Graduate Programs Designed for Today’s Students

Built with a bold vision focused on innovation and community engagement, the College of Business Administration (CoBA) at California State University San Marcos offers degree programs that respond to industry needs, giving graduates the knowledge and experience needed to make a meaningful impact both locally and globally.

“We are a customer-driven institution, responding to the emerging workforce needs,” said Dr. Jim Hamerly, Interim Dean for the College of Business Administration. “Our close partnerships with hundreds of regional businesses through our Advisory Boards and project sponsorships have enabled us to leverage opportunities and develop programs that meet the needs of the region.”

Preparing Tomorrow’s Business Leaders

CoBA offers graduate programs that are designed to help students advance their careers. Students can apply to the Fully Employed MBA (FEMBA) program or the new Specialized Accelerated MBA (SAMBA) program. FEMBA students are employed full time and have, on average, nine years of work experience. Classes are held on weeknights and weekends to accommodate students’ full-time work schedules. The FEMBA program can be completed in 19 months.

Alternatively, SAMBA is designed for students who are willing to study full-time. This unique, “stackable” program consists of three phases: the Foundation, the Core, and the Specialization, which offer three entry and exit points into and out of the program. Upon satisfactory completion of each phase of the program, students receive a certificate, and upon completion of the final project culminating experience, an MBA. Students can emphasize Business Intelligence, Hospitality and Tourism Management, or International Business. Business professionals looking to enhance their skills can also take advantage of this new stackable format by earning their certificate in any of the emphasis options.

Connections and Experience that Matter

All CSUSM MBA students have opportunities to interact with business and executive leaders. Meet the Leaders is an executive speaker series where students learn contemporary business ideas from successful leaders. There are also networking opportunities during these presentations, helping MBA students build professional connections.

All students complete their MBA program by working on a Master’s Project, sponsored by a local business. The first of these projects in 2013 was sponsored by QUALCOMM. New programs are also in development to give MBA students more professional networking opportunities, contributing to career advancement.

Learning through Real-World Application

CoBA offers similar experiential learning opportunities to undergraduate students through a variety of programs. Senior Experience is a unique culmination project for senior undergraduate business students. Teams of students work with faculty advisors on projects sponsored by local businesses. Project work takes place over the course of one semester, and sponsors receive final reports and deliverables at the end. To date, Senior Experience has worked with over 1,000 organizations on more than 1,400 projects.

Undergraduate students also have professional connection opportunities through courses like In the Executive’s Chair, and programs such as the Professional Mentor Program and the Business Professional Development Program. In conjunction with the rigorous curriculum, CSUSM business students graduate as confident, savvy professionals.

From undergraduate to Master’s education, the CSUSM College of Business Administration is working to build the future business leaders of this region. How can your organization benefit from getting involved? Visit CoBA online at www.csusm.edu/coba, or call 760.750.4211.

WORKPLACE WELLNESS BEGINS AT HOME

How healthy your employees are at work may actually be a function of how healthy they are at home. Many workers come home from a long day at work and eat whatever is easy to make, sit on the couch and watch TV, go to bed later than they should, and then toss and turn, thinking about the stressful things in their lives. But what if they did things differently — ate better, exercised more, slept longer and worried less? How would that positively impact their time on the job?

Proactively preventing problems before they start is one of the strengths of naturopathic medicine. The naturopathic doctors at Bastyr University Clinic provide patients with tools to optimize their health naturally. With longer appointment times, Bastyr’s care teams take time to assess how an individual’s diet, exercise, stress and sleep habits affect their overall wellness. They partner with patients to develop individualized treatment plans and get to the root of health problems.

Better health means more productive employees who take fewer sick days, which in turn means a big savings for employers and their businesses in terms of lost work hours. So think about that the next time you see a tired or lethargic employee at work. And remember that the choices they make when it comes to food, exercise, stress and sleep can have a profound effect on both themselves and their employers.

To learn more about how naturopathic medicine can help you and your workers get healthy and stay healthy, visit www.BastyrClinic.org or call 858.246.9730. Submitted by Bastyr University Clinic
The University of San Diego School of Business Administration offers graduate business programs in Accounting, Business Administration, Executive Leadership, Finance, Global Leadership, Real Estate, Supply Chain Management and Taxation. The School of Business Administration is ranked by Financial Times, U.S. News & World Report and Businessweek.

www.sandiego.edu/business
Innovative Leadership:
National University’s New Dean, Dr. Steven Lorenzet, on Innovating Business Schools for the 21st Century

Since joining National University in Fall 2014 as Dean of the School of Business and Management, Dr. Steven Lorenzet has been identifying new growth opportunities in program development and industry collaborations that will greatly benefit the University’s primarily adult student population.

“In order to remain relevant, business schools need to constantly evaluate the changing needs of regional and global industries,” said Dr. Lorenzet.

“National University is uniquely poised to lead in this area. Our one-course-per-month format provides a focused, accelerated educational opportunity for our students, and our connection to a wide range of business leaders assures our programs meet the immediate needs of the business community.”

In addition, National University offers students the opportunity to pursue their education online, on campus, or through a hybrid combination. The University has more than two dozen campuses and locations throughout San Diego County in Chula Vista, Carlsbad, La Mesa and many other San Diego city locations.

Among the recent projects Dr. Lorenzet has overseen on behalf of the School of Business and Management in recent months include:

• A collaboration with leadership expert and businessman Stedman Graham, who was recently named a faculty member of the School of Business and Management at National University. Mr. Graham teaches students according to the philosophy of “Identity Leadership” which is based on the principle that you cannot lead others until you can first lead yourself. His engaging lectures have greatly benefited business students, including those in the School’s Master of Science in Organizational Leadership program.

