



# BREAK THROUGH

The MBA Program  
at Woodbury



**WOODBURY**  
UNIVERSITY

*founded in 1884*

# BECOME A VISIONARY LEADER

You're hard-working, talented, and you have the determination to make your dreams become a reality. In short, you have vision. A vision to achieve a level of success that creates a better world for you and those around you.

## You have the makings of a great leader.

Once you know this, you are ready to take the next step towards becoming the visionary leader you're meant to be. This is the kind of leader the MBA program at Woodbury University prepares:

### ETHICAL LEADERSHIP

A leader who always makes the right decision, even when it's unpopular.

### GLOBAL OUTLOOK

A leader who sees that the world is much bigger than the four walls of an office, the boundaries of a region or the perspectives of a group of individuals.

### STRATEGY

A leader who can rise above the pressing details of everyday work to set a direction for a company.

### ADVANCEMENT

A leader who always sees potential for growth—both personally and professionally.

### CONFIDENCE

A leader who has the confidence to take risks and orchestrate success for a business.

An **MBA from Woodbury University** will empower you to realize your leadership dreams. Its distinctive curriculum arms you with the right combination of knowledge, skills, and ethical wisdom to successfully navigate a global business environment where the only constant is change.

Woodbury stands out from its competitors for its boutique-style approach to business education, crafting an experience that meets your unique needs in a highly-personalized setting. Small class sizes mean that you will have direct access to faculty mentors and talented peers who sharpen your business instincts through team-based learning.

**Most importantly, an MBA from Woodbury will help you to break boundaries in a world that needs a new kind of leader.**

“ The world needs a totally different breed of leaders, leaders who are centered but not self-centered, leaders who are socially conscious, entrepreneurial, holistic, and creative, design thinkers. Woodbury’s MBA program is specially designed to help you discover, polish, and share your unique gifts and talents. It is all about learning, living, and leaving an enduring legacy.  
—Dr. Satinder Dhiman, Associate Dean and MBA Director and Chair, School of Business ”

”

## QUICK FACTS

**Oldest business school** in the West

**1-Year and 2-year** completion programs

Accredited by the prestigious **Association to Advance Collegiate Schools of Business (AACSB)**

## TABLE OF CONTENTS

Design Thinking: Your Ideas Should Stand out in Crowd	3–4
Transdisciplinarity: It’s Your Business to Break Through Boundaries	5–6
Civic Engagement: Create a Bottom Line That Brings the World Together	7–8
Entrepreneurship: Your Confidence Turns Vision in Action	9–10
Program Details: An MBA You Can Manage	11–12
Curriculum: Your Course of Action	13–14
Admissions: Your Roadmap to Enroll	15–16
Careers: Evidence of Success	17–18



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## YOUR IDEAS SHOULD STAND OUT IN A CROWD

You've been at a meeting that ends up being a waste of your time. Competing opinions turn into a stalemate. The whiteboard is filled with the same ideas that filled it last week, just in a different arrangement.

### **What if your MBA program prepared you to consistently deliver fresh ideas that solve real problems?**

Woodbury University's academic environment is infused with the kind of thinking that imagines a better future for the world through creative problem-solving.

Design thinking is in our DNA—and it's what sets us apart from other business schools. Every course and project here pushes you to think in innovative ways about everything from managerial accounting to human resources and corporate strategy.

Design thinking in courses, business simulations, and research/consulting projects at Woodbury will:

- Help you identify real human needs and gaps in the market where existing products and services are not meeting them.

- Build skills in applying creative thinking to the challenges and limitations of a business problem, giving you the ability to break through stalemates and "analysis paralysis."
- Give you the confidence and determination to test your ideas again and again until you arrive at a marketable solution.



**Don't let your ideas get lost in another meeting ever again. Make your ideas stand out in a crowd.**

## HOW YOU WILL DEVELOP A DESIGN-THINKING MIND AT WOODBURY

- Small class sizes and intensive group discussions are the ideal venue to formulate new ideas.
- An emphasis on ethical leadership and human-centered solutions in courses make you attune to gaps in the market.
- Business simulations allow you to test and refine your ideas with the help of experienced faculty members.
- Professor-mentors with extensive experience in the real business world create a learning environment where continuous innovation is the benchmark for success.



