WOODBURY UNIVERSITY
MASTERS OF BUSINESS ADMINISTRATION
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Woodbury University’s Master in Business Administration program gives you, the working professional, the tools to advance your career in a flexible format. Our goal is to prepare graduates who are articulate, ethical and innovative life-long learners. Woodbury has built a reputation for academic excellence while offering a personal touch that encourages success.

As a graduate student, we know you’re looking for a degree that gives you a competitive advantage in the business world, yet doesn’t complicate your busy life.

That’s why we’ve designed our INTENSIVE MBA curriculum. You determine the pace and times which are most convenient for your career goals.

And we know you’re pursuing a degree you can use. Yes, you will be exposed to graduate-level theory, but you’ll find Woodbury’s MBA program maximizes your exposure to practical, cutting-edge business case studies that you can apply to your work today.
Small and Interactive Learning Environments

We’ve considered the learning dynamic among business professionals and made our classes small and interactive. Faculty members are academic leaders and seasoned business professionals, so courses are built on sound business fundamentals and infused with cutting-edge insights from today’s corporate world.

An MBA from Woodbury—the oldest accredited business school west of the Mississippi—is fully accredited by the Western Association of Schools and Colleges (WASC) and the Association of Collegiate Business Schools and Programs (ACBSP) and offers you:

- Flexible, accelerated weekday evening and weekend formats designed for a working professional
- Small intimate class sizes and learning environments
- Real-world business leaders and CEOs as professors
- A multi-generational learning environment that reflects the real-world
- Professors who lead by example and are genuinely interested in your success
- Careers & Alumni Services with an alumni network that opens doors to business opportunities and career resources to assist you with your career planning

Woodbury’s supportive environment is perfect for managers and leaders who want to take their business skills to the next executive level. Our pre-MBA prep courses are a great fit for achievers with non-business backgrounds who are seeking a comprehensive management degree.

We invite you to take a look at what Woodbury can do for your future in business.
“When you’re serious about building a business, a WOODBURY MBA provides a rock-solid foundation”

“I had always been driven by the goal of owning my own business. To become self-employed, I needed credentials based on practical expertise that spoke to my prospective clients and inspired confidence.

“When I say, ‘I earned my MBA from Woodbury University,’ clients recognize they can rely on my knowledge and experience. They know I went through a rigorous, intensive program and that I know how to get the job done. In fact, thanks to what I learned at Woodbury, I was able to obtain the 2011 Entrepreneur of the Year Award for Los Angeles, Ventura and Santa Barbara Counties.

“To anyone looking to become more successful in life and to grow as an individual, earning your MBA from Woodbury University will allow you to conquer any obstacles. It’s a rock-solid investment.”

PAUL
Owner of SBC Lending
Weekday Evening Courses Each weekday evening course meets one night a week, from 6 p.m. to 10 p.m. Each course meets for a total of seven weeks, which is known as a “session.” There are two 7-week sessions per semester. Students are given a week break between each session.

Weekend Courses Each weekend course meets once a week, from 8 a.m. to 12 p.m. or 1 p.m. to 5 p.m. Each course meets for a total of seven weeks, which is known as a “session.” There are two 7-week sessions per semester. Students are given a week break between each session.

We’ve thought of your busy schedule and arranged for classes to be taught on weekends and/or weekday evenings. You may formulate your individual degree plan using a combination of both formats.

Fall Semester
7-Week Session I: (August-October)
7-Week Session II: (October-December)

Spring Semester
7-Week Session I: (January-February)
7-Week Session II: (March-April)

Summer Semester
7-Week Session I: (May-June)
7-Week Session II: (June-August)
“W O O D B U R Y ’ S  
MBA is a unique investment opportunity.”

“As soon as I decided to pursue my own endeavors outside the family business, I knew I needed real world preparation, and Woodbury provided it in a setting that I found ideal. Classes are small, professors are eager to help, and I connected with classmates to get an even broader perspective.

