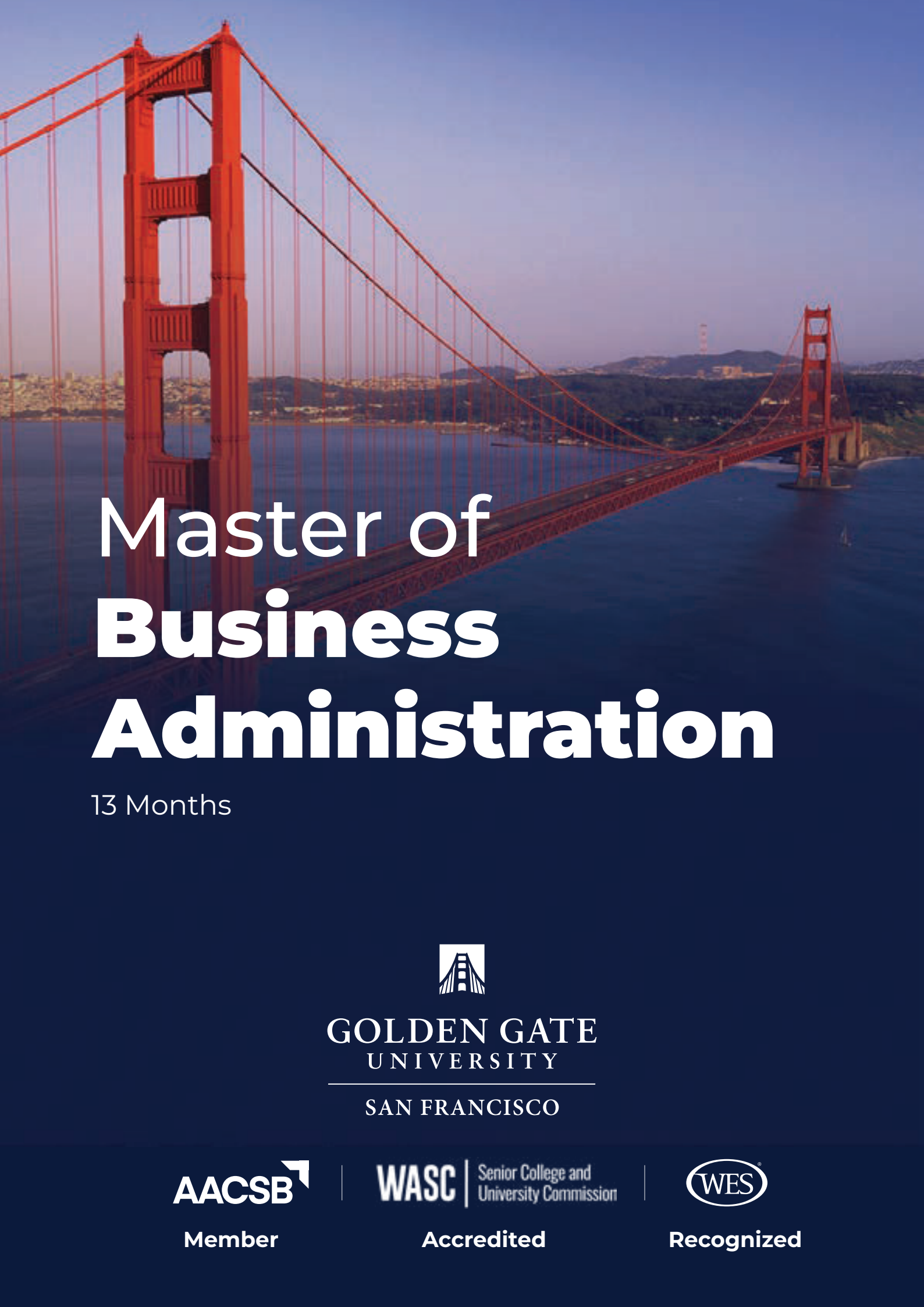


A wide-angle photograph of the Golden Gate Bridge in San Francisco, California, taken from a low angle looking down the length of the bridge towards the city. The bridge's iconic orange-red color is prominent against the blue sky and water. The suspension cables and towers are clearly visible, and the city skyline is in the background.