## CASE STUDY No. 1 CREATIVITY IN ACTION

This recent Woodbury MBA graduate is putting his degree to work in the food business. He mixes solid business practices with the spice of creativity needed to push his restaurants and food trucks forward in the competitive hospitality industry. Only at Woodbury could he get both ingredients to create such delicious success.—Charbel Ghabi, MBA '14

As the Executive Director of the Dominguez Rancho Adobe Museum, this Woodbury MBA alumna works hard to ensure that visitors get the most from the experiences they have there. This means blending excellent operational practices with creative and engaging learning environments. Her MBA from Woodbury prepared her perfectly for this mix of business and creativity.—Alison Bruesehoff, MBA '03

**IT'S YOUR BUSINESS TO BREAK**

**TRANSDISCIPLINARITY**

# THROUGH BOUNDARIES

**In a world growing more complex by the minute, business leaders with the capacity and skill set to tackle problems in a holistic way undoubtedly achieve the most success in the marketplace.**

An MBA from Woodbury will prepare you to confidently lead the way by giving you a new way of thinking about the world.

Whether you become a leader in IT, marketing, or other areas of business, your Woodbury MBA will give you a mindset that goes beyond the traditional boundaries

of specific fields and disciplines. First, you'll take foundational courses in each area of business to build a truly well-rounded knowledge base. As you take more advanced courses, you will work in teams with your peers to solve problems that require complex, multidisciplinary approaches.

Throughout your courses, you will be challenged by the hard-charging CEOs, non-profit administrators, and small business owners who serve as your professors to go beyond disciplines to arrive at truly

transgressive, boundary-breaking ideas. In short, your Woodbury education will teach you that there is no such thing as a one-size-fits-all solution to the world's most pressing problems.

By practicing this transdisciplinary approach to solving problems again and again, you will gain the confidence you need to become a leader on the cutting-edge of business.

“ Among Woodbury's Four Pillars, I have a real affinity for entrepreneurship, thanks largely to my family. But **transdisciplinarity** actually proved even more influential, since there was no way I could have learned those kinds of lessons—about breaking boundaries and trying new approaches—from my work alone. —Suzy Sogoyan '12, Director for Logistics & Brand Development, IceLink ”

## CASE STUDY No. 2

MBA alumna, Suzy Sogoyan '12, found her Woodbury business education to make the difference between success and failure as she led her family's luxury watch business through the Great Recession. Without her transdisciplinary ability to see business challenges holistically, she wouldn't have been able to discover the innovative solutions that now make IceLink a brand that big-name celebrities seek out.

# CREATE A BOTTOM LINE THAT BRINGS TH

You don't live in the world your grandparents did. A world where the road to higher education inevitably led back home again.

The bigger world is your future. Even if you run your family business, you know that factors across the globe impact the success or failure of your enterprises. And so you not only need to understand local and global economies, you need to understand what it takes to make a difference in the communities that sustain them.

**Woodbury's MBA program can help you develop a global business mindset marked by ethical thinking and sustainable approaches.**

**A way of thinking about business that factors things like environmental impact, gender equity, and flourishing local communities into the bottom line.**

- As a business student, form partnerships with Burbank-area businesses and organizations to understand the local economy and its global impact.
- In courses and business simulations, consider human and environmental factors as you explore viable solutions to problems.

## **MAKE A DIFFERENCE NOW**

While the principles of civic engagement are deeply integrated in courses and projects in the MBA program, you'll also have regular opportunities to give back to the Burbank community through service projects outside of class.

# E WORLD TOGETHER

**The world needs a different kind of business leader—the kind of leader who successfully engages local and global concerns and creates sustainable business solutions to address them.**

## GLOBAL PERSPECTIVES

From Burbank to Bangalore, commerce is now international, multicultural, and challenging in fascinating ways. Woodbury reflects this diversity and will equip you to harness the power of many perspectives.

Asian American 5%

African American 4%

Hispanic 15%

International 11%

White, non Hispanic 65%

Male 49%

Female 51%

Average Age: 30.5

## CASE STUDY No. 3

“I view Woodbury as a boutique and personalized experience, where the hallmark is quality, that individual touch, and a commitment to service,” he says. “It’s like a treasure you’ve found, and while you’re reluctant to share it with anyone, at the same time, you really want people to know about it.”

