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

A minimum GPA of 3.0 is required in all courses
A grade of C or higher must be earned in all required courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BADM 551</td>
<td>Integrative Experiential Simulation</td>
<td>3</td>
</tr>
<tr>
<td>BADM 522</td>
<td>Statistical Decision Making</td>
<td>2</td>
</tr>
<tr>
<td>BADM 535</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>BADM 571</td>
<td>Practicum 1</td>
<td>1</td>
</tr>
<tr>
<td>BADM 554</td>
<td>Leading Projects for Business Innovation</td>
<td>2</td>
</tr>
<tr>
<td>BADM 523</td>
<td>Decision Analytics</td>
<td>2</td>
</tr>
<tr>
<td>BADM 525</td>
<td>Marketing Management</td>
<td>2</td>
</tr>
<tr>
<td>BADM 531</td>
<td>Operations/Supply Chain</td>
<td>2</td>
</tr>
<tr>
<td>BADM 555</td>
<td>Financial Management</td>
<td>2</td>
</tr>
<tr>
<td>BADM 557</td>
<td>Experiential 1</td>
<td>3</td>
</tr>
<tr>
<td>BADM 572</td>
<td>Practicum 2</td>
<td>1</td>
</tr>
<tr>
<td>BADM 534</td>
<td>Technology for Business Development</td>
<td>2</td>
</tr>
<tr>
<td>BADM 536</td>
<td>Leading with Ethics</td>
<td>2</td>
</tr>
<tr>
<td>BADM 541</td>
<td>Business Strategy</td>
<td>2</td>
</tr>
<tr>
<td>BADM 556</td>
<td>Data Analytics for Management</td>
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</tr>
<tr>
<td>BADM 593</td>
<td>Special Topics (Experiential 2)</td>
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<td>BADM 573</td>
<td>Practicum 3</td>
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<tr>
<td>BADM 558</td>
<td>Internship</td>
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</tbody>
</table>

Total Hours: 36

M.B.A. SUGGESTED PLAN OF STUDY

### First Semester

<table>
<thead>
<tr>
<th>Hours</th>
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<tbody>
<tr>
<td>Summer</td>
</tr>
<tr>
<td>BADM 551</td>
</tr>
<tr>
<td>BADM 522</td>
</tr>
<tr>
<td>BADM 535</td>
</tr>
<tr>
<td>BADM 571</td>
</tr>
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<td>Total</td>
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</table>

### Second Semester

<table>
<thead>
<tr>
<th>Hours</th>
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<tbody>
<tr>
<td>Fall</td>
</tr>
<tr>
<td>BADM 554</td>
</tr>
<tr>
<td>BADM 523</td>
</tr>
<tr>
<td>BADM 525</td>
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<tr>
<td>BADM 531</td>
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<td>BADM 555</td>
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<tr>
<td>BADM 557</td>
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<tr>
<td>BADM 572</td>
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<tr>
<td>Total</td>
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</tbody>
</table>
### 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 a 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.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>IMC 610</td>
<td>Introduction to Integrated Marketing Communications</td>
<td>3</td>
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<tr>
<td>IMC 612</td>
<td>Audience Insight</td>
<td>3</td>
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<tr>
<td>IMC 613</td>
<td>Brand Equity Management</td>
<td>3</td>
</tr>
<tr>
<td>IMC 619</td>
<td>Emerging Media and the Market</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td></td>
<td><strong>12</strong></td>
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</table>

EMBA students who elect to enroll in this Area of Emphasis will be required to complete IMC 610 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 HYBRID 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