“As part of my MBA program, I was able to go to Beijing, Shanghai, and Hong Kong and gain insights about the global economy that I don’t think I’d have been able to get anywhere else. So I’d say Woodbury’s MBAs vast curriculum is going to pay great dividends throughout my career.”

Anita
Equity Marketing Coordinator
Wedbush Securities
Woodbury’s MBA program attracts business professionals seeking development directly related to the priorities of today’s business challenges. We have five key professional distinctives we wish to instill in each Woodbury MBA graduate:

- **Ethical Leadership**
  In a changing marketplace, business professionals must develop ways to continually improve their skills to build better teams with strong values and results. Our MBA program prepares students to address ethical dilemmas germane to leadership.

- **Strategy**
  Students learn to implement visionary organizational goals that are detail-oriented and thrive in difficult organizational models. The MBA Capstone course explores the formulation and implementation of competitive strategy, emphasizing the synthesis of various functional areas of management process under a rapidly changing business environment.

- **Confidence**
  Students come to Woodbury to build on their expertise, meet and collaborate with other business-minded individuals through broad-based disciplines.

- **Global Outlook**
  Professionals must act in the best interest of competitive global markets. Woodbury knows that your business world is far reaching in its dimensions, so our program accents the international with students from more than 30 nations. These students join with local area business people in our MBA student body, adding multi-national insights to discussions of current business issues.

- **Advancement**
  Graduates take hold of opportunities in order to enhance their expertise.
Woodbury University empowers its graduates with the crucial knowledge, tools and real-world skills necessary to outperform competitors in today's complex and volatile business environment. The result: An ongoing legacy of success for the major multinational corporations, non-profit companies and small, privately held entities across every business sector that hire Woodbury alumnae.

20th Century Fox
21st Century Insurance
Amtrak
Anderson Consulting
Art Institute of California
AT&T
Bank of America
Beverly Hills USD
BMG Music
Boeing
CA Bank & Trust
CA Dept. of Food & Agriculture
CA Western School of Law
California Department of Transportation
California State Assembly
Caltech
Cathay Bank
CBS TV – Sports Central
Citibank
City of Burbank
City of Glendale
City of L.A. Fire Department
City of Los Angeles
City of Vernon
Del Monte
Department of Defense
Exxon Mobil
Farmer John’s
Fashion Institute of Design and Marketing
First Commerce Bank
Healthnet Inc.
Hilton Hotels Corporation
IEHP
Jet Propulsion Laboratory
Kaiser Permanente
L.A. Mission College
LAUSD
Lockheed Martin
Los Angeles Community College
Maly's West Inc.
Medtronic
Merrill Lynch
Metro. Transportation Authority
MGM Inc.
Miller, Kaplan, Arase & Co.
Morgan Stanley
MTA
NBC Universal
Nestle
Northrop Grumman Corp.
Pepsi Bottling Group
Princess Cruises
Prudential Financial
Rand Corporation
Raytheon
Raytheon Company
Sony
Southern California Edison
Southern California Gas Co.
Symantec
The Disney Channel
U.S. Air Force
UCLA
Union Bank
Universal Music Group
UISC
Verizon Communications
Von Johnson and Associates, Inc.
Walt Disney Imagineering
Walt Disney Internet Group
Warner Bros.
WellPoint
Modern business is global, and the world is reflected at Woodbury.

From Burbank to Bangalore, commerce is now international, multicultural and challenging in fascinating ways. It’s a world you’ll be a part of at Woodbury.

The university’s mix of students, representing different national, cultural and ethnic backgrounds, enriches your MBA education and enhances your appreciation of global differences – and similarities – that will help you adapt to any business situation.

