Online Master of Business Administration

Real-World Credentials for a Global Marketplace
Your online MBA program speaks volumes about what is important to you and your career. Pursuing a degree from Pepperdine University and the Graziadio Business School says you want an education that can open doors around the world for years to come.

- Pepperdine is ranked among the Top 20 Best Online MBA Programs by U.S. News & World Report (2018).
- The Graziadio Business School was named among the Best Business Schools (2016) by The Princeton Review.

The mission of the Pepperdine Graziadio Business School is to develop values-centered leaders and advance responsible business practice through education that is entrepreneurial in spirit, ethical in focus, and global in orientation.

Pepperdine University is accredited by the Western Association of Schools and Colleges.

Pepperdine Graziadio online MBA is accredited by the Association to Advance Collegiate Schools of Business.

“If better is possible, then good is not enough.”

George L. Graziadio, Jr.
Founder of the Pepperdine Graziadio Business School
The Pepperdine Graziadio Online MBA is designed to help you further develop the skills, connections, and expertise to advance into an executive role or improve performance in your current position. You will have unique opportunities to network with industry experts, develop real-world competencies through your capstone project and the award-winning E2B program, and build your business expertise through general or specialized study.

Curriculum Overview

The Pepperdine Graziadio Online MBA comprises 52 trimester credit hours. In addition to the business administration core curriculum, you have the opportunity to pursue a concentration in general management, finance, marketing, leadership, or digital innovation and information systems.

Learning Outcomes

- Pursue a values-centered, collaborative, and experience-driven degree.
- Develop critical thinking skills and practical managerial expertise.
- Build a solid foundation in business and management theory and practice.
- Extend your professional connections with the largest MBA alumni network on the West Coast.
- Explore fields such as finance, marketing, strategy, management, and leadership.
- Expand your business intelligence as you examine challenges and opportunities from a global perspective.
- Improve your communication skills while learning to be an effective and persuasive leader.
Core Curriculum (40 credits)

BSCI 650  Personal and Leadership Development Workshop  1 trimester unit
BSCI 651  Behavior in Organizations  4 trimester units
ACCT 652  Accounting Information and Control Systems  4 trimester units
DESC 656  Quantitative Analysis for Business Operations  4 trimester units
ECNM 657  Prices, Profit, and the Market Economy  4 trimester units
FINC 655  Financial Management of the Firm  4 trimester units
MKTG 658  Marketing Management  4 trimester units
ISTM 654  Information and Process Systems  4 trimester units
LEGL 653  Political, Regulatory, Ethical, and Legal Issues of Business  4 trimester units
GSBM 670X  Integration in Business Operations  2 trimester units
STGY 659  Strategic Management  4 trimester units
STGY 670C  Integration in Business Operations: Strategic Management  1 trimester unit

Marketing Track (12 credits)

Examine the concepts, techniques, and tools for developing global marketing strategies with a focus on consumer segmentation, product development, pricing, promotion, distribution, profitability, and growth potential.

To enter this concentration, students must complete one prerequisite course:

MKTG 658  Marketing Management*  4 trimester units
*Offered in the Spring and Summer terms

MKTG 680  Global Brand Management  4 trimester units
MKTG 681  Market Innovation and Commercialization  4 trimester units
MKTG 682  Marketing Communications in the Digital Age  4 trimester units

Finance Track (12 credits)

Learn how to analyze real estate investments, finance new ventures, and examine global capital markets through an advanced understanding of portfolio management, corporate finance, investment banking, financial institutions management, and financial risk management.

To enter this concentration, students must complete one prerequisite course:

FINC 655  Financial Management of the Firm*  4 trimester units
*Offered in the Spring and Summer terms

FINC 665  Global Capital Markets and Institutions  4 trimester units
FINC 666  Valuation and Corporate Combinations  4 trimester units
FINC 669  Investments and Portfolio Management  4 trimester units

General Management Track (12 credits)

Select any 12 units of MBA electives to create the educational experience that best suits your needs, interests, and goals — from leadership and marketing strategy to business analytics and intelligence.

To enter this concentration, students must complete one prerequisite course:

MKTG 658  Information and Process Systems*  4 trimester units
*Offered in the Spring and Summer terms

Leadership Track (12 credits)

Prepare to become an effective leader who values diversity, advances ethically responsible business practices, approaches business from a global perspective, and facilitates successful organizational change. Select 12 credits from the following courses.

To enter this concentration, students must complete one prerequisite course:

BSCI 651  Behavior in Organizations*  4 trimester units
*Offered in the Spring and Summer terms

OTMT 670  Advanced Principles of Organizations and Leadership  4 trimester units
OTMT 672  Organizational Dynamics and Managing Change  4 trimester units
OTMT 673  Leadership Theory and Practice  2 trimester units
OTMT 679  Creativity and Innovation for Leadership  2 trimester units
GSBM 693  Global Business Intensive  2 trimester units

Digital Innovation and Information Systems Track (12 credits)

Explore the intersection of business and technology with a curriculum designed to build both. Learn business analytics, IT security, and infrastructure management while leveraging your drive for innovation.

To enter this concentration, students must complete one prerequisite course:

ISTM 654  Information and Process Systems*  4 trimester units
*Offered in the Spring and Summer terms

Select any 12 elective units below.

ISTM 660  Business Analytics and Intelligence  2 trimester units
ISTM 661  Enterprise Architecture and Infrastructure Management  2 trimester units
ISTM 662  DIIS Portfolio and Project Management  2 trimester units
ISTM 663  Managing DIIS Security, Privacy and Ethics  2 trimester units
ISTM 664  Business Process Analysis and Innovation  2 trimester units
ISTM 665  Digital Innovation and Strategic Transformation  2 trimester units
ISTM 667  DIIS Applied Research Project  2 trimester units
Personal and Leadership Development Workshop

This weekend-long, on-campus session provides the foundation for your Pepperdine MBA experience. Offered as the first course in your core curriculum, the workshop is an exclusive and highly engaging residency that allows you and your peers to build the basis of your learning community — including a shared understanding of your online learning objectives.

