

A nighttime photograph of the Golden Gate Bridge in San Francisco, showing its iconic towers and suspension cables illuminated against a dark sky.

# Master + Doctor of Business Administration (MBA + DBA)

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

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**35.5 months**

\*Break weeks are incremental to this journey



Technology Service Partner  
**upGrad**



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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



# 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).

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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.

# About MBA + DBA

## Earn Two Degrees in Less Than 3 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 less than 3 years, saving time and tuition.



**Strong MBA Foundation** – Gain advanced skills in finance, marketing, operations, analytics, 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 Applied AI, Leadership, Marketing, Finance, 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.







# 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

**35.5 months:** 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

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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

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



**Anitha Manohar**

Department Chair

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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

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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

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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

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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

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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

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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

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



**Manish Arora**

Adjunct Professor

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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



**Theresa Markham**

Associate Director of MBA Programs / Lecturer

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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 (MBA)

Category	Course
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Core Course	Dynamics of Leadership and Organizational Behavior
	Marketing Management
	Foundations of Business Analytics
	Corporate Finance
	Information Technology
	Operations and Supply Chain Management

Strategic Courses & Capstone Course	Context of Business
	Strategic Analysis and Design
	Business Planning

Concentration Couses	Course -1
	Course -2
	Course -3



# Concentration Options (MBA)

Category	Course
Finance	Financial Reporting and Analysis
	Investments
	Business Valuation
Business Analytics	Enterprise Data and Performance Management and Metrics
	Business Intelligence
	Web and Social Network Analytics
Marketing	Integrated Marketing Communication
	Marketing Research
	Digital Marketing & E-commerce
Adaptive Leadership	Personal Leadership
	Adaptive Leadership
	Leading Complex Change
Applied AI	Advanced Data Analytics with Python
	Machine Learning for Predictive Analytics
	Artificial Intelligence in Business
General	Select from any <b>Course 1</b> above
	Select from any <b>Course 2</b> above
	Select from any <b>Course 3</b> above

## 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



# Program Curriculum (DBA)

Learners first complete the MBA curriculum as offered by GGU, followed by the DBA curriculum detailed below.

Category	Course
Bridge	Doctor of Business Administration Bridge
	Doctor of Business Administration Comprehensive Exam
Foundation	Doctoral Writing and Research Methods
	Quantitative Research Methods
	Qualitative Research Methods
	Qualifying Exam
Dissertation Courses	Topic Proposal
	Research Proposal & Defense
	Completion and Approval by Committee

\*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.









# Enrollment Options

## MBA Alumni

Can begin with the accelerated DBA component of the journey, applying MBA credits towards 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



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## Program Details



### Program Start Date

Please speak to your  
Admissions Counselor



### Program Duration

35.5 Months



### 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](http://www.upgrad.com)



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





 [www.upgrad.com](http://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