



GOLDEN GATE  
UNIVERSITY

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**upGrad**

# MASTER OF BUSINESS ADMINISTRATION

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13 MONTHS

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# 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.

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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**

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Provost

Golden Gate University, San Francisco

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# 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.

# 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).



# Faculty



**Robert Shoffner**  
Director



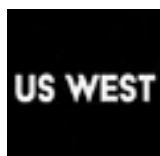
**Peter Lou**  
Sr. Adjunct Professor



**Anitha Manohar**  
Department Chair



**Rao Mikkilineni**  
Adjunct Professor



*Note: The faculty featured here are a part of the async content to be consumed during your program. They may or may not be a part of the live sessions for the program*

# Faculty



**Tim Ringo**  
Board Advisor



**Sue Ann Hirschberg**  
Director,  
Marketing Program



**Bruce Wasserman**  
Sr. Adjunct Professor



**Dr. Judith Lee**  
Department Chair



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# Program Highlights



## Membership and Accreditation

GGU is a member of the AACSB and accredited by WASC Senior College and University Commission, the organisation that accredits universities in California and Hawaii, including Stanford, University of San Francisco, UC Berkeley, UCLA and more.



## Live Interactive Classes

Academic support offered from faculty members, teaching assistants, and your peers across the world.



## San Francisco Business Leaders

Benefit from direct and personal interactions with GGU scholar practitioners based in California, the world's fifth largest economy.



## Affordable Fees

Through hybrid learning and available scholarships, students can reduce their fees for a GGU master's degree by up to 70% off the cost of a full-time, on-campus master's degree.



## Developing Global Leaders

GGU's 70,000+ alumni include mayors, NASA astronauts, members of the C-suite of leading global organizations, entrepreneurs, and legal experts.



## Skills Based Curriculum

Prepare to tackle real world business problems with a unique curriculum that incorporates theory alongside practical and relevant industry knowledge.

# Program Curriculum

Phase	Courses	Credits Per Course	Total Credit
Core	8	3	24
Capstone	1	3	3
Concentrations	3	3	9
Total Credits			36

## Course 1: Dynamics of Leadership and Organizational Behavior

### Learning Outcome:

Apply leadership skills to build, manage and lead high-performance teams and organizations

### Topics Covered:

- Team and organization leadership
- Decision-making models
- Interpersonal skills for leadership
- Organizational structure and culture
- Optimizing diversity in teams



## Course 2: Marketing Management

### Learning Outcome:

Develop marketing strategies aligned with consumer behavior & market research

### Topics Covered:

- Marketing fundamentals
- Market research process
- Consumer behavior factors
- Segmentation and targeting
- Product and pricing strategy



## Course 3: Foundations of Business Analytics

### Learning Outcome:

Use analytics tools to drive data-driven business decisions

### Topics Covered:

- Business analytics cycle
- Data-driven decision making
- Big data challenges
- Analytical tools and techniques
- Communicating insights



## Course 4: Corporate Finance

### Learning Outcome:

Assess firm performance and calculate free cash flows using financial models

### Topics Covered:

- Risk and return calculation
- Bond and stock valuation
- Cost of capital analysis
- Cash flow estimation
- Financial forecasting



## Course 5: Information Technology

### Learning Outcome:

Improve business processes through the strategic use of IT systems

### Topics Covered:

- IT infrastructure selection
- DBMS design
- Process improvement with IS
- Enterprise system optimization
- IT project management



## Course 6: Context of Business

### Learning Outcome:

Manage business responsibilities toward various stakeholders ethically

### Topics Covered:

- Corporate social responsibility
- Sustainability strategies
- Corporate governance
- Stakeholder management
- Global competition policies



## Course 7: Operations & Supply Chain Management

### Learning Outcome:

Optimize supply chain performance through process and capacity management

### Topics Covered:

- Supply chain strategy
- Process design optimization
- Inventory and logistics management
- Capacity management
- ERP software in supply chains



## Course 8: Strategic Analysis & Design

### Learning Outcome:

Formulate and implement business strategies to enhance competitiveness

### Topics Covered:

- Strategic business analysis
- Market competition analysis
- Corporate strategy formulation
- Managing multi-business firms
- Business plan development



