



Master + Doctor of Business Administration (MBA + DBA)

Pathway designed to help you gain
two powerful credentials with one
continuous, future-focused plan

3.25 years



Technology Service Partner
upGrad



Contents

About Golden Gate University, San Francisco

Why Golden Gate University?

Life at Golden Gate University

About MBA + DBA

Immersion in San Francisco

Who The Program Serves & What Sets It Apart?

Faculty

Program Curriculum

Enrollment Options

Program Details

Application Process

About upGrad

Contact Details

About Golden Gate University - San Francisco



Golden Gate University (GGU) has been a leader in higher education for working professionals since 1901. Based in the heart of San Francisco, GGU has spent more than 120 years advancing its mission to make high-quality education accessible and affordable. As one of the first universities to embrace online learning in 1996, GGU continues to expand opportunities for learners worldwide to earn a respected U.S. degree from anywhere in the world. Today, the university's strong network of more than 70,000 alumni includes NASA astronauts, mayors, entrepreneurs, industry innovators, and leaders in law, politics, and business.

Golden Gate University has spent more than a century educating working adults and equipping them to lead in their fields. Our partnership with upGrad is a powerful extension of that mission—bringing GGU's practitioner-led programs to ambitious learners around the world, no matter where they live or work. This collaboration reflects an innovative model for global access to career-relevant education, and we are proud to support it with scholarship opportunities that make a GGU degree even more attainable.

Bruce Magid

Provost

Golden Gate University, San Francisco

Why Golden Gate University?



FOUNDED IN
1901

5,475



TOTAL ENROLLMENT, AY 24 - 25

10% UNDERGRADUATE | 88% GRADUATE | 2% LAW



436

INTERNATIONAL
STUDENTS AT GGU
AY 24 - 25

3,230

GGU WORLDWIDE
STUDENTS
(International Online)



WASC

Senior College and
University Commission

ACCREDITATION

MEMBERSHIP



INDUSTRY-EXPERIENCED FACULTY

At GGU, 80% of our faculty are scholar practitioners who currently work in the fields they teach. You'll learn directly from experts who can share valuable insights into what today's employers are looking for.



WORLD-CLASS EDUCATION

We're committed to providing adult learners with the best education available. Our programs are accredited by WASC Senior College and University Commission (WSCUC).

Life At Golden Gate University



Located in the heart of the Bay Area, near the center of downtown San Francisco, Golden Gate University has San Francisco's legal and financial districts on one side and the growing South of Market corporate corridor on the other.

With the city as an extended campus, San Francisco's incredible diversity and rich blend of cultures from around the world prepare students for today's global market. The campus is surrounded by easy access to public transportation, giving students multiple commuting options and access to explore this exciting city and its beautiful surrounding region.

The Bay Area's nine counties encompass more than 7,100 square miles of major cities, rugged coastline, bay shoreline, forests, mountains and open space, including a 76,500 acre national recreation area — a dramatic setting to live, work and learn.

About MBA + DBA

Earn Two Degrees in 3.25 Years With This Pathway Program.

An accelerated, integrated journey designed for ambitious professionals worldwide.

Program Highlights



Two Degrees Faster – Complete both your MBA and DBA in just 3.25 years, saving time and tuition.



Strong MBA Foundation – Gain advanced skills in finance, marketing, operations, analytics, Applied AI and leadership



Doctoral-Level Expertise – Develop research-driven insight in strategy, innovation, and organizational change.



Applied Dissertation Project – Address a real-world business challenge with a doctoral research project.



Concentrations That Matter – Options in Leadership, Marketing, Finance, Applied AI and Business Analytics.



Learn from Industry Leaders – Faculty are executives and professors of practice with real-world expertise.



Flexible & Accessible Learning – Join live interactive classes (time zone) or take recorded online classes (with English subtitles).

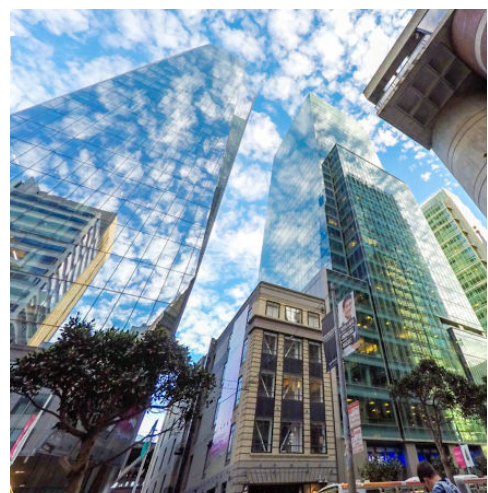


Lifelong Global Network – Join 70,000+ Golden Gate University alumni including C-suite executives, entrepreneurs, and policymakers.



