

Master of Business Administration

The Master of Business Administration degree offers students tools and insights into the management of business today. Students will explore quantitative and qualitative tools of management and will examine the dynamic environments managers must face, both inside and outside the organization. An emphasis on leadership and team building offers the human skills students will need as managers. It is expected that graduates will be able to assume responsible positions in industry, business, government, or education at the management, development, and planning levels.

International students will be required to take three pre-requisite courses: INT600 (Culture and Customs of the United States) INT605 (Cross-Cultural Communication), and INT610 (United States Commerce and Employment).

The courses below are not necessarily offered in the sequence in which they are listed.

Master of Business Administration

		Quarter Units
MBA 615	Project Management	5
MBA 620	International Business Management	5
MBA 625	Marketing	5
MBA 630	Quantitative Management in Business	5
MBA 635	Managerial Support through Infor. Systems	5
MBA 640	Strategic Planning	5
MBA 650	Organizational Design for Effectiveness	5
MBA 655	Human Resources Management	5
MBA 660	Legal Issues in Business Management	5
MBA 665	Leadership	5
MBA 670	Business Intelligence and Security	5
MBA 680	Managerial Accounting	5
MBA 695	Independent Study	By Arrangement
Prerequisite Courses (See pages 29-30)		
INT 600	Culture and Customs of the United States	5
INT 605	Cross-Cultural Communication	5
INT 610	United States Commerce and Employment	5
Total Units		75

Graduate Division

Master of Business Administration – San Diego Campus

The minimum requirements for admission to this graduate program are:

- a bachelor's degree in business, accounting, or related fields from an accredited institution,
OR
 - a bachelor's degree in any discipline and two years experience in the business field,
OR
 - a bachelor's degree in any discipline and completion of any undergraduate core program in any of the disciplines at Coleman College,
- AND
- a minimum cumulative GPA of 3.0 at the bachelor's level which may be waived by the Admissions Committee in consideration of special circumstances.

Candidates admitted to the program would generally be professionals already employed in the computer field.

Additional Requirements for International Students:

All International students will be required to take three pre-requisite courses: INT600 (Culture and Customs of the United States) INT605 (Cross-Cultural Communication), and INT 610 (United States Commerce and Employment).

Students who have previously studied in an English-speaking country may be exempt from the English language proficiency requirement depending on the duration and success of their previous studies.

***MBA 615 Project Management (5 Units)**

Focuses on learning the principles, practices, and techniques of project management using a practical, day-to-day approach. Examines resource constraints, people issues, and use of statistical tools. Topics include change, leadership skills, communication, team, cultural diversity, scheduling concepts, problem-solving techniques, work breakdown structure, time/cost tradeoff techniques, critical path analyses, and the use of project management software.

***MBA 620 International Business Management (5 Units)**

Overview of the meaning of globalization and its impact on business management. Introduces students to the structure of global business, global forces that act on managing businesses locally, and the importance of understanding the laws and policies of other nations for effective business management in a global context. Describes business planning, organization, marketing, and competitive intelligence for local businesses conducting international activities.

***MBA 625 Marketing (5 Units)**

This course provides students an opportunity to explore various aspects of Marketing from a managerial perspective. Because the specific responsibilities of a marketing manager vary across industries and firms, the focus of the coursework is on general decision-making and critical thinking skills. By honing these core skills, and developing the ability to articulate ideas in writing, students who successfully complete the

course will enter professional life well equipped for dealing with the fluid nature of marketing problems facing individual organizations.

***MBA 630 Quantitative Management (5 Units)**

This course focuses on the typical mathematical and quantitative reasoning skills needed in business management. Emphasis is on the practical application and problem-solving skills required of today's business professional as well as the investor and consumer. Students will use Excel spreadsheets to assist in mathematical analyses and quantitative reasoning assignments.

***MBA 635 Managerial Support through Information Systems (5 Units)**

This course explores information systems and how they support strategic analysis, planning, decision-making, communication, collaboration, and intra- and interorganizational transactions. Outsourcing, packaged products, custom-built solutions, vendor selection, and emerging technologies are examined through common business scenarios.

***MBA 640 Strategic Planning (5 Units)**

This course covers strategic planning and innovation by analyzing both the internal and external factors of the business environment. Managing change in internal processes and structures will be addressed. Emphasis is placed on the use of technology to support planning, implementation and evaluation of strategic management techniques.

***MBA 650 Organizational Design for Effectiveness (5 Units)**

Examines emerging conceptual frameworks for understanding organizational design, structure, behavior, analysis, and practices of organizational design to enhance business effectiveness. Examines techniques for improving member fulfillment by means of planned change.

***MBA 655 Human Resource Management (5 Units)**

The course explores personnel management for business systems and administration. Topics include sources of employees, interviewing, selection, assignment, training, and evaluation of employees. The human relations factor on organizational effectiveness is examined.

***MBA 660 Legal Issues in Business Management (5 Units)**

Survey of the concepts of law that are essential to the functioning of an effective business enterprise. This course includes the study of contract law, property, business organization and regulation, and other legal matters. The course includes analyses of emerging trends in business and law, and consideration of ethical issues confronted by businesses in a global economy.

***MBA 665 Leadership (5 Units)**

An interactive study of the techniques, traits, and skills needed by the leader in today's business environment. Topics include conflict resolution, mentoring, training and development, and identifying leadership talent in organizations. Various models and business cultures will be discussed to assist students in improving the organization behavior in the work place.

***MBA 670 Business Intelligence (5 Units)**

This course provides an overview of business intelligence and data warehousing and explores the major facets of developing and using a data warehouse to make effective business decisions. The course introduces the development of systems designed to capture relevant data from all segments of an

enterprise, to organize the data into a coherent structure, and to provide the means to analyze the data to make rational decisions.

***MBA 680 Managerial Accounting (5 Units)**

This course prepares students to select and analyze accounting information for internal use by managers for decision-making, planning, directing, and controlling purposes. The focus is on cost terms and concepts, cost behavior, cost structure, and cost-volume-profit analysis, with an examination of profit planning, standard costs, operations and capital budgeting, cost control, and accounting for costs in organizations.

***MBA 695 Independent Study (Units and hours by arrangement)**

A learning contract is written between the student and professor, which outlines specific objectives and learning activities for the student. Credit for independent study is limited to five quarter units.