—Afshin Katab ‘93 and School of Business Board of Advisors

# CIVIC ENGAGEMENT

# YOUR CONFIDENCE TURNS VISION INTO ACTION

If you are considering Woodbury, you already have talent. Perhaps you're a mid-level marketing manager or an information technology director and for everything you've already achieved, you know there is more to do.

You not only want to reach the next level, you want to redefine what that level means. You want to push the boundaries of what's possible in your profession.

**An MBA from Woodbury will empower you to create plans that take you and your company to new places of growth and success. It does this by not only equipping you with transformational knowledge across disciplines,**

**but by giving you the confidence to turn your best ideas into plans that really work.**

At Woodbury we know what it means to make something out of nothing—or what might look like nothing to someone with less vision. We help you to see the remarkable raw materials—untapped talent, hard-to-see patterns in spreadsheets, and marketing plans that no one thinks will fly. Then we push you to work with others to revise and refine until your plan competes alongside the best in class.

- Small class sizes and team projects mean that you'll create strong networks of peers who will help you hone your ideas.

- Plug into our close-knit alumni network to gain entry points into new fields.
- Professors with extensive professional experience provide the personal attention you need to build confidence in your ideas.

## YOUR BLUEPRINT FOR SUCCESS

Woodbury University is small in a “great things come in small packages” sense of the word. Our highly personal approach to graduate-level education means that we are invested in your success. We're here to challenge and sharpen you—to make you the kind of person who turns vision into action, achieving remarkable results.



# ENTREPRENEURSHIP

## CASE STUDY No. 4

“Typically, people are either very intellectually oriented, or they are ‘doers.’ At Woodbury, students and alumni are able to bridge the academic and the business worlds. That’s very special.”

—Maria Mehranian, Managing Partner, Cordoba Corporation, School of Business Board of Advisors



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- o Keywords

## **FACULTY INVEST IN YOUR SUCCESS**

Throughout your education at Woodbury University, you will receive mentoring and career strategies from the successful working professionals who teach your classes. Your professors will match you to opportunities and business contacts after graduation to catalyze new business ventures and synergistic start-ups.

### **André B. van Niekerk**

Dean, School of Business

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**

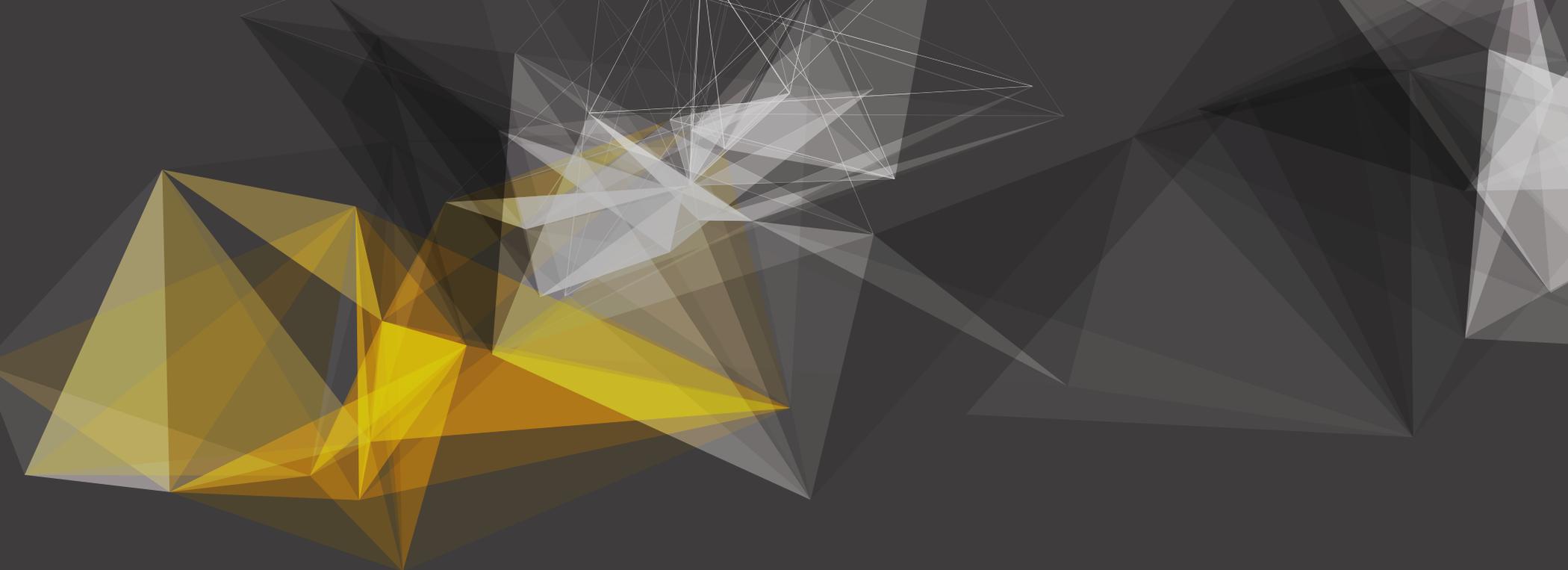
Professor of Management; Associate Dean, School of Business; MBA Director and Chair

