

# Graduate Programs

## Programs of Study Available

- Master of Business Administration (MBA)
- Accounting – [MS](#)
- Business and Technology – [MS](#)
- Economics – [MS](#)
- Engineering Management Program – [MBA and MS Engineering](#)

## Master of Business Administration

Bradford P. Anderson, Associate Dean  
 Business Bldg. (03), Room 409  
 805 756-2637  
[mba@calpoly.edu](mailto:mba@calpoly.edu)  
<http://mba.calpoly.edu/>

### Programs of Study/Specializations Available

- MBA – General Management Specialization
- MBA – Agribusiness Specialization
- MBA – Graphic Communication Document Systems Management Specialization
- MBA – Architectural Management Track
- MBA – Landscape Architectural Management Track

### General Characteristics

Cal Poly's MBA programs are designed to prepare students to enter successful management positions in industry, government, and not-for-profit organizations. The programs give graduates a broad management background. Cal Poly's MBA programs are 60 to 64 units in length, depending on specialization, and consist of required courses and advanced elective courses.

The learning goals of the MBA programs are for students to be able to:

- Demonstrate an understanding of and ability to integrate general business concepts, theories, strategies, perspectives.
- Recognize issues and solutions using an approach that reflects ethical and sustainable values.
- Apply analytics to decision-making.
- Demonstrate knowledge of the issues involved in conducting business in a diverse, global environment.
- Recognize leadership skills and link them to leadership theory, demonstrate effective written communication and oral communication and presentation skills, and recognize and explain effective team behavior.

### Prerequisites

Students are required to possess a bachelor's degree from an accredited program. The MBA program is specifically designed to provide the essential business knowledge to students without prior business background. Therefore, no specific prerequisite courses are required, but a basic knowledge of statistics is highly recommended.

### Admission/Acceptance Requirements

Admission to the MBA programs is based upon:

- successful completion of an accredited undergraduate program of study
- prior academic performance with particular emphasis placed on the last 90 quarter units (60 semester units)
- achievement on the Graduate Management Admission Test (GMAT), with particular emphasis placed on performance on the quantitative portion of the GMAT
- prior work experience (desirable).

### Culminating Experience

In order to satisfy the culminating experience requirement, students must satisfactorily complete a comprehensive examination at the end of GSB 562 or GSB 567. Other courses and/or options may be available, but must be approved in advance by the Associate Dean.

## PROGRAMS OF STUDY

### MBA – General Management

This program allows students to take electives of particular interest that fit their specific needs or career objectives. The program consists of 36-quarter-units of required courses with the remaining elective units selected from a focused group of advanced courses.

	<i>Units</i>
<b>MBA Common Required Courses</b> .....	36
GSB 511 Accounting for Managers (4)	
GSB 512 Quantitative Analysis (4)	
GSB 513 Organization Behavior (4)	
GSB 523 Managerial Economics (4)	
GSB 524 Marketing Management (4) <i>or</i>	
<b>GSB 573 Marketing Research (4) (8/29/12)</b>	
GSB 531 Managerial Finance (4)	
GSB 533 Aggregate Economic Analysis and Policy (4)	
GSB 534 Production and Operations Mgmt (4)	
GSB 562 Seminar in General Mgmt & Strategy (4)	
<i>or</i> GSB 567 Adv Sem International Business Mgmt (4) <i>or</i> other approved culminating experience (4)	
<b>Advisor approved electives</b> .....	24
	60

**MBA – Agribusiness Specialization**

This specialization is offered in conjunction with the Agribusiness Department in the College of Agriculture, Food and Environmental Sciences. The program is designed for those interested in agribusiness management careers. Graduates are prepared for large farm and ranch management as well as for positions in supporting agribusiness industries such as commodity marketing or food processing.

**MBA Common Required Courses** ..... *Units* 36

- GSB 511 Accounting for Managers (4)
- GSB 512 Quantitative Analysis (4)
- GSB 513 Organization Behavior (4)
- GSB 523 Managerial Economics (4)
- GSB 524 Marketing Management (4) *or*  
GSB 573 Marketing Research (4) (8/29/12)
- GSB 531 Managerial Finance (4)
- GSB 533 Aggregate Economic Analysis and Policy (4)
- GSB 534 Production and Operations Mgmt (4)
- GSB 562 Seminar in General Mgmt & Strategy (4) *or* GSB 567 Adv Sem International Business Mgmt (4) *or* other approved culminating experience (4)

**Specialization Required Courses** ..... 20

- AGB 514 Agribusiness Managerial Leadership (4)
- AGB 539 Graduate Internship in Agriculture (4)
- AGB 543 Agribusiness Policy/Program Analysis (4)
- AGB 554 Food System Marketing (4)
- AGB 555 Technological and Economic Change in Agribusiness (4)

**Advisor approved electives** ..... 8  
64

**MBA – Graphic Communication Document Systems Management Specialization**

This specialization is offered in conjunction with the Graphic Communication Department in the College of Liberal Arts, and is designed for those interested in graphic communication-related management careers. The program, focused on document systems management, contains a strong research component, including research assignments relevant to an individual company and the document industry as a whole. Students participate in research and development projects for the Graphic Communication Institute at Cal Poly.

**MBA Common Required Courses** ..... *Units* 36

- GSB 511 Accounting for Managers (4)
- GSB 512 Quantitative Analysis (4)
- GSB 513 Organization Behavior (4)
- GSB 523 Managerial Economics (4)
- GSB 524 Marketing Management (4) *or*  
GSB 573 Marketing Research (4) (8/29/12)

- GSB 531 Managerial Finance (4)
- GSB 533 Aggregate Economic Analysis and Policy (4)
- GSB 534 Production and Operations Mgmt (4)
- GSB 562 Seminar in General Mgmt & Strategy (4) *or* GSB 567 Adv Sem International Business Mgmt (4) *or* other approved culminating experience (4)

**Specialization Required Courses** ..... 16

- GRC 595 Internship/Co-Op Experiential Education (8)
- GRC 500 Special Problems in GRC (8)

**Advisor approved electives** ..... 12  
64

**MBA – Architectural Management Track**

This program is available only to those students who are enrolled in Cal Poly's Bachelor of Architecture (BArch) program. During the fifth/final year of the architecture program, students may request permission to enroll in MBA courses. See page 127 for additional information.

**MBA – Landscape Architecture Management Track**

This program is available only to those students who are currently enrolled in Cal Poly's Bachelor of Landscape Architecture (BLA) program. During the fifth/final year of the landscape architecture program, students may request permission to enroll in MBA courses. See page 137 for additional information.

**Option to Concurrently Pursue MBA & Another Master's Degree**

The Orfalea College of Business permits students to develop an individualized program of study that incorporates the required elements of two distinct Cal Poly graduate degree programs. This option offers graduate students the opportunity to simultaneously pursue an MBA degree in the Orfalea College of Business and an MA or MS degree in one of Cal Poly's other colleges.

To participate in this option, students must apply to, meet the qualifications for, and be accepted into each program separately. Students must first apply for formal admission to one specific Cal Poly graduate program such as the MBA program. After enrollment in a specific graduate program, the student must apply to, meet the qualifications for, and be accepted into the second program. The two degrees must be awarded in the same quarter.

Depending upon the combination of degrees pursued, students may be permitted to substitute courses in the other graduate degree program for similar courses in the MBA program, thereby reducing the overall number of units. Such substitutions must be approved in advance by the OCOB Associate Dean and generally are limited to a maximum of three courses.