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>asian american</td>
<td>8%</td>
<td>male</td>
<td>42%</td>
</tr>
<tr>
<td>african american</td>
<td>4%</td>
<td>female</td>
<td>58%</td>
</tr>
<tr>
<td>hispanic</td>
<td>14%</td>
<td>average age of business students</td>
<td>28</td>
</tr>
<tr>
<td>international</td>
<td>9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>unknown</td>
<td>1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>white</td>
<td>64%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
“I was particularly impressed with the flexibility of the Woodbury program and the smaller size of the school. Going into an MBA program, you want to connect with your classmates; you want to be able sit down and talk to your instructors. Woodbury was a perfect fit for me.

In fact, one of the key benefits of my Woodbury MBA is that interaction and development of close relationships with my peers and professors. You can take these associations and carry them through the next 20, 30 years of your career.

When it comes to career mobility, Woodbury has proved crucial. Before I came into the Woodbury MBA program, I was purely a technical resource. Developing those skill sets afforded me the opportunity to rapidly move up within my line of expertise to achieve a new level in my career and increase my earning potential.”

BRUCE
Chief Information Officer,
Metrolink
As a Woodbury MBA student, you will study alongside hard-charging CEOs, non-profit administrators, small business owners and international students. Woodbury’s mix of talented MBA students provides a unique study team model that prepares you to engage and listen to a broad spectrum of ideas and perspectives.

We challenge you to gel with other MBA students as a team of four to six students to tackle projects, support one another and help discover latent talent in each other. This approach also gives you a ready-made “go to” team to assist, give feedback, even help you with work related issues.

“It’d be nice if the business challenges our students face in real life came neatly bundled according to their areas of expertise,” notes Dr. Satinder Dhiman, Associate Dean for the School of Business, Director & Chair of the MBA Program, and Business Professor. “But we engender a holistic view so our graduates can interface with people from a variety of disciplines. That way they have the skill set to deal with business challenges that are not so neatly defined.”

If your expertise is in marketing, the Woodbury MBA program will give you a “feel” of the entire business field. Through core courses and working closely with cohorts from other disciplines, you’ll get a solid grip on each of the other areas of business.

Thus, a person who graduates with an interest in finance can handle a position that’s not predominantly finance by simply asking two critical questions:

1) “Do I have enough knowledge to solve this myself?” or

2) “Do I have an understanding of what it takes to solve this problem, now who do I know with the expertise to help me solve this problem?”
What You Know + Who You Know

With 125 years of success, Woodbury business alumni have proven time and again it’s both WHAT you know and WHO you know that leads to business success.

Our alumni put their business education to good use as prominent CEOs, marketing vice presidents, global fund managers, real estate developers and family-run, small business owners.

As a Woodbury student you will enjoy entry to business circles and introductions to graduates in business, politics and the non-profit sector. Your professors serve as the conduit, matching you to opportunities and business contacts after graduation to catalyze new business ventures and synergistic start-ups.

Throughout your education you will receive mentoring and career strategies from SUCCESSFUL WORKING PROFESSIONALS who teach your classes.

André B. van Niekerk, Ph.D.
Dean School of Business, Woodbury University
Ph.D., Michigan State University – Administration and Higher Education
M.A., Andrews University – Educational Administration and Counseling
B.A., Pacific Union College – History, Music, Psychology, and Religion
Post Doctoral, Marketing

Satinder Dhiman, Ph.D., Ed.D.
Professor of Management,
Associate Dean, School of Business,
Director & Chair, MBA Program
Ph.D., Tilburg University
Ed. D, Pepperdine University
Masters of Commerce (Gold Medalist), Panjab University, India – Accounting
MBA, West Coast University

Tahmoures A. Afshar, Ph.D.
Associate Professor of Finance,
Assistant Chair of MBA Program
M.A., MBA, Ph.D., Indiana University
B.A., Tehran University, Iran

Robert Bjorklund, Ph.D.
Professor, Management
M.S., Ph.D., University of Massachusetts
B.S., University of Sioux Falls