Ph.D. Tilburg University

Ed.D. Pepperdine University

Masters of Commerce (Gold Medalist), Panjab University, India—Accounting

MBA West Coast University



## AN MBA YOU CAN MANAGE

Woodbury University's MBA program provides the quality you're looking for in a business degree while giving you control over the details. The intensive degree format offers the flexibility you need to balance your studies with your busy professional life. You choose the program pace and timing to match your career goals and life circumstances.

### **Program features include:**

- Weekend and/or evening classes
- Three program start dates each year
- The 36-unit program can be completed in one year full time, or in two years part time.
- Three admission tracks: Working professionals; recent college graduates; and honors students.
- Pre-MBA courses for students with no formal business education
- Merit based scholarships available

## CHOOSE YOUR PATH

### Scenario #1

Kim is a marketing manager ready for more responsibility in her current job. She works hard—about 50 hours each week—but her employer is willing to pay for graduate courses if she completes them outside of traditional work hours. Kim has a business degree from an accredited undergraduate institution.

**Kim's path:** Weekend classes, starting in Fall. She takes two courses in the Fall, Spring, and Summer semesters.

**Time to completion:** 2 years (6 semesters).

### Scenario #2

Jose just finished his undergraduate degree in economics from a large public university. As he searches for corporate jobs, he realizes that desirable positions require an advanced degree in business. He decides to invest an additional year in higher education to prepare for the type of job he wants.

**Jose's path:** Weekday and weekend classes (four courses per semester), starting with three pre-MBA courses in the Summer.

**Time to completion:** 1 year, plus 1 Summer (4 semesters)

### Scenario #3

Michael is an executive at a small, but growing technology company. He needs to gain advanced business skills to help expand the company into the global marketplace. His undergraduate degree is in information science.

**Michael's path:** Weekday and weekend classes (three courses per semester) starting in the Spring. He needs to take 5 pre-MBA courses while in the graduate program.

**Time to completion:** 2 years, (6 semesters)

# YOUR COURSE OF ACTION

## WOODBURY'S MBA CURRICULUM

The MBA program consists of 12 curriculum courses. Eight of these courses are required and provide an in-depth and holistic view of business. Four additional electives give you the opportunity to explore an area of business that interests you.

- Courses consist of 3 units each.
- Complete 36 units to attain your degree (additional prerequisite "Pre-MBA" courses may be required).
- By enrolling in 2 evening or weekend courses per semester (Fall, Spring, and Summer), you can complete your degree in 2 years.
- Enroll in 4 courses per semester to complete your degree in as little as 1 year.

## Eight Integrated Core Courses

- WMBA 500** Financial Accounting
- WMBA 503** Quant Methods for Business Decisions
- WMBA 504** Managerial Economics
- WMBA 505** Managing and Leading Organizations Ethically
- WMBA 506** Marketing Concepts and Strategies
- WMBA 507** Managerial Finance
- WMBA 558** Entrepreneurship
- WMBA 582** Strategic Management Consulting

## MBA Concentrations

In order to optimize the choice of electives, we offer a variety of courses under two thematically related sets of concentrations. A student can select up to four elective courses in their chosen area of concentration.