Immersion in San Francisco

The program is designed to deepen your academic and professional journey beyond the MBA. As part of this, learners will have the opportunity to participate in a week-long immersion* at Golden Gate University in San Francisco. This immersive experience brings together your peers and faculty in person, creating space for high-impact learning and meaningful connections. The immersion is designed to maximize your experience by incorporating engaging panel discussions with other industry leaders, sessions with faculty and interactive activities to promote peer camaraderie.



*Please note the immersion is optional and the learners would need to pay an additional fee to participate in it.

Who The Program Serves & What Sets It Apart?



Who is This Pathway For?



Executives preparing for C-suite roles



Entrepreneurs seeking advanced strategic skills



Consultants and academics pursuing doctoral-level expertise



Globally minded professionals aiming for credentials with worldwide recognition

Why is This Pathway Unique?

1

3.25 Years: Earn two advanced U.S. business degrees in less time than completing them separately (typically 50+ months).

2

One Process: Streamlined admissions and progression, with cost and time savings built in.

3

Optional Campus Immersion: Engage, learn, and connect with global leaders at the vibrant GGU campus in San Francisco.

MBA Faculty



Robert Shoffner

Director

MBA & Entrepreneurship Thought Leader | Curriculum Design Expert | Creator of Executive Education Programs | GGU Management Adjunct Faculty of the Year (2020)



Peter Lou

Sr. Adjunct Professor

24+ Years at Wells Fargo Bank | Leadership in Financial Analytics & Risk Management | Finance & Analytics Professor at Golden Gate University



Anitha Manohar

Department Chair

Ph.D. in Finance, University of South Carolina | Former Finance Instructor at Quinnipiac & Mercer Universities | Research Focus: Options Markets | Published in the Journal of Banking and Finance Review



Rao Mikkilineni

Adjunct Professor

Teaches Analytics, Intelligence, Security & Privacy | 40+ Years in Information Security (AT&T, Fujitsu) | 5 Patents | Published Author | Turing Centenary Conference Presenter

MBA Faculty



Tim Ringo

Board Advisor

Board Advisor | Non-Exec Director | Author | Keynote Speaker | Former Accenture, IBM and SAP Senior Executive. "HR Most Influential Thinker" List – HR Magazine 2022



Sue Ann Hirschberg

Director, Marketing Program

Director, Marketing Program at GGU | BA in Psychology (George Washington University) | MBA (Golden Gate University) | 20+ Years in Marketing Strategy for Fortune 500 Companies & Startups



Bruce Wasserman

Sr. Adjunct Professor

Experienced Educator | 20+ Years at PacBell (Marketing, Sales, Strategic Planning) | 12 Years Teaching at CSU East Bay | Current Graduate Instructor at GGU



Dr. Judith Lee

Department Chair

Teaches Analytics, Intelligence, Security & Privacy | 40+ Years in Information Security (AT&T, Fujitsu) | 5 Patents | Published Author | Turing Centenary Conference Presenter

MBA Faculty



Thomas Cushing

Adjunct Professor

Professor at GGU since 1995 | Founder of Cushing Group Recruiters | Specializes in Tech & Engineering Talent Recruitment



Manish Arora

Adjunct Professor

Managing Partner, Oakpeak Equity Partners | Expertise in Strategic Management, Business Development, Financial Analysis | Former Analyst at Marlin Equity Partners | Tech Acquisition Leader at Intel | MBA

DBA Faculty



Dr. Mickey P. McGee

Director, DBA Program

Dr. McGee, Associate Dean and DBA Program Director at Golden Gate University, brings 21+ years of academic and leadership experience, specializing in higher education management.



Dr. Judith Lee

Professor

Dr. Lee, Founding Executive Director of the Business Innovation Center at GGU, has extensive leadership experience in IT and academia.



Prof. Tommy Moreno

Adjunct Professor, GGU

Prof. Tommy is a talent development leader with global Fortune 500 experience and holds a doctorate in Organization and Leadership from USF.



Dr. Anitha Manohar

PhD in Finance, Researcher

Ph.D. in Finance, University of South Carolina | Former Finance Instructor at Quinnipiac & Mercer Universities | Research Focus: Options Markets | Published in Journal of Banking and Finance Review.

DBA Faculty



Prof. Marion Moreno

Adjunct Professor, GGU

Dr. Marion, a senior talent leader with Fortune 500 experience and a doctorate in Leadership from USF, leads executive programs across the US



Prof. Geoffrey Ngene

Associate Professor, Finance

Dr. Geoffrey M. Ngene, Associate Professor of Finance at Mercer, holds a PhD in Financial Economics and is an award-winning educator and finance expert.



Prof. Anthony De Leon

Former Partner, Accenture

Prof. Anthony, DBA from GGU, is a senior adjunct marketing professor with 18 years of consulting experience, including leadership roles at Accenture and Booz Allen.

