BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION
PROGRAM (33 CREDITS)

The Master of Business Administration will help students become more effect 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 33 CREDITS

COURSE DESCRIPTIONS

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 disucess 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 transofrmative 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, statstical 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 inlcuding security will be discussed.