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FOR IMMEDIATE RELEASE

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Cal Poly College of Business to Study Feasibility of MBA Program in Santa Barbara

SAN LUIS OBISPO – Cal Poly’s Orfalea College of Business will study the feasibility of offering graduate business degree programs in Santa Barbara beginning in fall 2010.

According to Orfalea College Dean Dave Christy, there has been a steady rhythm of inquiries about the availability of Cal Poly’s programs by individuals who live or work in Santa Barbara, and the time is right to consider this carefully.

“I envision that the course delivery would principally involve members of our outstanding faculty traveling to Santa Barbara to deliver face-to-face instruction,” said Christy. “However, a mix of live and technology-assisted options could be considered if doing so best meets the needs of these students. We want to ensure that all students who earn our degrees have an outstanding experience.”

The feasibility study will explore sustainable demand for full-time, evening, or weekend class schedules, facilities and locations, and identify opportunities unique to Santa Barbara.

Delivery of Cal Poly programs in Santa Barbara would require approval by the Western Association of Colleges and Schools.

Cal Poly’s Orfalea College of Business offers a general management MBA, an MS in Accounting/taxation, and an MS in Business and Technology in San Luis Obispo.

The Orfalea College of Business was named to honor the memory of Al and Virginia Orfalea as one outcome of a significant gift by Paul and Natalie Orfalea of Montecito in 2001.

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