Angelo Camillo, Ph.D.
Associate Professor of Strategy
Ph.D., Oklahoma State University
MBA, San Francisco State University
B.B.A., Heidelberg School of Hotel Business Economics and Management
Nathan D. Garrett, Ph.D.
Assistant Professor, Information Technology, Assistant Dean
M.S., Ph.D., Claremont Graduate University
B.S., LeTourneau University

Svetlana S. Holt, Ed.D.
Associate Professor, Management
Ed.D., Pepperdine University
MBA, Woodbury University
B.A. Germanic Linguistics and TESL, St. Petersburg State University, Russia

Jianli Hu, Ph.D.
Visiting Professor of Management
M.A., Ph.D., Washington State University
B.S., Beijing Institute of Fashion Technology

Robert Jinkens, Ph.D
Assistant Professor, Accounting
Ph.D. University of Hawaii at Mānoa
M.S., B.A., B.S., University of Southern California
MBA, University of California, Irvine

John E. Karayan, Ph.D.
Department Chair, Accounting, Professor of Accounting
M.A., MBA., Ph.D., Claremont Graduate School
J.D., University of Southern California
B.A., University of California San Diego

Joan F. Marques, Ph.D., Ed.D.
Assistant Professor of Business and Management Assistant Dean, Director & Chair, BBA Program
Ph.D., Tilburg University
Ed.D., Pepperdine University
MBA, Woodbury University
B.Sc. MOC, Suriname

Yasuo Nishiyama, Ph.D.
Associate Professor, Economics, Quantitative Methods
Ph.D., University of California, Berkeley
M.S., M.A., Virginia Tech
B.A., Asia University

Kristen R. Schiele, Ph.D.
Assistant Professor, Marketing and Fashion Marketing
Ph.D., University of California, Irvine
BBA, MBA, Chapman University

Mine Ucok-Hughes, Ph.D.
Associate Professor, Marketing
Ph.D., University of Southern Denmark, Odense
M.A., Emerson College
B.A., Ankara University, Turkey

Danielle Way, Ph.D.
Assistant Professor, Marketing
M.A., Ph.D., University of Texas at Austin
B.A., University of Arkansas at Little Rock
It’s one thing to read about how business decisions get made or to study the theories behind running a large corporation. But how would you actually work together with colleagues to make decisions about R&D, marketing, financing, and human resources that impact cumulative profit and stock price?

Woodbury MBA students take their education a step further with a hands-on computer program that allows them to experience the decisions involved in being part of the management team at a multi-million dollar business. This CAPSIM program, which serves as the capstone to the MBA program, challenges teams of students to conduct situation analyses to make decisions that produce business consequences. The simulations allow students to explore the financials of a company, product placement, customer demands, and sales forecasting before creating vision statements and developing long-term strategies for their companies. The teams also must contend with issues such as labor negotiations, marketing, human resources decisions, quality concerns, and reporting to stockholders. In addition to learning problem-solving skills and sharpening real-world abilities in areas such as team building and critical thinking, the simulations give students an opportunity to compete against other teams from hundreds of other universities around the world.
The MBA Association (MBAA) is committed to increasing the return on students’ investment in education. Guided by eight MBA students, MBAA provides activities, opportunities and other services designed to benefit all MBA students. Acting as an advocate for students in the MBA program, the MBAA is focused on:

**Professional Development**
MBAA strives to assist MBA students with the opportunity for professional development and to promote the ideals of lifelong learning and leadership.

**Academic Quality**
MBAA represents MBA students before the University administration in matters concerning quality of education and qualification of instructors.

**Social Interaction**
MBAA provides a social environment where MBA students can plan events and activities for themselves as well as for the benefit of the University in general.

MBA Student Advisory Board is group of dynamic past and present MBA students who are committed to uplifting the profile of the MBA program. The Board meets twice a semester to discuss various initiatives such as improvements in curricular offerings, mentoring opportunities, program outreach, social action projects, and innovative networking platforms. This is another venue to hone in on the leadership skills that you will learn in the classroom.
“When I first considered earning my MBA, I explored Woodbury University, as they are focused on trying to help their students become not only better leaders, but also better people. The moment I stepped onto the campus, I felt that strong sense of community.

