

# BUSINESS ADMINISTRATION, MASTER OF BUSINESS ADMINISTRATION (057)

## Program Coordinator

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The Master of Business Administration (MBA) prepares graduates for successful business and organizational leadership careers. To deepen their expertise, students will select two of the following concentrations: Supply Chain Management, Business Data Analytics, Cybersecurity Management, Enterprise Management, Executive Decision Making, Marketing and Sales, and Dietetic Practice.

## Concentrations

- Supply Chain Management (SCMA)
- Business Data Analytics (BUDA)
- Cybersecurity Analytics (CYSA)
- Enterprise Management (ENTM)
- Executive Decision Making (EXDM)
- Marketing and Sales (MKTS)
- Dietetic Practice (DIET)

## Program Admission

Applicant materials are reviewed on a rolling basis. 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<sup>1</sup>:

1. Completion of Graduate Studies admission application and a current resume with two references listed.
2. Applicants seeking admission must meet the following criteria: minimum undergraduate overall grade point average of 2.75 on a 4.0 scale and 3 to 5 years of professional experience.
3. Applicants who have limited prior academic background in basic business may be required to demonstrate proficiency in major areas by successfully completing one of the following:
  - a. one or more preparatory courses as specified by the MBA Director;
  - b. one or more core area proficiency exams (fees required).

<sup>1</sup> These minimum requirements establish eligibility for admission, but do not guarantee acceptance.

## Graduate Studies Admission

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

The WKU Stackable MBA offers students the flexibility of choosing a combination of two of the GFCB Certificate programs plus two courses.

Choose Two of the following certificates:

## Program Requirements (30 hours)

Code	Title	Hours
<b>Required Courses</b>		
BA 590	Strategic Business Concepts and Applications	3
BA 597	MBA Portfolio	0
Select one elective from the following: <sup>1</sup>		3
BA 510	Advanced Organizational Behavior	
BA 511	Applied Micro Economic Theory	
BA 513	Contemporary Business Analytics	
BA 517	Advanced Marketing	
BA 555	Strategic Leadership	
BA 556	Leading Innovation, Creativity and Change	
1st Concentration		12
2nd Concentration		12
<b>Total Hours</b>		<b>30</b>

<sup>1</sup> Students must choose an elective that is not required by their declared concentrations.

### Supply Chain Management Concentration

Code	Title	Hours
BA 510	Advanced Organizational Behavior	3
BA 579	Supply Chain Management	3
BA 583	Procurement Management	3
BA 584	Supply Chain Analytics	3
BA 596A	GFCB Graduate Certificate Assessment - Supply Chain Management	0
<b>Total Hours</b>		<b>12</b>

### Business Data Analytics Concentration

May not be combined with the Cybersecurity Analytics concentration.

Code	Title	Hours
BDAN 513	Contemporary Business Analytics	3
BDAN 515	Data Management	3
BDAN 517	Predictive Analytics	3
BDAN 519	Visualization and Decision Making	3
BDAN 596A	GFCB Grad Certificate Assessment - Business Data Analytics	0
<b>Total Hours</b>		<b>12</b>

### Cybersecurity Management Concentration

May not be combined with the Business Data Analytics concentration.

Code	Title	Hours
CYSA 520	Principles of Cybersecurity for Data Analytics	3
CYSA 522	Cybersecurity Risk and Compliance	3
CYSA 524	Cybersecurity Orchestration Using Data Analytics	3
BDAN 513	Contemporary Business Analytics	3

CYSA 596A	GFCB Graduate Certificate Assessment - Cybersecurity Data Analytics	0
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**Total Hours** **12**

### Enterprise Management Concentration

Code	Title	Hours
BA 515	Managerial Accounting	3
BA 517	Advanced Marketing	3
BA 546	Sustainable Business Operations Management	3
BA 560	Contemporary Human Resources Management	3
BA 596B	GFCB Graduate Certificate Assessment - Enterprise Management	0

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**Total Hours** **12**

### Executive Decision Making Concentration

Code	Title	Hours
BA 511	Applied Micro Economic Theory	3
BA 519	Advanced Managerial Finance	3
BA 520	Critical Thinking and Business Ethics	3
BA 555	Strategic Leadership	3
BA 596C	GFCB Graduate Certificate Assessment - Executive Decision Making	0

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**Total Hours** **12**

### Marketing and Sales Concentration

Code	Title	Hours
BA 513	Contemporary Business Analytics	3
BA 517	Advanced Marketing	3
BA 518	Contemporary Issues in Sales	3
BA 521	Market Research and Consumer Insights	3
MKT 596A	GFCB Graduate Certificate Assessment - Marketing and Sales	0

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**Total Hours** **12**

### Dietetic Practice Concentration

Code	Title	Hours
HMD 583	Foodservice Systems Management	3
HMD 584	Community Nutrition Program Management	3
HMD 587	Seminar in Concepts and Methods of Dietetic Practice	3
BA 510	Advanced Organizational Behavior	3

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**Total Hours** **12**