• The creation of a separate Department of Accounting within the School of Business and Management that will provide enhanced offerings for students in this fast-growing field. Dr. Sharon M. Lightner, the former Dean of the College of Business Administration at California State University in San Marcos, joined National University last year to lead this effort.

• Strengthening connections with the business community through collaborations with industry partners. The School of Business and Management has recruited several new business and industry members to an expanded advisory board to provide a broader perspective of business needs and internship opportunities. The School also is encouraging greater collaboration with the School’s many successful alumni who are leaders in industries across the globe and regionally.

“Our one-course-per-month format provides a focused, accelerated educational opportunity for our students, and our connection to a wide range of business leaders assures our programs meet the immediate needs of the business community.”

—Dr. Steven Lorenzet

“IT’s important to think both globally and regionally, and we think our school is well suited to meet the needs of 21st century business leaders,” said Dr. Lorenzet. “We are excited about strengthening our industry ties at each of our regional campuses and in leveraging our growing global collaborations with universities abroad to create opportunities for our business students to succeed in the global economy.”

National University’s School of Business and Management offers a variety of options for study including undergraduate, graduate and certificate programs that prepare students to succeed in the interconnected local and global economy.

National University’s School of Business and Management offers a variety of options for study including undergraduate, graduate and certificate programs that prepare students to succeed in the interconnected local and global economy.

Submitted by National University
California State University
SAN MARCOS

MBA

Fully Employed MBA
Earn an MBA in 19 months while working full-time. Convenient evening and weekend classes.

Specialized Accelerated MBA
Students attend classes full-time and earn an MBA in 12 months. Options in Business Intelligence, Hospitality & Tourism Management, and International Business.

APPLY TODAY FOR SUMMER 2015 ENTRY

MEET THE LEADERS Executive Speaker Series
This unique speaker series gives MBA students the chance to learn contemporary business ideas and develop professional connections with executive leaders.

Visit www.csusm.edu/mba or contact us:
CSUSM MBA Office
760.750.4267
mba@csusm.edu
USD’s School of Business Administration

Top-ranked...globally relevant...endless opportunities.

The School of Business Administration (SBA) at the University of San Diego was founded more than 40 years ago with these principles in mind. Back then, we knew that global partnerships were the key to the future of business, and as new advances in technology and communications have created a truly mobile and global marketplace, that vision is more important than ever.

At SBA, we create and prepare future business leaders, who can navigate business across the globe; who embrace innovation and entrepreneurship as cornerstones for building commerce; and who prioritize sustainability, ethics and social responsibility.

And we put our vision into action — as evidenced by the recent Financial Times ranking that placed SBA #33 in the nation and #66 in the world for full-time MBA programs, recognizing in particular the fact that our students spend an average of 15 days overseas during their coursework.

Our Master’s in Supply Chain Management is also nationally ranked as a top program, most recently recognized by U.S. News & World Report as #9 for Best Online Graduate Business Programs and by Gartner research as #23 for Graduate Supply Chain Management Programs.

Bloomberg Businessweek most recently ranked our undergraduate program #41 nationwide, and ranked our Evening MBA Program #17. We are also recognized by Princeton Review as the #2 Greatest Opportunity for Women in the U.S.

Of course, it is not all about the rankings. Our students are immersed in relevant classes ranging from digital marketing to operations to corporate finance — equipping them with the in-demand knowledge and skills they need to compete in a 21st century global marketplace.

Our students are immersed in relevant classes ranging from digital marketing to operations to corporate finance — equipping them with the in-demand knowledge and skills they need to compete in a 21st century global marketplace.

We make sure our students graduate with an entrepreneurial mindset — in fact our hands-on entrepreneurship and social innovation competitions have tripled their reach across San Diego since inception a few years ago. Take alumna Jayla Siciliano as an example. As an SBA student, Jayla started pitching a business idea to potential investors. Before she even graduated, she raised enough capital to start her business, and her coursework took her the rest of the way. Her company, Bon Affair, produces wine spritzers infused with electrolytes, which are now sold in select grocery stores in Southern California and Texas. Further, Jayla went on to win a $150,000 investment on ABC’s Shark Tank.

Keeping our coursework cutting-edge, this year, we launched a new custom MBA for Corporate Counsel, called the CMBA, and approved a new curriculum for the Master’s in Global Leadership Program. We’re also getting ready to announce the launch of our new Master’s in Finance Program.

We continue to draw globally recognized and relevant guest speakers to campus to deliver inspirational messages to our students. This year, they included Sam Zell, chairman of Equity Group Investments; Jack White, CEO of Ballast Point; and J.D. Power from J.D. Power and Associates, among others.

Nurturing student ideas, providing international business experience, paving paths to successful careers, enabling relevant faculty research, and bringing thought leaders to campus — this is what we do at SBA.

Come see for yourself! SBA is now home to more than 1,700 students every year and offers eight majors, 11 minors, seven specialty master’s programs and multiple MBA programs. We also have five centers of excellence that enhance the student experience and build practitioner relationships with the business community. For example, over the last few months, we co-sponsored San Diego’s inaugural Women Investing in Women Conference, the 4th Annual Women in Real Estate Conference, the Supply Chain Management Directors Conference and the 29th Annual Supply Chain Management Institute Fall Forum. We look forward to your visit to campus.

Submitted by the University of San Diego
By David Pyke
Dean, School of Business Administration
University of San Diego
www.sandiego.edu/business
(619) 260-4886