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FOR IMMEDIATE RELEASE

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Cal Poly Orfalea College of Business to Offer 10-Month MBA Program

New Accelerated Program Begins Fall 2005

SAN LUIS OBISPO -In fall 2005, Cal Poly's Orfalea College of Business will offer students, willing to commit to a rigorous schedule of prescribed courses, a 60-unit model of study that will allow them to complete the MBA program in just over 10 months.

Orfalea College of Business Associate Dean Chris Carr said that the college wanted to develop a revised curriculum that would provide students with unique experiences and insights. The Orfalea College of Business worked with important stakeholders including members of the Business Advisory Council, alumni, recruiters, faculty and current students to identify how they currently perceive the college's strengths and weaknesses, and what competencies they most value in Cal Poly MBA graduates. Based on feedback from the stakeholders, the 10-month program was developed.

Several experimental and specifically developed project-based elective courses have been added to the curriculum including Commercial Development of Innovative Technologies, Effective Communication Skills for Managers and a transformational two-and-a-half week Doing Business in Asia , a business study tour to the People's Republic of China .

Carr says the changes to the program make Cal Poly competitive with other MBA programs with the primary advantage being that students can complete their degree in less than a year if they are focused and devote full-time attention to their studies. The added benefit translates into opportunity costs as students won't be paying for additional tuition, rent, food and lost income, plus they enter the work force sooner.

A traditional MBA model for those not pursuing the 10-month option and/or simultaneously pursuing dual graduate degrees continues to be offered.

"These are exciting times at the Cal Poly Orfalea College of Business. We have an outstanding group of faculty and students, and these changes have put in place a program poised to produce the next great wave of business leaders who are ready to solve business problems in an ethical manner," Carr said.

For more information, visit the Cal Poly MBA Web site at <http://mba.calpoly.edu> or call the Orfalea College of Business Graduate Programs Office at (805) 756-2637. The application deadline is July 1, 2005 .

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