

MASTER OF BUSINESS ADMINISTRATION IN BUSINESS MANAGEMENT (MBABM)

(Please see the *Graduate Program Offerings by Campus* chart in the catalog for a list of Herzing campuses offering this program.)

PROGRAM DESCRIPTION

This program prepares an existing or emerging organizational or team leader with the necessary skills and academic knowledge for management positions in various business enterprises. These career opportunities may be in areas such as accounting, finance, business administration, sales, marketing, human resources, information systems, project management, production and operations. Application of theory to practice is emphasized through a problem-based/solutions-based curriculum, grounded in a framework of ethical leadership and global competition.

CORE MBA PROGRAM OUTCOMES

Upon completion of their program, the student should be able to:

1. Analyze core business concepts
2. Create business solutions using ethical leadership, project management and teamwork skills
3. Use data to drive decision-making and propose solutions to complex business problems
4. Create solutions that consider global competition and various cultural perspectives
5. Prepare logically constructed, relevant, and culturally appropriate written arguments and presentations

BUSINESS MANAGEMENT CONCENTRATION OUTCOMES

Upon completion of their program, the student should be able to:

- C1. Recommend alternative resolves to complex business problems (P1, 2, 3, 4, 5)
- C2. Apply leadership skills in various professional team environments (P2, 4)
- C3. Collaboratively develop and accessing multiple alternatives for achieving the change (P2, 3, 4, 5)
- C4. Apply modern theories of leadership, and management in a cross-cultural environment (P2, 4)

POTENTIAL OCCUPATIONAL TITLES

Potential occupational titles for this program include, but are not limited to, general manager, department manager, team leader, unit leader, operations manager, and administrative services manager.

PROGRAM CONTENT

A minimum of 39.00 semester credit hours is required.

A. REQUIRED FOUNDATION COURSES – 9 SEMESTER CREDIT HOURS

Course Number	Course Name	Prerequisites/Corequisites	Semester Credit Hours
BU 540	Leadership Foundations	None	3.00
BU 550	Research Methods & Decision-Making	None	3.00
BU 560	Managerial Foundations	None	3.00

B. REQUIRED CORE MBA COURSES – 21 SEMESTER CREDIT HOURS

Course Number	Course Name	Prerequisites/Corequisites	Semester Credit Hours
BU 600	Leadership and Organizational Behavior	BU 550	3.00
BU 610	Finance and Accounting for Decision-Making	BU 560	3.00
BU 615	Marketing and New Product Development	BU 610	3.00
BU 620	Technology and Innovation	BU 600	3.00

Course Number	Course Name	Prerequisites/Corequisites	Semester Credit Hours
BU 630	Project and Operations Management	BU 600	3.00
BU 690	Business Integration & Strategic Planning	BU 600	3.00
BU 695 or	Graduate Capstone Project or	Final semester	3.00
BU 697 or	Graduate Internship or		
BU 699	International Graduate Capstone		

C. ADDITIONAL REQUIRED BUSINESS MANAGEMENT CONCENTRATION COURSES

A minimum of nine (9.00) semester credit hours is required.

Course Number	Course Name	Prerequisites/Corequisites	Semester Credit Hours
BU 632	Project Management Applications	BU 630	3.00
BU 640	Human Resources Management	BU 600	3.00
BU 642	Business and Labor Law	BU 600	3.00

Course prerequisites may be waived if the student has prior equivalent coursework or the approval of the Graduate Dean.