Master of **Business Administration**

13 Months



GOLDEN GATE
UNIVERSITY

SAN FRANCISCO

AACSB

Member

WASC | Senior College and
University Commission

Accredited



Recognized



About Golden Gate University - San Francisco

Golden Gate University (GGU), a prestigious private nonprofit founded in 1901, sits in the heart of San Francisco's financial and tech hub.

A pioneer in online education for nearly 30 years, GGU MBA offers equips leaders with essential management skills to thrive in today's economy.



1901

GGU
Founded



60+

Degrees &
Certificates



70,000+

Total
Alumni



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.

Why Golden Gate University



Ranked #1 for Working Professionals

Washington Monthly



Ranked #1 in Best Online College in California

OnlineU and SR Education (Survey of 1943 Universities)



Top 10% schools in United States of America

College Factual



120+ years of legacy with 80% Faculty working in top companies in San Francisco Bay Area

College Factual



Located in downtown San Fransisco with offices of Meta, LinkedIn, Amazon & more

Rankings



Accreditations: Golden Gate University

With a legacy spanning over 100 years, GGU is a highly recognized university in the United States, emerging as a key hub for higher education in the Silicon Valley area.



WSCUC Accredited
since 1959



Member University:
AIU



Associate Member
University: AACSB



WES
Recognized



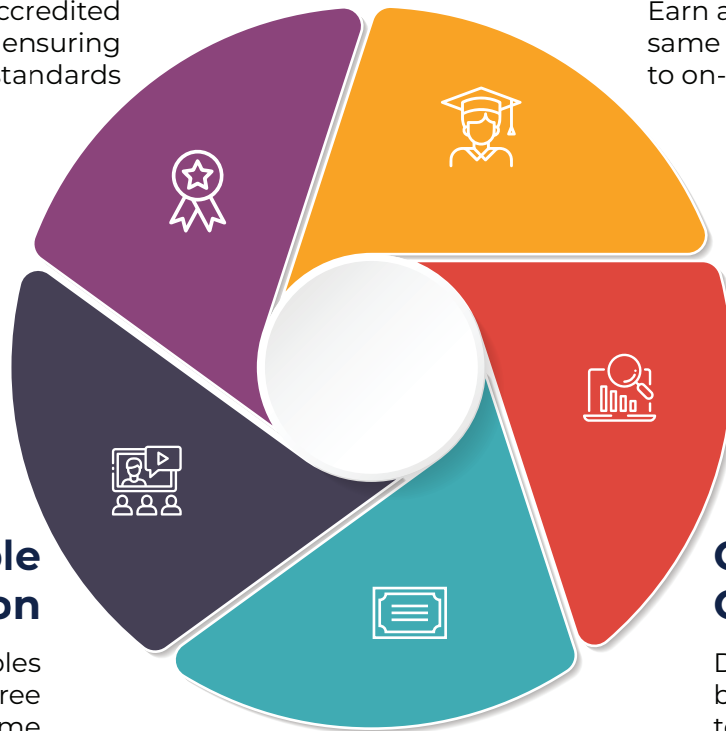
Program Highlights

Accredited Institution

GGU is accredited by WSCUC ensuring high academic standards

Recognized Degree

Earn a U.S. degree exactly same as those awarded to on-campus students



Flexible Education

Hybrid learning that enables you to gain an offline degree from the comfort of your home

Case-Based Curriculum

Develop practical skills by learning in a case-based teaching environment

PwC Academy Certification

Earn a reputed certification in Project Management from PwC India



Program Journey

Foundation Phase

- Begins prior to program start
- Go through 0-credit courses on 'Statistics and Data Analysis' and 'Fundamentals of Business'

Core Phase (9 Months)

- Foundational MBA courses
- Multiple case studies & projects for hands-on learning

Capstone Phase (1 Month)

- Develop a business plan for an idea of your choice
- Interview-style learning with insights from titans of industry & academia

Concentration Phase (3 Months)

- Choose from 5 core domains: **Marketing, Finance, Analytics, Leadership, or General**
- General concentration offers flexibility to build your own curriculum

Immersion* (5 Days)

- Engage with top industry experts & GGU faculty
- Attend classes with on-campus students and network with peers from 48+ countries

Career Services*

- Access to career portal, resume tools, 1:1 mentorship, mock interviews
- Micro-certifications to enhance your profile

* Available at additional cost. Please refer to website for details.

