
Master *of* Business Administration

15 Months



GOLDEN GATE
UNIVERSITY

SAN FRANCISCO

Powered by
upGrad



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About Golden Gate University - San Francisco

Golden Gate University, a private nonprofit university in the heart of San Francisco's financial and high-tech district, empowers working professionals to achieve their professional goals with a nationally renowned Master of Business Administration degree program. Founded in 1901, GGU has been a leader in online education for nearly three decades, and its programs offer

maximum flexibility for modern students. GGU's MBA degree develops core management competencies to support long-term business objectives in a rapidly evolving global economy. GGU has been repeatedly ranked as #1 in the United States for working professionals based on superior flexibility and career outcomes for students.



Dr. Joaquin L. Gonzalez

Vice Provost for Global Affairs &
Professor of Business, Government,
and Society, Golden Gate University,
San Francisco

GGU's association with upGrad extends our mission of providing high quality education for working professionals who aspire to change or advance their careers. We're eager to welcome students from around the world to our innovative, practice-based programs. Our mission is to ensure that access to a GGU education is affordable and accessible to students everywhere. This partnership provides students with unique scholarship opportunities to earn an advanced degree from their home countries.

Why Golden Gate University



For Working Professionals by Washington Monthly



Best Online College in California by OnlineU and SR Education in 2020

*From a research on 1943 Universities



Ranked among the Top 10% Schools in the US by CollegeFactual in 2022



80% faculty members are San Francisco-based practicing professionals



Located in downtown San Francisco among offices of Salesforce, LinkedIn, Meta, Amazon and more

Accreditations and Associations



Ranking



About upGrad

upGrad is an online education platform to help individuals develop their professional potential in the most engaging learning environment through a wide range of programs designed to improve their expertise. upGrad collaborates with top-class universities across the world including the University of Arizona, Caltech, Purdue, IIIT Bangalore,

Deakin Business School, Wharton, Liverpool John Moores University, and University of Maryland among others. upGrad has been Ranked #1 in the LinkedIn Top Start-ups for four consecutive years, it made it to the GSV Global EdTech 50 List 2020, it received the Best Communication and Teaching Platform in the Education Innovation Awards 2020.

20M+
hours of learning

2M+
learners

100+
countries

9 years
of existence



Phalgun Kompalli

Co-founder

upGrad

Through our association with Golden Gate University, San Francisco, upGrad endeavors to facilitate continuing education for working professionals throughout their careers. The pedagogy, program structure and delivery of these programs from the innovation capital of the world is our key differentiator.

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.



Program Highlights



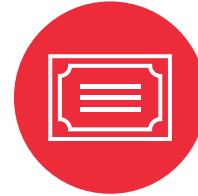
Accreditation

GGU is accredited by WASC Senior College and University Commission, the organization 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.



Project Management Certificate from PwC

Gain a coveted certification in Project Management from PwC post completion of the requisite learning hours and assignment submission. Learn from experienced PwC experts with years of experience working in the field.



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.



Skills Based Curriculum

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



Academic Credentials

Earn the same U.S. Degree awarded on campus.

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

Faculty



Robert Shoffner

MBA and Entrepreneurship Thought Leader. Teach management, communication, strategy, and entrepreneurship at graduate and undergraduate levels, both online and in-person. Expert in Instructional and Curriculum Design. Creator of Executive Education programs. Faculty Senate Chair, recognized with GGU's Management Adjunct Faculty of the Year and Faculty Service Award (2020).



Bruce Wasserman

Bruce Wasserman, an experienced educator with a rich industry background, worked at PacBell for over two decades in marketing, sales, strategic planning, and competitive intelligence. He taught at CSU East Bay for 12 years and currently teaches graduate programs at Golden Gate University.



Dr. Judith Lee

Dr. Judith Lee, Tenured Professor and Chair of Business Innovation & Technology at Ageno School of Business, has 35+ years in tech management and consulting. She holds a BA, MBA, and DBA, and is a certified PMP. She has developed MS degrees, chaired key committees, and presented at major conferences.

Faculty



Anitha Manohar

Dr. Anitha Manohar earned her Ph.D. in Finance from the University of South Carolina in 2009. She taught finance at Quinnipiac University for four years and Mercer University for eight years. Her research focuses on options markets, and she has published in the Journal of Banking and Finance Review.