Together with your professors, you will explore the dynamics of interpersonal communication, ethics, values, and team development. You can cultivate collaborative working relationships, get an overview of the MBA curriculum, and explore concepts that will prove valuable throughout your educational journey.

“The initial residency weekend workshop sets the foundation for your MBA experience. It’s a fun and interactive atmosphere centered on the development of relationships that, in many instances, last a lifetime.”

— Kent Rhodes
EdD, Practitioner Faculty of Applied Behavioral Science
Why I Chose Pepperdine: Online MBA Student Testimonials

“I chose Pepperdine because I wanted something more than just an education. I wanted a chance to network and move ahead in my field. I have advanced in my career more than I ever expected.”

Tara Clark
Experience Manager

“I chose Pepperdine because when you look at the programs out there, Pepperdine is just such a strong brand and is so well-recognized.”

Clifton Myers
Associate Brand Manager

“I think the difference between what the Pepperdine Online MBA accomplishes and others don’t is just how close of a community they create in the virtual environment. There’s a lot of synchronized work, a lot of teamwork, and overall it’s very engaging.”

Jimmy Stewart
Financial Advisor

*The tangible skills you take away include analytical, critical thinking, and decision-making skills, as well as overall leadership and management skills.*

Richard Westerfield
Naval Flight Officer

“2016 Pepperdine Online MBA Graduate Survey

Pepperdine MBA graduates’ motivations for pursuing an MBA

- Increase in salary: 58%
- Personal satisfaction of earning a degree: 42%
- To be more competitive in the marketplace: 42%
- To change careers or enter a new field: 42%
- To enhance their value within their current role: 32%
Where Education Meets Experience:
Our Distinctive E2B Program

Our E2B (Education to Business) Program is viewed as one of the most innovative in the nation, providing a platform for you to connect with executives from leading global companies. Collaborating in a virtual environment, you and your executive partners work to solve real business issues for some of today’s foremost corporations.

Not only will you have an opportunity to address, analyze, and offer solutions for real-world challenges at top organizations, but you can also gain the knowledge to impact your own career performance. Our diverse portfolio of more than 200 highly esteemed corporate partners includes:

+ The Coca-Cola Company
+ Hurley
+ Starbucks Coffee Company
+ Norton/Symantec
+ Adobe
+ Evoke Neuroscience
+ Anthem, Inc.
+ HEALTHCAREfirst
+ Los Angeles Times
+ Ticketmaster
+ Time Warner Cable
+ Warner Bros.
+ The Walt Disney Company
+ Sony Pictures Home Entertainment
+ Farmers Insurance Group
+ Wachovia Corp.
+ Raytheon Company
+ California Center for the Arts
+ D.A.R.E.
+ Volvo Cars of North America
+ Shelly Auto Group

Here’s What Our E2B Participants Have to Say:

“The E2B project we worked on was more than an MBA class exercise — it was a real-world consulting project. It was an exciting challenge and an extremely worthwhile learning experience. This program will enrich your MBA experience and most importantly, your resume.”

Santiago Giraldo
Business Development at SGB

“Raytheon’s participation in the Pepperdine E2B program continues to be a totally positive and rewarding experience. At the outset of our ITSS class project, we worked jointly to focus our objectives and expectations, and we made more progress in one session than we had previously made in months of struggling on our own. They saw possibilities way beyond our dreams. Finally, the creativity, enterprise, and enthusiasm of the teams returned so much more than our limited investment. We are actively pursuing some of the teams’ concepts and look forward to participation in follow-up projects with Pepperdine.”

Gill Tansley
Program Manager - Pasadena Operations, Raytheon Technical Services Company
“Sometimes we can fall into doing things the way we’ve always done them. In this E2B project, the students challenged our original thinking, and their outside thinking was equivalent to having 15 consultants working with us. As a direct result of the project, we are working on a new marketing effort.”

— John Pierce
Director, Marketing, Disney Regional Entertainment

“The Pepperdine MBA students internalized our objectives, took initiative, and gave creative, professional, and feasible recommendations which will be carefully considered when Ticketmaster Entertainment launches its corporate social responsibility initiatives. As real an experience as anyone can get in the corporate world, the Pepperdine E2B program provides a platform for students to prove they can simultaneously learn and contribute to the highest degree. We enjoyed the entire experience and would recommend the Pepperdine E2B program to any colleague.”

— Wendy Webb
Chief Communications and Investor Relations Officer, Ticketmaster

**A Strong Support System:**
Build Your Reputation with Ours

The benefits of earning a degree from Pepperdine University continue long after graduation. As a student and a graduate, you will become a member of a highly successful, far-reaching, and widely respected alumni network that enjoys lifelong access to exceptional career development resources.

**Career Portal**
Earning your online MBA from Pepperdine University gives you access to the Graziadio Business School Career Portal. Hundreds of top companies are looking to hire Pepperdine University grads.

**One-on-One Coaching Sessions**
You will also have the advantage of helpful sessions designed to address your short- and long-term career challenges and provide personalized guidance in areas such as:

- Career Assessment
- Job Search Strategy
- Company Research
- Professional Networking
- Interview Preparation
- Salary Negotiation
- Resume and Cover Letter Review

**Expand Your Reach:**
The Optional Pepperdine Overseas Residency

- Explore the global business climate.
- Interact with established luxury brands.
- Learn about worldwide challenges and opportunities.
- Expand your reach and scope of influence.

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