

### **Program in Business Administration School of Business and Public Administration**

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### **Program Description**

The Master of Business Administration degree offers critical preparation needed by working professionals for challenging careers in business. Competing in the complex, rapidly changing environment of business and public sectors requires having the knowledge, skills, and values that the MBA degree provides. The CSUB MBA program is continuously assessing and evaluating itself to provide advanced business knowledge to prepare professionals for the changing global market place. Individuals from all areas of study (business and not-business) and industry (private and public sector) are welcome to apply.

### **Mission**

The mission of the MBA program is to provide our region with an advanced business education which will foster a commitment to lifelong learning and facilitate the career growth of our graduates.

### **Values**

The faculty and the students of the CSUB MBA program will work together to create an environment that is supportive of the highest standards of ethical behavior.

### **Faculty**

All MBA courses are taught by full-time academically qualified (i.e., Ph.D. or other equivalent degrees) faculty and all of them have some type of domestic or international real-world business experience. The Faculty maintains currency in their fields by actively engaging in research, consulting, and serving on local, regional, and national boards. The Faculty brings a strong theoretical foundation, as well as relevant practical experience, to the classroom, providing for a relevant, applied approach to master's level education.

### **Professional and Academic Standards**

The MBA program acknowledges the significant impact of business on society. Consequently, those admitted to the program, retained, and awarded degrees, must possess, develop and demonstrate academic and professional integrity in all activities. They should be able to inspire public

confidence and trust in business and in CSUB MBAs. In addition, all established university academic performance and student conduct standards for graduate students apply. Any student or applicant that is found by formal review to be lacking in academic integrity or in professional ethical standards of behavior may be denied admission, placed on probation, suspended, or dismissed from the program. Such actions are, of course, subject to university review and appeal.

### **Program Goals**

**Goal 1:** The MBA graduate will demonstrate advanced knowledge of the functional areas of business and the external business environment.

**Goal 2:** The MBA graduate will demonstrate professional presentation and communication skills.

**Goal 3:** The MBA graduate will demonstrate complex problem solving skills.

**Goal 4:** The MBA graduate will demonstrate the skills necessary to perform as an organizational leader (i.e., leadership, interpersonal, and team skills).

**Goal 5:** The MBA graduate will have explored personal and professional ethical frameworks.

### **Student Population**

The CSUB MBA Program student population is primarily composed of professionals and executives representing a variety of industries. There are also a number of international students representing a variety of countries. The student mix enriches learning by providing exposure to various industries, cultures, and international perspectives. The average MBA student enters the program with a 3.2/4.0 undergraduate GPA and a 520 GMAT score. There is approximately a 60/40 male/female ratio within the program. Half of the currently enrolled students are completing classes at a full-time pace. The Occidental Petroleum Graduate Research Lab and the BPA Graduate Students' Association provide networking opportunities.

### **Facilities**

CSUB's MBA students have their own facility—the Occidental Petroleum Graduate Research Laboratory—to study, work in teams, or network. This facility serves as a resource center for the students by providing study space, individual and team computing facilities, and academic support resources. Students also have the benefit of a state-of-the-art library and computing resources to facilitate the development of the skills needed in an information-oriented world.

### **Accreditation**

The CSUB MBA program is the only program in its region accredited by The Association to Advance Collegiate Schools of Business-International (AACSB). "AACSB International accreditation represents the highest standard of achievement for business schools worldwide. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. AACSB accreditation is the

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hallmark of excellence in management education.” (Source: The Association to Advance Collegiate Schools of Business, Tampa, Florida USA).

## APPLICATION AND ADMISSION

Application for admission to the MBA program is simple. Complete the CSU graduate application at [www.csumentor.edu](http://www.csumentor.edu). Two levels of review are completed: University and MBA program. Prospective students are notified of admission decisions at the completion of the MBA program review. We encourage prospective students with questions to call us or “drop- in” with questions. The CSUB Graduate Student Center in Dorothy Donohoe Hall is also an excellent resource for potential graduate students.

All domestic applicants must hold a baccalaureate degree from a four-year college or university accredited by a regional accrediting association. International applicants who attended non-US institutions are required by the University to provide a professionally evaluated transcript.

### Application Procedure

All MBA applicants must submit the following items to the Admissions Office of the California State University, Bakersfield, 9001 Stockdale Highway, Bakersfield, CA 93311-1099.

