

The Master of Business Administration (MBA)

Lander University offers both a fully online and a hybrid, 30-credit hour Master of Business Administration degree. The hybrid program includes face-to-face learning with traditional classroom instruction for a portion 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.

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 two four-course micro-credentials in high-demand fields (Business Analytics, Organizational Leadership, Supply Chain and Operations, Healthcare Management, Digital Marketing, or Financial Management) for 12 credit hours. The micro-credentials are short, focused educational experiences providing marketable knowledge and skills that certify mastery of a specific, industry-aligned skill set that employers can readily recognize and value.

MBA graduates will:

1. Attain advanced business knowledge from accounting, finance, economics, management, and marketing
2. Apply sound ethical principles to their business decisions
3. Evaluate information through evidence-guided reasoning and apply core business principles to craft and convey sound strategic choices
4. Assess organizational situations and choose leadership approaches that strengthen key operational outcomes
5. Leverage the focused knowledge and skills gained through their two micro-credentials to demonstrate specialized expertise and career readiness in their chosen field.

The Master of Business Administration (MBA) 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:

	Credit Hours
Core Program Requirements:	
ACCT 611: Accounting for Decision Making and Control	3
ECON 615: Economic Analysis for Decision Making	3
FINA 612: Applied Corporate Finance	3
MGMT 613: Business Leadership and Contemporary Issues	3
MKT 614: Strategic Marketing Management	3
TOTAL CORE PROGRAM REQUIREMENTS	15
Capstone Requirements	
BA 696: Business Vision, Innovation, and Strategy	3
TOTAL CAPSTONE REQUIREMENTS	3
Micro-credentials Requirements - choose 2 from those below:	
Business Analytics Micro-credential	
MGMT 620: Business Analytics and Decision Making	3
MGMT 655: Analytics and Big Data Management	3
Organizational Leadership Micro-credential	
MGMT 625: Leadership and Management	3
MGMT 645: Human Resource Environment	3
Supply Chain and Operations Management Micro-credential	
MGMT 635: Business Process Management	3
MGMT 665: Supply Chain and Logistics	3
Digital Marketing Micro-credential	
MKT 640: Consumer Behavior in the Digital World	3
MKT 650: Digital Marketing	3
Financial Management Micro-credential	
FINA 640: Risk Management	3
FINA 650: Advanced Financial Analysis	3
Healthcare Management Micro-credential	
HCMT 610: Healthcare Management Operations	3
HCMT 620: Healthcare Economics	3
TOTAL MICRO-CREDENTIALS REQUIREMENTS	12
TOTAL PROGRAM REQUIREMENTS	30