Sue Ann Hirschberg

Professor Sue Ann Hirschberg, Director of the Marketing Program at GGU, holds a BA in Psychology from George Washington University and an MBA from Golden Gate University. With over 20 years of experience, she has developed marketing strategies and products for Fortune 500 companies and startups.



Rao Mikkilineni

Dr. Rao, Distinguished Adjunct Professor at GGU, teaches "Analytics, Intelligence, Security & Privacy" in the MSBA program. Since 2002, he's taught information security courses. With four decades in companies like AT&T and Fujitsu, he holds five patents, is a published author, and has presented at the Turing Centenary Conference.

Faculty



Thomas Cushing

Thomas, Distinguished Adjunct Professor at GGU since 1995, teaches MBA courses in employment law, CSR, sustainability, business negotiation, and ethics. He founded Cushing Group Recruiters (CGR) in 1994, a San Francisco-based firm specializing in recruiting top talent for tech and engineering roles in the Bay Area.



Manish Arora

Mr. Manish Arora, Managing Partner at Oakpeak Equity Partners, has extensive experience in strategic management, business development, and financial analysis. Previously at Marlin Equity Partners, he analyzed investment opportunities. At Intel, he drove tech acquisitions, including McAfee and Virtutech. He holds an MBA from Georgetown, an MS in Computer Science from the University of Oregon, and a BA in Mathematics.



Program Curriculum

CATEGORY	COURSES	CREDITS
Foundation	<ul style="list-style-type: none"> Data Analysis for Managers 	0
Core	<ul style="list-style-type: none"> Fundamentals of Business Management and Leadership Marketing Management Foundations of Business Analytics Corporate Finance Teamwork in Organizations Information Technology Context of Business Operations and Supply Chain Management Strategic Analysis and Design 	30
Capstone	<ul style="list-style-type: none"> Business Planning 	3
Concentration	<ul style="list-style-type: none"> Course- 1 Course- 2 Course- 3 	9
Total Credits		42

Concentration

Details Curriculum

CATEGORY	COURSES	CREDITS
Finance	<ul style="list-style-type: none"> Financial Reporting and Analysis Investments Business Valuation 	9
Business Analytics	<ul style="list-style-type: none"> Enterprise Performance Management and Metrics Business Intelligence Web & Social Network Analytics 	9
Marketing	<ul style="list-style-type: none"> Integrated Marketing Communication Market Research Digital Marketing and E-commerce 	9
Adaptive Leadership	<ul style="list-style-type: none"> Personal Leadership Adaptive Leadership Leading Complex Change 	9
General	<ul style="list-style-type: none"> Select from Above- 1 Select from Above- 2 Select from Above- 3 	9

**Note:*

- The curriculum and credits are a virtue of Golden Gate University's guidelines while meeting international standards and quality.
- Requirements for the Master of Business Administration
The Master of Business Administration (MBA) requires completion of 33 units in the core program, and 9 units in the concentration, for a total of 42 units. Students must earn a grade of "C-" or better in each course and cumulative grade-point average of 3.00 or better

PwC Certification

Project Management Certification from PwC

Enhance your project management skills with a comprehensive certification program developed by PwC. This certification is designed to equip professionals with the essential tools and techniques to successfully manage projects in a dynamic business environment. Delivered in collaboration with Golden Gate University and upGrad, this certification blends theoretical knowledge with practical applications, ensuring you are well-prepared to lead projects across various industries.



Key Features

- **Expert Instruction:** Learn from PwC professionals with extensive experience in project management.
- **Comprehensive Content:** Cover all critical aspects of project management, from planning and execution to monitoring and closure.
- **Flexible Learning:** Blend of live sessions and optional asynchronous content to fit your schedule.
- **Practical Assignment:** Develop a comprehensive project management plan for the launch of a new software in a B2B SaaS firm

Get a minimum of 50% in the assignment to receive the certificate

Program **Details**



Program Start Date

Please refer to the website for the program start dates



Program Duration

15 months



Program Fee

Approximately USD 10,000
(Pre-Scholarship) with EMI Options
Scholarships upto 60% available.



Eligibility

Bachelor's Degree
(Any Specialization)

Scholarships offered by



GOLDEN GATE UNIVERSITY

SAN FRANCISCO

upGrad

GGU has been at the forefront of making higher education affordable and accessible to all, primarily working professionals. We prepare graduates to lead and serve through high-quality, practice-based educational programs. Since our first San Francisco night

classes in 1901, GGU has been a supporter of self-made individuals. GGU scholarships are available for students who seek to gain a new perspective on the changing landscape of business administration.

