

EXPLORING A SUCCESSFUL ONLINE MBA PROGRAM

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ABSTRACT

This session offers participants an opportunity to understand the strategies behind the success of California State Dominguez Hills' Online MBA Program, one of the "top 20 Cyber Universities in the United States." An overview of the program and key insights to its success will be followed by an interactive discussion. An understanding of what makes an online program successful is valuable in an increasingly technology driven academic world. While businesses tend to keep trade secrets, it behooves academics to share the secrets to our success...our goal should be to assist as many students as possible in attaining an education.

INTRODUCTION

This panel session will offer participants an opportunity to understand the strategies behind the success of California State Dominguez Hills' Online MBA Program, one of the "top 20 Cyber Universities in the United States." The session would consist of an overview of the program from its inception to current term as well as imparting key insights as to what has led to the success of the program. An interactive discussion after the presentation would allow attendees to delve deeper and allow us, CSUDH's representatives, to gather information about how we are perceived and what others expect from an online program as well.

An understanding of what makes an online program successful is valuable as we are entering an ever increasingly technology driven academic world. While businesses tend to keep trade secrets, it behooves all academics to share the secrets to our success...our goal should be to assist as many students as possible in attaining an education.