

# BUSINESS ADMINISTRATION

MASTER OF BUSINESS ADMINISTRATION  
PROGRAM (33 CREDITS)

The Master of Business Administration will help students become more effective managers and executives in business by providing a framework for understanding business systems and for developing system-wide strategies. Taught from a Christian worldview, the curriculum equips students with business leadership principles and practices that will serve them in their current employment maximize their future career potential.

## PROGRAM REQUIREMENTS - ALL TRACKS

MOL	501	Foundations in Leadership	3 cr
MOL	502	Research Methods	3 cr
MOL	505	Human Resource Management	3 cr
MOL	625	Finance for the Executive Leader	3 cr
MOL	630	Strategic Planning & Organizational Change	3 cr
MOL	656	Operations Management	3 cr
MOL	690	Capstone Project	3 cr

## PROGRAM REQUIREMENTS BY TRACK

### DIGITAL MARKETING

DIG	563	Corporate Brand Communications	3 cr
DIG	573	Advanced Analytics for Social Media	3 cr
DIG	620	New Marketing in Digital Media	3 cr
DIG	630	Law, Policy, & Ethics in Online Communications	3 cr

### BUSINESS ADMINISTRATION

MOL	515	Data Analytics	3 cr
MOL	620	Communication, Marketing, & Community Relations	3 cr
MOL	655	Business Law	3 cr
Elective		Any MOL course	3 cr

**TOTAL COURSE DESCRIPTIONS 33 CREDITS**

### MOL 501 Foundations in Leadership 3 credits

This course will provide an overview of leadership theories and examine leadership from three perspectives: the personal side of leadership, leading others, and leading organizations. Particular attention will be given to personal leadership development strategies, servant leadership, and leading with a biblical worldview.

### MOL 502 Research Methods 3 credits

This course examines the various research methods including quantitative, qualitative, and mixed methods. Students will be introduced to tools and resources such as the academic research journal database used to conduct research. Graduate writing techniques including the use of the APA writing style will also be addressed.

### MOL 505 Human Resource Management 3 credits

This course examines the organizational human resource function and contemporary techniques for managing human resources, giving particular attention to the manager/leader as strategic partner, employee champion,

## PROGRAM STUDENT LEARNING OUTCOMES

1. Communicate in writing and through presentations and academic research that addresses critical issues in business administration.
2. Assess various business theories and explain the impact those theories have on the development of a business.
3. Students will analyze their own business management style and develop steps in which to more effectively lead and manage businesses.
4. Define, articulate and embrace a personal philosophy of servanthood, integrity, ethics, and business management that is grounded in a Judeo-Christian worldview and values system.
5. Students will demonstrate business knowledge, capabilities, and characteristics to positively impact the marketplace.
6. Apply a strategic approach to digital marketing including acquiring fundamental knowledge on development, execution, ethics, and legal obligations, as well as planning and managing digital marketing budgets, and measuring and analyzing digital marketing results.

administrative expert, and change agent. Case Studies will be utilized to discuss such topics as discrimination, diversity, gender issues, generational differences, and maximizing the potential of employees.

### MOL 515 Data Analytics 3 credits

This course examines the development and use of systems for information and knowledge management for individuals, teams, and enterprises. The transformative process of gathering and analyzing data to provide information which contributes to the knowledge necessary for decision support (non-financial) will be emphasized. Business analytics and tools will be reviewed including assessment methods, measurements, statistical analysis, data mining techniques, visual presentation, and critical thinking techniques for decision making. The process as well as tools will be applied to the support of daily operations within organizations and the measurement and analysis of organizational performance. Additionally, the governance of data, information, and knowledge including security will be discussed.

**MOL 610 Special Topics 3 credits**

A course that covers topics of current interest in the field of business administration. Specific topics are identified in the course schedule.

**MOL 620 Communications, Marketing, & Community Relations 3 credits**

This course discusses the role of public relations in customer relations, stakeholder communications, and business development. Two key areas receive special focus: 1) Emphasis on an integrated approach with other marketing tools and the importance of ethics and integrity in public communication about the organization and its products and services, and 2). Exploration of concepts that are essential and adaptable to organizations of any size or type, including nonprofits, government, small businesses, and corporations.

**MOL 625 Finance for the Executive Leader 3 credits**

This course examines the requirements of an effective financial accounting and reporting system and the interpretation of financial reports for proprietary, non-profit, and governmental organizations. Explores decision processes and models for evaluating finance-related options, investing and managing cash, managing and preventing risk, and allocating financial, human, and capital resources. Explores the use of focus groups decision matrices, control charts, and other tools to investigate problems, analyze data and information, and identify potential solutions.

**MOL 630 Strategic Planning & Organizational Change 3 credits**

This course explores the role of leadership in leading organizational change through strategic thinking and strategic planning. Vision, mission, values, organizational culture, are emphasized. Students will also learn the reasons for resistance to change and to successfully overcome them and navigate the organization through the process of change. Various kinds of strategies and controls used to develop the organization's direction to achieve success are also addressed.

**MOL 655 Business Law 3 credits**

This course prepares students for leadership in business by focusing upon improving legal literacy by examining the legal environment and considering potential legal issues in the business world and how law affect all aspects of business.

**MOL 656 Operations Management 3 credits**

This course reviews the management of operations in manufacturing, service, non-profit and government organizations. Topics include a review of the activities and responsibilities of operations management, the tools and techniques available to assist in running the operation, and the factors considered in the design of the system.

**MOL 690 Capstone Project 3 credits**

This capstone course offers students the opportunity to think critically and practically about what they have learned in the program. Students will be guided through a process to develop a final project demonstrating a mastery of program content.

**DIG 563 Corporate Brand Communications 3 credits**

Study how employees are brand icons and evangelists. Explore how professional communicators understand the dynamics cultivating and maximizing potential employees in the brand development process. Precedents include: Starbuck's Coffee baristas, Apple Store geniuses, Southwest Airlines flight attendants, Ritz Carlton doormen, and other organizational employees as an integral dimension of the brands of those organizations. Examine how these employee's sincere belief and support of brand attributes and claims is a strong motivator of quality production.

**DIG 573 Advanced Analytics for Social Media 3 credits**

This course explores the measurement of social media efforts through the collection of data from across the web, applying advanced text-mining techniques and exploring the latest analytics technologies Students will learn how to acquire, analyze and summarize data from social platforms including but not limited to: Facebook, Twitter, LinkedIn, Google+, GitHub, email, websites, and blogs.

**DIG 620 New Marketing in Digital Media 3 credits**

This course addresses current and developing digital media marketing strategies, theories, and principles in both traditional and new media environments. Identification and engagement of target audiences in social media, online video, mobile and location-based media, and emerging technologies are discussed. Other topics include establishing marketing goals and assessment of new trends of internet advertisement.

**DIG 630 Law, Policy, & Ethics in Online Communication 3 credits**

This course addresses topics relating to historical and current law and policy of the internet, and ethical considerations from a Christian perspective. Topics include internet censorship, intellectual property, copyright, and appropriate conduct in developing online content through the use of case studies and independent research, students explore the internet's impact on, and the role of media and communication in the development of our culture's-and their own-worldview.