## Capstone Course: Business Planing

### Learning Outcome:

Build a business plan for a topic and an idea of your choice

### Topics Covered:

- Business Model
- Business Plan
- Market Analysis
- Products and Services
- Company Financials



### Disclaimer

The company logos shown above are representative of the demonstrations covered in each course. This is not an exhaustive list of demonstrations. These demonstrations are used for educational purposes only. upGrad and GGU do not endorse these companies in any form

# Concentration Options

CATEGORY	COURSES
Finance	<ul style="list-style-type: none"><li>Financial Reporting and Analysis</li><li>Investments</li><li>Business Valuation</li></ul>
Business Analytics	<ul style="list-style-type: none"><li>Enterprise Performance Management and Metrics</li><li>Business Intelligence</li><li>Web &amp; Social Network Analytics</li></ul>
Marketing	<ul style="list-style-type: none"><li>Integrated Marketing Communication</li><li>Market Research</li><li>Digital Marketing and E-commerce</li></ul>
Adaptive Leadership	<ul style="list-style-type: none"><li>Personal Leadership</li><li>Adaptive Leadership</li><li>Leading Complex Change</li></ul>
Applied AI	<ul style="list-style-type: none"><li>Advanced Data Analytics with Python</li><li>Machine Learning for Predictive Analytics</li><li>Artificial Intelligence in Business</li></ul>
General	<ul style="list-style-type: none"><li>Select from any <b>Course 1</b> above</li><li>Select from any <b>Course 2</b> above</li><li>Select from any <b>Course 3</b> above</li></ul>

**Disclaimer**

The curriculum and credits are a virtue of Golden Gate University's guidelines while meeting international standards and quality. These are subject to change without prior intimation.

**Requirements for the Master of Business Administration**

- Completion of 27 units in the core program, and 9 units in the concentration, for a total of 36 units.
- Students must earn a grade of "C-" or better in each course and cumulative grade-point average of 3.00 or better

# Immersion Program



GGU's immersion program offers students an opportunity to study on the San Francisco's campus for 5 days. Nestled in the financial district, GGU's campus is surrounded by some of the top global technology and consulting firms. An in-person immersion is ideal for a student who is ready to take their career to the next level and impact their industry in a meaningful way on a global scale.



Company visits to leading tech firms in Silicon Valley



Network with students & faculty from over 48+ countries



Cultural tours of iconic landmarks like the Golden Gate Bridge and San Francisco City Hall



Hands-on learning through discussions on AI, sustainability, & business transformation  
Hands-on learning

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

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# Program Information

The GGU Master of Business Administration (MBA) program will advance your leadership skills and business knowledge using an activity-based learning approach. Our faculty members are seasoned professionals in their respective fields and will prepare you to lead in today's complex business environment.



The GGU MBA builds business decision making and leadership skills that provide an integrated perspective of management and allows you to tailor your program with one of several concentrations to meet your interest and goals.

Since the introduction of our MBA program over half a century ago, GGU has pioneered evening and online programs for working professionals to achieve their career objectives.



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# Student Learning Outcomes

Graduates of the Master of Business Administration program will have the knowledge and skills to:



Demonstrate a general management "holistic" perspective



Demonstrate managerial and leadership skills, such as teamwork, critical thinking and problem solving, communications and presentations, self-awareness



Master and apply general management analytic processes and tools for decision making



Integrate strategic business objectives within competitive industry dynamics



Integrate strategic business objectives within the socio-political-economic-ecological-global context



Understand functional areas' impact on business and departmental interaction issues



Demonstrate integrated business level planning



Demonstrate an understanding and ability to identify the ethical, environmental, and social implications of business issues and formulate appropriate responses



# 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 International 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.

20M+

hours of learning

10M+

learners

100+

countries

80+

university partners

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



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# Enrollment Details

## Program Start Date

Please visit our website  
[www.upgrad.com](http://www.upgrad.com) for more details

## Program Fees

Please visit our website  
for more details

## Duration

13 months

## Eligibility

Bachelor's Degree  
(Any Specialization)





 [www.upgrad.com](https://www.upgrad.com)

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\*This brochure is for informational purposes only and is subject to change.  
The Offer Letter is the sole legally