Program Curriculum

Category	Course	Units
	MBA Journey	
Core Courses	Dynamics of Leadership and Organizational	3
	Marketing Management	3
	Foundations of Business Analytics	3
	Corporate Finance	3
	Information Technology	3
	Operations and Supply Chain Management	3
Strategic Courses & Capstone	Context of Business	3
	Strategic Analysis and Design	3
	Business Planning	3
Concentration Courses	Course -1	3
	Course -2	3
	Course -3	3
Total MBA		36
	DBA Journey	
Bridge	Doctor of Business Administration Bridge and Assessment	4
Foundation	Doctoral Writing and Research Methods	4
	Quantitative Research Methods	4
	Qualitative Research Methods	4
	Qualifying Exam	
Dissertation Courses	Topic Proposal	8
	Research Proposal & Defense	8
	Completion and Approval by Committee	16
Total DBA		48

*Please note:
(i) Before beginning the DBA pathway, learners must successfully complete all graduation requirements for the MBA program with a minimum score of 3.0 GPA.
(ii) Learners need to pass the DBA Bridge & Assessment Course in accordance with the University's assessment criteria.
(iii) After the foundation curriculum coursework is completed, students must successfully pass the qualifying examination in accordance with the university's assessment criteria before beginning the dissertation phase.

Failure to meet any of these requirements will result in disqualification from the DBA program. Any fees paid toward the program will be non-refundable.



Program Curriculum

Category	Course	Units
Adaptive Leadership	Personal Leadership	3
	Strategic Leadership	3
	Adaptive Decision Making	3
Business Analytics	Enterprise Data and Performance Management	3
	Business Intelligence and Decision Support	3
	Data and Social Media Analytics	3
Finance	Financial Reporting and Analysis	3
	Investments	3
	Business Valuation	3
Marketing	Integrated Marketing Communication	3
	Marketing Research	3
	Digital Marketing & E-commerce	3
Applied AI	Advanced Data Analytics with Python	3
	Machine Learning for Predictive Analytics	3
	Artificial Intelligence in Business	3
General	Select from Above- 1	3
	Select from Above- 2	3
	Select from Above- 3	3



Enrollment Options

MBA Alumni

Can begin with the accelerated DBA component of the journey, applying MBA credits toward DBA requirements.

1

Current MBA Students:

Can transition to the MBA to DBA Pathway and begin the accelerated DBA component of the journey after completing the MBA. This approach allows both degrees to be earned in a shorter, more cost-efficient timeframe.

2

New Students:

If you do not yet hold a GGU upGrad MBA, you will first need to apply for and complete this MBA program in order to qualify for the accelerated DBA pathway.

3



Program Details



Program Start Date

Please speak to your
Admissions Counselor



Program Duration

3.25 Years



Program Fee

Please refer to
the website for program fee



Eligibility

Bachelor's degree in any
specialization to be considered
for the GGU MBA program.



Application Process



Apply on www.upgrad.com



Please submit your resume and Statement of Purpose* (maximum 500 words) to scholarships@goldengateuniversity.com



The admissions committee will evaluate your application



Upon acceptance, block your seat by paying the enrollment deposit



Submit your documents for evaluation to complete the admissions process

*Note: The Statement of Purpose should detail the following:

(i) What is your motivation to pursue this pathway?

(ii) How do you think the Golden Gate University experience will benefit your career?

About upGrad

upGrad is a leading online education platform empowering professionals to reach their full potential through flexible, engaging learning experiences.

We partner with top global universities, including Golden Gate University, Edgewood University, ESGI School of Management Paris, Liverpool Business School, Paris School of Business, Liverpool John Moores University, Northeastern University, among others to offer a wide range of career-focused programs.

As professionals juggle demanding careers and personal commitments, traditional education often feels out of reach. upGrad bridges this gap by making high-quality learning accessible and practical, so education becomes an enabler, not a hindrance.

To date, upGrad has delivered over 20 million hours of learning, empowering thousands of learners worldwide with the knowledge and skills to advance their careers.



GSV EDTECH 150
Top 150 Most Transformative
Growth Companies



**BRANDON HALL
GOLD AWARDS 15**
+ Across 2 Years



PROMISING BRAND 2022
The Economic Times



**EDUCATION COMPANY
OF THE YEAR**
VC Circle, 2022





Technology Service Partner

upGrad

 upgrad.com

For further details, **contact**

Europe, Middle-East and Africa:

 **info.emea@upgrad.com**

 **+44 2046 023556**

Asia Pacific except India:

 **query@upgrad.com**

 **+65 6232 6730**

North and South America:

 **globaladmissions@upgrad**

 **+1 240-719-6120**

Vietnam:

 **connect@upgrad.com**

 **1900-23-23-06**