



SBB College
SANTA BARBARA BUSINESS COLLEGE

A Tradition of Success Since 1888
www.sbbcollege.edu



International Bridging Program (IBP) for MBA Studies at SBB College

工商管理硕士“直通车”课程



INTRODUCTION

The International Bridging Program (IBP) for MBA studies at SBBCollege (the “MBA IBP Program”) is designed as a bridging program to help students from China to enter into the MBA program at SBBCollege in particular and into North American business programs in general. Courses in the MBA IBP Program are designed to strengthen student’s language skills, business foundation knowledge and study methods so that they are better prepared for studying in North America.

Successful graduates from the MBA IBP Program are eligible for admission into the MBA program at SBBCollege without further proof of English language proficiency (provided that they also meet all other requirements of SBBCollege).

简介

圣芭芭拉商学院工商管理硕士“直通车”课程(MBA IBP)，是专为中国学生设计的帮助中国学生进入北美工商管理专业及圣芭芭拉商学院工商管理硕士专业的衔接课程。MBA IBP的课程设计是为了帮助学生加强语言能力，工商管理的基础知识以及学习技巧，从而让学生更好地准备未来在北美的学习。

顺利从工商管理硕士“直通车”课程毕业的学生在满足圣芭芭拉商学院的其它录取条件下可以不需要提供另外的语言考试证明直接被录取上圣芭芭拉商学院工商管理硕士课程。

TARGET STUDENT

The MBA IBP Program is mainly for students who are finishing up their undergraduate studies in China and are interested in taking a MBA-preparatory program to get better prepared for graduate studies in North America.

招收对象

工商管理硕士“直通车”课程主要是针对即将在中国完成本科学位的同时，希望能进修一个工商管理硕士“直通车”课程，以便准备到北美就读硕士专业的学生。

PROGRAM STRUCTURE

The MBA IBP Program (consisting of 6 courses) is designed to be completed in 2 quarters of 10 weeks each.

Module No	Module	Class Hours	Units
BUS 100	College Success	40	4
ENG 101	English for Academic Purpose I	40	4
ENG 102	English for Academic Purpose II	40	4
BUS 120	Introduction to Business	40	4
ACC 200	Financial Accounting	40	4
BUS 210	Business Communications	40	4

课程结构

工商管理硕士“直通车”课程包括6门课，分两个学季授课。

课程编码	课程名称	授课小时	学分
BUS 100	大学成功之道	40	4
ENG 101	学术英语 1	40	4
ENG 102	学术英语 2	40	4
BUS 120	商务入门	40	4
ACC 200	会计原理	40	4
BUS 210	商务沟通	40	4

Admission Requirements

- The applicant must currently be at the final year of his/her undergraduate program or has a recognized undergraduate degree.
- The applicant is expected to have sufficient basic English language proficiency in order to fully benefit from the MBA IBP Program. The applicant may be required to take an English Assessment Test, the purpose of which is mainly for diagnostic purpose. In case the applicant’s level of English is much below the minimum expected, he/she may need to take an English Foundation Program before admission into the MBA IBP Program.

录取要求

- 申请者必须目前在大学最后一年就读或拥有认可的大学本科学历证明。
- 申请者应有足够的基本英语能力，从而能掌握工商管理硕士“直通车”课程。为鉴定申请者的英语语言能力，申请者有可能被要求参加英语能力测试。若申请者的英语水平未达到录取的最低要求，申请者需要先修读英语强化课程后方可进入工商管理硕士“直通车”课程。



Santa Barbara Business College

Santa Barbara Business College (SBBCollege) has a rich history as one of the OLDEST institutions of higher learning in California. Founded in 1888, it is more than 125 years old, having expanded from its humble grounds in Santa Barbara to five campuses throughout sunny California. With its warm and sunny weather, proximity to Asia and being world-renowned as a high-tech hub, California is a most favorite destination of choice among Chinese.

圣芭芭拉商学院

圣芭芭拉商学院是美国加州历史最悠久的学府之一。创校于1888年，该校已有125年历史，目前已扩展有5个校区，分布在加州各区。加州位于太平洋沿岸，天气温暖，阳光充足，加州又以高科技闻名于世，亦是一个华人最向往的目的地。

Accreditations

SBBCollege is accredited by the Accrediting Council for Independent Colleges and Schools to award certificates, diplomas, associate's degrees, bachelor's degrees, and master's degrees. The Accrediting Council for Independent College and Schools is listed as a nationally recognized accrediting agency by the United States Department of Education and is recognized by the Council for Higher Education Accreditation.

SBBCollege is also recognized by the Chinese Ministry of Education (中华人民共和国教育部) and is listed on their website (<http://www.jsj.edu.cn/news/1/170.shtml>).

