



# MBA to DBA Pathway

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

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**3.5 years (40 months)**



**GOLDEN GATE**  
UNIVERSITY  

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SAN FRANCISCO

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

**2,976**

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.

# MBA to DBA Pathway

## MBA to DBA Pathway: Earn Two Degrees in 3.5 Years

An accelerated, integrated journey designed for ambitious professionals worldwide.

### Program Highlights



**Two Degrees Faster** – Complete both your MBA and DBA in just 3.5 years (40 months), 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 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.



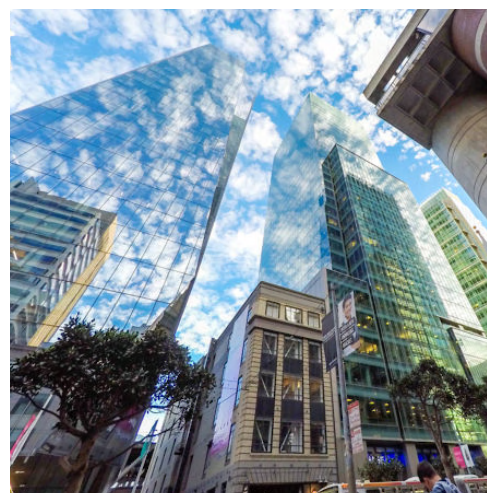




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# Immersion in San Francisco

The DBA 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 This Pathway is 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 This Pathway is Unique?

1

**3.5 Years (40 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

# 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	Duration
MBA Journey			
Core Courses	Fundamentals of Business	3	12 Months
	Management and Leadership	3	
	Marketing Management	3	
	Foundations of Business Analytics	3	
	Corporate Finance	3	
	Teamwork in Organizations	3	
	Information Technology	3	
	Operations and Supply Chain Management	3	
	Context of Business	3	
	Strategic Analysis and Design	3	
	Business Planning (Capstone)	3	
Concentration Courses	Course -1	3	3 Months
	Course -2	3	
	Course -3	3	
Total MBA			15 Months
DBA Journey*			
Bridge	Doctor of Business Administration Bridge and Assessment	4	2 Months
Foundation	Doctoral Writing and Research Methods	4	7 Months
	Quantitative Research Methods	4	
	Qualitative Research Methods	4	
	Qualifying Exam		
Dissertation Courses	Topic Proposal	8	16 Months
	Research Proposal & Defense	8	
	Completion and Approval by Committee	16	
Total DBA			25 months
*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.			



# MBA Concentration Courses

Category	Course	Units	Duration
Adaptive Leadership	Personal Leadership	3	3 Months
	Strategic Leadership	3	
	Adaptive Decision Making	3	
Business Analytics	Enterprise Data and Performance Management	3	3 Months
	Business Intelligence and Decision Support	3	
	Data and Social Media Analytics	3	
Finance	Financial Reporting and Analysis	3	3 Months
	Investments	3	
	Business Valuation	3	
Marketing	Integrated Marketing Communication	3	3 Months
	Marketing Research	3	
	Digital Marketing & E-commerce	3	
General	Select from Above- 1	3	3 Months
	Select from Above- 2	3	
	Select from Above- 3	3	







# Enrollment Options

## MBA Alumni

Can begin with the 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 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:

Can enroll in the MBA to DBA Pathway from the outset, completing the MBA first and then moving directly into the DBA component.

3





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## Program Details



### Program Start Date

Please speak to your  
Admissions Counselor



### Program Duration

3.5 Years



### Program Fee

Please refer to  
the website for program fee



### Eligibility

Bachelor's Degree in any  
specialization



# 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?

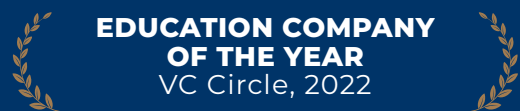
# About upGrad

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, ESGCI 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.







Technology Service Partner

**upGrad**

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

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