

Master of Business Administration

General Curriculum No Concentration

About the MBA General (GEN) Curriculum

In this program you will earn a rigorous, transformative management education, and emerge with a deep understanding of business and the tools you need to meet your goals—whether you want to start your own business, change careers, or advance in your current company.

The MBA program has been developed to provide an education that is extensive and broadening rather than intensive or specialized within a limited functional area. The MBA is intended to improve the participant's capacity for effective decision making, to facilitate his/her professional growth and development for increasing managerial responsibility, and to broaden his/her knowledge and understanding of management in the areas of:

- Accountancy
- Finance
- International Management
- Management Information Systems
- Supply Chain Management

The MBA is also appropriate preparation for teaching business education subjects at the community college level.



MBA GEN Curriculum

A. Program Requirements (21 units)

- (3) MBA 210 Management Accounting
- (3) MBA 220 Financial Management
- (3) MBA 230 Behavioral Science Applications in Management
- (3) MBA 240 Marketing Management
- (3) MBA 260 Management Information Systems
- (3) MBA 270 Management of International Operations
- (3) MBA 280 Value Chain Integration

B. Electives (9 units)

For a general MBA, elective courses may be chosen from a broad array of graduate Business Administration courses, nonbusiness graduate classes (6 units maximum), or supervisory course work (6 units maximum: 3 units of Internship [295], 3 units of Special Problems [299]). For help with choosing electives, students should consult with the CBA-MBA Program Services.

C. Culminating Experience (3 units) Select one of the following:

- (3) MBA 501 Culminating Experience Project in Business and Strategy
- (3) MBA 500A Thesis
- (3) MBA 500B Project