认证

圣芭芭拉商学院授予的硕士，学士，副学士学位以及其它文凭与资格证均已被美国独立院校认证理事会正式认证。美国独立院校认证理事会是美国教育部及高等教育认证委员会认可的权威学历认证机构。

同时圣芭芭拉商学院已被中华人民共和国教育部认可也列入中华人民共和国教育部教育涉外监管信息网(<http://www.jsj.edu.cn/news/1/170.shtml>).

About NAEC

The mission of North America Education Centre Limited (NAEC) is to promote educational interchanges between mainland Chinese schools and their counterparts in North America. We do this by offering accredited Canadian and US programs and curricula to schools and universities in China.

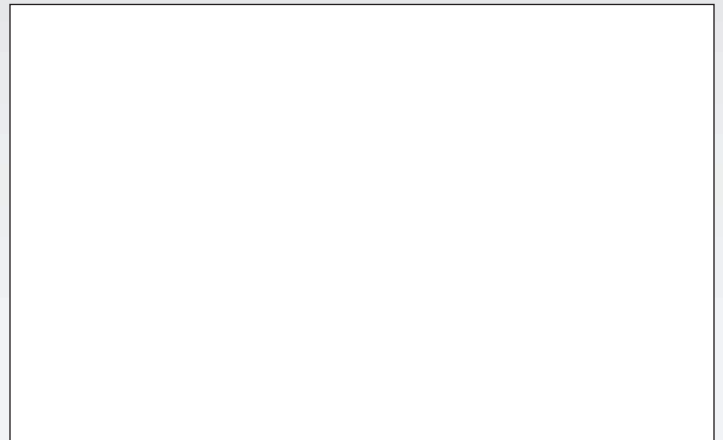
NAEC is responsible for developing a framework of cooperation with Chinese institutions and SBBCollege. All framework and models of cooperation are subject to ratification by SBBCollege. Direct communication with SBBCollege will be referred back to NAEC.

关于NAEC

北美教育中心的运营宗旨为促进中国大陆地区与北美地区的校间的教育交流合作。通过向中国大陆地区的学校和大学提供加拿大和美国的认证课程来开展交流合作。

北美教育中心负责发展与中国的机构和圣芭芭拉商学院合作的框架。所有框架和合作模式要由圣芭芭拉商学院最后批准。与圣芭芭拉商学院直接沟通将由北美教育中心负责。

联系: 欲知详情，请与下述负责人联系：



DISCLAIMER 免责声明：

This write-up is for general reference only. The detailed terms and conditions are subject to the final ratifications by SBBCollege.

此说明仅供一般参考。细节条款及说明以SBBC最终文件为准。

COURSE DESCRIPTION 课程内容

MBA IBP Program Course Description 工商管理硕士“直通车”课程内容

BUS 100: College Success 大学成功之道 4 Credit Hours

This course is designed to teach the value of self-assessment and the knowledge and skills to develop healthy, positive relationships. Emphasis will be placed on the development of a positive self-image, the value of goal setting as it applies to college, work and life success, team work and personal responsibility. Critical thinking and communication skills are also explored and improved.

ENG 101 & 102: English for Academic Purposes I & II 学术英语 8 Credit Hours

This course aims at drilling students on various English language skills that are important to university-level studies. Topics would include building up their vocabulary (based on the concepts of root, prefix and suffix, or synonyms and antonyms, or by theme). The common grammatical pitfalls that are typically problematic to non-native English learners will be highlighted. Throughout the courses, students are also drilled on reading comprehension and writing skills through frequent assignments in précis and essay writing. Note-taking skills and reading strategies to grasp the salient points will also be covered.

BUS 120: Introduction to Business 商务入门 4 Credit Hours

This course is designed to provide students with a comprehensive overview of business management, including the management of people, information and resources. Emphasis will be placed on the understanding and utilization of entrepreneurial skills. Students will apply their knowledge by developing and presenting a business plan for the modern market place.

ACC 200: Accounting Principles 会计原理 4 Credit Hours

This course covers the fundamental principles of double-entry bookkeeping and accrual accounting in recording economic transactions, including the concept of accounting cycle. This course then examines the theoretical underpinnings in the making of accounting entries and reporting financial data for both internal managerial uses and external communication purposes.

BUS 210: Business Communication 商务沟通 4 Credit Hours

This course is designed to teach the student how to communicate effectively in the business world. Both written and oral communication is covered. Special emphasis is placed on “how to” communicate effectively, paying attention to visuals, words selected, sentence structure, fonts used, movement, tone, modulation, etc...

SBBCollege MBA Program Course Description SBBCollege工商管理硕士课程内容

MBA500 Organizational Behavior 企业行为学 4 Credit Hours

This course examines the roles of leaders, and their influence on culture and performance within an organization. Topics include the establishment of common values, employee motivation, group and team dynamics, conflict resolution, managing change and communication within an organization.

