Student ID:_____
Student Name:_____
Adviser Name:_____

Catalog: 2024-25 NSU Graduate Catalog
Program: Business Administration, M.B.A. *
Minimum Credits Required:_____

Business Administration, M.B.A. *

OSRHE Program Code: 056
CIP Code: 520201
Major Code: 1586
Option Codes:

- **1591 - Business Analytics**
- **1601 - Digital Marketing**
- **1596 - Environmental, Health, and Safety Management**
- **1587 - General Management**
- **1593 - Health Informatics**
- **1592 - Healthcare Administration**
- **1588 - Managerial Accounting and Finance**
- **1589 - Native American Enterprise**
- **1602 - Project Management**

Purpose

The Master of Business Administration in Business Administration program integrates the functional areas of business with several areas of concentration. The program imposes a workload that requires a high degree of discipline and commitment on the part of the student; however, the program allows flexibility in course selection. By combining the use of case studies, immersive learning, and interactive projects and lectures, the MBA program prepares decision makers of the highest caliber for the nation's businesses, industries, academic institutions, and government.

Specialty Accreditation

The **Master of Business Administration** program offered through the College of Business and Technology is accredited by the Accreditation Council for Business Schools and Programs (11520 West 119th Street, Overland Park, KS 66213, 913-339-9356). http://www.acbsp.org

Student Learning Outcomes

1. Demonstrate an acceptable level of understanding of the business function, including financial management, operations and marketing.
2. Demonstrate interpersonal and collaborative skills.
3. Apply ethical and corporate responsibility principles.
4. Apply critical analysis, synthesis, and integration to business situations.
5. Demonstrate effective writing skills.

Business Analytics option

1. Demonstrate knowledge and understanding of organizing data and choosing analysis techniques for management applications.
2. Demonstrate competence in operating and utilizing data visualization techniques.
3. Solve a problem using appropriate decision analysis techniques.
4. Write queries for extracting data from databases.

Digital Marketing Option

1. Understand how to utilize different platforms to help achieve a firm's communications objectives.
2. Measure the effectiveness of the digital marketing strategy through state-of-the-art methods.
3. Understand how to formulate an optimal mix between digital media and traditional media platforms.

Health Informatics Option

1. Demonstrate the business skills necessary to perform effectively in healthcare informatics leadership positions.
2. Identify contexts, tools, and techniques for semantic data analysis in healthcare.
3. Achieve proficiency in the areas of health information a management, data quality, and health information exchange.
4. Identify the impact of information technology in relation to healthcare business practice and strategy.

Healthcare Administration Option

1. Develop an understanding of the healthcare environment in a systems and global context.
2. Demonstrate the business skills necessary to perform effectively in leadership positions in healthcare administration.
3. Use an analytical and systems approach to problem solving and decision making.
4. Demonstrate the civic, social, and ethical responsibilities of professional managers.

Program Management Option

1. Demonstrate master of project management through its concepts, processes, and its attachment to business strategy.
2. Apply critical thinking to develop a project from initial project planning to project close.
3. Collaborate with a project team to select an appropriate project and complete a project plan.

Admission, Retention, and Graduation

Admission. An undergraduate degree in business is not required prior to program entry, however some business foundation courses may be required for formal admission. Before beginning required MBA coursework, it is necessary to have sufficient background in core business subjects. It is also imperative that any student entering the program have excellent language skills and computer literacy. MBA

students are subject to proficiency examination before entering the program and subject to entrance proficiency requirements for core courses and computer usage. Even students with business degrees may be required to remove deficiencies by taking business foundations courses. This may be accomplished by:

1. Completing required undergraduate Common Professional Component (CPC) courses at Northeastern State University or at other approved and accredited schools.

2. Receiving a minimum score of 80% of the final exam of the CPC Ivy Software components as approved by the MBA Director. Such courses may include: 1) Financial Accounting, 2) Business Math and Statistics, 3) Principles of Marketing, 4) Principles of Management, 5) Understanding Corporate Finance.

Beyond the admission requirements for the Graduate College, admission to the Masters of Business Administration program requires:

1. Completion of the Common Professional Component courses as needed or testing out (program prerequisites).
2. An official Graduate Management Admission Test (GMAT) score report of 400 or higher or a GRE equivalent score. GMAT waivers are available based on the following criteria:
   - A combined undergraduate GPA of 3.0 or a 3.25 in the last 60 hours of the undergraduate degree; OR
   - If GMAT score < 400, receiving a minimum score of 80% on the final exam of IVY Software components of Business Math and Statistics and Interactive Business; OR
   - Previously conferred master's or terminal degree from an accredited university.

The admission decision is based on an evaluation of all application materials submitted by the individual. Previous academic records, current resume, GMAT score, and recommendations may be assessed during the admission process. Conditional admission may be allowed on a case-by-case basis with no more than 9 hours taken prior to meeting requirements. Prerequisites, if required, are in additionto the 36 MBA program hours.

Advisement. The Graduate College assigns students an advisor upon admission to graduate studies. Initially, each student will be advised by the departmental coordinator of graduate studies from the student's emphasis area. It is the candidate's responsibility to make an appointment with the advisor prior to enrollment to discuss policies and procedures relevant to the degree program. Conferring with the student, the advisor develops the plan of study, assists in the selection of classes, and counsels the student.

