 units) MBA 503: Operations and Supply Chain Management (4 units) MBA 504: Organizational Behavior (4 units) MBA 505: Business Entrepreneurship (4 units) MBA 506: Marketing Management Strategy (4 units) MBA 507: Global Business Strategy (4 units) MBA 508: Project Management (4 units) MBA 509: Management Information Systems (4 units) MBA 510: Human Resources Management (4 units)	36
Concentration Courses (3 required)	*Students choose three (3) concentration courses from the following:* Entrepreneurship Concentration ENTR 600: Opportunity and Start-up (4 units) ENTR 601: Finance and Growth Strategies (4 units) ENTR 602: Entrepreneurship Capstone (4 units) Information Systems & Technology Concentration MIS 600: Database Application Management (4 units) MIS 601: Web Design and Management (4 units) MIS 602: Computer Network Management (4 units) Data Analytics Concentration DATA 600: Business & Data Analytics (4 units) DATA 601: Business Intelligence & Data Mining (4 units) DATA 602: Big Data (4 units) Digital Art and Media DMA 600: Digital Arts and Media (4 units) DMA 601: Visual Communications (4 units) DMA 602: Production Fundamentals (4 units) Media and Communication MAC 600: Strategic Communications (4 units) MAC 601: Communication and Social Media (4 units) MAC 602: Integrated Marketing Communication (4 units) **Note***: Upon advisor approval, students may substitute one (1) of the above concentration courses for one (1) internship. An internship is not required for successful completion of the MBA program.*	12

	MBA 900: Internship (4 units) General MBA (No concentration) MBA 900-1: Internship (4 units) MBA 900-2: Internship (4 units) MBA 900-3: Internship (4 units) *MBA 900: Internship may be repeated three (3) times for a maximum of twelve (12) credit hours. If a student selects this option, they will NOT earn a concentration. The General MBA (without a concentration) will be awarded.*	
TOTAL (12 classes)	The MBA is conferred after satisfactory completion of forty-eight (48) quarter units. The Cumulative Grade Point Average for the degree must be a minimum 2.5 on a 4.0 scale.	**48**

COURSE DESCRIPTIONS

MBA 500: Accounting for Decision Makers (4 units)

This course provides students with the foundational knowledge in accounting for decision makers. In this course, students will focus on understanding how accountants record economic events such as operating, investing, and financing activities, in the income statement, balance sheet, and statement of cash flows. Students will learn to analyze financial statements and disclosures. Students will also learn how accounting standards and managerial incentives affect the financial reporting process.

MBA 501: Data-Driven Managerial Decisions (4-units)

In this course, students will examine business cases and problems where data analysis is part of the decision-making process. Applications to finance, management, marketing, and operations will be discussed. Student will gain proficiency in Excel methods commonly used in management. Students will complete of a project where they follow a business problem from formulation to solution using data analysis.

MBA 502: Critical Thinking for Managers (4 units)

The primary objective of this course is to provide students with a structure for critically analyzing and evaluating a claim, text, or speech. These are skills that students will use extensively in this program, as well as in their personal and work life. Using well known critical thinking models, students will complete assignments to progressively develop their ability to reason through an issue, increasing the likelihood that they will make the best decisions.

MBA 503: Operations and Supply Chain Management (4 units)

This course examines the design and management of an organizational operation, including both service and manufacturing. The focus is on the analysis of strategies, process design, planning and control, operations organizational structures, work design, scheduling, materials management, and advanced operations techniques using a variety of managerial and quantitative models.

MBA 504: Organizational Behavior (4 units)

This course covers tools and concepts needed to effectively manage organizational behavior. The topics include understanding individual and contextual determinants of behavior in organizations, managerial tools to influence and direct employee behavior, and the practical application of behavioral science theories to solving management problems. Other topics such as communication, learning, diversity,

multiculturalism, teamwork, motivation, power, innovation, leadership, organizational design, and change are discussed.

MBA 505: Business Entrepreneurship (4 units)

This course introduces an overview of entrepreneurship with the basics necessary to plan and launch a new business and explore the many dimensions of new venture creation. The topics include as idea creation, opportunity recognition, feasibility analysis, business planning, customer acquisition and retention, financial and business structuring, plan implementation and execution, and plans for new business ventures. Problem solving approaches are discussed with case studies.

MBA 506: Marketing Management Strategy (4 units)

This course examines market segmentation, targeting, and positioning. Students will also explore channels of distribution, promotion strategy, product development strategy, and pricing strategy. Relationship marketing and applications in high-tech environments will also be studied. Other topics include evaluation of key corporate strategies and initiatives in electronic commerce and the enabling network and user interface technologies which have redefined business.