### Accounting-Finance Concentration

- Managerial Accounting
- Govt. and Nonprofit Acctg.
- Tax Theory and Application
- Controllership Accounting
- Topics in Accounting
- International Finance
- Corporate Finance
- Investment Analysis
- Money and Capital Markets
- Topics in Finance

## Leadership and Global Strategy

- Management Communications
- Human Resources Management
- Spirituality in the Workplace
- Ethical Leadership
- Emotional Intelligence
- Change Management
- Creativity in Management
- Self-Leadership for Executives
- Management of Global Enterprise
- International Finance
- International Marketing
- Comparative Management
- International Business Strategy
- Topics in International Business

## Required Elective Course for Professional Admit Track Applicants

### Essentials of Case Analysis

This 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 coursework. When successfully completed, this course will count as an MBA elective. As a result, students entering via the Professional Admit Track will still need to take only 12 courses (they will have only 3 free electives instead of 4 free electives).

## Pre-MBA Courses (PMBA)

The Woodbury MBA program welcomes students with bachelors degree 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 a bachelors degree in business to acquire the fundamental business knowledge needed to excel in the core MBA courses.

- PMBA 501** Accounting Practice
- PMBA 502** Financial Economics
- PMBA 504** Global Marketing
- PMBA 505** Production & Operations
- PMBA 506** Organizational Behavior & Strategy
- PMBA 5700** IT Applications for Business

## Undergraduate Equivalent Courses

When you are admitted into the MBA program, you will receive a PMBA evaluation stating any needed prerequisite courses. The evaluation is based on the transcripts you submit during the admissions process. If you have an undergraduate degree in business from an AACSB or ACBSP accredited program, you are automatically waived from PMBA courses. Each PMBA course is equivalent to one or more undergraduate-level business courses. To be waived from a PMBA course, you must have completed each undergraduate course component with a grade of "C" or better from an AACSB or an ACBSP accredited program.

# YOUR ROADMAP TO ENROLL

## ADMISSION REQUIREMENTS

Choose one of these two pathways to enroll:

**1. Direct Admit Track** – For recent college graduates with little or no work experience. Minimum requirements: A bachelor's degree from a regionally accredited institution.

Submit these documents as part of your application:

- Completed online application
- Official transcripts from all colleges and universities attended
- Official GMAT or GRE Score Report
  - The minimum GMAT score is determined using the following formula:  
 $GMAT = 1,000 - (GPA \times 200)$ .
  - GRE scores are evaluated on an individual basis.
- Professional Résumé
- Three letters of recommendation (academic 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 a Woodbury MBA will assist you in accomplishing your goals.

**2. Professional Admit Track** – For applicants with 3–5 years of management and/or supervisory work experience and a bachelor's degree from a regionally accredited institution. A minimum GPA of 2.5 (C+) out of 4.0 is required. Upon evaluation, GMAT or GRE scores may not be required.

- Completed online application
- Official transcripts from all colleges and universities attended
- Extended Professional Résumé (3-5 years of professional work experience)
- Three 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 a Woodbury MBA will assist you in accomplishing your goals.

**3. Honors Track** - Applicants with a BBA from an AACSB accredited school with a GPA of 3.5 or higher may enter the MBA program without GMAT or GRE scores. These students will take a course called WMBA 502: Fundamentals of

Case Analysis that prepares them in quantitative, verbal, and writing skills.

## WHEN TO APPLY

To allow for processing, it is recommended that you submit all of your application materials two months before you hope to enter Woodbury's MBA program.

### Suggested application submission dates for each semester:

Fall Semester – July 1st

Spring Semester – November 1st

Summer Semester – March 1st

### Program Start Dates

Fall Semester – August

Spring Semester – January

Summer Semester – May



## INTERNATIONAL STUDENT TRACK

Submit all application materials for either the Direct, Professional or Honors Track. In addition to these materials, please also submit:

- English translations of all academic records
- Official TOEFL, IELTS, iTep or equivalent score reports:
  - Minimum TOEFL: 80
  - Minimum IELTS: 6.5
  - Minimum iTep: 5.0
- Copy of passport and/or current visa
- Official Credential Evaluation Report from a NACES-approved agency ([www.naces.org](http://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.  
NOTE: All documents must be original and translated into \$U.S. Dollars.
- Photocopies of original documents cannot be accepted.