Retention and Graduation. The candidate for the Master of Business Administration in Business Administration degree must satisfy the following requirements:

1. Continue to meet the Graduate College's Retention Standards. See the Academic Information page for more information.
2. Monitor degree progress using the degree audit system in the goNSU portal.
3. Meet Graduate College policies detailed in Academic Information and Master's Degree Requirements regarding GPA, minimum grades, coursework age, residency and institutional / state regulations governing degree conferral.

Required Courses - 18 hours

Course Name	Term Taken	Grade	Gen Ed
MBA 5123 - Analysis for Business Decision Making			
MBA 5213 - Organizational Behavior and Change			
MBA 5313 - Managerial Accounting			
MBA 5323 - Managerial Finance			
MBA 5333 - Marketing Strategy			
MBA 5413 - Strategic Management			

Option - 12 hours

Select one of the following options:

Business Analytics - 12 hours

Course Name	Term Taken	Grade	Gen Ed
BADM 5203 - Business Analytics Survey			
IS 5313 - Structured Data Design and Querying			
MGMT 5103 – Business Analytics Techniques			
MKT 5103 – Marketing Analytics			

Digital Marketing - 12 hours

Course Name	Term Taken	Grade	Gen Ed
MGMT 5573 - Digital Ventures			
MKT 5103 - Marketing Analytics			
MKT 5543 - Applications in Digital Marketing			
MKT 5623 - Experiential Buyer Behavior			

Environmental, Health, and Safety Management - 12 hours

Course Name	Term Taken	Grade	Gen Ed

EHSM 5043 - Workplace Safety			
EHSM 5143 - Environmental Management			
EHSM 5163 - Industrial Hygiene			
EHSM 5353 - Air Pollution Control			

General Management - 12 hours

Course Name	Term Taken	Grade	Gen Ed
MBA 5423 - Human Resource Management			
MGMT 5343 - Negotiating for Managers			
● 5000 level BADM / MBA / MGMT / HCA electives (3 hours)			
Select 3 additional hours from the following:			
MBA 5223 - Operations Strategy & Management			
MBA 5513 - Strategic Project Management			
MBA 5533 - Information Systems for Managerial Problem Solving			
MBA 5543 - Global Supply Chain Management			
MBA 5610 - Special Topics in Business Administration (3 hours)			
MGMT 5363 - Strategic Compensation Management			
MGMT 5383 - Talent Management			

Health Informatics - 12 hours

Course Name	Term Taken	Grade	Gen Ed
HCA 5423 - Health Services Technology and Application			
HCA 5523 - Health Informatics Survey			
MBA 5513 - Strategic Project Management			
MGMT 5103 - Business Analytics Techniques			

Healthcare Administration - 12 hours

Course Name	Term Taken	Grade	Gen Ed
HCA 5013 - Healthcare Policy and Ethical Leadership			
HCA 5233 - Integrated Medical Practice Management			
HCA 5423 - Health Services Technology and Application			
HCA 5853 - Critical Issues in Healthcare Administration			

Managerial Accounting and Finance - 12 hours

Course Name	Term Taken	Grade	Gen Ed
ACFN 5003 - Accounting and Financial Analysis Seminar I			
OR ACFN 5293 - Investment Analysis and Portfolio Theory			
● 5000 level ACFN electives (9 hours)			

Native American Enterprise - 12 hours

Course Name	Term Taken	Grade	Gen Ed
EDUC 5373 - Foundations of American Indian Education and Leadership			
Select 9 hours from the following:			
EDUC 5763 - Contemporary Issues in American Indian Leadership			
● 5000 level ACFN / BADM / IS / MBA / MGMT electives			

Project Management - 12 hrs

Course Name	Term Taken	Grade	Gen Ed
MBA 5513 - Strategic Project Management			
MGMT 5523 - Applications in Project Management			
MGMT 5953 - Capstone - Certification			
5000 level MBA / MGMT elective (3 hours)			

Degree Total - 30 hours

Required Courses - 18 hours

Option - 18 hours

Accelerated Bachelor's to M.B.A. Business Administration

Note: Please refer to Accelerated Bachelor's to Master's Degree Program for complete information concerning the Accelerated Degree Program. Refer to the current Undergraduate Catalog for bachelor's degree requirements.

IMPORTANT:

- The following accelerated bachelor's to M.B.A. Business Administration degree programs are available to qualified students:
  - B.B.A. Business Administration: Business Analytics to M.B.A. Business Administration: Business Analytics
  - B.B.A. Health Organizations Administration: Health Informatics to M.B.A. Business Administration: Health Informatics
  - B.B.A. Health Organizations Administration: Healthcare Administration to M.B.A. Business Administration: Healthcare Administration
  - B.S. Environmental, Health and Safety Management: Major/Minor to M.B.A. Business Administration: Environmental, Health and Safety Management
- Students admitted to these accelerated degree programs will complete the twelve (12) hours listed in the corresponding options above for the M.B.A. Business Administration program to apply toward both the undergraduate and graduate degrees.
- A minimum grade of C is required for all 5000 level graduate courses.
- Students who do not follow the approved degree plan may become ineligible to continue in the accelerated degree program.
- Prior to completing the undergraduate degree, if the undergraduate GPA, graduate GPA and/or overall GPA fall below a 3.00, the student becomes ineligible to continue in the ADP.
- Students may withdraw from an approved accelerated degree pathway. Graduate credit hours completed prior to the student withdrawing or becoming ineligible to continue in the ADP apply toward the undergraduate degree only.

Notes:

Please indicate here your chosen Emphasis (Code/Name):

Date:

Student Signature:

Date:

Academic Advisor Signature: