Long known for its quality of business programs, accredited by AACSB since 1973, the MBA with Concentrations program provides students with general managerial competencies along with the opportunity to develop a professional orientation in their chosen business specialization.

The MBA with Concentrations at the College of Business and Economics at California State University, East Bay prepares graduates for the new realities of today’s rapidly changing, globally competitive, and technologically challenging environment.

Anchored in strategic cross-functional management practices, we develop business leaders who possess a deep awareness and understanding of global business issues, fluency in innovation and emerging technologies, and a solid grounding in sustainability. In addition, the MBA with Concentrations allows students to develop further confidence in the chosen area of managerial focus.

These areas include:
- Analytics for Managers
- Finance
- General Business
- Human Resources and Organizational Behavior
- Marketing Management
- Operations and Supply Chain Management
- Strategy and Innovation

At the end of your MBA journey at Cal State East Bay, you will have gained greater confidence as a manager poised to lead.

As a student of the MBA with Concentrations program you will be able to:

1. Identify global business opportunities, analyze global business challenges, and develop business strategies
2. Demonstrate leadership and teamwork skills
3. Apply advance written communication skills
4. Apply advanced oral communication skills
5. Demonstrate cross-cultural awareness and sensitivity in interpersonal and group communication
6. Perform quantitative analyses and apply advanced technological tools to solve complex business problems
7. Analyze and integrate knowledge across disciplines to make managerial decisions to reach solutions to complex business problems
8. Recognize and analyze ethical issues in decision making

Reputation for a quality business education
- Strong alumni connections with graduates from the Bay Area and across the world
- AACSB accreditation since 1973
- Selected by the Princeton Review as one of the country’s 300 “Best Business Schools” in 2015 for the ninth consecutive year by the Princeton Review

The State-of-the-Art Curriculum building confidence in:
- Leadership
- Communication
- Managerial Problem Solving

Flexibility and self-paced schedule: graduate as early as in 18 months

Opportunity to take concentration(s) in:
- Finance, Human Resources and Organizational Behavior, Marketing, Operations and Supply Chain Management, Strategy and Innovation

Dedicated full-time faculty engaged in active research

Diversity and dynamic classes engaged in experiential learning

ACREDITATION
CSUEB’s MBA with Concentrations is fully accredited by the AACSB.
CURRICULUM

MBA Core Courses
BUS 601 - Leadership and Communication in Organizations
BUS 602 - Business Analytics for Managers
BUS 603 - Managing Complex Issues in Global Context
BUS 604 - Financial Accounting
BUS 605 - Corporate Financial Management
BUS 606 - Managerial Economics
BUS 607 - Marketing Management
BUS 608 - Operations and Supply Chain Management
BUS 609 - Negotiation and Conflict Resolution

Plus 4 Concentration Electives

Concentration Electives
Students have the option to choose one of the seven concentrations to help them develop a professional orientation in their chosen business specialization and to tailor the program to meet their own unique career objectives.

Concentrations available to students are:
- Analytics for Managers
- Finance
- General Business
- Human Resources and Organizational Behavior
- Marketing Management
- Operations and Supply Chain Management
- Strategy and Innovation

ADMISSION REQUIREMENTS
The MBA is open to students who hold a baccalaureate degree from an accredited college or university. Each applicant is evaluated on the basis of:

• Past academic performance as reflected in undergraduate grade point average and subsequent coursework; and

• Results of the Graduate Management Admissions Test (GMAT) in verbal, quantitative, and the “Index Score” that involves the total GMAT score, Index Score = (Upper Division GPA x 200) + Total GMAT]. Admission to the program is selective. The average GPA and GMAT score of applicants admitted to the program varies from year to year

• Candidates with 5 or more years meaningful work experience may be considered for GMAT waiver. (Meaningful work experience typically requires a bachelors degree) Suitability for the program for those seeking a GMAT waiver will be determined by an interview.

• International Student Requirement: TOEFL or IELTS

CAREER OPPORTUNITIES
The MBA program prepares graduates with strong foundation in general management knowledge and skills and gives them an extra edge in concentration areas that are growing in demand. Among careers for those with MBA include:

• Financial Manager
• Health Services Manager
• High-end Management Consultant
• Human Resources Management
• Investment Banker
• Investment Fund Manager
• Marketing Manager
• Marketing Researcher
• Sales Manager
• Operations and Supply Chain Manager
• Upper Management and Executive Leadership

CONTACT INFORMATION

FOR MORE INFORMATION
Web: www.csueastbay.edu/mba-concentrations
Email: cbe_grad@csueastbay.edu
Phone: (510) 885-2419

GRADUATE STUDENT SUCCESS AND SERVICE CENTER
College of Business and Economics
Valley of Business & Technology Center, Room 133
510.885.2419