\$100M
Scholarship Fund

70%
Merit-Based
Scholarship Available



Ronnie Screwvala

Co-founder and Chairman

upGrad

The scholarship helps motivated students gain industry-relevant knowledge and transferrable skills that employers want. Today, fewer than 30 million Indians pursue advanced degrees. Online + hybrid education is the real answer for working professionals who want to advance their careers with a degree from a San Francisco-based university.

Securing Your Scholarship

We are excited to offer a scholarship opportunity for learners enrolled in the GGU MBA program. This scholarship can provide up to 70% off your tuition. To apply, follow these steps:

**Submit a Statement of Purpose (SOP):**

Write a brief SOP explaining your motivation for pursuing this certification and your career goals.

**Topic of Discussion:**

After reviewing your SOP, you will receive a randomly assigned discussion topic.

**Essay Submission:**

Write and submit a 300-word essay on the given topic.

Each submission will be carefully evaluated. Scholarships will be awarded based on the SOP, and essay response quality. This is a great opportunity to reduce your tuition costs and advance your career with financial support.



Life at Golden Gate University - San Francisco



The GGU campus is in the heart of San Francisco's thriving high-tech and financial district, an epicenter of global innovation. With neighbors like Salesforce, LinkedIn, Airbnb, Pinterest, and Twitter, a GGU degree helps unlock opportunities with the world's leading employers. San Francisco consistently ranks among the best cities in the U.S. and the world. Home to a booming economy, delightful weather, world class food, arts and culture, plus endless options for active outdoor living, the Bay Area is one of America's most popular cities to visit, work, and live. Our notable alumni are leaders in business, tax, law, technology, government, healthcare and higher education across the globe.

Study Abroad

GGU's mission to provide flexible higher education degrees for working professionals is evident in our innovative program delivery. To ensure that quality higher education is accessible to the greatest number of students, we offer hybrid classes which can be accessed fully online. upGrad provides Online, Online (Immersion) and Study Abroad options. GGU offers fully On-Campus options at our San Francisco campus.

	Credits earned	
	Online	In Person
On-Campus	0%	100%
Online	100%	0%
Online (+Immersion)	100%	0%
Study Abroad	50%	50%



Immersion program

GGU's immersion program offers students an opportunity to study on the San Francisco's campus. 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.



Learn from scholar professionals with work experience in the San Francisco Bay Area, including Silicon Valley



