

Master of **BUSINESS ADMINISTRATION**

With Concentration in Digital Communications & Multimedia

The Master of Business Administration (MBA) program will prepare future leaders to make informed decisions and adapt innovative strategies appropriate for today's dynamic business environment. The curriculum incorporates an ethical and global lens to support managers and executives to meet the needs of a diverse group of stakeholders. The MBA core provides a strong foundation in ethics, people-focused management, and data driven decision making, while the students' selected concentration area provides a deep dive into a targeted area of expertise. **Our MBA students will:**

- Evaluate business decisions and ethical dilemmas from a Christian perspective;
- Assess critical business issues using evidence from multiple sources and viewpoints, incorporating a global perspective;
- Integrate knowledge from various business disciplines to make informed decisions;
- Analyze complex questions within challenging business problems and compare and contrast multiple alternatives;
- Utilize quantitative and qualitative data to drive the decision-making process and formulate innovative solutions;
- Demonstrate professional oral and written communication of pertinent business information;
- Interpret quantitative data to inform strategic decision making.

Our specialized concentration in Digital Communications & Multimedia prepares students for the technological skills required in today's global job market. Many businesses, schools, and churches rely on digital technologies such as data visualization, data mining, and social media to make informed business decisions, market via social media, improve employee productivity, and more. This program equips students with these digital and technical skills to be used in an ethical and humane manner in order to thrive in the workplace.

After completing the concentration in Digital Communications & Multimedia, students will be able to:

- Use Python to code and create web-based texts
- Use Adobe Creative Suite to create graphic images appropriate for social media and other marketing venues
- Create, use, and analyze data visualizations in order to make well informed decisions
- Create, use, and analyze geographical information systems in order to make informed decisions
- Use rhetorical strategies for collaborating and communicating with specific audiences (colleagues, potential clients, customers, parishioners, etc.)

PROGRAM OVERVIEW

Required Prerequisites	0-3 credits
Core	15 credits
Concentration	12 credits
Experiential Learning	6 credits
Capstone	3 credits
Total	36-39 credits

PROGRAM PREREQUISITE

Students who do not meet the program prerequisites (Accounting, Finance, Management, Statistics) upon admissions are required to take this course:

		Credits
MBA 513	Business Foundations	3

MBA CORE

All five core courses (15 credits) are required

		Credits
MBA 519	Ethical Leadership for Dynamic Organizations	3
MBA 534	Mastering Analytics and Decision-Making (Prerequisite: MBA 519)	3
MBA 544	People-Focused Management (Prerequisite: MBA 519)	3
MBA 562	Financial Analyses to Drive Business Growth (Prerequisite: MBA 519)	3
MBA 500	Managerial Economics and Econometrics (Prerequisite: MBA 534)	3

MBA CONCENTRATION IN DIGITAL COMMUNICATIONS & MULTIMEDIA (STEM)

Select four courses (12 credits) from the following:

		Credits
DH 500	Digital Humanities by Design	3
DH 510	Textual Criticism & Rhetoric	3
DH 520	Creating & Using Digital Tools	3
DH 530	Geospatial Humanities	3
DH 590	Special Topics in Digital Humanities	3

EXPERIENTIAL LEARNING

Select two courses (6 credits) from the following:

		Credits
MBA 527	Project Management	3
MBA 542	Six Sigma Process & Application	3
MBA 545	Internship	3
MBA 568	Study Abroad	3
MBA 581	Business Coaching	3
MBA 587	Industry Leaders Seminar	3
MBA 589	Service Learning	3
MBA 546	Special Topics: Business and Industry	3
DH 550	Archival Research	3
DH 600	Digital Humanities Practicum	3

CAPSTONE

MBA 590	Strategic Management