

## **The Master of Business Administration (MBA)**

Lander University offers both a fully online and a hybrid, 30-credit hour Master of Business Administration degree accompanied by two micro-credentials. The hybrid program includes face-to-face learning with traditional classroom instruction for at least half of the required coursework, with the remainder done online. Whether you want to advance in your current position or be competitive for new opportunities, the Lander MBA is a sound investment in your future. The purpose of the program is to ensure you understand business operations like never before and achieve greater success as a leader, manager, executive, entrepreneur, and innovator in your chosen industry. The integrated MBA micro-credentials will give you deeper expertise in analytics, leadership, operations and supply chain management, healthcare management, digital marketing, or financial services.

Graduates of the program achieve (a) advanced leadership skills, (b) comprehensive business knowledge, (c) sensitivity and awareness of dynamic business issues, including diversity, sustainability, globalization, and ethics, (d) advanced problem-solving skills leading to sound decision making and strategy, and (e) two micro-credentials.

### **The MBA Learning Goals**

The MBA is designed to meet student and industry demands. The Lander program provides managerial and strategic insights across various business functions to prepare graduates to lead organizations and drive results. The degree consists of an MBA core of 15 credit hours, a three-credit hour capstone course, and 12 credit hours of courses split evenly between two micro-credentials. The micro-credentials are short, focused educational experiences providing marketable knowledge and skills in Business Analytics, Organizational Leadership, Supply Chain and Operations Management, Healthcare Management, Digital Marketing, or Financial Management.

### **MBA graduates will:**

1. Attain and apply core knowledge in the theories and practices of accounting, finance, management, and marketing
2. Attain advanced business knowledge and skills relevant to managing in dynamic environments, including diversity, sustainability, globalization, and ethics
3. Learn and apply analytics to produce projects useful for decision-makers
4. Produce strategic analyses and plans, to include vision and mission statements
5. Graduates will demonstrate effective leadership through sound decision making, creative thinking, and problem-solving
6. Understand their micro-credential role in the context of the business enterprise

### **Program of Study**

The program of study leading to the Master of Business Administration degree consists of five core courses (15 credit hours), a capstone course (3 credit hours), and two micro-credentials (6 credit hours each) for a total of 30 credit hours. Students who have not earned an undergraduate business degree or adequate undergraduate business coursework will take BA 600, Business Fundamentals. For these students, the program will require eleven courses for a total of 33 credit hours:

#### **Core (15 hours):**

ACCT 611 Accounting for Decision Making and Control (3 hours)  
ECON 615 Economic Analysis for Decision Making (3 hours)  
FINA 612 Applied Corporate Finance (3 hours)  
MGMT 613 Business Leadership and Contemporary Issues (3 hours)  
MKT 614 Strategic Marketing Management (3 hours)

#### **Capstone (3 hours):**

BA 696 Business Vision, Innovation, and Strategy (3 hours)

#### **Two Micro-credentials 12 (hours):**

Business Analytics Micro-credential  
MGMT 615 Management Information Systems (3 hours)  
MGMT 655 Analytics and Big Data Management (3 hours)

Organizational Leadership Micro-credential  
MGMT 625 Leadership and Management (3 hours)  
MGMT 645 Human Resource Environment (3 hours)

Supply Chain and Operations Management Micro-credential  
MGMT 635 Business Process Management (3 hours)  
MGMT 665 Supply Chain and Logistics (3 hours)

Digital Marketing Micro-credential  
MKT 640 Consumer Behavior in the Digital World (3 hours)  
MKT 650 Digital Marketing (3 hours)

Financial Management Micro-credential  
FINA 620 Risk Management (3 hours)  
FINA 630 Advanced Financial Analysis (3 hours)

Healthcare Management Micro-credential  
HCMT 610 Healthcare Management Operations (3 hours)  
HCMT 620 Healthcare Economics and Financial Systems (3 hours)

**Program Progress and Probation**

Student progress is assessed after completing the first 12 MBA credit hours. Earning more than two grades of “C” or lower in graduate courses can preclude continuation in the program. Any grade lower than a “C” must be replaced by retaking the course and attaining a GPA of 3.0 or better. Failure to earn a replacement grade of “B” or better and maintain a 3.0 GPA may result in termination from the program. Students must retake courses to replace insufficient grades before taking any new courses if their GPA is below 3.0 anytime during or after their first 12 credit hours.