Take advantage of world-class art, culture, and food in San Francisco



Network with GGU faculty who can guide your career



GGU will share the immersion calendar at the start of the program



On campus classes with other GGU students



Offered twice annually, with dates added at the start of each program term

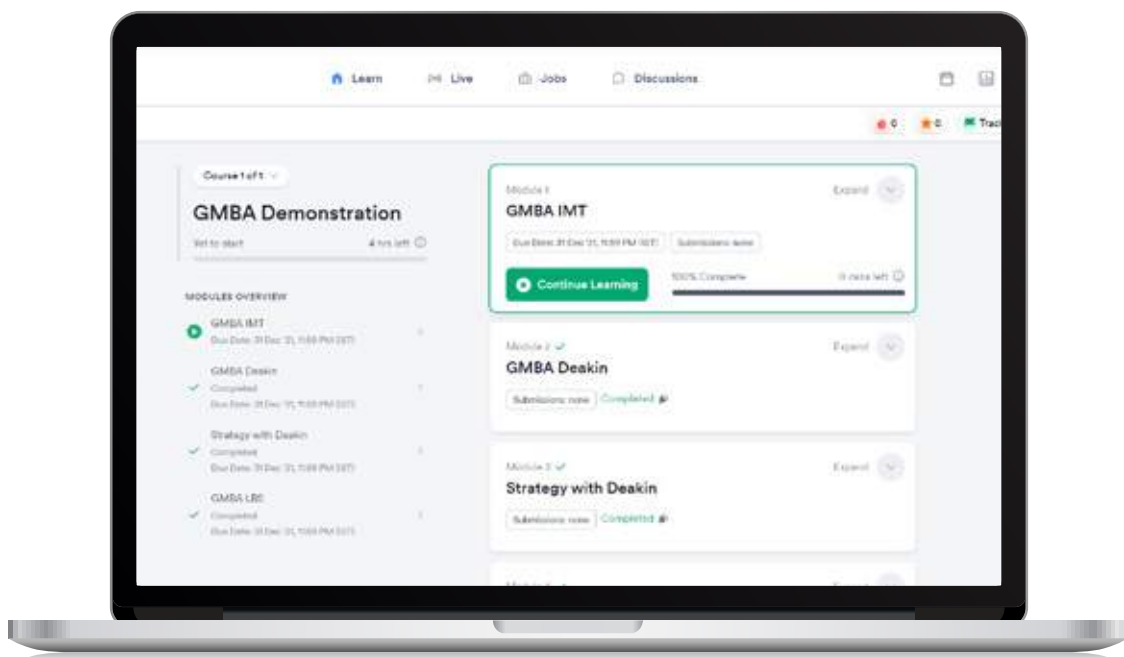


Network with a diverse group of students from over 48 countries

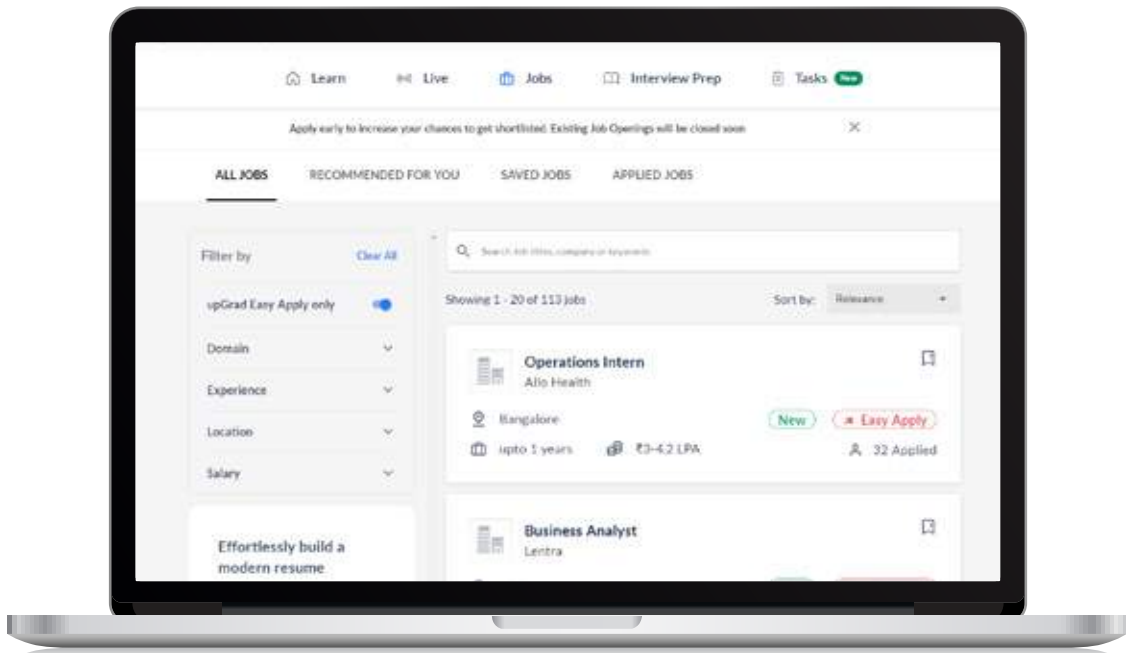
A glimpse of the upGrad platform



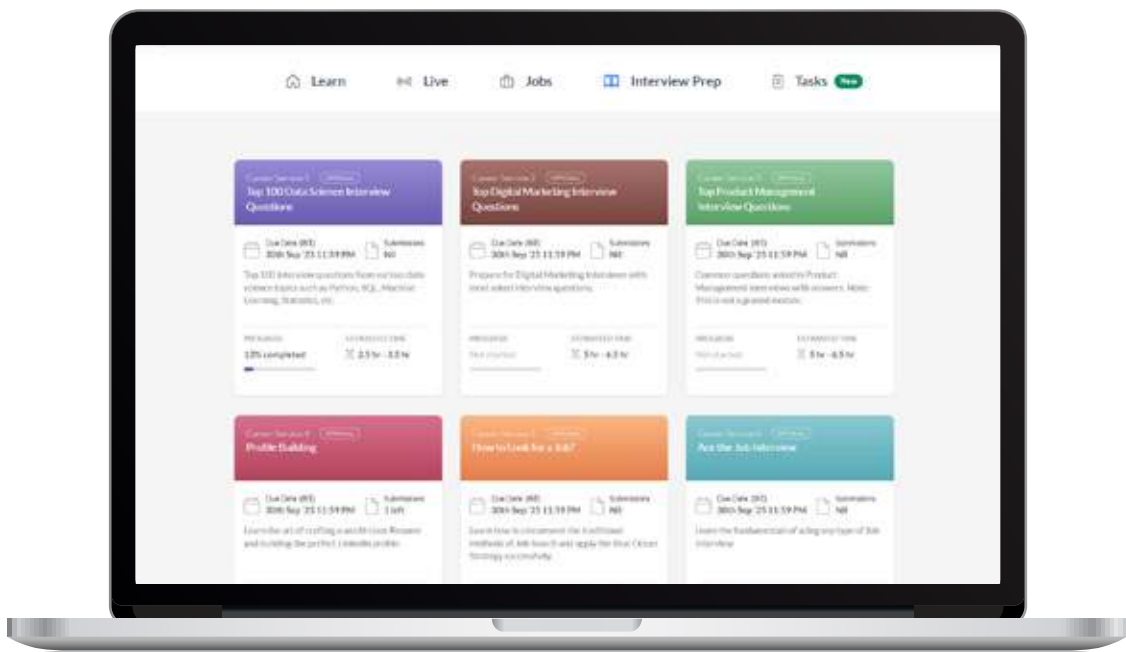
Teaching Faculty



Learning Platform Navigation



Job Platform



Interview Prep Material

**Note: Images here are not a reflection of this program.
Please reach out to an admissions counselor for a real-time demonstration of the learning platform.*

Career Services Pack

We maintain a steadfast commitment to supporting Golden Gate University students on their career journeys. We strive to help graduates find meaningful, impactful work that will further their goals.

With GGU's industry network from the San Francisco Bay Area, including leading Silicon Valley and Fortune 500 companies, our career services program offers a wide range of services.

Available to GGU students:



1:1 Mentorship

- Guidance on career paths offered from corporate experts in a variety of fields
- Career coaches offer overall personal and professional growth



Profile Building

Resources available for resume building, LinkedIn profile updates, job searches, interview preparation, and salary negotiation



Micro-Certifications

Access to Micro-Certifications to enhance your skill set and strengthen your profile with a strong post-MBA footing in the job market. Details of the same are mentioned on the next page.



Continued Access

- Access to career coaches and industry connection sessions following program completion
- Accelerated career growth prospects through mentors



Company-specific Presentation

Get company specific guidance to ensure that you're interview ready

Note: The Career Services Pack (including the micro-certifications) is available at an additional cost. Please reach out to your counsellor for more details.