Certificate



Same Degree As On Campus

Receive the same world-class education & global recognition as on-campus MBA's without the need to relocate.



Nationally Accredited US University Degree

Since 1959, GGU has been accredited by the prestigious WASC's Senior College and University Commission, recognized by the US Department of Education.



Lifetime Alumni Status

Join an alumni network of over 68,000 professionals, with many in key leadership roles in key leadership roles spread all over the world.

Faculty



Robert Shoffner
Director



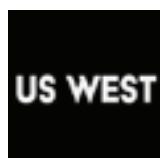
Peter Lou
Sr. Adjunct Professor



Anitha Manohar
Department Chair



Rao Mikkilineni
Adjunct Professor



Note: The faculty featured here are a part of the async content to be consumed during your program. They may or may not be a part of the live sessions for the program

Faculty



Tim Ringo
Board Advisor



Sue Ann Hirschberg
Director,
Marketing Program



Bruce Wasserman
Sr. Adjunct Professor



Dr. Judith Lee
Department Chair



Note: The faculty featured here are a part of the async content to be consumed during your program. They may or may not be a part of the live sessions for the program



Program Curriculum

COURSE 1

COURSE 2

COURSE 3

COURSE 4

COURSE 5

COURSE 6

COURSE 7

COURSE 8

CAPSTONE COURSE

Phase	Courses	Credits Per Course	Total Credit
Core	8	3	24
Capstone	1	3	3
Concentrations	3	3	9
Total Credits			36

Course 1: Dynamics of Leadership and Organizational Behavior

Learning Outcome:

Apply leadership skills to build, manage and lead high-performance teams and organizations

Topics Covered:

- Team and organization leadership
- Decision-making models
- Interpersonal skills for leadership
- Organizational structure and culture
- Optimizing diversity in teams

NETFLIX

airbnb

HubSpot

Course 2: Marketing Management

Learning Outcome:

Develop marketing strategies aligned with consumer behavior & market research

Topics Covered:

- Marketing fundamentals
- Market research process
- Consumer behavior factors
- Segmentation and targeting
- Product and pricing strategy

Calm

HEADSPACE

Uber

Course 3: Foundations of Business Analytics

Learning Outcome:

Use analytics tools to drive data-driven business decisions

Topics Covered:

- Business analytics cycle
- Data-driven decision making
- Big data challenges
- Analytical tools and techniques
- Communicating insights

hadoop

IBM

Course 4: Corporate Finance

Learning Outcome:

Assess firm performance and calculate free cash flows using financial models

Topics Covered:

- Risk and return calculation
- Bond and stock valuation
- Cost of capital analysis
- Cash flow estimation
- Financial forecasting

Harvard Business Review

yahoo! finance

TESLA

Course 5: Information Technology

Learning Outcome:

Improve business processes through the strategic use of IT systems

Topics Covered:

- IT infrastructure selection
- DBMS design
- Process improvement with IS
- Enterprise system optimization
- IT project management

McDonald's

Course 6: Context of Business

Learning Outcome:

Manage business responsibilities toward various stakeholders ethically

Topics Covered:

- Corporate social responsibility
- Sustainability strategies
- Corporate governance
- Stakeholder management
- Global competition policies

GDPR

Satyam

Course 7: Operations & Supply Chain Management

Learning Outcome:

Optimize supply chain performance through process and capacity management

Topics Covered:

- Supply chain strategy
- Process design optimization
- Inventory and logistics management
- Capacity management
- ERP software in supply chains

Apple

ZARA

IKEA

Course 8: Strategic Analysis & Design

Learning Outcome:

Formulate and implement business strategies to enhance competitiveness

Topics Covered:

- Strategic business analysis
- Market competition analysis
- Corporate strategy formulation
- Managing multi-business firms
- Business plan development

Jio

IBM

Disney+

NOKIA

Capstone Course: Business Planing

Learning Outcome:

Build a business plan for a topic and an idea of your choice

Topics Covered:

- Business Model
- Business Plan
- Market Analysis
- Products and Services
- Company Financials

upGrad

Disclaimer: The company logos shown above are representative of the demonstrations covered in each course. This is not an exhaustive list of demonstrations. These demonstrations are used for educational purposes only. upGrad and GGU do not endorse these companies in any form.

