

They'll study the basics of accounting, marketing and finance during the first year, then move into executive MBA courses the following year, said Tontz, a San Ramon resident.

"Business managers in China have told me they are hungry for an MBA program such as this," said Nancy Mangold, a Cal State Hayward business professor and director of the Beijing program. "This year, more than 30,000 people applied for MBA programs at 56 Chinese universities. The demand for business education is great, particularly so for a U.S. MBA program that offers a specialized option."

Members of the initial Chinese class are indeed an impressive group, holding management positions in such fields as finance, medicine and information technology. They work at domestic companies and at such U.S. and Japanese corporate giants as American Airlines, General Motors, Unisys, Motorola Inc., Toshiba Inc. and Sony Corp. Because there's no government subsidy of the program, as there is in California, all of the university's international programs have to be self-supporting, said Tontz. While a student at the Hayward campus pays about \$2,000 in annual tuition, executive MBA program participants in the Vienna program pay about \$30,000 a year.

All of the faculty members in Beijing are from the Hayward campus, which adds considerably to the expense of running the program, according to Tontz, who just returned from Beijing. He said he and other university officials were surprised when an open house held to promote the Beijing program drew more than 500 prospective students rather than the 200 expected.

"We simply don't have a faculty large enough to support a program of that size," said Tontz.

The regular MBA program started in Moscow six years ago was the first international foray for Cal State Hayward. That program now has about 200 students every year, according to Tontz. The Vienna program draws about 45 top executives from throughout Europe annually. About 80 complete the Hong Kong regular MBA course each year.

"We seem to be well-received in all of these places," said Tontz. "The Russian press has rated our program as the top one in the country."

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