

FACT SHEET
Santa Barbara MBA Offering

Does Pepperdine's Graziadio School of Business and Management plan to offer an MBA program in Santa Barbara?

The Graziadio School is working with UCSB's Alumni Association to invite graduates to learn about our MBA offerings at multiple campuses throughout Southern California, particularly informing UCSB alumni in the Santa Barbara area about our [Fully Employed \(evening and weekend\) MBA](#) offering at Pepperdine's Westlake Village/Ventura County campus.

We are in the final stages of exploring with the UCSB Alumni Office an arrangement in which UCSB alumni and Santa Barbara area residents can complete Pepperdine University's Fully Employed MBA program by taking certain classes at the [Mosher Alumni House](#) on one evening per week and the remainder of the program by taking Saturday classes every second weekend at the [Westlake Village/Ventura County campus](#).

What do you plan to offer and when would it be available?

We are finalizing discussions with the UCSB Alumni Office to [host classes](#) on Wednesday nights at the Mosher Alumni House beginning January 2011. UCSB alumni and Santa Barbara area residents enrolled in our MBA program would take classes every other Saturday at the Westlake Village/Ventura County campus.

The application deadline for the Spring trimester is October 4, 2010. Classes begin January 7, 2011.

How would the program be structured?

The Graziadio School's arrangement with UCSB's Alumni Association delivers the school's existing market-proven degree program for working professionals. The arrangement does not introduce a new program, rather one we have successfully delivered for 40 years and is available to students at other [graduate campuses in Ventura, Los Angeles and Orange Counties](#). The Fully Employed MBA program is an evening and weekend program for students who wish to work full time while pursuing their degree. The program may be completed in 28 months. The curriculum consists of 52 semester units of coursework, delivered on a trimester basis.

Why come to Santa Barbara?

The Graziadio School's collaboration with UCSB's Alumni Association is a recent development. However, Pepperdine has been offering the MBA degree for working professionals for 40 years. Our campus in Westlake Village/Ventura County has been serving the Ventura County and Santa Barbara region for nearly 20 years.

We have always marketed and attracted residents living and working in Santa Barbara and surrounding communities. Undoubtedly, collaboration with UCSB's Alumni Association to host class sessions at the UCSB campus combined with every other Saturday class sessions at the Westlake Village graduate campus will greatly enhance the accessibility of our MBA program to Santa Barbara residents, and will enhance our outreach and service to the Santa Barbara community.

What is the advantage of having the Graziadio School team with UCSB's Alumni Association?

Pepperdine and UCSB complement one another. UCSB offers nationally recognized programs in engineering and the sciences, with particular emphasis in innovation, but does not currently have a graduate school of business. Pepperdine offers a fully accredited and internationally recognized business school with a strong foundation in innovation-driven entrepreneurship, but currently does not have an engineering school.

The Graziadio School and UCSB's Alumni Association recognize a unique opportunity to provide valuable continued education that allows graduates to re-focus and extend the high quality and internationally acclaimed undergraduate education they received at UCSB. With a high quality and internationally acclaimed MBA degree from Pepperdine, they will expand their business acumen, develop their management and leadership competencies, and advance their careers or ability to launch their own new business venture.

Do you see students in Santa Barbara having the opportunity to participate in the Education-to-Business Program?

Students enrolled the Fully Employed MBA program have the opportunity to participate in at least one [E2B](#) project in their marketing course, and will have additional opportunities for applied project work in other courses.

Because there are other schools entering into the MBA market in Santa Barbara right now, there's obviously an opportunity in the market. What do you attribute this to?

The Graziadio School has been serving Santa Barbara and surrounding communities for 20 years from its Westlake Village/Ventura County campus and 40 years as an institution. We have evolved with Santa Barbara and recognize the county as communities that attract companies committed to its prosperity, innovation-minded entrepreneurs, and residents with a unique local affinity. For us, Santa Barbara offers the perfect environment for job-creation and economic development that is spurred by access to advanced management education.

What distinguishes Pepperdine's MBA program from other schools entering the Santa Barbara market?

The [Graziadio School of Business](#) has over 40 years of success in delivering MBA programs for working business professionals and executives. The school currently enjoys international rankings by Bloomberg Business Week, U.S. News & World Report, Financial Times, Wall Street Journal, and Forbes, as well as the business journals of San Fernando Valley, Los Angeles and Orange County.