MBA 507: Global Business Strategy (4 units)

This is a practice-oriented course that integrates the concepts, knowledge and skills of the MBA program. There is a strong global emphasis. Topics will include strategic thinking, strategic analysis, and the creation of competitive advantage. Creation and monitoring of entrepreneurial opportunities will also be explored. This course will also explore corporate and business level strategies, strategic alliances, acquisitions, and restructuring.

MBA 508: Project Management (4 units)

This course examines the organizational issues, methods of planning, and techniques for managing the business and creative processes that determine the success of a project. The topics include project life cycle, work breakdown structure and Gantt charts, network diagrams, scheduling techniques, and resource allocation decisions. Individual projects are required using project management software for organizing, scheduling and monitoring project progress.

MBA 509: Management Information Systems (4 units)

The course covers management of information processing in computer systems. The topics include hardware components, application software, systems development and management, and computer program languages used in business computations. Operating systems, word processing, spreadsheet and presentation software are demonstrated, and case studies are examined.

ENTREPRENEURSHIP CONCENTRATION

ENTR 600: Opportunity and Start-up (4 units)

How does a good idea become a viable business opportunity? What is entrepreneurship and who fits the profile of an entrepreneur? This course is designed to introduce you to the foundational concepts of entrepreneurship, including the definition of entrepreneurship, the profile of the entrepreneur, the difference between entrepreneurship and entrepreneurial management, and the role of venture creation in society. You'll explore where technology entrepreneurship and impact entrepreneurship align and where they diverge, and you'll learn proven techniques for identifying the opportunity, assessing the opportunity, hypothesis testing and creating a prototype. By the end of this course, you'll know how to test, validate and prototype your idea, and also whether or not you fit the profile of an entrepreneur! You'll also be ready to move on to launch your start-up.

Once you have clearer vision of the opportunity, you'll need to create a small organization to discover how to create a repeatable and scalable business model. Designed to provide you with a comprehensive overview of the critical components of creating a start-up, Entrepreneurship 2: Launching the Start-up, provides practical, real-world knowledge about the lean approach, the minimum viable product, when to pivot, when to quit your day job, the art of the pitch, building and managing a team, allocating equity, and building your external team, advisory board members, professional services, and entrepreneurial strategy. At the end of this course, you'll be able to create a strategy for launch, including knowing who you need to hire, how to manage them to provide the greatest value, and what legal aspects are involved. You'll also be prepared for Entrepreneurship 3: Growth Strategies.

ENTR 601: Finance and Growth Strategies (4 units)

Start-ups are designed to grow quickly, but successful start-ups grow smart. This course is designed to provide you with an understanding of the essential elements of successful scaling, including an overview of demand generation, customer acquisition, adoption, diffusion and forecasting demand. You'll also learn how to market effectively using best practices of digital marketing, social media, PR, SEO, and pricing. Finally, you'll cover the nuts and bolts of building a sales process, partnerships and supply relationships, and examine the crucial components of attracting, developing and retaining talent. By the end of this course, you'll have an outline of an expansion strategy for your idea or enterprise, and also be ready for Entrepreneurship 4: Financing and Profitability

Start-ups can benefit from a wide variety of financing options on the path to profitability, but how do you know which one to choose? This course explores different financing models, including bootstrapping, organic growth, debt and risk capital, and also provides a clear overview of equity financing including the key types of investors: angels, venture capital, and crowdfunding. You'll learn about terms, and term sheets, exit modes and what exit strategy might be best for you. By the end of this course, you'll have an understanding of what success looks like and how it can be financed. You'll also be ready for the capstone project, in which you will get feedback on your own pitch deck, and may even be selected to pitch to investors from venture capital firms.

ENTR 602: Entrepreneurship Capstone (4 units)

In this Capstone project, you will be assembling a pitch deck for a new venture, including the key deliverables (e.g., customer needs, concept description, financials, and so forth). You will review your peers' projects according to a rubric develop by Wharton Entrepreneurship and practice applying the same criteria VC's use in evaluating potential investments. The learners with the top-scoring projects will be introduced to the most appropriate VC firms in Wharton Entrepreneurship's network, according to region and sector.

INFORMATION SYSTEMS AND TECHNOLOGY CONCENTRATION

MIS 600: Database Application Management (4 units)

This course covers detailed study of database management approaches, comparative study of commercially available database management systems, entity-relationship model, relational databases, query languages, and database design methodologies. The topics include business environment and challenges for database applications, advanced database application modeling, database, and implementation issues. Students will develop a variety of projects.