Concentration Options

CATEGORY	COURSES
Finance	- Financial Reporting and Analysis - Investments - Business Valuation
Business Analytics	- Enterprise Performance Management and Metrics - Business Intelligence - Web & Social Network Analytics
Marketing	- Integrated Marketing Communication - Market Research - Digital Marketing and E-commerce
Adaptive Leadership	- Personal Leadership - Adaptive Leadership - Leading Complex Change
Applied AI	- Advanced Data Analytics with Python - Machine Learning for Predictive Analytic - Artificial Intelligence in Business
General	- Select from any Course 1 above - Select from any Course 2 above - Select from any Course 3 above

Disclaimer

The curriculum and credits are a virtue of Golden Gate University's guidelines while meeting international standards and quality. These are subject to change without prior intimation.

Requirements for the Master of Business Administration

- Completion of 27 units in the core program, and 9 units in the concentration, for a total of 36 units.
- Students must earn a grade of "C-" or better in each course and cumulative grade-point average of 3.00 or better

PwC India Certificate

Project Management Certification from PwC Academy

Enhance your project management skills with a comprehensive certificate program developed by PwC Academy. This certificate is designed to equip professionals with the essential tools and techniques to successfully manage projects in a dynamic business environment.



Key Features

Expert Instruction:

Learn from PwC India professionals with extensive experience in project management.

1

Comprehensive Content:

Cover all critical aspects of project management, from planning & execution to monitoring & closure.

2

Flexible Learning:

Blend of live sessions & optional asynchronous content within the duration of the program.

3

Practical Assignment*:

Develop a comprehensive project management plan for the launch of a new software in a B2B SaaS firm.

4

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



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:



Digital Marketing

Search engine optimization (SEO), social media marketing, email marketing, and paid advertising



Product Management

Market research, customer needs identification, product ideation, development, competitive analysis, project management, metrics, and launch



Financial Risk Management

Financial analysis, budgeting, capital budgeting, risk management, valuation, and financial decision-making



New-Age Leadership

Enhance your leadership abilities, navigate organisational challenges, drive team performance, and foster a positive work culture

Immersion Program



GGU's immersion program offers students an opportunity to study on the San Francisco's campus for 5 days. 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.



Company visits to leading tech firms in Silicon Valley



Network with students & faculty from over 48+ countries



Cultural tours of iconic landmarks like the Golden Gate Bridge and San Francisco City Hall



Hands-on learning through discussions on AI, sustainability, & business transformation

Program Details



Program Start Date

Please refer to the website

New batch **every 45 days**



Program Duration

13 months

Base - 9 months + Capstone: 1 month +
Concentration: 3 months



Program Fee

Please refer to the program
page for more details

EMI Options & available.



Eligibility

Bachelor's Degree

(Any Domain)

Your Journey Starts Here

To apply, follow these steps:



Each submission will be carefully evaluated by Golden Gate University. This is a great opportunity to reduce your tuition costs and advance your career with financial support.



Ronnie Screwvala

Co-founder & Executive Chairman,
upGrad

About upGrad

upGrad is a leading global learning and workforce development company. We're on a single-minded mission of powering career success for every member of the global workforce as their trusted lifelong learning partner. Established in 2015, we have over 10 million learners who have upskilled in a range of online and offline programs from top universities in India and the world.

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



upGrad

 upgrad.com

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*

3rd floor, upGrad Office, Fleet House, Opp. Marol Fire Station Building,
Bori Colony, Marol, Andheri East, Mumbai, Maharashtra 400059