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

AI INTEGRATION

CMS	511	Unlocking the Future: Machine Learning and Artificial Intelligence	3 cr
CMS	522	Generative AI and AI Application Development	3 cr
CMS	533	AI for Business Applications & Data Analytics	3 cr
CMS	544	Python: Your New Productivity Superpower	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**

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.

COURSE DESCRIPTIONS

**CMS   511   Unlocking the Future: Machine   3 credits
Learning and AI**

This course explores artificial intelligence (AI) as a practical tool for solving complex problems. Students will apply advanced AI techniques such as Regression, Convolutional Neural Networks, and Natural Language Processing (NLP) while building a strong foundation in Knowledge Representation and Reasoning. Through real-world examples and interactive projects, the course blends theory with hands-on experience to develop and critically evaluate AI solutions.

**CMS   522   Generative AI and Application   3 credits
Development**

Ever wondered whether you can clone yourself or create a digital twin which can automatically do your routine jobs? Look no further than this exciting course, with an introduction to Generative AI, Chain-of-thought Reasoning, and Retrieval Augmentation Generation (RAG). Students examine low-code commercial and open-source systems representing the cutting edge of technology, helping students to reduce time spent on manual activity by creating specialist, digital versions of themselves trained on their own data.

**CMS   533   AI For Business: Applications and   3 credits
Data Analytics**

This course focuses on leveraging artificial intelligence (AI) within business environments to enhance productivity, decision-making, and innovation. Students will explore the integration of AI models with common business software, such as Microsoft Office and GSuite, and learn to generate multi-modal outputs (e.g., video, audio, text) using Application Programming Interfaces (APIs). The course also emphasizes analyzing large datasets to extract actionable insights for strategic business decisions.

CMS   544   Python- Your new Productivity Superpower   3 credits

Python is one of the most widely used programming languages globally and a key skill for data scientists and AI/ML engineers. This course provides students with foundational Python programming skills to implement "low-code" solutions leveraging existing AI models. Topics include data processing, file manipulation, and creating interfaces between modern applications like MS Office and various data sources. Students will learn how to harness Python to streamline workflows and enhance productivity in real-world scenarios.

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.

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, 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.

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 preprietary, 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 aslo 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 develope 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 manufactoring, service, non-profit and government organizations. Topics include a review of the activities and responsibilites 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.