

Online

Master of Business Administration

Community Business College

www.cbcollege.us



The Online Master of Business Administration program prepares students for leadership positions in the global technology business and provides a comprehensive view of business operations. The MBA program infuses engaging pedagogy with real-world problem solving, strong connections with Silicon Valley business and industry, and offers a flexible learning schedule that allows students to maximize their learning efficiency.

The MBA provides three unique competencies of successful professionals that distinguish its graduates from other MBAs: leadership, innovation, and information technology. Our students build a solid foundation of skills that allow them to effectively compete in a global economy. Closely connected to Silicon Valley, CBC provides its MBA students with exposure to the pervasive culture of entrepreneurial success in this region. The MBA faculty has many years of entrepreneurial experience starting companies, managing corporations, directing advanced product development, and consulting for major corporations.



Program Mission & Objectives

The mission of the program is to prepare students for leadership and management positions in global technology businesses. Students graduate from the program in a timely fashion with skills, knowledge, and practices that enable them to start/enhance their management careers.

Students completing the program will be able to:

- Apply best practices of leadership
- Analyze organizational effectiveness
- Make marketing decisions based on target markets, variables, and feasibility
- Think strategically about employee and management relations
- Prepare and analyze financial statements and projections
- Examine innovation from the product, process, and organizational perspectives
- Have an extensive and practical knowledge base of theory, tools, skills, practices, and research related to business and be able to apply these to the problems and opportunities of the 21st-century business environment
- Demonstrate effective professional and interpersonal practices for business
- Develop a range of professional strategies and promote their effectiveness in a business environment
- Demonstrate ethical, legal, and responsible behavior; explain the broader role that business has in society, and articulate their own responsibilities as a member of the business community and a member of society



Program Curriculum

This program is 36-semester units / 540 clock hours in length. No externship or internship is required. Students are evaluated through written assessments and final exams. Some faculty might require additional assessments such as research papers, hands-on projects, and/or presentations.

BUS 590	Economics For Business Decision Making
BUS 620	Leadership
BUS 630	Business Strategy
BUS 640	Modern Marketing Principles
BUS 660	Advanced Digital Marketing
BUS 670	Innovation Management
BUS 680	New Product and Service Development
BUS 720	Accounting
BUS 725	Finance
BUS 730	Business Ethics
BUS 780	Negotiation
BUS 790	Group Dynamics, Power & Politics
BUS 799	Competitive Strategy
BUS 880	Entrepreneurship

For more information, please visit our website at
www.cbcollege.us