“I chose Woodbury because it had exactly what I was seeking in terms of self-fulfillment. The class sizes are small, which makes for a learning environment that is intimate, extremely conducive to participation, and very friendly. I treasure the long-lasting relationships that I have built, both with the professors and my peers.

“Now I’ll be able to achieve a higher status in my career path and greater earning potential. Most important to me, I’ll have the chance to become more valuable to the community, my workplace, and to everyone around me.”

ALIONA
Membership Eligibility Lead
Major Accounts at Health Net
The MBA Curriculum

The MBA program consists of 12 courses (10 required core courses and 2 electives). Each course is valued at 3-units. 36 units are required to complete the degree (excluding any prerequisite pre-MBA courses that may be required). The working professional MBA student at Woodbury typically enrolls in two courses per semester. There are three semesters in a Woodbury year: Fall, Spring, and Summer, which would allow for a student to finish the MBA in two calendar years. Individuals with more time to commit to study may enroll in three or even four courses per semester, thereby completing the degree in as little as one calendar year.

Ten Integrated Core Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>WMBA 501</td>
<td>Managerial Accounting</td>
</tr>
<tr>
<td>WMBA 503</td>
<td>Quantitative Methods for Business Decisions</td>
</tr>
<tr>
<td>WMBA 504</td>
<td>Managerial Economics</td>
</tr>
<tr>
<td>WMBA 505</td>
<td>Management &amp; Organizational Behavior</td>
</tr>
<tr>
<td>WMBA 506</td>
<td>Marketing Concepts &amp; Strategy</td>
</tr>
<tr>
<td>WMBA 507</td>
<td>Managerial Finance</td>
</tr>
<tr>
<td>WMBA 509</td>
<td>Management of Information Technology</td>
</tr>
<tr>
<td>WMBA 510</td>
<td>Management of Global Enterprise</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMBA 562</td>
<td>Management Policy &amp; Strategy (Capstone)</td>
</tr>
<tr>
<td>WMBA 560</td>
<td>Ethical Leadership</td>
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</table>

MBA Elective Courses

In addition to the 10 prescribed core courses, students may choose from a variety of courses to complete their elective requirements. Elective courses are offered based on student demand and are available in areas of:
- Accounting
- Economics
- Information Technology
- International Business
- Finance
- Management
- Marketing

Essentials of Case Analysis

(Taken by Professional Admit Track Applicants)

The course utilizes a comprehensive set of quantitative, writing, and analytical skills to analyze a series of business management case studies. Students successfully completing this course will demonstrate their potential to undertake the core MBA curriculum since case analysis methodology is used throughout the entire MBA course work. When successfully completed, this course will count as an MBA elective. As a result, students entering via the Professional Admit path will still only need to take 12 courses (they will only have 1 free elective instead of 2 free electives). Students entering via the GMAT admit path may be allowed to take the course as one of their free electives.

Pre-MBA Courses or PMBA

The Woodbury MBA program welcomes undergraduates with bachelor degrees in any field of study. Woodbury’s MBA program is based on a solid foundation of business fundamentals, which are called Pre-MBA (PMBA) courses. PMBA courses make it possible for students without bachelor degrees in business to acquire the fundamental business knowledge needed to excel in the core MBA courses.