MBA510 Managerial Accounting 管理会计学 4 Credit Hours

This course provides students with the tools necessary to apply accounting concepts to plan, control and evaluate business activities. Topics addressed include analysis and interpretation of financial data, developing and evaluating financial data and conducting cost-benefit analyses. Prerequisites: Undergraduate Accounting; Undergraduate Finance.

MBA515 Business Law 工商企业法律 4 Credit Hours

This course provides the student with a foundational knowledge of the legal issues that both start-up and established business enterprises face. With this knowledge, the student will more correctly assess an organization's need for competent legal advice from an experienced professional in matters of contracts, corporations, employment, insurance, intellectual property, international trade, leases, limited liability organizations, partnerships, and homeland security concerns. The purpose of this course is to expose the student to a select group of legal issues faced by the typical business in today's business environment. These issues include the following: the American legal system, business organizations, contracts, employment law, intellectual property law, and international law.

MBA520 Ethical and Regulatory Environments 伦理与制度 4 Credit Hours

This course is a study of ethical decision-making in a business and the regulatory context. Emphasis is placed on theory and practice in the identification, evaluation and achievement of ethical standards for interacting with co-workers, management of employees, and development and implementation of business strategy. The impact of the external regulatory environment on ethical-decisionmaking is also considered. Prerequisite: Organizational Behavior (MBA 500) or Undergraduate Ethics.

MBA530 Effective Leadership Skills 有效的领导才能 4 Credit Hours

This course emphasizes the development of effective leadership skills, focusing on personal development and interpersonal skills. Students will examine the role of managers and leaders in establishing individual responsibility, aligning values, building consensus and meeting objectives. Students will evaluate their personal leadership style as well as that of a current or former employer.

MBA540 Quantitative Methods 定量学 4 Credit Hours

This course examines quantitative techniques that help transform data into information that can be used to make informed business predictions and decisions. Emphasis is placed on how to set up models, and how to interpret and apply their results. Prerequisite: Undergraduate Statistics or Undergraduate Research Methods.

MBA545 Marketing Management 市场管理 4 Credit Hours

This course explores how companies make price and promotion decisions. Students will examine marketing opportunities including pricing strategies, customer communications, identifying advertising and promotion opportunities, market segmentation, competitive analysis, and pricing issues. Students will work in teams to develop a marketing plan for a selected business.

MBA550 Managerial Economics 管理经济学 4 Credit Hours

This course applies economic theory to solve business problems related to costing, pricing, revenue prediction, budgeting, investment and consumer behavior. Students will learn to use economic information to make sound business decisions. Prerequisites: Undergraduate Microeconomics; Undergraduate Macroeconomics.

MBA555 Operations and Management Systems 运作及管理系统 4 Credit Hours

This course examines quantitative techniques that help transform data into information that can be used to make informed business predictions and decisions. Emphasis is placed on how to set up models, and how to interpret and apply their results. Prerequisite: Undergraduate Management or equivalent.

MBA560 Corporate Finance 企业财务分析 4 Credit Hours

This course introduces students to concepts important to the financial success of a corporation. Students will examine the key financial concepts including sources of investment capital, corporate investment strategies, dividend policy, short and long-term planning and risk management. Prerequisites: Managerial Accounting (MBA 510); Managerial Economics (MBA 550).

MBA565 International Markets 国际市场 4 Credit Hours

This course examines a variety of legal, political, cultural, economic, financial and environmental issues that must be considered when developing an international marketing strategy. Students will use this knowledge to develop a plan to market a selected good or service internationally. Prerequisite: Marketing Management (MBA 545).

MBA570 Human Resources Management 人力资源管理 4 Credit Hours

This course allows students to gain a more thorough understanding of important managerial considerations related to employee management, including selection, retention, workforce planning, as well as ethical and legal considerations in hiring, performance management and progressive discipline. Prerequisite: Business Law (MBA 515) 2011-2012 SBBCollege college Catalog 107.

MBA575 Management Information Systems 管理信息系统 4 Credit Hours

This course examines managerial and strategic functions of management information systems to support an organization's mission and strategic plan. Major points of emphasis will be information reporting, analysis of management information and strategic decision making. Prerequisite: Operations and Management Systems (MBA 555).

MBA590 MBA Capstone Project MBA毕业论文 4 Credit Hours

Students will complete an independent research project approved by the instructor. Students will identify a business management challenge within an organization, research similar scenarios and solutions and develop a detailed solution proposal. Students will be required to provide weekly status reports and to prepare a final presentation to accompany the written project. Prerequisites or Co-requisites: All required MBA program courses. List the 14 courses in the Program and state that 2 of them can be transferred from the Pre-MBA IFP Program.