1. A completed application and the application fee;
2. Two official transcripts from each college or university attended (international students must submit foreign transcripts in the original language and an English copy);
3. An official GMAT or GRE score;
4. A resume;
5. Two letters of reference;

International applicants must also submit:

1. An official TOEFL Score (international applicant);
2. Submission of a financial declaration and supporting documentation (international applicant); and
3. A professionally evaluated transcript that demonstrates prior education equivalence.

**Note:** Applicants whose preparatory education is principally in a language other than English must have a TOEFL score of 550 or higher (or 213 on the new conversion scale for the computer based TOEFL exam). Documentation must be in original form by the testing institution. Copies submitted by the applicant are not acceptable. Please note that despite a TOEFL score of 550 or higher, students whose English competency is deemed insufficient by the faculty may be required to take additional courses to improve communication skills in English before continuing with MBA courses.

### Admissions Pathways

The goal of the admission policy is the selection of those candidates who demonstrate high potential for academic and professional success. There are three admissions pathways into the CSUB MBA: Traditional Admission; Executive Experience; and National Certification.

### Traditional Admission

This process is the traditional process relying on either the GMAT or the GRE on a sliding scale with GPA to determine admissions. There is a required minimum score of 500 on the Graduate Management Admission Test (GMAT) or 450 verbal and 500 quantitative on the Graduate Records Exam (GRE). The GMAT or GRE scores are used with GPA to compute an index score that is the primary component of the admissions decision. Students who achieve this index score will be granted classified admission into the program.

Students who meet the Classified Admissions standard but require program prerequisite courses will be required to complete the identified program prerequisite courses with a “B” or better (3.0/4.0) in every foundation course. Students not meeting this standard will be subject to dismissal.

Students who do not meet the GMAT or GPA standards for Classified Admission may be considered for Conditionally Classified Admission. Applicants who present an upper division GPA of 2.75/4.00 or a 450 GMAT (or equivalent GRE) will be evaluated on a case by case basis. There is no guarantee admission will be granted. If granted conditionally classified admission, the student must earn grades of “B” (3.0 on a 4.0 scale) or above in the first 12 hours of MBA coursework. Students not meeting this standard are subject to dismissal.

In rare instances, the applicant who has taken the GMAT but does not meet requirements may be considered for admission. Those who have previously been denied admission may present new information to be reconsidered. In either case, the applicant must petition, in writing, the MBA Admissions Committee, giving those reasons relevant to the situation that demonstrate the likelihood of success; the burden of proof is on the applicant.

### Executive Experience

“Executive experience” is defined as including supervisory duties, management of a budget, or management of a set of accounts. It would need to meet all of the following criteria:

- The job title requires a bachelor’s degree.
- The job title represents a promotion from entry level (“entry level” would not include “trainee” or “intern” positions).
- The job title is specified as “executive or management level” in official company documents.

The work experience would need to be verifiable, an official job description will be required, and letters of reference from employers sponsoring the student are required.

Each year of managerial work experience after five years of employment (post high school) is worth 200 points. No more than 2.5 years can be applied to the formula. The decision regarding the applicability of work experience must come from the MBA admissions committee.

Students who are admitted using this process will be Conditionally Classified. These students are required to earn grades of “B” (3.0 on a 4.0 scale) or above in the first 12 hours of MBA coursework. Students not meeting this standard are subject to dismissal.

### National Certification

This admissions pathway recognizes professional certification/license in lieu of standardized testing. Acceptable certifications are administered by professional organizations with the twin goals of ensuring a high level of knowledge about, and to provide an incentive for the individual to maintain currency in, the relevant body of knowledge. To qualify, the license or certification would need to require an exam, work experience, and have ongoing continuing education requirements. The potential student must also be currently maintaining their license/certification. The following licenses qualify; others may apply but they would have to be approved by the MBA Admissions Committee.

- Certified Public Accountant (CPA)
- Certified Financial Accountant (CFA)
- Chartered (or Certified) Property and Casualty Underwriters (CPCU)
- Certified Liability Underwriter (CLU)
- Professional in Human Resource Management (PHR)
- Senior Professional in Human Resource Management (SPHR)

The potential student must be (1) maintaining currency on their license/certification, and (2) hold a Bachelor’s degree with an appropriate GPA. A current acceptable license course for 500 points in the formula. Students who are admitted using this process will be Conditionally Classified. These students are required to earn grades of “B” (3.0 on a 4.0 scale) or above in the first 12 hours of MBA coursework. Students not meeting this standard are subject to dismissal.

