



**DOMINICAN  
UNIVERSITY**  
of CALIFORNIA  
1890

# MBA

## MASTER OF BUSINESS ADMINISTRATION

[www.dominican.edu](http://www.dominican.edu)

## Sustainable Enterprise (GreenMBA®) Program Description

The GreenMBA® seeks solutions that promote financial viability, ecological sustainability, and social justice. The program features a dynamic, project-oriented learning approach to integrate the development of entrepreneurial and intrapreneurial skills with the building of critical thinking and leadership capacities. To encourage this transformation in student capabilities, we build a close-knit community of teachers and learners focused on a supportive network of business, academic and activist leaders.

### Mission

The GreenMBA® is an engaging learning community where people with strong environmental and social values develop effective leadership capacities to advance economically successful, ecologically restorative, and socially just initiatives in any type of organization.

### Skills/Acumen

The program integrates the stewardship of financial, human, and natural capital—beyond the triple bottom line—into a world class MBA curriculum. Students learn how to: 1) apply practical skills; 2) make better decisions using rigorous critical thinking methods; 3) communicate and lead effectively; 4) collaborate with others in designing and implementing successful initiatives; 5) face challenges inherent in turbulent issues; and 6) master methods and tools to analyze systemic factors.

### Transformation

In the GreenMBA®, students are encouraged to explore their beliefs, purpose, passion, and the way they think from the inside out, and then translate this to meaningful and applied opportunities for growth. Small classes, opportunities to share openly, faculty mentors, and collaborative project-oriented learning create a supportive and challenging environment for this transformational process.

### Community

We are a collaborative and engaging community for those who believe that responsible enterprises must provide effective solutions to pressing environmental and social problems. Community events for students, alumni, faculty, and guests promote cross-pollination of ideas and the ability to expand collaborative personal and organizational networks, optimizing success in implementing new initiatives and models for enterprise.

## Sustainable Enterprise (GreenMBA®) Student Learning Outcomes

GreenMBA® Students will gain capacities in a variety of areas including:

- Strategic planning
- Financial modeling
- Green and social marketing
- Diffusion of innovative ideas and products
- Ecological economics and eco-commerce models

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**Explore the challenges and rewards of the MBA program.**

**For more information, or to arrange for a visit, contact the Office of Admissions.**

Toll Free: 888-323-6763 or 415-485-3204

Email: [graduateprograms@dominican.edu](mailto:graduateprograms@dominican.edu)

Online: [www.dominican.edu](http://www.dominican.edu)

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## Sustainable Enterprise (GreenMBA®) Curriculum

Total: 48-51 units

### Foundation Courses (6 units + 3 unit prerequisite)

Prerequisite: Financial Accounting (3 units)

Undergraduate course work with a grade of 'B' or better may substitute for Prerequisite.

MBA 5319 Intrapreneurial Finance	1.5 units
MBA 5330 Marketing Research Methods	3 units
MBA 5350 Economics for Managers	1.5 units
<b>Total Foundation Courses</b>	<b>6-9 units</b>

### Core Courses (15 units)

MBA 5301 Communication Skills for Business Transformation	3 units
MBA 5305 Managerial and Environmental Accounting	3 units
MBA 5306 Marketing Strategy and Tactics	3 units
MBA 5309 Entrepreneurial Finance	3 units
MBA 5310 Thriving Regenerative Enterprise	3 units
<b>Total Core Courses</b>	<b>15 units</b>

### Domain Courses (24 units)

MBA 5300 Critical Thinking for Business Redesign	6 units
MBA 5302 Social Impacts of Enterprises	3 units
MBA 5303 Organizational Behavior for Business Transformation	3 units
MBA 5307 New Media for Green and Social Marketing	3 units
MBA 5320 Eco-Commerce Models	3 units
MBA 5340 Operations Management	3 units
MBA 5351 Ecological Economics	3 units
<b>Total Domain Courses</b>	<b>24 units</b>

### The Culminating Experience (3 units)

MBA 5380 Capstone in Strategic Enterprise Planning	3 units
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There are three program structures available for the GreenMBA® program to meet students' varying lifestyle needs. All have the same courses and the same number of classroom hours.

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