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

# The MBA Program

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

# **Program Emphasis**

The Union MBA offers a flexible course of study with multiple entry points. Courses are offered one night a week

There are twelve (3-hour) courses in the Union MBA. To complete the program, students may choose to complete the traditional MBA program, or obtain a concentration in Human Resource Management, Leadership, or Marketing. Students may also choose a Thesis option to complete the MBA upon the approval of the Graduate Program Director.

# **Expected Outcomes**

The program strives to achieve the following learning outcomes:

- 1. Each student will apply methods from a variety of disciplines to solve business problems.
- 2. Each student will demonstrate knowledge of the ability to lead in team situations—to motivate and influence others in order to achieve organizational goals.
- 3. Each student will be an effective communicator with the ability to prepare and deliver oral and written presentations using appropriate technologies.
- Each student will be skilled in critical thinking and decision-making, as supported by the appropriate use of analytical and quantitative techniques.
- 5. Each student will demonstrate the ability to make personal and business decisions based on values informed by the Christian worldview.

# **Dual-Degree Options**

Dual Degree options are offered in conjunction with the College of Nursing, the College of Pharmacy, and the School of Social Work. Interested students enrolled in either the Master of Science in Nursing, Doctor of Nursing Practice, Doctor of Pharmacy, or Master of Social Work programs may dually 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., D.N.P., or MSW programs as approved respectively by the College of Pharmacy, College of Nursing and Health Sciences, or School of Social Work.

Dual Degrees may be obtained within the McAfee School of Business between the MBA and the Master of Accountancy (MAcc). Twelve (12) hours earned in the MBA program may be

#### Waiver of GMAT/GRE Requirement

Applicants may receive a waiver of the GMAT or GRE requirement if they meet one or more of the following conditions:

- a. Applicants with a graduate degree earned from a regionally-accredited college or university.
- b. Applicants with at least five years of professional or managerial business experience.
- c. Students pursuing a dual degree at Union University in the Doctor of Pharmacy, the Master of Science in Nursing, the Doctor of Nursing Practice, or Master of Social Work programs.
- d. Recent (5 years or less) graduates from Union University with the Bachelor of Science in Business Administration degree and a cumulative GPA of 3.0 or greater.
- e. Recent (5 years or less) graduates from a regionallyaccredited institution with a degree in a STEM (science, technology, engineering, mathematics) discipline.

Applicants must complete a request for waiver of the GMAT/GRE requirement during the application process. Requests for waiver will be considered by the Graduate Business Admissions Committee. If approved, the applicant will be admitted without the requirement to submit a GMAT or GRE score.

## Prerequisites

While there are no pre-requisites to the MBA program, students are expected to have a working knowledge of economics, accounting, management and statistics before beginning MBA coursework. If a review of admissions application documentation by the Graduate Business Admissions Committee shows a deficiency in these areas, the MBA Program Director may recommend or require the completion of preparatory courses, self-study, or other work prior to enrollment in MBA coursework.

#### **Conditional Admission Requirements**

Applicants who do not meet the regular admission requirements to the MBA program may be admitted

# **Financial Information**

There are three methods of payment for the program.

- 1. One-hundred percent of tuition expense for the entire program before the first night of class. Interest will be assessed on the unpaid balance at the rate of 1.5% per month.
- 2. The payment of tuition as billed monthly as a result of courses registered. Interest will be assessed on the unpaid balance at the rate of 1.5% per month.
- 3. FACTS payment plan. Please see details at www.uu.edu/admissions/financialinfo/facts/
- 4. Tuition reimbursement is offered by many employers. The University allows the completion of the current student schedule to meet eligibility requirements for payment. Prompt payment is requested to prevent interruption of registration.
- 5. All financial information is subject to change without notice.

Tuition is \$615 per semester credit hour.	
The following are non-refundable fees:	
Application Fee:	\$25
General Student Fee:	

#### 633. Employee Training and Development (3) S

Employee Training and Development is an examination of the strategies and techniques of training systems, including needs assessment, motivation to learn, transfer of training, performance improvement, and the development of interpersonal skills as a means to satisfy both organization needs and personal career goals. This course likewise considers workforce management techniques related to the collective bargaining process, labor-management agreement, contract administration, labor union structure and goals, and the influence of external labor markets on labor relations.

## 634. Human Resource Strategy (3) F

Examines the strategic use of the human resources function at the corporate level including explorations of corporate espionage and sabotage prevention; executive compensation; business and HR strategy integration; international issues in HR; and change 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.

# 636. Digital Marketing (3) F

This course provides an understanding of social media with a focus on best practices and business applications of this platform for communication.

## 637. Marketing Decision-Making (3) S

This course covers the theories, frameworks, concepts, and tools that identify the core elements that drive consumers and organizations to purchase/source products and services.

# 638. Selling Strategies (3) S

This course provides practical insight into the sales process including an understanding of the sales process and develops the skills necessary for success in the sales profession.

### 639. Executive Leadership (3) Su

This course examines the field of leadership within organizations at the executive level. Topics include leadership characteristics (e.g., IQ, personality), top management team dynamics, executive ethics, leadership development, networks, and inspirational/visionary leadership.

## 640. International Business (3)

Designed to provide the tools necessary to evaluate international