BUSINESS ADMINISTRATION, MASTER OF BUSINESS ADMINISTRATION (057)

Program Coordinator
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The Master of Business Administration (MBA) provides a professional graduate education that prepares graduates for successful business careers and organizational leadership. Students receive a solid education across all of the business disciplines by taking core courses in accounting, economics, finance, information systems, management, and marketing (21 credit hours). Students also broaden and or deepen their education by taking 9 credit hours in approved electives.

The MBA is offered using three distinct methods of delivery. These “options” are: Full-time, Online, and Professional MBA. Students must specify which option they are applying on their graduate application form.

• The Full-time option is designed for the students who can attend afternoon and evening classes, desire face-to-face interaction, and are not employed full-time. The Full-time MBA is an accelerated, 12-month program which starts each fall.

• The Online MBA is designed for students who may be employed and prefer the flexibility of studying anywhere, anytime and want to proceed at their own pace. The Online option offers courses all online. Some tests are proctored at a site convenient to you. Online students can start any semester and can choose to graduate in as quickly as 12 months or take up to 5 years.

• The Professional MBA (PMBA) is an “executive-style” MBA. The PMBA offers the flexibility of a part-time program, face-to-face interaction, and meets on alternating Saturdays. The PMBA is restricted to students who have at least five years of professional or mid- to upper-level management experience.

Joint Undergraduate Master’s Program (JUMP)
This degree offers a Joint Undergraduate Master’s Program (JUMP) which provides academically outstanding students the opportunity to complete both an undergraduate and graduate degree in approximately five years. Contact the graduate program coordinator for additional information.

Program Admission
Applicant materials are reviewed during the normal admission cycles. Students accepted into the MBA program will receive written notification and additional orientation materials. Students not admitted will be notified in writing and may be encouraged to reapply during the next regular admissions cycle.

The admission process for the MBA program at Western Kentucky University involves the following steps and requirements:

1. Completion of Graduate School admission application, a current resume with two references listed, submission of an official undergraduate degree transcript from each university attended, and an official copy of a GMAT score taken within the last five years.

2. Applicants seeking admission must meet the following criteria: minimum undergraduate overall grade point average of 2.75 on a 4.0 scale, a minimum overall GMAT score of 500, and a written GMAT score of 3.5. Applicants not meeting these standards may be considered on a case-by-case basis if applicant has a GAP score of 1100 or more [GAP = GMAT total scaled score + (Undergraduate GPA x 200)].

3. Professional admission standards may use substantial professional work experience (five years minimum of professional or mid to upper level management experience) to overcome deficiencies in other admission criteria.

4. The GMAT requirement will be waived for students who:
   a. already possess a doctoral degree (MD, JD, DO, DDS, PharmD, EdD, etc.) or those who have completed and passed all sections of the CPA exam;
   OR
   b. have earned a bachelor’s degree with a 3.5 cumulative GPA or higher in a business program in the Gordon Ford College of Business at WKU or other AACSB accredited program.

5. Applicants who have limited prior academic background in basic business are required to demonstrate proficiency in six major areas by successfully completing one of the following:
   a. one or more preparatory courses as specified by the MBA Director;
   b. BA 502;
   c. one or more core area proficiency exams (fees required).

Please refer to the admission section (http://catalog.wku.edu/graduate/admission) of this catalog for Graduate School admission requirements.

Program Requirements (30 hours)

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>BA 510</td>
<td>Advanced Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>BA 511</td>
<td>Applied Micro Economic Theory</td>
<td>3</td>
</tr>
<tr>
<td>BA 513</td>
<td>Information Technology &amp; Data Analytics</td>
<td>3</td>
</tr>
<tr>
<td>BA 515</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BA 517</td>
<td>Advanced Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BA 519</td>
<td>Advanced Managerial Finance</td>
<td>3</td>
</tr>
<tr>
<td>BA 580</td>
<td>Contemporary Issues in Business</td>
<td>3</td>
</tr>
<tr>
<td>BA 590</td>
<td>Strategic Business Concepts and Applications</td>
<td>3</td>
</tr>
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Electives
Select 6 hours 

Total Hours 30

1 Can be replaced with an approved 3 hour elective.
2 Students may choose 6 semester hours of electives from the various functional areas of business. Electives may also be taken outside the Gordon Ford College of Business with approval of the MBA Director.

NOTE: BA courses offered through the Online MBA program may include higher course fees.