The PMBA courses include six areas of business—accounting, financial economics, legal and ethical issues, marketing, production operations and systems management, and organizational behavior. Each PMBA course is valued at 3-units.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMBA 501</td>
<td>Accounting Practices</td>
</tr>
<tr>
<td>PMBA 502</td>
<td>Financial Economics</td>
</tr>
<tr>
<td>PMBA 503</td>
<td>Legal &amp; Ethical Issues</td>
</tr>
<tr>
<td>PMBA 504</td>
<td>Global Marketing</td>
</tr>
<tr>
<td>PMBA 505</td>
<td>Production Operations &amp; Systems Management</td>
</tr>
<tr>
<td>PMBA 506</td>
<td>Organizational Behavior &amp; Strategy</td>
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</tbody>
</table>

Undergraduate Equivalent Courses

Every student that is admitted into the MBA program receives a PMBA evaluation sheet stating any PMBA courses that may be required. The evaluation is based on transcripts submitted by the student. Students who possess an undergraduate degree in business from an AACSB or ACBSP accredited program are automatically waived from PMBA courses. Each PMBA course is equivalent to two or three undergraduate level business courses. In order to be waived from a PMBA course, applicants must have completed each undergraduate course indicated below with a grade of “C” or better.

| PMBA 501 | = Accounting I + Accounting II                   |
| PMBA 502 | = Financial Management + Macro/Micro Economics  |
| PMBA 503 | = Law & Business + Business Ethics               |
| PMBA 504 | = Global/International Marketing + Principles of Marketing |
| PMBA 505 | = Statistics + Production & Operations Management + Computer Information Systems |
| PMBA 506 | = Principles of Management + Organizational Behavior + Business Policy & Strategy |
Admission to the MBA Program
The following factors are considered in determining each student's eligibility for admission:

ELIGIBILITY:
Bachelor's Degree from a regionally accredited institution

DOMESTIC APPLICANTS
DIRECT ADMIT TRACK
- Applicants must submit official test scores and meet minimum requirements.
- Completed Application for Admission
- Official transcripts from ALL Colleges and Universities attended
- Official GMAT or GRE Score Report
- Professional Resume
- (3) Letters of Recommendation (Academic and/or Professional)
- Statement of Purpose: 2-3 page essay describing your qualifications for acceptance into the MBA program. Address your leadership potential, motivational aptitude, and career goals. Discuss how Woodbury’s MBA will assist you in accomplishing your goal.

PROFESSIONAL ADMIT TRACK
- Applicants must have professional work experience and meet minimum requirements.
- Completed Application for Admission
- Official transcripts from ALL Colleges and Universities attended
- Extended Professional Resume (3-5 Years of Professional Work Experience)
- (3) Letters of Recommendation (One Academic and Two Professional)
- Statement of Purpose: 2-3 page essay describing your qualifications for acceptance into the MBA program. Address your leadership potential, motivational aptitude, and career goals. Discuss how Woodbury’s MBA will assist you in accomplishing your goal.

INTERNATIONAL APPLICANTS
In addition to the above admissions requirements, international students must submit the following:
- English translations of all academic records
- Official TOEFL, IELTS, iTep or the equivalent score reports:
  - Minimum TOEFL
  - Minimum IELTS
  - Minimum iTep
- Copy of Passport and/or current VISA
- Official Credential Evaluation Report from a NACES approved agency (www.naces.org)
- Financial Statement – Official bank statement with minimum balance to cover cost of Tuition and Room & Board. The Bank Affidavit may be submitted in the form of an ORIGINAL bank statement [checking and/or savings account] issued within the last six months. Photocopies of original documents cannot be accepted.
All documents must be original and translated into $[USD].

Scholarships
Scholarships are available for exceptional candidates based on academic and professional merit. Interested candidates must submit an application for the MBA program along with all admission requirements in order to be considered for a scholarship. Based on qualifications, awarded scholarships may be worth up to half of tuition cost.

Application Deadlines
Applications are accepted for Spring, Summer & Fall semesters. To ensure that you are able to start the program during a specific "session", it is recommended that you submit your application and all supporting documentation at least two months prior to your intended start date.
Fall Semester (July 1st)
Spring Semester (November 1st)
Summer Semester (March 1st)

Start Dates
Domestic applicants may begin the program at the beginning of any 7-week session. International students are advised to begin the program during the beginning of the Fall, Spring or Summer semester, in order to satisfy full-time requirements for the student visa.

Apply Now
www.woodbury.edu/admissions