Master of Business Administration

• CIP code 520201 • 36-48 credits • 4-5 terms full-time

Program Description — The Master of Business Administration prepares students with the practical skills and specialized knowledge that are essential for meaningful business and managerial careers. Working managers seeking advancement, emerging professionals, or those desiring to switch careers, gain the tools and competencies that will help them succeed in achieving their goals. A general management core provides broad-based business knowledge, a cohort-based seminar series develops teamwork and leadership skills, and specialization options allow students to gain job-ready competencies. The program offers opportunities to work on real-life business problems in student teams with faculty and business mentors. In the final capstone project, students develop a business idea and prepare a pitch-deck to present to an investor panel.

Learning Outcomes — Graduates of the program will possess a distinctive skill-set centered on enhanced critical thinking, analytical, technological and problem-solving skills to provide them with a competitive advantage in the marketplace. Demonstrable skills upon graduation include business strategy, analytics, finance, accounting, marketing and human resources management. Leadership attributes, cultural and emotional intelligence, along with comprehensive communication skills will be elevated to prepare stewards capable of effectively managing and leading change in complex and uncertain domestic and global workforces and markets.

Careers — Management and leadership positions in business, non-profit and government organizations. Jobs include: marketing analyst or manager, business analyst, project manager, human resources manager, general manager.

Admission requirements: Bachelor's degree and other School of Management requirements, and two years of work experience recommended.

Online courses: International students may take only one fully-online course in any term.

General Prerequisites

Graduate level English language communication and writing skills. Coursework required in first term(s) if writing assessment indicates need (credits do not count towards degree).

| MMG501E | Business Communication |
| MMG505 | Graduate Writing |

MBA Prerequisites.............................. 12 credits

These 4 courses are expected to be successfully completed prior to the entry into the graduate management program for MBA. Take in first term(s) or demonstrate competency through prior undergraduate courses with a grade of B or better, and within a certain time limit, from a regionally accredited institution. An assessment to demonstrate competency may be required.

MMG506	Quantitative Analysis for Managers
MMG511	Foundations of Management
MMG514	Accounting for Managers
MMG515	Economics for Managers

Core Curriculum .... 12 credits

The following core courses must be taken in a student's first term(s).

MMG512	Organizational Environment
MMG517	Research Methods for Managers
MMG525	Statistical Decision Techniques for Managers (preq. MMG506)
MMG625	Foundations of Business Analytics

MBA Required Courses .... 15 credits

The following required courses must be taken after the completion of the core curriculum.

MMG710	Project Management
MMG712	Operations Management
MMG715	Management Information Technology
MMG725	Financial Management
MMG733	Marketing Management

Concentrations ....6 credits

Students choose one of the following concentrations and complete the two required courses in the chosen track. See next page.

(All courses @ 3 credits except as noted.)

MBA Concentrations . . . . .6 credits

Marketing

Market analysis and research, marketing planning, digital marketing, marketing strategy. Jobs include marketing analyst, marketing associate, social media specialist, marketing manager.

MMG736   Digital Marketing (preq. MMG733)

MMG737   Marketing Strategy (preq. MMG733 and 517; required last course in specialization)

Business Analytics

Foundational knowledge of applied data analytics, built on a combination of conceptual understanding of core statistical and computational approaches and techniques, and practical data management, manipulation, analysis and visualization competencies. Focused on translating raw data into decision-guiding knowledge by means of thoughtful and creative use of statistical machine learning and data visualization techniques and tools.

MMG603   Data Exploration and Visualization (preq. MMG525 and working knowledge of MS Excel)

MMG604   Data Driven Decision-Making (preq. MMG525, 625, and 603)

Project Quality Management

MMG713   Total Quality and Operations Management

MMG795   Advanced Project Management (preq: experience in a project team/as project manager or MMG710/equivalent)

IF STUDENTS PREFER NOT TO SPECIALIZE, they choose two courses from available SOM electives in consultation with advisor.

MBA Capstone . . . . 3 credits

MMG 739   Strategic Management