### Advising

The School is dedicated to meeting the needs of our individual students. Students should schedule an appointment with the BPA Student Services Center to discuss individual background, experiences, goals, and objectives so that a program of study can be developed to best meet the student’s academic and career needs. The BPA Student Services Center can be contacted at (661) 654-2326 for an appointment. The BPA Student Services Center will serve as the advising center for each MBA student. It is recommended that each student meet with the MBA advisor during pre-registration to enroll in classes for each subsequent quarter and to discuss their progress in general.

### Requirements for the Master of Business Administration

The Master of Business Administration program is designed to advance current business knowledge and to update the student’s continuous learning foundation. MBA courses provide both additional depth and breadth through the identification of relevant learning materials, faculty interaction, and interaction with their peers on current personal business issues.

A minimum of 48 units of approved 600-level graduate courses are required for the Master of Business Administration degree. The typical MBA candidate is expected to have a working knowledge of the fundamentals of business including management, quantitative decision-making, accounting, finance, and the current business environment.

All graduate students are required to maintain a cumulative 3.0 grade point average in all graduate course work. Students who receive a “C” in any course will not be able to use that result towards the fulfillment of any degree requirement. Graduate courses may not be taken on a credit, no-credit basis.

### Program Prerequisites

All MBA applicants will be expected to demonstrate competency in the following topic areas identified as program prerequisites. Competency can be established by any one of the following:

1. Proof of appropriate coursework at the undergraduate level;
2. Taking a foundation knowledge course as recommended by the MBA Coordinator;
3. Completing an online review course and passing the appropriate competency exam.

For applicants with baccalaureate degrees not in business administration or those persons needing review, courses are available.

It is incumbent upon the student to provide such evidence to the BPA Student Services office. Applicants should consult with the MBA Director or BPA Student Services office regarding which course(s) might be appropriate.

1. Business Communications-equivalent to one of the following communications classes (COMM 3008, 4600; 3060; 3250); achievement of a GMAT Verbal score at or above the 60th percentile; or passage of the GVAR with an appropriate score.
2. Statistics or Quantitative Methods for Business Decision Making (equivalent to BA 3010).
3. Principles of Financial Accounting (equivalent to ACCT 2200).
4. Principles of Finance (equivalent to FIN 3000).
5. Economics Theory (equivalent to ECON 2020).

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## Requirements for the MBA Program

### 1. **Core Courses** (27 units)

All candidates for the degree must complete the following courses: ACCT 6000\*, 6200\*, FIN 6000, MGMT 6020, 6050, 6900, MIS 6100, MKTG 6000, BA 6900 (\*not required for accountants – electives used to replace)

### 2. **Elective Courses** (9 units)

All CSUB MBA students are required to take a minimum of 9 units (3 courses) of electives. While MBA programs typically do not have formal concentrations, the MBA student may specialize in an area of interest. For example, the student who is interested in organizational management or entrepreneurship might select MGMT 6000, 6040, 6100, and/or MKTG 6010. Perhaps your interest is marketing – in which case you might select a couple of additional marketing courses and an advanced statistics/data analysis course. Should you wish to build something in your field please see the MBA Director or the MBA advisor.

## Industry Specific Elective Patterns

The MBA currently has two industry-specific specializations.

### 1. **Insurance Industry–CPCU (Chartered Property Casualty Underwriter)**

Students who have passed the *Chartered Property Casualty Underwriter* national certification exams (CPCU 510, 520, 530, 540) may count these as their electives towards their CSU Bakersfield MBA. See the MBA Director or the MBA Advisor for more specific information.

### 2. **Non-Profit/Public Administration**

Students who would like to combine the MBA with non-profit or public sector work interests may create a specialization using classes from the Masters in Public Administration or Masters in Health Care Administration. For example, a student who is interested in non-profit should take non-profit management (PPA 5190), grant writing (PPA 5200), and a marketing elective. See the MBA Director or MBA Advisor for an appropriate plan of study.