Career Services:

Micro-Certifications

Unlock your true potential with our cutting-edge micro-certifications designed to empower professionals like you. Gain the skills, knowledge, and expertise needed to thrive in today's dynamic and competitive job market. You can choose to opt for two out of the below four micro-certifications during the program:

CERTIFICATION	SESSION AGENDAS	WHAT YOU WILL LEARN
Digital Marketing	Search engine optimization (SEO), social media marketing, email marketing, and paid advertising	Get a comprehensive understanding of various digital marketing channels and strategies. Equip yourself to develop digital marketing campaigns, enhance online visibility, engage with target audiences, and measure campaign performance.
Product Management	Market research, identifying customer needs, product definition and development, competitive analysis, project management, product metrics, and product launch	Learn to manage a product or a service throughout its lifecycle. Learn the skills to drive product innovation, oversee product strategy, and collaborate with cross-functional teams to create successful products.
Financial Risk Management	Financial analysis, budgeting, capital budgeting, risk management, valuation, and financial decision-making	Get insights into financial management within organisations and understand financial statements, evaluate investment opportunities, assess the financial health of a company, and make informed financial decisions to maximise shareholder value.
New-Age Leadership	Enhance your leadership abilities, navigate organisational challenges, drive team performance, and foster a positive work culture.	Enhance your leadership abilities, navigate organisational challenges, drive team performance, and foster a positive work culture.

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For further details, **contact**



admissions@upgrad.com



+91-804-560-4032

**For International Residents*



+91-8068-792-911

**For Indian Residents Only*

**We are available 24*7*

upGrad Education Private Limited. Nishuvi, 75, Dr. Annie Besant Road Worli,
Mumbai - 400018, India.