

Program Matrix

Master of Business Administration

The Master of Business Administration (MBA-GEN) program is designed to provide students with the general business knowledge and skills to apply the principles and management practices within a technology-driven world. This program prepares students for advanced and executive-level careers in various fields of business and technology.

Program Competencies and Learning Objectives

Upon successful completion of this program, students will be able to:

- Integrate management theories and practices to improve organizational performance
- Demonstrate the use of effective communications that integrate management theories and practices to improve organizational performance
- Identify appropriate knowledge and concepts to construct and optimize business opportunities in competitive markets
- Assess and apply ethical reasoning to business challenges and opportunities associated with the global economy, competition, change, and uncertainty
- Utilize applied research methods to analyze, evaluate, and create business strategies for maximizing business growth and development opportunities
- Identify and quantitatively analyze complex business concepts and explore alternative solutions to organizational and financial problems
- Apply critical thinking skills, appropriate technologies, proven management theories and practices to analyze, evaluate, and decide on a wide range of business issues and improve organizational performance

Curricular Requirements (36 Credits)

The Master of Business Administration degree requires completion of 36-semester credits of coursework, including 24 credits of Business Core courses and 12 credits of Specialization Elective courses.

1. Business Core Courses: 24 Credits/8 Courses

- ACC 501 – Accounting
- ECO 518 – Economics for Decision Making
- FIN 515 – Entrepreneurial Finance
- IST 530 – Management Information Systems
- MGT 517 – Organizational Development
- MGT 542 – Leadership Development in Organizations
- MGT 545 – Strategic Management and Competitive Globalization
- MKT 517 – Marketing

2. Specialization Courses: 12 Credits/4 Courses

- Specialization Electives
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Specialization Elective Courses

Select 5 courses from the list below:

- FIN 512 – International Financial Management
- FIN 530 – Bank Management
- FIN 533 – Commercial Banking
- FIN 540 – Capital Markets
- HCM 503 – Leadership in Healthcare
- HCM 507 – Healthcare Human Resource Management
- HCM 512 – Healthcare Economics
- HCM 523 – Ethics of Healthcare
- MGT 518 – Global Business Management
- MGT 523 – Human Factors and Team Dynamics
- MGT 528 – Human Resource Management and Case Analysis Readings
- MGT 533 – International Organizational Behavior
- MGT 566 – Training and Human Capital Development
- MKT 525 – Integrated Retail Management
- MKT 545 – Purchasing and Supply Chain Management
- MKT 558 – Global Marketing Policy