**APPLY NOW**  
[apply.woodbury.edu](http://apply.woodbury.edu)

# EVIDENCE OF SUCCESS

Ultimately, our goal at Woodbury University is to prepare you for success in your career. You can be confident in the investment you are making in your further education based on these key indicators:

## Recognition from a premier international organization

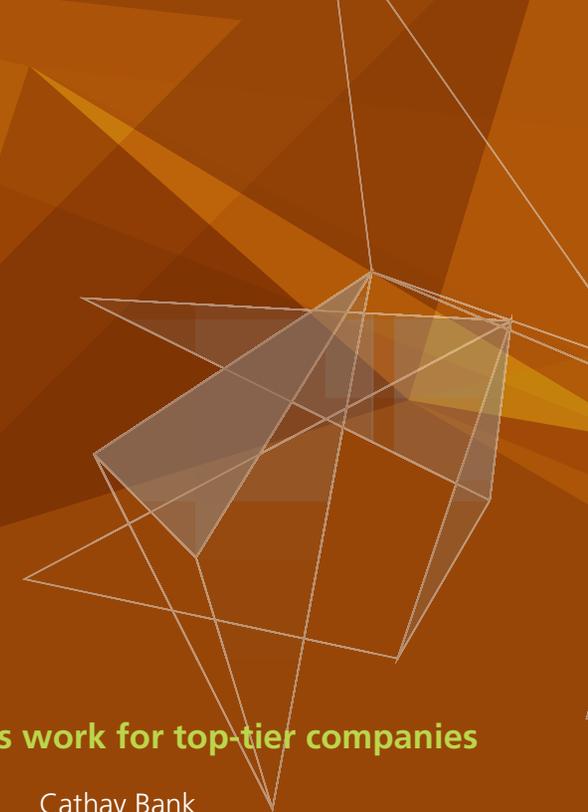
After a rigorous, seven-year process ensuring that MBA program goals were being achieved through student learning, Woodbury's School of Business received a critical marker of quality: accreditation from the Association to Advance Collegiate Schools of Business (AACSB). This puts Woodbury's MBA program in the top 5% of business programs worldwide to achieve this level of success. For you, this means you can be assured that your MBA degree will really mean something when you seek employment or promotions within your current workplace.

## Inspiring strategic partnerships

Woodbury University's School of Business partners with Peking University in China and The Free University of Berlin to offer the Carl Benz Academy, an innovative MBA program for Mercedes-Benz executives from around the world. This cutting-edge program meets the needs of working professionals with a combination of online courses and face-to-face courses held in three locations worldwide.

## Woodbury MBA graduates work for top-tier companies

20th Century Fox	Cathay Bank
21st Century Insurance	CBS TV – Sports Central
Amtrak	Citibank
Anderson Consulting	City of Burbank
Art Institute of California	City of Glendale
AT&T	City of L.A. Fire Department
Bank of America	City of Los Angeles
Beverly Hills USD	City of Vernon
BMG Music	Del Monte
Boeing	Department of Defense
CA Bank & Trust	Exxon Mobil
CA Dept. of Food & Agriculture	Farmer John's
CA Western School of Law	Fashion Institute of Design and Marketing
California Department of Transportation	Healthnet Inc.
California State Assembly	Hilton Hotels Corporation
Caltech	IEHP



Jet Propulsion Laboratory  
Kaiser Permanente  
L.A. Mission College  
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  
Raytheon Company  
Sony  
Southern California Edison  
Symantec  
The Disney Channel  
U.S. Air Force  
UCLA  
Union Bank  
Universal Music Group  
USC  
Verizon Communications  
Von Johnson and Associates, Inc.  
Walt Disney Imagineering  
Walt Disney Internet Group  
Warner Bros.

## MBA ASSOCIATION

With 130-year track record 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. The MBA Association (MBAA) increases the return on students' investment in education. Led by students, MBAA provides activities, opportunities, and other services. 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.

“ My MBA from Woodbury University means being ready for constant changes in my career with full confidence, job security, financial growth, opportunities to become a better leader. I truly believe my MBA is a key that enabled me to have a holistic perspective and understanding of the world. I am growing in my profession and leadership quality, but more importantly, I have become more humble, harmless and less selfish.”  
—Eyob Erega '14, Manager in Aerospace Manufacturing at Meggitt Control Systems ”

**Woodbury University**

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**Our mission is to cultivate the distinctive talents of each student to prepare future leaders of business who communicate effectively, act ethically and think globally.**