



GOALS AND COURSE TOPICS

Prepare yourself for today's dynamic global business environment with our 40-credit Master of Business Administration (MBA) program. Online or on campus, you'll gain executive-level knowledge of key business functions and how to apply it in the real world.

Effective leaders have strong managerial reasoning and quantitative analysis skills, can apply academic concepts in everyday work situations and demonstrate unshakable ethics. We help you develop these skills and qualities and equip you to lead organizations of any size.

Through case studies, research and analyses of current business topics, you'll learn to translate theories into practical business applications. Course topics include:

- Business research methods and quantitative analysis
- Human resource management
- Management strategies
- Managerial economics
- Legal and ethical issues in business
- Marketing strategies

Format

These master's degree programs are formatted for intense study and accelerated completion online or on campus. You'll take classes no more than two at a time in six-week blocks. Small classes allow for productive discussions and personal attention from your instructor.

Who These MBA Programs Are For

We prefer working professionals whose official transcripts show a 3.0+ GPA in their last 60 credits of bachelor degree study. We **do not** require a minimum amount of full-time work experience to be accepted into the program.



CORE COURSES AND CREDITS

COURSE #	COURSE TITLE	CREDITS
IDS 501	INTRODUCTION TO ADULT STUDIES	1
BSA 500	APPLICATION OF QUANTITATIVE PRINCIPLES	3
BSA 504	CONTEMPORARY ISSUES OF HRM CONCENTRATION TRACKS TAKE BSA 539 HRM/LEGAL ASPECTS	3
BSA 529	MARKETING STRATEGIES	3
BSA 532	ORGANIZATIONAL BEHAVIOR	3
BSA 515	APPLICATIONS OF BUSINESS RESEARCH	3
BSA 510	MANAGEMENT ACCOUNTING	4
BSA 538	CONTEMPORARY ISSUES OF LEADERSHIP	3
BSA 551	MANAGERIAL ECONOMICS	3
BSA 514	FINANCIAL ADMINISTRATION & MANAGEMENT	3
MBA BSA 535	LEGAL ASPECTS	3
BSA 523	OPERATIONS MANAGEMENT	3
BSA 545	INTERNATIONAL BUSINESS	3
HRM BSA 562	COMPENSATION AND BENEFITS MGMT	3
BSA 563	LABOR AND EMPLOYMENT LAW	3
BSA 564	RECRUITMENT AND SELECTION	3
LEAD BSA 572	HISTORY, THEORIES AND CONCEPTS	3
BSA 573	CULTURAL LEADERSHIP IN A GLOBAL ECONOMY	3
BSA 574	LEADERSHIP IN GROUPS AND TEAMS	3
MKTG BSA 567	MARKETING RESEARCH	3
BSA 569	PRODUCT AND SERVICE BRAND MGMT	3
BSA 570	GLOBAL MARKETING MANAGEMENT	3
BSA 555	STRATEGIC MANAGEMENT	3
TOTAL CREDITS REQUIRED FOR GRADUATION		40

Courses and requirements subject to change



Concentrations

These MBA programs cover the same advanced business administration topics presented in the main-track MBA, plus specialized courses.

HUMAN RESOURCE MANAGEMENT

Specialized course topics include: business research methods and quantitative analysis, human resource management, management strategies, managerial economics, legal and ethical issues in business, and marketing strategies.

LEADERSHIP

Specialized leadership course topics, taken online, include: identifying overlaps and differences between leadership and management, leading in a global economy, effective decision-making, and forming, directing and resolving problems within teams.

The executive leadership program culminates in a capstone project that allows you to demonstrate your mastery of the materials. You will develop a research project or case study addressing leadership issues in your workplace or in business at large.

MARKETING

Specialized marketing course topics include: market research project design and analysis, brand management, marketing to global audiences, and consumer behavior and marketing influence.

The program ends with a capstone research project to allow you to demonstrate your mastery of key concepts and focus on a particular marketing area or problem of interest. Learning experiences throughout the program emphasize quantitative analysis and practical application of theoretical concepts.



AVERETT'S MISSION

Averett University prepares students to serve and lead as catalysts for positive change. Averett fulfills this mission by educating students from diverse backgrounds, cultures and nations through liberal arts-based undergraduate and graduate programs in a personal, collegial, interdisciplinary environment.