

Master of Business Administration

Department: Palmer College of Professional Studies

Type: MBA

Program Sequence

The MBA is built on the following Business Core courses (3 credits each):

Item #	Title	Credits
BUAD 500	MARKETING & COMMUNICATIONS	3
BUAD 502	MANAGING & LEADING OTHERS	3
BUAD 505	FINANCIAL MANAGEMENT	3
BUAD 507	ECONOMICS	3
BUAD 508	BUSINESS STATISTICS & PREDICTION	3
BUAD 600	STRATEGIC PLANNING & PROCESS IMPROV	3

The MBA Business Core provides students with foundational knowledge based on the 4 Pillars of People, Planet, Profit and Purpose for leading and managing in a wide variety of organizations, with a focus on efficient and effective business practices and the skills and abilities most desired by employers. This blend of theory, practice, and application, with a keen eye on stakeholder benefit, is embedded throughout the Business Core and the concentrations. Our MBA program features personalized advising and a low student-to-professor ratio in lively and vibrant classes.

Students then choose one of two focus areas aligned with job growth and marketability:

- General Management - Focusing on organizational change and sustainability
- Financial Management - Focusing on internal/domestic finance and external/global finance.

All students finish their degree with two courses in The APEX Project: the comprehensive application of the MBA curriculum in a strategic context. The Apex Project course is a platform for demonstrating the student's detailed knowledge of their concentration's business systems and functions through the completion of a business planning or strategic planning project, simultaneously showcasing what they have learned in the program and preparing them for their future.

Focus Areas

Upon completion of the business core, MBA students will select to follow their choice of MBA focus area. The areas include 1) general management, and 2) financial management.

General Management

This concentration is targeted to those desiring to manage day- to-day administrative operations in a wide variety of settings. These professionals will plan and supervise all types of services. Duties include monitoring budgets, continuous improvement, change management, innovation, project management, developing teams, and strategic planning.

Item #	Title	Credits
BUAD 635	DESIGNING & BUILDING EFFECTIVE CULTURES	3
BUAD 642	RESPONSIBLE BUSINESS ENVIRONMENT	3

Financial Management

Those desiring a role in defining and fulfilling the organization's financial obligations will benefit from this area of study. The offering is focused on the merger of ethical financial management with effective and efficient business operations.

Item #	Title	Credits
BUAD 623	IMPACT GOVERNANCE	3
BUAD 646	GLOBAL MARKETS	3

Apex Project Courses

All students in the MBA will complete a culminating Apex Project course. The students will focus on an individual project that will include the comprehensive application of the MBA curriculum in a strategic context.

Item #	Title	Credits
BUAD 702	THE APEX PROJECT I	3
BUAD 703	THE APEX PROJECT II	3
	Total credits:	30