MIS 601: Web Design and Management (4 units)

This course covers issues in application design specific to Internet hardware, software, eCommerce and many data sources provided by the Internet, produced and designed for and by the business community. The topics include how to create web pages using Internet languages, such as Hypertext Mark-Up Language (HTML), script languages and JAVA, and concepts of interactive and object-oriented programming Internet languages. Students will develop a variety of projects.

MIS 602: Computer Network Management (4 units)

This course examines computer networking and the Internet, computer network architecture, local area networks and wide area networks, mechanisms for inter-process communication, and rules for distribution of data and program functions. The topics include data communications for personal computers, network configurations, distributed systems, and data flow and database control.

DATA ANALYTICS CONCENTRATION

DATA 600: Business & Data Analytics (4 units)

This course will introduce the basic concepts of data analytics as applied in various business contexts. After introducing the basic concepts, students will build on these foundations to explain and explore data analytics techniques from the ground up to access, cleanse, and visualize data to construct models and predict outcomes.

DATA 601: Business Intelligence & Data Mining (4 units)

Students will learn the fundamentals of data architecture for business decision making. Topics include fundamentals of data integration, data warehousing and data lakes, data visualization and business performance management. The course introduces contemporary tools such as Google fusion tables and Microfocus dashboards.

DATA 602: Big Data (4 units)

This course introduces the students to the world beyond SQL and the concept of Big Data (structured and unstructured), its characteristics, and the existing and emerging ecosystems. Students will address the challenges of managing and handling big data in a business or organizational context, as well as the larger cultural and ethical implications. Students will learn about NoSQL databases, and how to use existing and emerging software tools such as Hadoop for data access, manipulation and reporting.

DIGITAL MEDIA AND ART CONCENTRATION

DMA 600: Digital Arts and Media (4 units)

This course introduces fundamental features of digital media and examines the immense visual, social, and psychological impact of the "digital revolution" on our culture. Topics include the concepts and forms of the digital hypertext interface, Internet, and web, and the impact of digital media on conceptions of the self, body, identity, and community.

DMA 601: Visual Communications (4 units)

This course will explore how we see and use visuals to communicate information. Students will develop critical and creative thinking skills in applying concepts of basic design principles. Students will apply the concepts with hands-on and analysis assignments. These concepts will then be applied to design for advertising, print, multimedia, web design and 3-D design. The business of design will also be covered with emphasis on client relations, estimates, billing, and planning.

DMA 602: Production Fundamentals (4 units)

This course provides an introduction to theory and technique in audio, video, and film. Several team projects will provide a fundamental production orientation in each medium as well as provide the environment to discuss goals and objectives of production.

MEDIA AND COMMUNICATION CONCENTRATION

MAC 600: Strategic Communication (4 units)
This course surveys the theories and processes of strategic communication and its practice by business, government, politicians and nonprofits, in domestic and international arenas. It also emphasizes the application of theory to provide an in-depth understanding of planning, executing and evaluating strategic communication plans.

MAC 601: Communication and Social Media (4 units)
This course provides an overview of social media and its relationship to strategic communication. Students will learn about the available forms of social media (e.g., Blogs, Social Networks and Wikis) and they can help build and manage relationships with stakeholders. Students also analyze social media metrics as a framework for evaluating the effectiveness of social media strategies as tools for developing corporate, nonprofit, and governmental images and brands.

MAC 602: Integrated Marketing Communication (4 units)
This course covers the concepts of developing cohesive and integrated external and internal communication initiatives across traditional and social media channels which is becoming increasingly important for strategic communication professionals. Traditionally, Public Relations, Marketing, and Advertising/Promotion have had separate functions; increasingly the role of strategic communication practitioners is to ensure the consistency of the brand story and message across all channels of communication.

GENERAL MBA AND INTERNSHIP

MBA 900: Internship (4 units)
The course is to provide opportunities for students to relate the internship experience to the knowledge that has gained through classroom instruction. An internship should provide the student with hands-on experience and a good sense of what an actual job in the organization will be like. One hundred twenty (120) hours of internship work is required for completion of this class. Students will be expected to analyze the effectiveness of their internship experience. Employer validation and performance reporting will also be required. Academic work generally includes, but is not limited to, one ten to twelve-page report paper. The course may be repeated three (3) times for a maximum of twelve (12) credit hours.