

# CURRICULUM

## MBA BRIDGE

- Business Communication & Quantitative Methods

## FOUNDATION COURSES

- Foundations of Accounting
- Foundations of Finance
- Foundations of Management
- Foundations of Management Information Systems
- Foundations of Marketing
- Foundations of Operations Management

## CORE COURSES

- Accounting for Managers
- Career Planning & Development
- Corporate Finance
- Human Resources Management
- Leadership/Business Ethics
- Managing the Sustainable Enterprise
- Marketing Management
- Research Methods for Business
- Statistics for Business Decisions

## SPECIALIZATIONS

### *Business Analytics*

- Business Analytics
- Business Forecasting
- Descriptive Analytics
- Advanced Predictive Analytics
- Advanced Prescriptive Analytics
- Customer Focused Marketing Intelligence

### *International Business*

- Business Analytics
- Executive Seminar: Doing Business in Selected Country/Region
- Global Marketing & Sales
- Global Supply Chain Management
- International Culture & Negotiations
- International Finance

### *Supply Chain Management*

- Business Analytics
- Global Supply Chain Management
- International Culture & Negotiations
- Sales and Operations Planning
- Global Procurement & Strategic Sourcing
- Governance, Risk Management & Compliance

## CULMINATING EXPERIENCE

- Strategic Management in the Global Environment
- Masters Project in Business Analytics, International Business, or Supply Chain Management. Students work with companies to complete a real-world project
- International Business Option. Students participate in an international experience involving either travel to a foreign country or consulting for an international company



## CALIFORNIA STATE UNIVERSITY SAN MARCOS SPECIALIZED MBA

WITH OPTIONS AVAILABLE IN  
*BUSINESS ANALYTICS*  
*INTERNATIONAL BUSINESS*  
*SUPPLY CHAIN MANAGEMENT*

California State University San Marcos  
MBA Program  
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San Marcos MBA



California State University  
SAN MARCOS

MBA  
Program

## PROGRAM OVERVIEW

California State University San Marcos offers an accelerated and Specialized Master of Business Administration program. This innovative program will benefit recent business and non-business major graduates and international students interested in pursuing advanced business education.

The SMBA program consists of three phases: the Foundation, the Core, and the Specialization. After satisfactory completion of each phase of the program, students will receive a certificate. When the final project and culminating experience are completed, students receive an MBA degree with a specialization.

Students have the potential to earn Certificates of Advanced Study in:

- *Business Foundations*
- *Core Business Knowledge*
- *Business Analytics*
- *International Business*
- *Supply Chain Management*

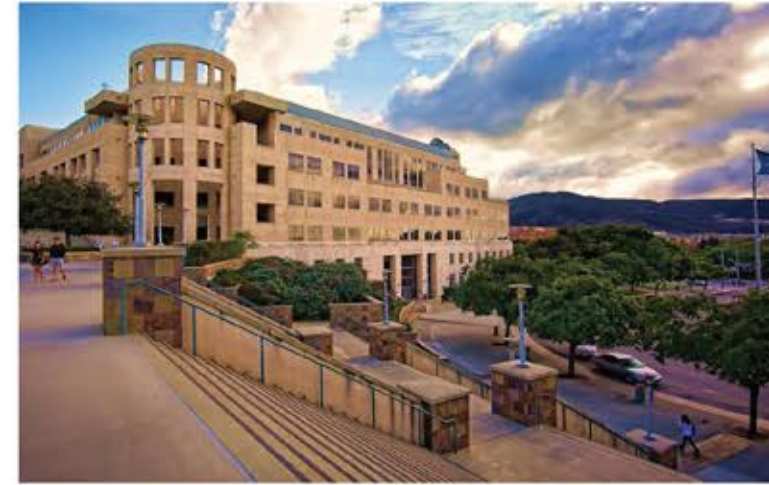
## FEATURES

**Dedicated Career Advisors:** Students have the benefit of working with a Career Advisor who helps them develop their personalized and viable career plan.

**Professional Mentoring Program:** Allows students the flexibility to connect with high-level executives in a one-on-one relationship on a monthly basis and shape the relationship according to the students' career goals.

**Meet the Leaders Program:** A Saturday program featuring executive guest speakers from local and global companies, offering students the opportunity to network, learn essential business concepts and develop professional relationships.

*CSUSM is conveniently located just 15 miles from beautiful North San Diego county beaches.*



## PROGRAM COMPONENTS

- **The Bridge** is a 1-unit course required to begin the program which focuses on basic skills including business communications and quantitative methods.
- **The Foundation** is a 12-unit multi-disciplinary pre-MBA program, designed as an introduction to business disciplines for those holding undergraduate degrees in non-business disciplines. Students with business degrees may petition to waive the foundation depending upon how recently they have earned their degree and minimum GPA requirements. Students who successfully complete the Foundation earn a certificate of Advanced Study in Business Foundations.
- **The Core** consists of 16 units of advanced graduate courses, as well as a 1-unit Career Planning and Development course. Students who successfully complete the Core earn a Certificate of Advanced Study in Core Business Knowledge.
- **The Specialization** entails 12 units of advanced study in **Business Analytics, International Business, and Supply Chain Management**. Students who successfully complete the Specialization earn the appropriate specialized certificate.
- **The Culminating Experience** is the final 6-unit course completed during the last semester of the program. It includes study of strategic management and a final research project.

## SCHEDULE

Classes are held on weekday evenings. The program begins each summer and may be completed by following one of two schedules:

- **Accelerated:** 12-15 months for full-time students
- **Part-Time:** 2-3 years for part-time students



## STUDENT COSTS

**Full Program (15 months):**

Cost Per Unit: \$825 (48 units) \*plus student fees

**Program Without Foundation Courses (12 months):**

Cost Per Unit: \$825 (36 units) \*plus student fees

\*Fees may be subject to change

