

Official Program Outline



HERZING[®]
— UNIVERSITY —

MASTER OF BUSINESS ADMINISTRATION (MBA)

PROGRAM DESCRIPTION

This Master of Business Administration (MBA) program redefines business education by integrating core business knowledge with the essential skills of cultural competency, inclusion, decision-making, analysis, and problem-solving skills to thrive in an artificial intelligence (AI)-generated world. Graduates will be equipped to lead in a globalized, diverse, and interconnected world, making ethical and impactful decisions that benefit not only organizations but also their communities. This program provides students with fundamental knowledge and practical skills including accounting and finance management, marketing, innovation, operations and change management, strategic planning, and leadership.

Coursework in this program provides a foundation for select industry certifications. These certifications enhance employment opportunities but are not a state specific requirement.

PROGRAM OUTCOMES

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

1. Integrate accounting principles and financial management techniques to analyze financial statements, guide investment strategies, optimize capital structure, and support organizational decision-making.
2. Demonstrate skills in intercultural communication to effectively engage and collaborate in diverse, global business environments and to lead and adapt to change management initiatives within a multicultural context.
3. Demonstrate strategic leadership skills that incorporate STEM knowledge to drive business innovation, organizational change, and sustainable growth.
4. Evaluate the ethical implications of business decisions and develop a strong commitment to corporate social responsibility.
5. Evaluate how to enhance diversity, equity, inclusion, and accessibility (DEIA) within organizations, fostering a workplace environment where all members feel valued, included, and empowered to contribute to their full potential.
6. Evaluate global business trends and cross-cultural management practices within international markets and how to operate within them effectively.
7. Apply foundational business concepts in data-driven marketing, business analytics, artificial intelligence (AI), and technology management to inform decision-making, financial analysis, and strategic business planning.

PROGRAM CONTENT

A minimum of 33.00 semester credit hours is required for graduation.

REQUIRED COURSES

All courses, 33.00 semester credit hours, are required.

Course Number	Course Name	Prerequisites/Corequisites	Semester Credit Hours
BU 502	Leadership and Team Dynamics	None	3.00
BU 506	Leading Change and Operational Excellence	None	3.00
BU 520	Integrated Economics and Decision-Making	None	3.00
BU 525	Strategic Human Capital	None	3.00
BU 531	Strategic and Risk Management for Business Success	None	3.00

Course Number	Course Name	Prerequisites/Corequisites	Semester Credit Hours
BU 541	Accounting and Corporate Financial Strategy	None	3.00
BU 616	Data-Driven Marketing	None	3.00
BU 621	Technology Management	None	3.00
BU 631	Project Management for Business Leaders	None	3.00
BU 680	Business Analytics for Decision-Making	None	3.00
BU 695 Or BU 697	Graduate Capstone Project Or Graduate Internship	Final Semester	3.00

* Online students in some states may not be allowed to take this internship due to state restrictions.

Distribution of Contact Hours by Course				
Course Number	Lecture Hours	Internship Hours	Total Contact Hours	Credits
BU 502	45.00	0.00	45.00	3.00
BU 506	45.00	0.00	45.00	3.00
BU 520	45.00	0.00	45.00	3.00
BU 525	45.00	0.00	45.00	3.00
BU 531	45.00	0.00	45.00	3.00
BU 541	45.00	0.00	45.00	3.00
BU 616	45.00	0.00	45.00	3.00
BU 621	45.00	0.00	45.00	3.00
BU 631	45.00	0.00	45.00	3.00
BU 680	45.00	0.00	45.00	3.00
BU 695 (or BU 697*)	45.00	0.00	45.00	3.00
Totals with Capstone	495.00	0.00	495.00	33.00
*Totals with Internship Contact Hours: 0/0/135/135	450.00	135.00	585.00	33.00

NEW COURSE DESCRIPTIONS

BU 502 Leadership and Team Dynamics

The course explores the core principles of effective leadership and examines how these practices influence organizational culture, employee motivation, team dynamics, and overall organizational performance. Students explore a range of contemporary leadership theories and styles, understand the complexities of human behavior and learn how effective leadership can navigate challenges to drive positive organizational change.

BU 506 Leading Change and Operational Excellence

This course is designed to provide students with an understanding of operations and change management, focusing on the integration of innovation and artificial intelligence (AI), operations strategy, and organizational change within a global context. This course is suitable for those looking to develop their expertise in managing operations and leading change in complex and dynamic business environments.

BU 520 Integrated Economics and Decision-Making

This course is designed to blend economic theories with practical decision-making strategies. Students explore key economic concepts, including microeconomics, macroeconomics, and behavioral economics, and learn how to apply these concepts in decision-making processes. The course also examines quantitative methods, data-driven decision-making, and the impact of economic policies on business and societal decisions.

BU 525 Strategic Human Capital

This transformative course is designed for professionals seeking to deepen their expertise in strategically managing human capital while championing diversity, equity, inclusion, and accessibility (DEIA) within their organizations. This course offers a blend of comprehensive human resource strategies and DEIA principles, focusing on attracting, nurturing, and retaining a diverse workforce.

BU 531 Strategic and Risk Management for Business Success

This course is designed to equip professionals with the skills and knowledge to effectively blend strategic planning with risk management in technology-driven industries, while embedding sustainability at the core of business practices. This course delves into the intricacies of formulating strategic plans that not only drive business growth but also ensure resilience against a myriad of risks.

BU 541 Accounting and Corporate Financial Strategy

This course provides an overview of key concepts in accounting, finance, and corporate financial strategy. The course is designed to provide a foundation for making informed financial decisions and developing effective financial strategies in a corporate environment. The course explores financial technology and the implications of corporate social responsibility (CSR) in accounting and finance.

BU 616 Data-Driven Marketing

This course reviews the core principles of strategic marketing including the 4Ps, while aligning the application of digital and social media marketing in domestic and global landscapes. The course explores how to create compelling content, navigate paid advertising and SEO, and apply marketing analytics to create smart campaigns. The course applies innovation with artificial intelligence (AI), customer experience (CX), and personalization to effectively reach global markets.

BU 621 Technology Management

This course examines technology management in the business environment. Students explore how technology transforms business models, drives innovation, and creates new competitive landscapes. The course covers topics such as technology governance, current and emerging technologies, data management, technology solutions, artificial intelligence (AI), and ethical considerations in technology management.

BU 631 Project Management for Business Leaders

This course provides a comprehensive exploration of fundamental and advanced concepts in project management. Students engage with key methodologies, tools, and strategies used by successful project managers. The course balances theoretical knowledge with practical applications, ensuring students are well-prepared to lead projects in a variety of settings.

BU 680 Business Analytics for Decision-Making

This course introduces business analytics concepts and their application in business decision-making. Data analytics topics such as descriptive and inferential statistics are explored. Data visualization, artificial intelligence (AI), and predictive modeling are explored.