

M.B.A. Business Administration

M.B.A. Program

The M.B.A. requires that the candidate achieve a cumulative grade point average of at least 3.0 on all work counting toward the graduate degree. A regular graduate student whose cumulative grade point average falls below 2.75 will be placed on probation. If the average is not brought up to 2.75 by the end of the following semester, the student will be suspended from the program. A grade below C in more than one course taken while enrolled as a graduate student will result in suspension from the program. In addition, the student must maintain a 3.0 average in all work counting toward the graduate degree.

M.B.A. Requirements

Code	Title	Hours
All students are required to complete BADM 503 and 504 (ECON/FIN/ACCT/ Bootcamps) unless waived by Program Coordinator		
A program GPA of 3.0 is required by the Chambers College.		
A grade of C or higher must be earned in all required courses		
BADM 503	Accounting Essentials	3
BADM 504	Economic Essentials	3
BADM 523	Decision Analysis	3
BADM 525	Marketing Management	3
BADM 531	Supply Chain Design and Innovation	3
BADM 535	Organizational Behavior	3
BADM 536	Leading with Ethics	3
BADM 551	Global Planning and Strategy	3
BADM 555	Financial Management	3
BADM 556	Data Analytics for Management	3
BADM 557	Experiential 1	3
BADM 558	Experiential 2	3
Students may complete an optional internship for credit.		
Total Hours		36

M.B.A. SUGGESTED PLAN OF STUDY

First Semester	Hours
Summer	
BADM 503	3
BADM 504	3
	6
Second Semester	Hours
Fall	
BADM 551	3
BADM 523	3
BADM 531	3
BADM 555	3
BADM 557	3
	15
Third Semester	Hours
Spring	
BADM 525	3
BADM 536	3
BADM 535	3
BADM 556	3

BADM 558

3

15

Total credit hours: 36

Integrated Marketing Communications Area of Emphasis Requirements

The Integrated Marketing Communications AOE is intended to prepare non-IMC students for careers utilizing an integrated marketing communications strategy. Students will be exposed to course work focused in IMC, audience insight and behavior, brand management and emerging media.

Course Requirements. To satisfy the requirements of the Integrated Marketing Communications Area of Emphasis, a student must complete the four required courses below.

- For MBA students, two of the courses required for an AOE in IMC may also be applied to a student's elective requirement, with the other two taken in addition to their MBA degree requirements. Note that a cumulative GPA of 3.0 is required for graduation from the Online Hybrid MBA program. The courses and grades from the Area of Emphasis will be counted towards a student's cumulative GPA (a C- or better is required in courses, with an overall cumulative GPA of 3.0) in the MBA program.
- For DMC students, one of the courses required for an AOE may also be applied to an DMC student's elective requirement, with the other three taken in addition to the general IMC master's degree requirements. Note that a cumulative GPA of 2.75 is required for graduation from the DMC program. Courses and grades from the Area of Emphasis will be counted towards a student's cumulative GPA (a C- or better is required in courses, with an overall cumulative GPA of 2.75) in the IMC program.

Code	Title	Hours
IMC 410	Introduction to Integrated Marketing Communications	3
IMC 512	Audience Insight	3
IMC 513	Brand Equity Management	3
IMC 519	Emerging Media and the Market	3
Total Hours		12

EMBA students who elect to enroll in this Area of Emphasis will be required to complete IMC 410 before moving on to the other courses in the Area of Emphasis.

Major Learning Outcomes

FULL-TIME MASTER OF BUSINESS ADMINISTRATION PROGRAM

Learning goal #1: Students will be able to integrate and apply the functional areas of business to experiential business problems

Learning goal #2: Students will be able to identify problems, collect appropriate data and analyze the data to make informed management decisions

Learning goal #3: Students will be able to articulate a succinct business analysis and make recommendations

Learning goal #4: Students will be able to make management decisions in an ethical and socially responsible manner

Learning goal #5: Students will be able to effectively manage teams and work units and implement strategies to achieve organizational goals

ONLINE MASTER OF BUSINESS ADMINISTRATION PROGRAM

Learning goal #1:: Students will be able to integrate the functional areas of business into management decisions in a global environment

Learning goal #2: Students will be able to identify problems, collect appropriate data and analyze the data to make informed management decisions

Learning goal #3: Students will be able to articulate a succinct business analysis and make recommendations

Learning goal #4: Students will be able to make management decisions in an ethically sensitive and socially responsible manner

Learning goal #5: Students will be effective team members in a virtual environment

Learning goal #6: Students will be an effective leader who influences people toward the attainment of organizational goals