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

All students are required to complete BADM 503 and 504 (ECON/FIN/ACCT/ Bootcamps) unless waived by Program Coordinator. A grade of C or higher must be earned in all required courses.

A program GPA of 3.0 is required by the Chambers College.

Total Hours 36

Experiential 1 6

Students may complete an optional internship for credit.

M.B.A. SUGGESTED PLAN OF STUDY

First Semester  Hours
Summer
BADM 522  2
BADM 535  3
BADM 551  3
BADM 571  1
9

Second Semester  Hours
Fall
BADM 523  2
BADM 525  2
BADM 531  2
BADM 554  2
BADM 555  2
BADM 557  3
BADM 572  1
14
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.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMC 610</td>
<td>Introduction to Integrated Marketing Communications</td>
<td>3</td>
</tr>
<tr>
<td>IMC 612</td>
<td>Audience Insight</td>
<td>3</td>
</tr>
<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></td>
<td>Total Hours</td>
<td>12</td>
</tr>
</tbody>
</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 effective team members in a virtual environment

**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