



Master of Business Administration

• CIP code 520201 • 45-54 credits • 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

Foundation Courses9 credits

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. If waived, credits required for degree are reduced.

- MMG506 Quantitative Analysis for Managers
- MMG514 Accounting for Managers
- MMG515 Economics for Managers

Seminar & Capstone9 credits

- MMG500 Graduate Management Orientation Seminar (0 credit)
- MMG691-693 Leadership Seminar I-III (3 terms @2 credits)
Must be taken in sequence with same seminar leader.
- MMG694 Graduate Management Capstone Seminar
(preqs: MMG691-693, MMG511, 512, 520, 725; and no more than 12 credits remaining to finish program)

MBA Core Courses 27 credits

- MMG511 Foundations of Management
- MMG512 Organizational Environment
- MMG520 Financial Accounting (preq. MMG514)
- MMG522 Information Systems in the Organization
- MMG525 Statistical Decision Techniques for Managers (preq. MMG506)
- MMG710 Project Management
- MMG725 Financial Management (preq. MMG520)
- MMG733 Marketing Management
- MMG740 Human Resources Management

MBA Specialization9 credits

See next page.



(All courses @ 3 credits except as noted.)



MBA

Continued

Master of Business Administration

MBA Specialization9 credits

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.

- MMG625 Foundations of Business Analytics (req. MMG525 and working knowledge of MS Excel)
- MMG603 Data Exploration and Visualization (req. MMG525 and working knowledge of MS Excel)
- MMG604 Data Driven Decision-Making (req. MMG525, 625, and 603)

Human Resources Management

Skills and competencies needed for human resource professionals including recruitment and staffing, negotiation, training and development, benefits management, organizational development. Jobs include HR manager, training and development specialist, employment services manager, benefits specialist.

Choose three:

- MMG560 Managing a Diverse Workforce
- MMG746 The Manager as Negotiator
- MMG744 Management Training & Development (req. MMG740)
- MMG755 Organization Development & Change Management (req. MMG512)

Information Technology Management

Core information systems, IT principles; application and alignment of technology with business needs. Jobs include IT manager, systems analyst.

- MMG717 Systems Analysis & Design (req. MMG522)
- MMG715 Management Information Technology (required last course in specialization)

Choose one:

- MMG700 IT Service Management (req. MMG522)
- MMG714 Data Management
- MMG795 Advanced Project Management (req: experience in a project team or as project manager. or MMG710/equivalent.)

Marketing

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

- MMG517 Research Methods for Managers
- MMG736 Digital Marketing (req. MMG733)
- MMG737 Marketing Strategy (req. MMG733 and 517; required last course in specialization)

Non-Profit Management (req. MMG511 and 512 recommended)

Budgeting and finance, strategic planning, grant-writing and resource development, leadership. Jobs include business development associate, fundraising associate, grants administrator, human resources manager, program director.

- MMG727 Budgeting & Finance for Nonprofit & Public Organizations (req. MMG514, MMG520 recommended)
- MMG760 Strategic Planning for Non-Profit Organizations (required last course in specialization)

Choose one:

- MMG750 Business, Government & Ethics
- MMG770 Grant Writing and Resource Development

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