

# MASTER OF BUSINESS ADMINISTRATION

## MCAfee SCHOOL OF BUSINESS ADMINISTRATION

**Available on the Jackson and Germantown Campuses and Online**

### The MBA Academic Program

The Master of Business Administration (MBA) degree provides advanced study for individuals interested in managing and leading organizations.

### Program Emphasis

There are three electives in the Union MBA curriculum. These courses are 3 semester hours of graduate credit each.

course substitution is at the discretion of the MBA Director. Students accepted into MBA 690 are required to write a thesis during the Fourth through Sixth Terms of the program. Once accepted into the program, the student must enroll in MBA 690 continuously until the project is successfully completed.

The strength of the Union MBA is the qualified faculty that serves our student body. Union's business faculty combine practical work experience in management, consulting, and the professions with strong academic backgrounds. This dual emphasis on practical and education provides a rich and relevant classroom experience for our MBA students. Faculty pursue innovative teaching concepts while continuing to conduct and publish business-related research.

### Expected Outcomes

The program strives to develop the following knowledge and skills in each student:

1. Advanced knowledge in accounting, economics, finance, management, marketing, and quantitative methods;
2. Application of strategic management concepts within the functions of organizations;
3. Effective leadership and communication skills;
4. The capacity to make decisions leading to achievement of organizational objectives;

5. An understanding of the importance of Christian ethics and its application to organizational decision-making.

### Delivery Options

Traditionally, the MBA is completed in two years; however, depending on the student's schedule, the MBA program can be completed in as little as 13 months. Students are encouraged to meet with the MBA Director and have a custom plan designed to meet their needs. The McAfee School offers three basic delivery options, which are:

**24-hour MBA** This model provides personal, face-to-face interaction with classes meeting one

online approach is designed for individuals who travel often, work non-standard schedules or have career obligations that interfere with ground-based delivery.

### Dual-Degree Programs

Dual Degree Programs are offered in conjunction with the School of Nursing and the School of Pharmacy. Interested students enrolled in either the Doctor of Pharmacy or the Doctor of Nursing Practice programs may also enroll in the MBA Program. Students will follow the curriculum as outlined below under Graduation Requirements to include the 24-hour MBA core. The remaining 12 hours of MBA electives will be from the Pharm.D. or D.N.P. program as approved respectively by the School of Pharmacy or the School of Nursing.

Dual Degrees may be obtained within the McAfee School of Business Administration between the MBA and the Master of Accountancy. The twelve (12) hours earned in the MBA program may be counted for the required MBA classes in the Master of Accountancy. Students would additionally be required to complete the 18-hour accounting component in order to earn the Master of Accountancy.

## Admission Information

### Regular Admission Requirements

1. Official transcript(s) showing all course work, completion of baccalaureate degree(s), and all graduate credit

Tuition is \$540 per semester credit hour.  
 The following are non-refundable fees:  
 Application Fee: ..... \$25  
 General Student Fee:..... \$20/hour

Aid (FAFSA) form must be completed by each applicant. A Master Promissory Note must also be on file in the Student Financial Planning Office.

Union University is approved by the Department for Veterans Affairs to offer educational benefits to veterans, reservists, and dependents of veterans who qualify for Veterans Benefits. An applicant who qualifies for VA Benefits should check with the Student Financial Planning Office as soon as possible upon registration.

## Financial Assistance

Students enrolled in the MBA Program may apply for the Federal Stafford Loan. A Graduate Application for Financial Assistance and the Free Application for Federal Student

## Course Descriptions: Prerequisites to the Master of Business Administration (PMBA)

**500. Financial Accounting (3)**  
 A review of basic financial and managerial concepts from a user's perspective including: how financial statements are prepared, the ability to interpret the information provided in financial statements, the ability to conduct a preliminary financial analysis of a firm, and budgeting and cost behavior. Graded Pass/Fail.

**502. Introduction to Management (3)**  
 An introduction to the management process through the

## Course Descriptions: Master of Business Administration (MBA)

**601. Business Orientation (0)**  
 An orientation to the activities and experiences of graduate students in business at Union University, including adjustment to academic development and spiritual growth.

**610. Microeconomics (3)**  
 This course will build on a traditional basis of microeconomic theory through the case method and research projects. Case application will bring microeconomic analysis into the realm of managerial decision making.

**613. Financial Accounting (3)**  
 The use of accounting information by an organization's investors, creditors and managers from a financial and managerial perspective. The course develops financial analysis skills useful in business decision-making, the ability to analyze accounting information useful for monitoring efficiency, quality, and timeliness, determine appropriate prices and costing of products and services, and the development of operational budgets.

**615. Environmental Management (3)**  
 An examination of the impact of external environmental forces on the structure of an organization, the importance of organizational structure to the achievement of strategic and operational plans of management, and the various configurations available.

**620. Ethical Management (3)**  
 Ethical Management makes intensive use of the case method to probe ethical issues facing the modern business world. Various ethical decision-making models are discussed including Christian ethics.

**621. Law & Business (3)**  
 The nature of law and the regulator and nonregulator environments in which businesses and managers operate. Consists of lecture and discussion of legal cases involving numerous topics of law, including constitutional, tort, intellectual property, contract, employment, antitrust, and corporate legal issues.

**622. Business Ethics (3)**  
 An examination of how business impacts societal stakeholders and vice versa. Both the normative (ethical) and strategic implications for business will be explored.

**625.** **Financial Management (3)**  
Analysis of the capital structure, dividend policy, and working capital policy of the firm. Additional topics include: risk measurement, valuation, cost of capital, and analytical tools used for the acquisition and allocation of funds.

**62.** **Marketing (3)**  
An analysis of the marketing of goods and services and the role of marketing in the economy. Marketing strategies explored through case studies and recent literature.

**630.** **Information Systems (3)**  
This course is designed to provide an understanding of the field of information systems. Broad-based instruction in distributed databases, network architectures, telecommunications options, and hardware/software platforms. Applied knowledge to ensure that MIS goals and expenditures are consistent with and in support of the mission of the organization. Case studies are used extensively to learn about the current issues facing information management.

**635.** **Business Analytics (3)**  
This course will develop business analytical tools using mathematics, statistics and computer technology. These tools will then be applied to a variety of business problems emphasizing planning, collection and interpretation of data, and presentation of results.

**640.** **International Business (3)**  
Designed to provide the tools necessary to evaluate international business opportunities from cultural, political, legal, economic, financial, managerial and marketing perspectives.

**642.** **Strategic Management (3)**  
Coverage of strategic management concepts and integration of material learned in the functional areas of business; use of case studies and field projects to provide a top management view of the business enterprise.

**643.** **Negotiation (3)**  
An analysis of negotiation strategies and tactics in a variety of business environments to include selling situations, intra-organizational conflict, channel partnerships, and union negotiations. Emphasis on collaborative and bargaining styles of negotiating. Seminar-style course with bargaining simulations throughout the course. Marketing and management strategies explored through simulations and exercises and recent literature.

**64.** **Behavioral Sciences (3)**  
Behavioral sciences applied to interpersonal relationships in organizations; concepts of human aspects of businesses as distinguished from economic and technical aspects. Focus is on the process of managing people.

**653.** **Operations Management (3)**  
Planning and control of operations in manufacturing and service organizations; examination of decision theory applications; emphasis on developing skills and techniques through case studies.

**60.** **Research (1/2, 3)**  
Students will complete a research proposal for a significant research problem in business, including a review of literature related to the research problem. Students will gather and analyze research data and complete a written thesis. Students are required to maintain continuous enrollment until the thesis is successfully completed. The Thesis becomes an additional assessment tool for these students. Grading will be Pass/Fail for the first two enrollments. The third and following enrollments will be graded B letter grade.

**5.** **Prerequisites (1-4)**  
All courses and their application must be defined and approved prior to registering.

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Group studies which do not appear in the department course offerings. Content will be determined by need.

**5.** **Prerequisites (1-4)**  
A non-lecture research and discussion course. Content to be determined by need.

**655.** **Prerequisites (1-4)**  
Individual research and student under the guidance of a graduate faculty member.

**64.** **Prerequisites (1-4)**